

**OPTIMALISASI HARGA LELANG BARANG GRATIFIKASI OLEH  
KANTOR PELAYANAN KEKAYAAN NEGARA DAN LELANG  
YOGYAKARTA**

**(STUDI KASUS DI GRAHA SABHA PRAMANA TAHUN 2014)**

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui, mengkaji, dan menganalisis mengenai penentuan nilai limit dan optimalisasi pelaksanaan lelang barang gratifikasi di Yogyakarta tahun 2014.

Penelitian ini menggunakan jenis penelitian yuridis empiris. Data yang digunakan terdiri dari data primer yang didapatkan melalui wawancara dengan responden serta narasumber dan data sekunder dari penelitian kepustakaan. Seluruh data kemudian diuraikan dan dianalisa secara deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa PKNSI menetapkan nilai limit dari nilai wajar yang dihasilkan oleh Tim penilai, yang dikurangi dengan faktor-faktor risiko lelang. Dilihat dari karakteristiknya, barang-barang gratifikasi yang dilelang di Yogyakarta rata-rata hanya diterapkan pertimbangan faktor risiko lelang berupa bea lelang sebesar 2%. Faktor risiko bea lelang ini nantinya harus dibayarkan oleh Pembeli pada saat pelunasan barang yang dibelinya. Optimalisasi pelaksanaan lelang diimplementasikan melalui banyak dan bervariasinya objek lelang yang dipamerkan dalam *Open house*, serta adanya katalog barang; pengumuman lelang dilakukan secara luas melalui media massa dan *online* disertai sosialisasi lelang; pelaksanaan lelang tertib dan kondusif, serta dibantu oleh *Asflager* yang mampu mempersuasi peserta dalam penawaran; serta acara “Mata Najwa” berhasil menyedot antusiasme pengunjung Festival Anti Korupsi untuk mengikuti lelang.

Kata kunci: nilai limit, lelang barang gratifikasi, optimalisasi lelang.

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**THE OPTIMIZATION OF PRICE AUCTION OF GRATIFICATION  
GOODS BY THE STATE ASSETS AND AUCTION SERVICE  
OFFICE OF YOGYAKARTA  
(A CASE STUDY on the GRAHA SABHA PRAMANA in 2014)**

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**ABSTRACT**

This research aims to discover, assess, and analyze about the determination of the limit value and optimization of implementation of the auction of goods gratification in Yogyakarta in the year of 2014.

This research uses empirical juridical type of research. The data used are composed of primary data which obtained through interviews with the respondents and interviewees and secondary data from library research. All of the data are described and analyzed by qualitative descriptive.

The results of the research showed that the Directorate of State Assets and Information System Management (PKNSI) sets the limit value on the basis of reasonable value that produced by the assessors team, which was reduced by the factors of the risk of auction. Views of its characteristics, the goods of gratification were auctioned in Yogyakarta that average is only applied based on consideration of risk factors of auction in the form of an auction fee of 2%. Risk factors in the form of an auction will be paid by the purchaser at the time of repayment of goods purchased. The optimization of the auctions implementation is implemented through the many and varied auction objects exhibited in the Open house, as well as the catalog of goods; announcement of auction is done widely through mass media and online accompanied by socialization of auction; conducting an orderly and conducive auction, and assisted by Asflager able to persuade participants in the bidding; as well as the "Mata Najwa" event that succeeded in sucking the enthusiasm of Anti-corruption Festival visitors to join the auction.

**Keywords:** the limit value, auction of goods gratification, auction optimization.

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