

ABSTRAK

ASNUL YUNUS. Dinamika Perubahan Perizinan Ritel Modern Di Kabupaten Barru (Studi Kasus Perizinan Indomaret) (Di bombing oleh Andi Luhur Prianto dan Nur Khaerah).

Penelitian ini dilatarbelakangi oleh dinamika kebijakan perizinan ritel modern di Kabupaten Barru yang menimbulkan konflik antara perlindungan UMKM lokal dan implementasi sistem perizinan nasional melalui Online Single Submission (OSS). Tujuan penelitian ini adalah menganalisis dinamika perubahan kebijakan perizinan ritel modern dengan menggunakan perspektif Advocacy Coalition Framework (ACF). Penelitian ini menggunakan metode kualitatif melalui wawancara, observasi, dan dokumentasi, dengan analisis data berupa reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan adanya dua koalisi advokasi, yaitu koalisi pro-ritel modern yang mengandalkan legitimasi regulasi pusat, serta koalisi kontra-ritel modern yang menuntut perlindungan terhadap pelaku UMKM dan keberlanjutan ekonomi lokal. Ketiadaan regulasi daerah memperlemah posisi koalisi kontra sehingga kebijakan lebih berpihak pada regulasi pusat, yang ditunjukkan dengan tetap diberikannya izin operasional bagi Indomaret. Kondisi ini memunculkan resistensi sosial berupa demonstrasi dan kritik publik, meskipun sebagian besar masyarakat mendukung keberadaan ritel modern. Temuan ini menegaskan bahwa kebijakan di Barru masih bersifat pasif-responsif terhadap regulasi nasional, sehingga diperlukan regulasi lokal yang komprehensif untuk menjaga keseimbangan antara arus investasi dan perlindungan terhadap UMKM sebagai penopang perekonomian daerah.

Kata Kunci: kebijakan publik, perizinan ritel modern

ABSTRACT

ASNUL YUNUS. *Dynamics of Modern Retail Licensing Changes in Barru Regency (Case Study of Indomaret Licensing)* (Supervisor by Andi Luhur Prianto and Nur Khaerah)

This research is motivated by the dynamics of modern retail licensing policies in Barru Regency that cause conflicts between the protection of local MSMEs and the implementation of the national licensing system through Online Single Submission (OSS). The purpose of this research is to analyze the dynamics of changes in modern retail licensing policies using the Advocacy Coalition Framework (ACF) perspective. This research uses qualitative methods through interviews, observations, and documentation, with data analysis in the form of reduction, presentation, and conclusion drawing. The results showed the existence of two advocacy coalitions, namely the pro-modern retail coalition that relies on the legitimacy of central regulations, and the modern counter-retail coalition that demands protection of MSME actors and local economic sustainability. The absence of local regulations weakens the position of the counter coalition so that policies are more in favor of central regulations, which is shown by the continued granting of operational licenses for Indomaret. This condition has led to social resistance in the form of demonstrations and public criticism, although most people support the existence of modern retail. This finding confirms that policies in Barru are still passive-responsive to national regulations, so comprehensive local regulations are needed to maintain a balance between investment flows and protection of MSMEs as the pillar of the regional economy..

Keywords: public policy, modern retail licensing.