

INTISARI

Salah satu tujuan utama kebijakan katalog elektronik lokal yaitu meningkatkan partisipasi pelaku Usaha Mikro, Kecil, dan Koperasi (UMKK) dalam pengadaan barang/jasa pemerintah di daerah. Namun, pelaksanaan kebijakan ini di Daerah Istimewa Yogyakarta belum mampu memberikan hasil yang optimal dalam tingkat partisipasi pelaku UMKK. Penelitian ini bertujuan untuk menganalisis penerapan kebijakan katalog elektronik lokal oleh Pemerintah DIY terhadap partisipasi UMKK.

Penelitian ini menggunakan metode deskriptif kualitatif. Data diperoleh melalui wawancara terhadap 29 informan dan studi dokumen. Analisis dilakukan dengan mengevaluasi enam variabel implementasi kebijakan, yakni standar dan tujuan, sumber daya, karakteristik organisasi pelaksana, komunikasi antar organisasi, kondisi ekonomi, sosial dan politik, serta sikap pelaksana.

Hasil penelitian menunjukkan bahwa implementasi kebijakan katalog elektronik lokal di DIY menghadapi berbagai tantangan yang mempengaruhi tingkat partisipasi UMKK. Faktor-faktor tersebut meliputi adanya ketidakjelasan target jumlah partisipasi pelaku UMKK, preferensi pelaksana terhadap metode pengadaan yang lebih efisien, keterbatasan sumber daya anggaran serta efektivitas komunikasi yang masih rendah.

Kata Kunci: Katalog Elektronik Lokal, UMKK, implementasi kebijakan, pengadaan barang/jasa pemerintah

ABSTRACT

One of the main objectives of the local electronic catalog policy is to increase the participation of Micro, Small and Cooperative Enterprises (MSEs) in the procurement of government goods/services in the regions. However, the implementation of this policy in the Special Region of Yogyakarta has not been able to provide optimal results in the level of participation of MSEs. This research aims to analyze the implementation of the local electronic catalogue policy by the DIY Government towards the participation of MSEs.

This research uses a qualitative descriptive method. Data was obtained through interviews with 29 informants and document studies. The analysis was conducted by evaluating six policy implementation variables, namely standards and objectives, resources, characteristics of the implementing agencies, inter-organizational communication and enforcement activities, economic, social and political conditions, and the disposition of implementers.

The results show that the implementation of the local electronic catalog policy in DIY faces various challenges that affect the level of MSE participation. These factors include the unclear target number of participation of MSEs, implementers' preference for more efficient procurement methods, limited budget resources and low communication effectiveness.

Keywords: Local Electronic Catalogue, MSEs, policy implementation, government procurement of goods/services