THE ANALYSIS OF NITEN MARKET’S MANAGEMENT OFFICE PERFORMANCE IN OPTIMALIZING MARKET TAX IN THE DISTRICT OF BANTUL 2013

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ABSTRACT

This research provides the description of the role, the performance, and also the strategy of Niten Market’s management office in optimalizing market tax in Bantul district 2013. This research also provides the merchants’ opinion of the Niten Market’s management office.

This research is a descriptive research with qualitative approach. There are three subjects in this research: 1) the headman of Niten market, 2) the headman of the market’s planning and controlling office of Bantul district, 3) the merchants of Niten market.

The researcher conducts the data collection techniques by interview and documentation which is tested its validity by cross check technique. The data analysis techniques use inductive analysis with some steps. The steps are reduction, categorization, data display, and deduction.

The results of the research show that: 1) Niten Market’s management office gives important role to optimalize the market tax of Niten market. Its roles consist of collecting fund from tax market collection and supporting the implementation of market tax collection by setting the tax fare in accordance with the Peraturan Daerah Kabupaten Bantul No 17 Tahun 2012 about market management. 2) The performance of Niten Market’s management office can be assessed by five indicators. The indicators are quality, quantity, teamwork, initiative, and reliability. The four indicators, which are quality, teamwork, initiative, and reliability, can be assessed satisfactory. The quantity aspect is less maximal. It can be seen by the difference of the excess of the market tax and the target receipt. 3) There are some strategies of Niten Market’s management office to optimize the market tax. The first strategy is the demolition of the administration system of retribution collection. The second strategy is dividing the tasks and training the merchants. The last strategy is increasing the evaluation system and control. 4) The opinions of Niten’s market merchants about the performance of Niten Market’s management office. a) The merchants and the buyers are satisfied with the service and the facilities provision in Niten market b) The withdrawal of the retribution goes smoothly and the service in the process of taking care license is also going well. c) The collection officers never take violence action in the retribution collection process. d) The cooperation between the officers and merchants also goes well.

Keyword: job analysis, market tax