

ABSTRAK

KEWENANGAN PEMERINTAH KABUPATEN PRINGSEWU DALAM UPAYA MENANGGULANGI JUAL BELI PAKAIAN BEKAS IMPOR (*THRIFTING*)

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Thrifting semakin populer di kalangan masyarakat sebagai alternatif untuk memperoleh pakaian dengan harga terjangkau. Namun, dampak dari popularitas *thrifting* ini tidak hanya terasa oleh konsumen, tetapi juga oleh industri tekstil dalam negeri yang mengalami kesulitan untuk bersaing. Hingga saat ini, jual beli pakaian bekas impor terus berlanjut dan masih dapat dijumpai di Kabupaten Pringsewu. Demi melindungi industri tekstil dalam negeri, pemerintah telah menghibau masyarakat dengan mengeluarkan Peraturan Menteri Perdagangan (Permendag) Nomor 40 Tahun 2022 tentang perubahan atas Peraturan Menteri Perdagangan (Permendag) Nomor 18 Tahun 2021 tentang Barang Dilarang Ekspor dan Barang Bekas Dilarang Impor.

Permasalahan dalam penelitian ini adalah: (1) Bagaimanakah Kewenangan Pemerintah Kabupaten Pringsewu Dalam Upaya Menanggulangi Jual Beli Pakaian Bekas Impor? (2) Apa sajakah faktor penghambat bagi Pemerintah Kabupaten Pringsewu Dalam Upaya Menanggulangi Jual Beli Pakaian Bekas Impor? Penelitian ini menggunakan metode penelitian yuridis-empiris dengan data primer dan data sekunder serta pengumpulan data menggunakan studi kepustakaan dan studi lapangan.

Hasil penelitian ini menunjukkan bahwa: (1) Pelaksanaan Peraturan Menteri Perdagangan (Permendag) No. 40 Tahun 2022 tentang Barang Dilarang Ekspor dan Dilarang Impor di Kabupaten Pringsewu belum efektif dalam penerapannya karena belum adanya pengawasan dan pembinaan oleh Pemerintah Kabupaten Pringsewu. (2) Faktor penghambat dalam pelaksanaan peraturan larangan jual beli pakaian bekas impor adalah yaitu jual beli pakaian bekas impor telah menjadi budaya dalam masyarakat.

Kata Kunci : *Thrifting*, Peraturan Menteri Perdagangan, Pringsewu

ABSTRACT

AUTHORITY OF THE PRINGSEWU DISTRICT GOVERNMENT IN AN EFFORT TO HANDLE SELLING AND BUYING IMPORTED USED CLOTHING (THRIFTING)

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Thrifting is increasingly popular among the public as an alternative to obtaining clothes at affordable prices. However, the impact of thrifting's popularity is not only felt by consumers, but also by the domestic textile industry which is having difficulty competing. Until now, buying and selling used imported clothes continues and can still be found in Pringsewu Regency. In order to protect the domestic textile industry, the government has appealed to the public by issuing Regulation of the Minister of Trade (Permendag) Number 40 of 2022 concerning amendments to Regulation of the Minister of Trade (Permendag) Number 18 of 2021 concerning Goods Prohibited from Export and Used Goods Prohibited from Import.

The problems in this research are: (1) What is the Authority of the Pringsewu Regency Government in Efforts to Handle the Buying and Selling of Imported Used Clothing? (2) What are the inhibiting factors for the Pringsewu Regency Government in its efforts to tackle the sale and purchase of imported used clothing? This research uses juridical-empirical research methods with primary data and secondary data and data collection using literature studies and field studies.

The results of this research show that: (1) Implementation of Minister of Trade Regulation (Permendag) No. 40 of 2022 concerning Goods Prohibited from Export and Prohibited Import in Pringsewu Regency has not been effective in its implementation because there has been no supervision and guidance by the Pringsewu Regency Government. (2) The inhibiting factor in implementing regulations prohibiting the sale and purchase of imported used clothing is that buying and selling imported used clothing has become a culture in society.

Keywords: Thrifting, Minister of Trade Regulation, Pringsewu