

**POLICY IMPLEMENTATION
LOCAL GOVERNMENT OF CIREBON DISTRICT
FOR ORDER OF TRADITIONAL MARKETS
(Study in Traditional Markets of Cirebon Regency)**

Nurfadilah, Endang Sutrisno, Sanusi,

Master of Laws in Business Law and Regional Autonomy Studies,
Universitas Swadaya Gunung Jati, Cirebon, West Java, Indonesia
dilanur922@gmail.com, endang.sutrisno@ugj.ac.id, sanusi@ugj.ac.id



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Abstract: *The regulation of Structuring and Controlling Traditional Markets in Cirebon Regency is outlined in Cirebon Regency Regional Regulation Number 7 of 2014, which pertains to the Structuring of Traditional Markets, Shopping Centres, and Modern Stores. This study addresses the implementation of the Cirebon Regency Regional Government's policy for regulating traditional markets and the efforts made by the government to structure and control these markets. This type of research employs qualitative methods, with an empirical juridical approach, examining behavior towards problems in traditional markets. Implementation of Local Government Policy regarding the structuring and management of traditional markets has been implemented but not maximised, there are still shortcomings regarding facilities that do not meet the standards for traders, cleanliness, comfort, the market still does not have an adequate drainage system and the location used as a place to sell is very disturbed by the density of the flow of transportation which results in pollution of merchandise and market security still needs to be improved.*

Keywords: *Policies, Regional Regulations, and Traditional Markets.*

I. INTRODUCTION

The development of a region can be measured by various indicators, one of which is the level of the economy. Various regional activities, including industry, tourism, and local regulations, can influence the regional economy. Local Regulation activities require adequate space, facilities, and infrastructure to support their operations. (Arnita, 2018). Containers in Local Regulation activities include the construction of markets as a place for trading activities, which become the centre of trade for the community to carry out buying and selling activities for their daily living needs. In its development, the market is categorized into two forms: traditional markets and modern markets. The definition of a traditional market is a market built and managed by the government, private sector, cooperatives or local community self-help with a place of business in the form of shops, kiosks, los and tents, or other names and the like, which are owned/managed by small and medium traders, with a small business scale and small capital, with a buying and selling process through bargaining. The traditional market serves as the nucleus of socio-

economic activities, leading to a pattern of economic relations that fosters intimate social interactions among traders, buyers, and suppliers, thereby embodying a social heritage that underscores the necessity for individual socialization. Istijabatul Aliyah, 2018.

The Cirebon Regency Regional Government has normatively executed the directives of prevailing rules, including the promulgation of different laws and regulations. Law No. 7 of 2014 on Trade Regulation, Article 13, Paragraph (1): The Government collaborates with the Regional Government to enhance, empower, and elevate the quality of public market management to boost competitiveness. The enhancement, empowerment, and elevation of management quality of the people's market, as stated in paragraph (1), shall be executed through: a. development and/or revitalization of the people's market; b. implementation of professional management; c. facilitation of access to high-quality goods at competitive prices; and/or d. facilitation of access to financing for market traders in the people's market.

Presidential Regulation No. 112/2007 governs the organization and development of traditional markets, shopping centers, and modern stores, while Minister of Trade Regulation No. 70/M-DAG/PER/12/2013 provides technical guidelines for these arrangements and developments. Additionally, the Minister of Trade Regulation Number 56/M-DAG/PER/9/2014, which amends Minister of Trade Regulation Number 70/M-DAG/PER/12/2013, provides guidelines for the structuring and management of traditional markets, shopping centers, and modern stores. This includes regional and regent regulations, such as Cirebon Regency Regional Regulation Number 7 of 2014, which aims to regulate and oversee the establishment of modern markets in specific areas to ensure they do not adversely affect traditional markets, micro, small, medium enterprises, and cooperatives that possess historical significance and potential as tourism assets. In addition to Cirebon Regent Regulation Number 108 of 2015, which pertains to the Implementation Guidelines for Regional Regulation Cirebon Regency Number 7 of 2014 regarding the Structuring and Development of Traditional Markets, Shopping Centres, and Modern Stores.

The establishment of traditional markets, shopping centres, and modern markets is governed by Presidential Regulation No. 112/2007, which mandates adherence to the District/Municipal spatial plan and the District/Municipal detailed spatial plan, including zoning regulations. Effective spatial planning that designates appropriate locations for commercial activity would consequently enhance the capacity to attract investment. Agung Pambudi, 2006. Consequently, traditional markets can function as a center for economic engagement, social connection, and recreational amenities, encompassing both the market ambiance and the customary goods available. The establishment of business sectors is also evident in the market. Markets have become an integral aspect of communal existence. Consequently, the presence of markets is essential for both society and the economy. In economics, the market is not characterized as a physical location, but rather emphasizes the behaviors of buying and selling. The presence of marketplaces within the community is essential, regardless of whether they are traditional or contemporary. Local governments are essential in the administration and advancement of the region. Fauzi Achmad asserts that the Regional Government is primarily responsible for executing regional autonomy, which includes the rights and jurisdiction to govern and administer governmental matters and the interests of local populations. (Fauzi, A., 2019). Regional autonomy seeks to enhance public service proximity to the community, so augmenting efficiency and effectiveness in decision-making that is more attuned to local

requirements. Muhammad Guntoro, 2021. Autonomous local governments can develop policies that correspond to the unique attributes and possibilities of their regions. Chriswia Dwi Rani Pinem, 2024.

Local governments are tasked with delivering fundamental services, encompassing education, healthcare, infrastructure, and administrative functions. (Laili Choirunnisa, 2023). This function enables local governments to improve community quality of life and directly address its needs. In the domain of Traditional Market Order within the Cirebon region, the Local Government must guarantee the execution of the principles, aims, and scope pertaining to the organization and development of Traditional Markets, Shopping Centres, and modern retail establishments.

According to M. Agus Santoso, in his research, the Regional Government also has a function as a regulator and supervisor. (M Agus Santoso, 2011). In this context, local governments are tasked with creating regulations and policies that govern various aspects of community life, including economic, social, and environmental. With clear rules, local governments can create a conducive investment climate and control activities that have the potential to harm the community. Adequate supervision is also needed to ensure that all policies and programmes run according to plan and produce positive impacts for the community.

The Cirebon Regency Government has exerted considerable efforts to regulate traders, ensuring a comfortable and safe environment. However, numerous vendors persist in operating outside designated market areas, utilizing roadways for sales. Additionally, the market's cleanliness remains inadequate, with irregular waste disposal. This is in violation of Cirebon Regency Regional Regulation Number 7 of 2014, which mandates in Article 35 Paragraph (1) that every organizer of Traditional Markets, Shopping Centres, and Modern Stores must (d) uphold cleanliness and aesthetic appeal of the business location, and (k) provide strategically placed closed trash receptacles.

The Cirebon Regency Regional Government has revitalised many traditional markets in Cirebon Regency in order to improve the economy of the people of Cirebon Regency, so that in trading the sellers and buyers are more comfortable and orderly, but the fact is that there are still many traders who do not take advantage of the revitalised market facilities and infrastructures, Their reason is very classic, namely traders feel that their merchandise is quiet if they sell inside the market because buyers are happier if the traders sell on the side of the road, this is a wrong understanding that must be immediately evaluated by the parties, especially by market managers in each traditional market, the Regional Government also confirmed by making Cirebon Regency Regional Regulation Number 7 of 2015 concerning Public Order, including Article 42 paragraph (1): Every person or entity who: a. Without permission to use the road benefit space and / or road right-of-way other than its function and designation; (2) For violations of the provisions referred to in letter a, letter b, letter c and letter e, is subject to an administrative fine of up to Rp 5,000,000.00 (five million rupiah). Then in Article 45 paragraph (1) Every person or entity who: a. conducts business activities in places that are not following their designation, except in places that Regent Regulation has determined; (2) For violation of the provisions referred to in paragraph (1), an administrative fine of up to Rp.2,500,000.00 (two million five hundred thousand rupiah) shall be imposed.

Regional Regulation Number 7 of 2014 regarding the Structuring of Traditional Markets, Shopping Centres, and Modern Stores aims to enhance the organization and orderliness of traditional markets. Article 24, paragraph (2) stipulates that the Regional

Government shall seek alternative funding sources for the empowerment of traditional markets in accordance with legal provisions, improve the competencies of traders and the management of traditional markets, prioritize opportunities for traditional market traders who have renovated or relocated, and evaluate the management of traditional markets.

The execution of Cirebon Regency Regional Regulation Number 7 of 2014 regarding the organization of traditional markets, shopping centers, and modern stores has been partially achieved, yet not to its fullest extent, owing to the absence of comprehensive regulations and a legal framework overseeing the management of traditional markets in Cirebon Regency. The Cirebon Regency Regional Government, specifically the Trade and Industry Office responsible for managing traditional markets, has endeavored to establish a Regional Public Service Agency (BLUD) and collaborate with the Transportation Office on parking and traffic management around the market, as well as engage the Environmental Law Office in waste management to enhance efficiency and create a more conducive environment.

II. RESEARCH METHODS

Research methodology is a discipline that examines the principles of conducting rigorous scientific inquiry. (Almasdi Syahza, 2021). The researchers employed a qualitative methodology, categorizing their work as empirical legal research. Empirical legal research involves field research that focuses on collecting empirical data in situ. Mukti Fajar, 2010. The empirical approach is grounded in actual behavior as primary data derived from field study locations, rather than relying on written positive law (legislation) as secondary data. (Muhaimin, 2021). The methodology employed is empirical juridical, and the research instruments used in this study include observation, interviews, and an examination of relevant regulations. The utilized legal materials comprise main, secondary, and tertiary legal information. This study employs the Miles and Huberman model method for analyzing legal materials, as referenced by Rony Zulfirman. This method encompasses three essential activities: data collection, data reduction, data presentation, and verification. Rony Zulfirman, 2021.

III. RESEARCH RESULTS

A. Aspects of Public Policy for Traditional Market Ordering in the Legal Dimension

1. Legal Basis

The legal basis for regulating traditional markets comprises laws and regulations, ranging from the national to the regional level, including Presidential Regulation No. 112/2007 on the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores. Minister of Trade Regulation No. 70/M-DAG/PER/12/2013 on Guidelines for the Arrangement and Development of Traditional Markets, Shopping Centres, and Modern Stores. Cirebon Regency Regional Regulation Number 7 of 2014 concerning Arrangement, Development of Traditional Markets, Shopping Centres and Modern Stores. Cirebon Regency Regional Regulation No. 4 of 2021 amends Regional Regulation No. 7 of 2015 regarding Public Order, and Cirebon Regent Regulation No. 108 of 2015 establishes Implementation Guidelines for Regional Regulation No. 7 of 2014 concerning the Arrangement and Development of Traditional Markets, Shopping Centres, and Modern Stores.

2. Implementation of Local Regulations

The management of Traditional Markets, managed by the Cirebon Regency Regional Government, does not have a PD Pasar, unlike the Cirebon City Government, because the revenue budget and salaries of the management or structural PD Pasar cannot be fulfilled. Therefore, in Cirebon Regency, Traditional Markets are managed directly by the Regional Government. Among the constraints in managing a crucial 6 market is the lack of management rights, as there is no precise regulation related to the Department of Industry and Trade of Cirebon Regency, which has absolute authority to manage the market.

The Cirebon Regency Industry and Trade Office is responsible for managing the market management structure and is limited to the form of stalls or los kiosks that are managed. It is limited to recording the number of stalls in the market and rental fees. Apart from recording the number of stalls and rental costs, there is the Environmental Agency, which has the authority to manage cleanliness, and the Transportation Agency, which oversees parking. Therefore, when problems related to waste occur, the Cirebon Regency Industry and Trade Office, through the market manager, is only affected, as if the market manager cannot solve the waste problem, even though problems related to waste fall under the authority of the Environmental Service, which should be responsible.

Parking problems and traffic disorder around the market are due to the fact that, in the market, many traders still sell on the road, causing congestion, which is blamed on the market manager. However, the authority for parking, traffic, and road order around the market is the Transportation Agency. The Head of Facilities and Distribution Actors of the Cirebon Regency Industry and Trade Office hopes that the Regional Public Service Agency (BLHD) will be placed in the Traditional Market, so that the BLHD can resolve problems in the market. Because the facts in the field there is still no clarity on who is responsible for the Traditional Market problem, thus causing the handling and management of the Traditional Market as a whole is not optimal, causing the three related agencies (Cirebon Regency Industry and Trade Office, Cirebon Regency Environmental Service and Cirebon Regency Transportation Office) to throw responsibility to each other, it would be nice if all Traditional Markets in Cirebon Regency are managed through the Regional Public Service Agency (BLHD) to be more conducive and efficient.

The local government policy has been partially implemented effectively, including in the daily agenda of the market manager, who frequently interacts with traders in the market, especially when traders have complaints about the market. The revenue of the Pasalaran market and the source market in the past year has been excellent and has increased significantly. However, in reality, not all policies of the Cirebon Regency Regional Government to control traditional markets can be adequately implemented, there are several obstacles including facilities that do not meet the standards for traders, cleanliness, comfort and order of the market and the main obstacle is the regional retribution change in the increase that must be paid to the Cirebon Regency Government. Not only that, the market still does not have an adequate drainage system, and the location used as a place to sell is very disturbed by the density of the flow of transportation, which results in pollution of merchandise, and market security still needs to be improved.

3. Articles that Support the Orderliness of Traditional Markets

Regulations Supporting Traditional Market Structure: Presidential Regulation No. 112/2007 on the Organization and Advancement of Traditional Markets, Shopping Centers, and Modern Retail Outlets. The provisions outlined in Presidential Regulation

No. 112 of 2007 are as follows: Article 2, concerning the site of the Traditional Market establishment, must reference the Regency/City Regional Spatial Plan and the Regency/City Detailed Spatial Plan, including the Zoning Regulations. The establishment of a Traditional Market must comply with the following provisions: (1) Consider the socio-economic conditions of the community and the presence of Traditional Markets, Shopping Centres, Modern Stores, and Small Businesses, including cooperatives in the relevant area; (2) Allocate a parking area sufficient to accommodate one wheeled vehicle for every 100 m² of Traditional Market sales floor area; and (3) Establish facilities that guarantee a clean, hygienic Traditional Market, as well as a safe, orderly, and comfortable public space. The establishment of parking facilities may be executed through collaboration between the Traditional Market manager and other stakeholders.

Then the licensing provisions are regulated in article 12 paragraph (1) letter a which reads "To conduct a Traditional Market business, must have a Traditional Market Management Business Permit (IUP2T)" and the request to obtain the permit must be equipped with a feasibility study including an analysis of environmental impacts, especially socio-cultural aspects and their effects on local retail trade actors and partnership plans with small businesses, this is stated in article 13. Not only that, Presidential Regulation No. 112 of 2007 also regulates guidance and supervision as stipulated in Article 15, which reads: "The Government and Regional Governments, either individually or jointly following their respective duties, shall provide guidance and supervision of Traditional Markets, Shopping Centres and Modern Stores. The Regional Government seeks alternative sources of funding for the empowerment of Traditional Markets following the provisions of applicable laws and regulations, improves the competence of Traditional Market traders and managers, prioritises the opportunity to obtain a place of business for existing Traditional Market traders before renovating or relocating Traditional Markets, and evaluates Traditional Market management."

Regulation of the Minister of Trade No. 70/M-DAG/PER/12/2013 about Guidelines for the Organization and Development of Traditional Markets, Shopping Centers, and Modern Retail Outlets. Article 2 governs the creation of traditional markets, stating: "The establishment of Traditional Markets, Shopping Centres, and Modern Stores must adhere to the Regional Spatial Plan and the Provincial/Regency/City Detailed Spatial Plan, including Zoning Regulations." Additionally, the establishment of traditional markets is governed by Article 13, which stipulates that: "The quantity of Traditional Markets, Shopping Centres, and Modern Stores, along with the distance between Shopping Centres, Modern Stores, and Traditional Markets or traditional retail outlets, shall be determined by the Local Government."

The establishment of Traditional Markets, Shopping Centres and Modern Stores must comply with the provisions stipulated by the Local Government". The local government in determining the number and distance must consider the level of density and population growth in each region according to the census data of the The Central Statistics Agency (BPS) has assessed the economic potential of the local area, traffic flow accessibility, security support, infrastructure availability, the development of new settlements, the lifestyle of the local community, and the operational hours of modern stores that complement rather than undermine traditional retail establishments in the vicinity.

Article 18 stipulates that the management of traditional markets may be conducted by cooperatives, private entities, state-owned enterprises (BUMN), or regional-owned

enterprises (BUMD). The Minister, Governor, and Regent/Mayor, either individually or collectively, authorize the administration of Traditional Markets to enhance competition. Enhanced competitiveness is achieved through the rejuvenation or revitalization of Traditional Market structures, the implementation of professional management practices, the provision of high-quality merchandise at competitive prices, and/or the facilitation of financing processes for market traders regarding working capital and business premises ownership credit. Article 19 delineates the responsibilities of the market manager, stating: "Traditional Market Managers are tasked, among other duties, with augmenting the supply of goods to stabilize prices, ensuring adherence to weight and size standards (orderly measurement), providing guidance, assistance, and supervision to traders, and facilitating business space for traders."

Coaching, mentoring, and supervisory actions for traders are conducted by enhancing consumer services, emphasizing product quality, cleanliness, dose, packaging, presentation, and the effective use of market facilities. Enhancing merchants' proficiency via education, training, and counseling, with the establishment of associations/groups to address traders' objectives. In allocating business space for vendors, Traditional Market managers must ensure that trader placement is conducted equitably and transparently, providing equal opportunities for all. Zoning should be based on merchandise categorization, with priority given to established traders registered with the Market Management Office. In cases of surplus or expansion of business premises, preference should be extended to longstanding traders lacking official permits or those renting from authorized vendors. The delineation of business sectors aims to ensure that each trader's business location has equal access to visitation and oversight from Street Vendors (PKL).

Article 34 delineates the provisions for direction and supervision, stipulating that "The Minister, Governor, and Regent/Mayor, whether individually or collectively, oversee the management of Traditional Markets, Shopping Centres, and Modern Stores." The Minister delegates guidance and supervision to the Director General of Domestic Trade, who may coordinate with relevant agencies at the central, provincial, and district/city levels. Specifically, for DKI Jakarta Province, the Governor delegates authority for guidance and supervision within his jurisdiction to the head of the agency responsible for trade, while the Regent/Mayor similarly delegates authority to the head of the agency responsible for trade in their respective areas.

Article 35 stipulates that "In the context of the guidance mentioned in Article 34, the Minister, Governor, and Regent/Mayor may assist UMKM in achieving the quality standards for goods sold in modern retail outlets, facilitate partnerships between retailers and UMKM, promote the marketing of UMKM products by modern stores and shopping centers, and conduct monitoring and evaluation of Traditional Markets, Shopping Centers, and Modern Stores within the regions." Article 36 stipulates that to enhance the management of Traditional Markets, the Minister, Governor, and Regent/Mayor may establish an effective management system, offer training and consultation to traders, facilitate collaboration between traders and suppliers, and/or undertake the construction and renovation of Traditional Market facilities and infrastructure. Article 37 stipulates that the Governor and Regent/Mayor may collaborate to preemptively address potential issues in the management of Traditional Markets, Shopping Centres, and Modern Stores, as well as implement measures to resolve the consequences arising from the establishment of these entities.

The provisions in Cirebon Regency Regional Regulation Number 7 of 2014 that support the regulation of traditional markets include Article 3, which addresses the Structuring and Guidance of Traditional Market Shopping Centres and Modern Stores. This article aims to safeguard micro, small, medium enterprises, cooperatives, and traditional markets, empowering them to develop, compete, and thrive independently while enhancing their welfare. It also regulates the establishment of modern markets in specific areas to prevent detrimental effects on traditional markets and micro, small, and medium enterprises. Existing cooperatives with historical significance can serve as tourism assets, ensuring the establishment of partnerships between conventional market participants, micro, small enterprises, and equitable business practices in trade. They promote public and private collaboration in marketing initiatives between traditional and modern markets, fostering synergies that are mutually beneficial for all parties involved. This collaboration aims to accelerate the growth of micro, small, medium, and cooperative businesses, contributing to a stable, efficient, and sustainable national trade system and distribution model, while ensuring environmental compatibility and harmony in accordance with regional spatial planning.

Then, in Article 19, which reads, "The location of the establishment of shopping centres and modern stores must refer to the Regional Spatial Plan and Spatial Detail Plan, including the Zoning Regulations." Then in article 24 concerning guidance and supervision, which reads "The Regional Government conducts guidance and supervision of traditional markets, shopping centres and modern stores. In the context of fostering traditional markets, the Regional Government makes efforts to find alternative sources of funding for the empowerment of Traditional Markets following the provisions of applicable laws and regulations, improve the competence of traders and management of Traditional Markets, prioritise opportunities to obtain business premises for traditional market traders who have renovated or relocated traditional markets and evaluate traditional market management. In the context of fostering shopping centres and modern stores, the Regional Government empowers Shopping Centres and Modern Stores in fostering traditional markets and oversees the implementation of partnerships as referred to in this Regional Regulation". This regulation regulates rights and obligations, contained in article 35 which reads "Every Traditional Market, Shopping Centre and Modern Store operator is obliged to comply with the provisions as stipulated in the operational permit and applicable laws and regulations, improve service quality and ensure the convenience of buyers, maintain security and order of the place of business, maintain cleanliness, beauty of the location and environmental sustainability of the place of business, provide parking areas, provide green open space, provide lactation rooms, provide facilities and facilities for a representative place of worship for visitors and employees, provide adequate toilet, provide accessibility facilities for people with disabilities, provide closed trash bins in strategic areas, provide opportunities for employees to worship, rest, eat on time, comply with work agreements and ensure the safety, health and welfare of employees, provide ready-to-use fire extinguishers and prevent the possibility of fire hazards in their place of business, notify in writing to the Regent must be notified no later than fourteen (14) days if the business operation ceases or is transferred to another entity. Reports should include the number of outlets owned, total sales turnover of all outlets, the number of partnered UMKM, partnership patterns, and the number of employees engaged.

Article 36 stipulates that "Every implementation of Traditional Markets, Shopping Centres, and/or Modern Stores is prohibited from exerting control over production."and / or goods and/or conduct a business monopoly, store goods whose nature and type endanger the environment, health, security and order but are protected by laws and regulations except in specially provided places, carry out sales practices of goods and services that are coercive and fraudulent including ignoring the privacy of prospective buyers in door to door trading mechanisms, sell goods that have expired, trading goods that do not follow the provisions of halal production as stated on the label, acting as a general 11 importer if the capital used comes from Foreign Investment for large and medium scale private marketing businesses, changing / adding to business facilities without written permission from the Regent, using underage workers and foreign workers without permission in accordance with applicable laws and regulations. Article 37: "No individual shall load or unload goods in any location other than a designated area." The imposition of sanctions is governed by Articles 38 and 39, which stipulate: "Any individual or business entity that contravenes the provisions outlined in Article 10, Article 11 paragraph (1), Article 12, Article 15 paragraph (2), Article 17, Article 20, Article 21 paragraph (1), Article 25 paragraph (1), Article 26 paragraphs (1), (2), and (4), Article 27, Article 32, Article 33, Article 35, Article 36, and Article 37, shall be subject to a maximum imprisonment of six months and a maximum fine of Rp. 50,000,000 (fifty million rupiah)." Alongside the criminal penalties outlined in Article 38, infractions of this Regional Regulation may incur administrative fines, such as written reprimands, suspension of endorsements, and revocation of business licenses.

The follow-up provisions related to violations in this regional regulation are regulated in Article 43, which outlines investigations, stating, "Investigations into violations of this Regional Regulation shall be carried out by Public Investigators and or Civil Servant Investigators within the Regional Government following applicable laws and regulations." The Civil Servant Investigators are empowered to receive reports or complaints regarding alleged criminal offences related to violations of Regional Regulations, initiate preliminary actions and examinations at the scene, mandate individuals to cease activities and verify the identification of suspects, confiscate items or documents, collect fingerprints and photographs of individuals, summon persons for interrogation as suspects or witnesses, engage necessary experts for case examination, terminate investigations upon receiving directives from the investigator indicating insufficient evidence or non-criminal events, and subsequently inform the public prosecutor, the suspect, or their family, while undertaking other legally permissible actions that are accountable.

4. Goals and Objectives Achieved by Local Regulation in Traditional Market Ordering

The Cirebon Regency Regional Regulation Number 7 of 2014 regarding the Arrangement and Development of Traditional Markets, Shopping Centres, and Modern Stores has been partially executed effectively; specific amenities have been provided, including restrooms, waste receptacles, prayer rooms, and parking areas, and vendors express satisfaction with the market's strategic location. The management system is well-structured, particularly in terms of the allocation of traders and market managers, who provide complaint services for both traders and visitors. Market management frequently

innovates programs, particularly in repair and modernization, trader training, market marketing, and infrastructure support, in partnership with the Cirebon Regency Government. The training program for traders enhances their skills and insights, enabling them to develop and improve their welfare. This aligns with the objective of structuring, coaching traditional markets, shopping centers, and modern stores, aimed explicitly at empowering micro, small, medium, and cooperative businesses, as well as traditional markets, to foster development, competitiveness, resilience, advancement, independence, and welfare improvement.

Several facilities have been realized, including toilets, trash bins, prayer rooms, and parking lots. This has fulfilled several obligations that must be carried out by traditional market organisers, namely every Traditional Market, Shopping Centre, and Modern Store operator must: Provide facilities and facilities for a representative place of worship for visitors and employees, provide adequate toilets, and provide closed trash bins in strategic areas. Given the implementation of part of the policy, it can be said that the Cirebon Regency Regional Government's policy regarding the control of traditional markets has been implemented, although not all of the provisions in the policy. Essentially, implementation, as defined by the Webster dictionary, is to have an impact or cause something following the provisions outlined in the policy.

B. Initiatives of the Cirebon Regency Regional Government Regarding Traditional Market Management

Cirebon Regency Regional Regulation Number 7 of 2014 concerning Structuring Traditional Markets, Shopping Centres and Modern Stores is quite adequate in regulating the order of traditional markets in Cirebon Regency, which amounts to 9 Traditional Markets managed by the Regional Government, including 7 Traditional Markets, namely Pasar Sumber Market, Pasalaran, Pasar Jamblang, Palimanan Market, Cipeujeuh Market, Babakan Market, Ciledug Market, and 2 Thematic Traditional Markets, namely Kueh Weru Market and Batik Trusmi Market. Still, in reality, it is not entirely as expected; several problems certainly need to be addressed appropriately.

Traditional Market Management, managed by the Cirebon Regency Regional Government, does not have a PD Pasar, unlike the Cirebon City Government, because the revenue budget and salaries of the management or structural PD Pasar cannot be fulfilled. Therefore, in Cirebon Regency, Traditional Markets are managed directly by the Regional Government. Among the constraints in the management of a very crucial market is about its management rights because in Cirebon Regency there is no precise regulation related to the Cirebon Regency Industry and Trade Office having absolute authority to manage the market, the Cirebon Regency Industry and Trade Office only has the task of managing the market management structure and is limited to the form of kiosks or stalls that are managed. Limited to recording the number of stalls in the market and rental levies.

Apart from recording the number of stalls and rental fees, there is an Environmental Agency that has the authority to manage cleanliness, and a Transportation Agency that manages parking. Therefore, when problems related to waste occur, the Cirebon Regency Industry and Trade Office, through the market manager, is only affected, as if the market manager cannot solve the waste problem, even though problems related to waste fall under the authority of the Environmental Service, which should be responsible. Parking problems and traffic disorder around the market are caused by the presence of many traders who still sell on the road, resulting in congestion. This issue is blamed by the

market manager, even though parking, traffic, and road order around the market are the responsibility of the Transportation Department.

The Head of Facilities and Distribution Actors of the Cirebon Regency Industry and Trade Office hopes that a Regional Public Service Agency (BLHD) will be placed in the Traditional Market, so that problems in the market can be resolved with certainty by the BLHD. Because the facts on the ground there is still no clarity on who is responsible for the Traditional Market problem, causing the handling and management of the Traditional Market as a whole is not optimal, causing the three related agencies (Cirebon Regency Industry and Trade Office, Cirebon Regency Environmental Service and Cirebon Regency Transportation Office) to throw responsibility to each other, it would be nice if all Traditional Markets in Cirebon Regency are managed through the Regional Public Service Agency (BLHD) to be more conducive and efficient.

Then the Head of the Cirebon Regency Transportation Agency said that if based on regulations, parking and traffic management are the main tasks and functions of the Transportation Agency, but in practice the Cirebon Regency Transportation Agency itself cannot do much for the unorganised traffic around traditional markets, it needs awareness of many parties, both from the local government and from the awareness of traders and the people who shop. As for waste management in the Traditional Market, the Cirebon Regency Environmental Service claimed only in terms of collecting retribution directly to traders, providing garbage bags, sweeping the market and transporting it directly to the Final Disposal Site, in practice there is no sorting of waste/garbage in the Traditional Market so that indeed in waste management has not been appropriately implemented.

IV. CONCLUSIONS

Based on the results of the research, arrangements and policies related to the control of traditional markets in Cirebon Regency can be concluded as follows:

1. The implementation of the Cirebon Regency Regional Government's policy to control the Traditional Market has been partly carried out well, including several facilities that have been fulfilled, such as toilets, trash bins, prayer rooms, and parking lots. However, there are several obstacles including facilities that do not meet the standards for traders, cleanliness, comfort, the market still does not have an adequate drainage system and the location used as a place to sell is very disturbed by the dense flow of transportation which 14 results in pollution of merchandise and market security still needs to be improved.
2. The efforts of the Cirebon Regency Regional Government in structuring and controlling Traditional Markets include issuing Cirebon Regency Regional Regulation Number 7 of 2014 concerning Structuring Traditional Markets, Shopping Centres and Modern Stores. In addition, the Cirebon Regency Regional Government has revitalised many traditional markets in Cirebon Regency in order to improve the economy of the people of Cirebon Regency, so that in trading the sellers and buyers are more comfortable and orderly. In implementing the policy, of course, it cannot only be from the side of the Regional Government alone, but requires good cooperation between all parties and aspects that can affect it. Therefore, the Government must endeavour to synergise all parties that are interrelated, be it in the form of participation or input and suggestions, to be used as a basis for evaluating the policy so that the purpose of structuring and controlling traditional markets in Cirebon Regency is even better.

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