

INTISARI

Pembatasan peredaran barang impor di *marketplace* yang diatur oleh kebijakan Permendag Nomor 31 Tahun 2023 bertujuan untuk mendukung pengembangan dan pemberdayaan pedagang (*merchant*) dalam negeri. Dalam penerapannya, kebijakan ini membawa berbagai dampak yang beragam bagi pedagang (*merchant*) di DIY, baik dampak positif maupun negatif. Penelitian ini bertujuan untuk mengetahui dampak kebijakan pembatasan peredaran barang impor di *marketplace* terhadap produktivitas, profitabilitas, kinerja operasional, dan ketahanan pedagang (*merchant*) DIY. Penelitian ini adalah penelitian kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pedagang (*merchant*) DIY yang aktif di *marketplace*. Hasil penelitian menunjukkan bahwa kebijakan ini memberikan dampak positif berupa peningkatan produktivitas, yang terlihat dari bertambahnya volume produksi, penjualan, dan tenaga kerja terutama di sektor pakaian jadi, tas, aksesoris, dan alas kaki. Pada profitabilitas, terdapat kenaikan pendapatan, investasi, dan laba bersih. Selain itu, beberapa pedagang (*merchant*) DIY berhasil meningkatkan efisiensi operasional untuk memenuhi lonjakan permintaan di *marketplace*, serta ketahanan. Namun, penelitian ini juga menemukan dampak negatif berupa meningkatnya persaingan di antara pedagang (*merchant*) dalam negeri di *marketplace*. Berkurangnya produk impor di *marketplace* memicu kemunculan kompetitor sesama pedagang (*merchant*) dalam negeri dengan produk serupa namun harga yang ditawarkan lebih rendah, sehingga menimbulkan tantangan tambahan bagi pedagang (*merchant*) DIY.

Kata kunci: Pedagang (*Merchant*), DIY, *marketplace*, barang impor

ABSTRACT

The restriction on the circulation of imported goods in the marketplace regulated by the policy of the Minister of Trade Regulation Number 31 of 2023 aims to support the development and empowerment of domestic traders (merchants). In its implementation, this policy brings various impacts to traders (merchants) in Yogyakarta, both positive and negative impacts. This study aims to determine the impact of the policy of restricting the circulation of imported goods in the marketplace on productivity, profitability, operational performance, and resilience of DIY traders (merchants). This research is qualitative research with a case study approach. The data was collected through in-depth interviews with DIY traders (merchants) who are active in the marketplace. The results of the study show that this policy has a positive impact in the form of increasing productivity, which can be seen from the increase in production, sales, and labor volume, especially in the apparel, bags, accessories, and footwear sectors. In profitability, there was an increase in revenue, investment, and net profit. In addition, several DIY traders (merchants) have managed to improve operational efficiency to meet the surge in demand in the marketplace, as well as resilience. However, this study also found a negative impact in the form of increased competition among domestic traders (merchants) in the marketplace. The decrease in imported products in the marketplace triggers the emergence of competitors among domestic traders (merchants) with similar products but lower prices, thus posing additional challenges for DIY traders (merchants).

Keywords: Traders (Merchants), DIY, marketplace, imported products