

ABSTRAK

Mengulik Persepsi Pedagang Tentang Transformasi E-retribusi Pasar

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Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis persepsi pedagang terhadap transformasi sistem e-retribusi pasar di Kabupaten Bangkalan, khususnya di Pasar Senenan dan Pasar Bancaran. E-retribusi merupakan inovasi digital dalam sistem pembayaran retribusi pasar yang diharapkan mampu meningkatkan transparansi, efisiensi, dan mengurangi potensi kebocoran Pendapatan Asli Daerah (PAD). Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi langsung, dan dokumentasi dengan melibatkan sepuluh informan yang terdiri dari pedagang, petugas pemungut retribusi, kepala pasar, serta bendahara penerima dari Dinas Perdagangan.

Hasil penelitian menunjukkan bahwa persepsi pedagang terhadap transformasi e-retribusi terbagi menjadi dua kecenderungan. Sebagian pedagang merespons positif karena sistem dianggap lebih praktis, transparan, dan memudahkan proses pembayaran. Namun, sebagian lainnya masih menghadapi kendala seperti kurangnya pemahaman teknologi, keterbatasan akses terhadap perangkat digital, dan minimnya sosialisasi dari pihak pemerintah. Transformasi e-retribusi dinilai akan lebih efektif apabila diiringi dengan pendampingan teknis dan edukasi yang memadai kepada pedagang.

Kata Kunci: *Persepsi Pedagang, E-Retribusi, Retribusi Daerah, Pasar Tradisional, Digitalisasi, Kabupaten Bangkalan*

ABSTRACT

Exploring Traders' Perceptions of the E-Retribution Transformation in Traditional Markets of Bangkalan Regency

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This study aims to describe and analyze traders' perceptions of the transformation of the e-retribution system in Bangkalan Regency, particularly at Senenan and Bancaran Markets. E-retribution is a digital innovation in the market retribution payment system that is expected to improve transparency, enhance efficiency, and reduce the potential for leakage in Local Own-Source Revenue (PAD). This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews, direct observations, and documentation involving ten informants consisting of traders, retribution officers, the head of the market, and the receiving treasurer from the Department of Trade.

The findings reveal that traders' perceptions toward the e-retribution transformation fall into two main categories. Some traders responded positively, viewing the system as more practical, transparent, and easier to use. However, others experienced challenges, such as limited technological understanding, lack of access to digital devices, and minimal government-led socialization. The transformation of the e-retribution system is considered more effective when accompanied by adequate technical support and proper education for traders.

Keywords: Traders' Perception, E-Retribution, Local Retribution, Traditional Market, Digitalization, Bangkalan Regency