

ABSTRAK

NANDA PUTRI NUGRAHA, NUR WAHID, RUSLIADI, 2026. *Implementasi Kebijakan Electronic Traffic Law Enforcement (ETLE) Dalam Meningkatkan Kepatuhan Lalu Lintas Di Kota Makassar.*

Penerapan kebijakan *Electronic Traffic Law Enforcement* (ETLE) di Kota Makassar merupakan upaya modernisasi penegakan hukum lalu lintas berbasis teknologi. Namun, dalam implementasinya masih ditemukan berbagai permasalahan, seperti rendahnya pemahaman masyarakat, keterbatasan literasi teknologi, serta kendala koordinasi dan teknis antarinstansi. Oleh karena itu, penelitian ini bertujuan untuk menganalisis implementasi kebijakan ETLE di Kota Makassar dengan meninjau indikator organisasi pelaksana, kelompok sasaran, dan faktor lingkungan.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif untuk memperoleh gambaran mendalam mengenai pelaksanaan kebijakan di lapangan. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri atas aparat kepolisian Ditlantas Polda Sulawesi Selatan, khususnya Subdit Gakkum dan Operator ETLE, serta masyarakat pengguna jalan baik pengendara roda dua maupun roda empat di Kota Makassar. Penelitian ini menggunakan teori implementasi kebijakan Thomas B. Smith yang menekankan interaksi antara kebijakan, organisasi pelaksana, kelompok sasaran, dan faktor lingkungan dalam menentukan keberhasilan implementasi kebijakan publik.

Hasil penelitian menunjukkan bahwa dari sisi organisasi pelaksana, implementasi ETLE telah didukung oleh kerja sama lintas instansi seperti Bapenda, Dishub, Pengadilan, meskipun masih terdapat kendala koordinasi dan teknis. Dari sisi kelompok sasaran, masyarakat mulai menunjukkan peningkatan kedisiplinan berlalu lintas, namun pemahaman terhadap mekanisme ETLE dan proses konfirmasi pelanggaran masih belum merata, terutama di wilayah pinggiran kota. Sementara itu, faktor lingkungan seperti karakter sosial masyarakat, keterbatasan literasi teknologi, kondisi infrastruktur jaringan, serta masalah administrasi kendaraan turut memengaruhi efektivitas pelaksanaan kebijakan ETLE di Kota Makassar.

Kata Kunci: Implementasi Kebijakan, ETLE, Penegakan Hukum Lalu Lintas, Kota Makassar

ABSTRACT

NANDA PUTRI NUGRAHA, NUR WAHID, RUSLIADI, 2026.
Implementation of Electronic Traffic Law Enforcement (ETLE) Policy in Improving Traffic Compliance in Makassar City.

The implementation of the Electronic Traffic Law Enforcement (ETLE) policy in Makassar City is an effort to modernise traffic law enforcement based on technology. However, various problems have been encountered in its implementation, such as low public understanding, limited technological literacy, and coordination and technical constraints between agencies. Therefore, this study aims to analyse the implementation of the ETLE policy in Makassar City by reviewing the indicators of the implementing organisation, target groups, and environmental factors.

This study uses a qualitative method with a descriptive approach to obtain an in-depth picture of the implementation of the policy in the field. Data collection techniques were carried out through in-depth interviews, observations, and documentation. The research informants consisted of police officers from the South Sulawesi Regional Police Traffic Directorate, particularly the Sub-Directorate of Law Enforcement and ETLE operators, as well as road users, both two-wheeled and four-wheeled vehicle drivers in Makassar City. This study uses Thomas B. Smith's policy implementation theory, which emphasises the interaction between policy, implementing organisations, target groups, and environmental factors in determining the success of public policy implementation.

The results of the study show that from the perspective of the implementing organisation, the implementation of ETLE has been supported by inter-agency cooperation, such as Bapenda, Dishub, and the Court, although there are still coordination and technical obstacles. From the target group perspective, the public has begun to show improved traffic discipline, but understanding of the ETLE mechanism and the violation confirmation process is still uneven, especially in suburban areas. Meanwhile, environmental factors such as the social character of the community, limited technological literacy, network infrastructure conditions, and vehicle administration issues also affect the effectiveness of ETLE policy implementation in Makassar City.

Keywords: Policy Implementation, ETLE, Traffic Law Enforcement, Makassar City