

Abstract

This study was motivated by the increase in religious tourism activities in Gresik Regency, which has led to a high demand for supporting facilities, particularly vehicle parking. Optimizing parking fee management is important because it has the potential to increase Local Own-Source Revenue (PAD). The Gresik Regency Government issued Regional Regulation (Perda) Number 8 of 2023 as an improvement to Perda Number 3 of 2020 to regulate parking fee rates more effectively. This study aims to evaluate the effectiveness of the implementation of Perda No. 8 of 2023 in the management of parking fees in the religious tourism area of Gresik Regency. The research used a qualitative approach with a case study method. Data were obtained through in-depth interviews, observations, and documentation of informants from the Transportation Agency, parking managers, and field parking officers using purposive sampling techniques. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing based on the Miles and Huberman model. The results of the study indicate that the implementation of Local Regulation No. 8 of 2023 has generally been quite effective in providing certainty of fee rates, improving the regularity of parking management, and supporting contributions to local revenue. However, the effectiveness of the policy still faces several technical obstacles, such as limited supervision, the geographical conditions of the parking area, and the optimization of the use of official parking areas. Therefore, it is necessary to strengthen the supervision and operational management systems so that the policy can run more optimally and sustainably.

Keywords: policy effectiveness, parking fees, religious tourism, local revenue, regional policy.

Abstrak

Penelitian ini dilatarbelakangi oleh meningkatnya aktivitas wisata religi di Kabupaten Gresik yang berdampak pada tingginya kebutuhan pengelolaan fasilitas penunjang, khususnya parkir kendaraan. Optimalisasi pengelolaan retribusi parkir menjadi penting karena berpotensi meningkatkan Pendapatan Asli Daerah (PAD). Pemerintah Kabupaten Gresik menerbitkan Peraturan Daerah (Perda) Nomor 8 Tahun 2023 sebagai penyempurna dari Perda Nomor 3 Tahun 2020 untuk mengatur tarif retribusi parkir secara lebih efektif. Penelitian ini bertujuan untuk mengevaluasi efektivitas penerapan Perda No. 8 Tahun 2023 dalam pengelolaan retribusi parkir di kawasan wisata religi Kabupaten Gresik. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap informan yang berasal dari Dinas Perhubungan, pengelola parkir, dan petugas parkir lapangan dengan teknik purposive sampling. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan berdasarkan model Miles dan Huberman. Hasil penelitian menunjukkan bahwa implementasi Perda No. 8 Tahun 2023 secara umum telah berjalan cukup efektif dalam memberikan kepastian tarif retribusi, meningkatkan keteraturan pengelolaan parkir, serta mendukung kontribusi terhadap PAD. Namun demikian, efektivitas kebijakan masih menghadapi beberapa kendala teknis, seperti keterbatasan pengawasan, kondisi geografis kawasan parkir, serta optimalisasi pemanfaatan area parkir resmi. Oleh karena itu, diperlukan penguatan sistem pengawasan dan pengelolaan operasional agar kebijakan dapat berjalan lebih optimal dan berkelanjutan.

Kata kunci: efektivitas kebijakan, retribusi parkir, wisata religi, pendapatan asli daerah, kebijakan daerah.