

ABSTRAK

Aulia Alya Khoirunisa. 2024. *Law as a Tool of Social Engineering* dalam Penerapan Kebijakan Parkir *One Gate System* di Pasar Besar Kota Madiun. Skripsi. Program Studi Hukum, Fakultas Hukum, Universitas PGRI Madiun. Pembimbing (I) Dr. Siska Diana Sari, S.H.,M.H. (II) Bintang Ulya Kharisma,S.H.,M.Kn.

Kota Madiun, dengan potensi besar di sektor perdagangan dan industri, memiliki beberapa pusat perbelanjaan dan pasar tradisional, termasuk Pasar Besar Kota Madiun (PBM), yang berperan penting dalam keberlangsungan ekonomi lokal. Salah satu masalah yang dihadapi oleh PBM adalah manajemen parkir. Untuk mengatasi ini, pemerintah Kota Madiun mengadopsi sistem parkir *One Gate System*, yang bertujuan meminimalisir kebocoran Pendapatan Asli Daerah (PAD) dan meningkatkan efisiensi. Penelitian ini menganalisis penerapan kebijakan parkir *One Gate System* dalam konteks "*law as a tool of social engineering*". Melalui metode deskriptif yang mencakup wawancara, studi literatur, dan dokumentasi, Penelitian ini mengevaluasi keuntungan dan tantangan implementasi sistem ini dalam mencapai tujuan rekayasa sosial. Hasil Penelitian menunjukkan sistem portal ini melibatkan bekas juru parkir sebagai karyawan perusahaan pihak ketiga, direkrut oleh PT. Jatim Parkir Center untuk mengelola perpustakaan di Pasar Besar Kota Madiun. Implementasi *One Gate System* di PBM telah meningkatkan keamanan, mengurangi kemacetan, dan meningkatkan Pendapatan Asli Daerah (PAD) Kota Madiun. Penerapan konsep "*law as a tool of social engineering*" dalam kebijakan ini berhasil mengubah perilaku parkir masyarakat dari sistem konvensional ke sistem yang lebih modern dan efisien.

Kata Kunci: Pasar Besar Kota Madiun (PBM), *One Gate System*, Kebijakan parkir

ABSTRACT

Aulia Alya Khoirunisa. 2024. *Law as a Tool of Social Engineering in the Implementation of One Gate System Parking Policy in Madiun City Big Market*. Thesis. Department of Law, Faculty of Law, PGRI University of Madiun. Advisor (I) Dr. Siska Diana Sari, S.H.,M.H. (II) Bintang Ulya Kharisma,S.H.,M.Kn.

Madiun City, known for its significant potential in the trade and industrial sectors, hosts several shopping centers and traditional markets, including Pasar Besar Kota Madiun (PBM), which play a crucial role in local economic sustainability. One of the challenges faced by PBM is parking management. To address this issue, the Madiun City government adopted the One Gate System parking system, aiming to minimize leakage of Regional Original Revenue (PAD) and enhance efficiency. This study analyzes the implementation of the One Gate System parking policy within the framework of "law as a tool of social engineering." Through descriptive methods including interviews, literature review, and documentation, the research evaluates the benefits and challenges of implementing this system to achieve social engineering goals. Findings indicate that the system involves previous parking attendants retained as third-party company employees, recruited by PT. Jatim Parkir Center to manage parking at Pasar Besar Kota Madiun. The government also conducted a free trial of the One Gate System for approximately 20 days starting April 10, 2023, followed by the implementation of parking tariffs on May 1, 2023, in accordance with Local Regulation No. 16 of 2018 for Madiun City. The implementation of the One Gate System at PBM has improved security, reduced congestion, and enhanced Madiun City's PAD. The application of the "law as a tool of social engineering" concept in this policy successfully transitioned public parking behavior from conventional to more modern and efficient systems.

Keywords: *Madiun City Big Market, One Gate System, Parking policy*