

IMPLEMENTASI FUNGSI EKONOMI POS LINTAS BATAS NEGARA (PLBN) SERASAN DALAM MENINGKATKAN PEREKONOMIAN MASYARAKAT DI KECAMATAN SERASAN

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Abstrak

Pos Lintas Batas Negara (PLBN) tidak lagi hanya berfungsi sebagai tempat pemeriksaan lintas batas melalui sistem *Customs, Immigration, Quarantine, and Security* (CIQS), tetapi juga dikembangkan sebagai instrumen untuk mendorong pertumbuhan ekonomi kawasan perbatasan. PLBN Serasan merupakan salah satu PLBN terpadu yang memiliki potensi dalam mendukung perdagangan lintas batas, pengembangan UMKM, pariwisata, dan ekspor hasil perikanan. Namun demikian, implementasi fungsi ekonomi PLBN Serasan masih menghadapi berbagai tantangan. Penelitian ini bertujuan untuk menganalisis implementasi fungsi ekonomi PLBN Serasan dalam meningkatkan perekonomian masyarakat Kecamatan Serasan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data menggunakan teori implementasi kebijakan Van Meter dan Van Horn yang meliputi standar dan sasaran kebijakan, sumber daya, komunikasi antarorganisasi dan aktivitas pelaksana, karakteristik agen pelaksana, serta kondisi lingkungan ekonomi, sosial, dan politik. Hasil penelitian menunjukkan bahwa implementasi fungsi ekonomi PLBN Serasan secara umum telah terlaksana, namun tidak optimal dalam meningkatkan perekonomian masyarakat Kecamatan Serasan. Standar dan sasaran kebijakan telah dipahami dengan baik oleh para pelaksana, namun pencapaian sarannya tidak optimal karena manfaat ekonomi belum dirasakan secara merata, khususnya oleh nelayan. Sumber daya telah tersedia sehingga implementasi kebijakan dapat dilaksanakan, tetapi masih terdapat keterbatasan pada kompetensi sumber daya manusia, penyediaan kapal cepat rute Serasan–Sematan, penetapan PLBN Serasan sebagai exit-entry point, serta dukungan anggaran. Komunikasi antarorganisasi dan karakteristik agen pelaksana telah berjalan dengan baik melalui koordinasi dan pembagian tugas yang efektif. Sementara itu, kondisi lingkungan ekonomi, sosial, dan politik pada dasarnya mendukung implementasi kebijakan, namun potensi perdagangan lintas batas, ekspor hasil perikanan, serta keterlibatan masyarakat lokal dalam aktivitas ekonomi belum dimanfaatkan secara optimal. Oleh karena itu, diperlukan penguatan konektivitas transportasi, perdagangan lintas batas, dan pemberdayaan masyarakat agar fungsi ekonomi PLBN Serasan mampu memberikan manfaat ekonomi yang lebih optimal dan merata.

Kata Kunci: Implementasi Kebijakan, Fungsi Ekonomi, Pos Lintas Batas Negara (PLBN), PLBN Serasan.

**IMPLEMENTATION OF THE ECONOMIC FUNCTION OF THE SERASAN
STATE BORDER CROSSING POST (PLBN) IN BOOSTING THE LOCAL
ECONOMY IN SERASAN DISTRICT**

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Abstract

State Border Crossing Posts (Pos Lintas Batas Negara or PLBN) no longer function solely as border inspection facilities implementing the Customs, Immigration, Quarantine, and Security (CIQS) system, but have also been developed as instruments to promote economic growth in border areas. PLBN Serasan is one of Indonesia's integrated border crossing posts with the potential to support cross-border trade, the development of Micro, Small, and Medium Enterprises (MSMEs), tourism, and fishery exports. However, the implementation of its economic function still faces various challenges. This study aims to analyze the implementation of the economic function of PLBN Serasan in improving the local economy of the Serasan District community. This research employed a qualitative method with a descriptive approach. Data were collected through observation, interviews, and documentation. Data were analyzed using Van Meter and Van Horn's policy implementation theory, which consists of policy standards and objectives, resources, inter-organizational communication and enforcement activities, characteristics of implementing agencies, and the economic, social, and political environment. The findings indicate that the implementation of the economic function of PLBN Serasan has generally been implemented but has not yet been fully optimized in improving the local economy of the Serasan District community. Policy standards and objectives have been clearly understood by the implementing agencies; however, the policy objectives have not been fully achieved because the economic benefits have not been distributed evenly, particularly among fishermen. Resources have been available to support policy implementation, although limitations remain in human resource competencies, the provision of a fast passenger boat service on the Serasan–Sematan route, the designation of PLBN Serasan as an exit-entry point, and budget support. Meanwhile, inter-organizational communication and the characteristics of implementing agencies have been implemented effectively through strong coordination and clear division of responsibilities. In addition, the economic, social, and political environment generally supports policy implementation; however, the potential of cross-border trade, fishery exports, and local community participation in economic activities has not been fully utilized. Therefore, strengthening transportation connectivity, cross-border trade, and community empowerment is necessary to optimize the economic function of PLBN Serasan and enhance the local economy.

Keywords: Policy Implementation, Economic Function, State Border Crossing Post (PLBN), PLBN Serasan.