

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan pengawasan perdagangan pakaian bekas impor (*thriftling*) di Daerah Istimewa Yogyakarta (DIY) dalam kerangka kebijakan pusat, serta mengidentifikasi faktor-faktor yang memengaruhi kesenjangan antara regulasi pusat dan praktik implementasi di tingkat daerah. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus, melalui wawancara mendalam dengan pejabat Disperindag DIY dan pelaku usaha *thrift*, serta analisis dokumen regulasi dan pemberitaan. Hasil penelitian menunjukkan bahwa meskipun regulasi pusat telah tegas melalui UU No. 7 Tahun 2014 dan Permendag No. 40 Tahun 2022, implementasi di DIY belum optimal. Disperindag DIY hanya memiliki satu pengawas aktif, tidak memiliki SOP teknis khusus *thriftling*, dan lebih memprioritaskan pengawasan barang kebutuhan pokok. Pengawasan yang dilakukan bersifat insidental dan bergantung pada operasi gabungan dengan instansi pusat dan aparat kepolisian. Faktor kesenjangan dipengaruhi oleh komunikasi kebijakan yang lemah, keterbatasan sumber daya manusia, rendahnya disposisi pelaksana, struktur birokrasi yang belum mendukung, resistensi sosial masyarakat yang melihat *thriftling* sebagai budaya dan kebutuhan ekonomi, serta kekosongan regulasi lokal. Analisis dengan teori implementasi Grindle (*content* dan *context*) serta kerangka Nugroho menunjukkan bahwa kegagalan implementasi di DIY bukan hanya bersifat teknis, tetapi juga struktural dan kontekstual.

Kata Kunci: Implementasi Kebijakan, *Thriftling*, Disperindag DIY, Grindle, Kesenjangan Pusat dan Daerah

ABSTRACT

This study aims to analyze the implementation of the policy on monitoring the trade of imported second-hand clothes (thriftling) in the Special Region of Yogyakarta (DIY) within the framework of national policy, as well as to identify the factors influencing the gap between central regulations and local implementation practices. The research employs a qualitative case study approach, using in-depth interviews with officials from the DIY Office of Industry and Trade (Disperindag) and thrift shop owners, complemented by the analysis of regulatory documents and news reports. The findings reveal that although national regulations are clear, as stipulated in Law No. 7 of 2014 and Minister of Trade Regulation No. 40 of 2022, implementation at the regional level remains weak. Disperindag DIY has only one active inspector, lacks specific technical SOPs for thriftling, and prioritizes the supervision of essential goods. Monitoring activities are incidental and mostly depend on joint operations with the central government and police authorities. The policy implementation gap is influenced by weak communication, limited human and financial resources, low disposition of implementers, the absence of supportive bureaucratic structures, social resistance from communities that perceive thriftling as both a cultural trend and an economic necessity, and regulatory vacuum at the local level. The analysis using Grindle's implementation theory (content and context) and Nugroho's framework demonstrates that the implementation failure in DIY is not only technical but also structural and contextual.

Keywords: Policy Implementation, Thriftling, Disperindag DIY, Grindle, Central-Local Policy Gap