

Implementasi Kebijakan Pengalokasian Lapak Usaha bagi Pelaku UMKM di Kawasan Kuliner Anjung Cahaya Kota Tanjungpinang

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan pengalokasian lapak usaha bagi pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di Kawasan Kuliner Anjung Cahaya Kota Tanjungpinang serta mengidentifikasi faktor pendukung dan penghambat implementasinya. Penelitian ini dilatarbelakangi oleh pentingnya kebijakan pengalokasian lapak usaha sebagai upaya pemerintah dalam mendukung pemberdayaan UMKM, namun pelaksanaannya masih menghadapi berbagai kendala yang memengaruhi efektivitas kebijakan. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan teori *Consolidated Framework Implementation Research* (CFIR). Hasil penelitian menunjukkan bahwa implementasi kebijakan telah berjalan cukup baik berdasarkan lima domain CFIR, yaitu karakteristik inovasi, lingkungan eksternal, lingkungan internal, karakteristik individu, dan proses implementasi. Pelaksanaan kebijakan didukung oleh koordinasi antarinstansi, dukungan pemerintah daerah, fasilitas kawasan, serta komitmen pelaku UMKM. Adapun faktor penghambat meliputi rendahnya jumlah pengunjung, biaya sewa lapak, kurang konsistennya sebagian pelaku UMKM dalam memanfaatkan lapak, serta permasalahan kebersihan kawasan. Penelitian ini menyimpulkan bahwa implementasi kebijakan pengalokasian lapak usaha di Kawasan Kuliner Anjung Cahaya telah terlaksana sesuai dengan regulasi dan ketentuan yang ada, namun masih perlunya evaluasi dan penguatan koordinasi, peningkatan daya tarik kawasan, serta partisipasi pelaku UMKM agar tujuan pemberdayaan UMKM dapat tercapai secara optimal.

Kata Kunci: Implementasi kebijakan, Pengalokasian Lapak Usaha, UMKM, CFIR, Anjung Cahaya

Implementation of the Business Stall Allocation Policy for MSMEs in the Anjung Cahaya Culinary Area of Tanjungpinang City

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ABSTRACT

This study aims to analyze the implementation of the business stall allocation policy for Micro, Small, and Medium Enterprises (MSMEs) in the Anjung Cahaya Culinary Area of Tanjungpinang City and identify supporting and inhibiting factors in its implementation. This study is motivated by the importance of the business stall allocation policy as a government effort to support MSMEs empowerment, but its implementation still faces various obstacles that affect the policy's effectiveness. This study uses a descriptive qualitative approach. Data were obtained through interviews, observations, and documentation, then analyzed using the Consolidated Framework Implementation Research (CFIR) theory. The results show that the policy implementation has been running quite well based on the five CFIR domains, namely innovation characteristics, external environment, internal environment, individual characteristics, and implementation process. Policy implementation is supported by inter-agency coordination, local government support, area facilities, and the commitment of MSMEs. Inhibiting factors include the low number of visitors, stall rental costs, the inconsistency of some MSMEs in utilizing stalls, and issues with area cleanliness. This study concludes that the implementation of the policy regarding the allocation of business stalls in the Anjung Cahaya Culinary Area has been carried out in accordance with existing regulations and stipulations; however, there remains a need for evaluation, strengthened coordination, enhanced area appeal, and greater participation from MSME players to ensure the goal of MSME empowerment is optimally achieved.

Keywords: Policy Implementation, Business Stall Allocation, MSMEs, CFIR, Anjung Cahaya.