

***Analysis of the Effectiveness of Parking Retribution implementation in Efforts to Increase Local Own-Source Revenue
(Case Study at Dinas Perhubungan Kabupaten Jember)***
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ABSTRACT

This study aims to analyze the effectiveness of parking retribution implementation by the Department of Transportation of Jember Regency in increasing Regional Original Revenue (PAD), as well as to identify the factors influencing its performance. This research employs a qualitative method with a case study approach, where data were collected through interviews and documentation. The results indicate that the implementation of parking retribution has not yet been optimal, as reflected by the failure to consistently achieve revenue targets, particularly after the change in the collection system. Although several efforts have been undertaken, such as the implementation of digital payments through QRIS, strengthening supervision, and adjustments to Regional Regulation No. 1 of 2024, the implementation still faces various challenges, including infrastructure limitations, misalignment in target setting, and low public compliance with non-cash payment systems. Therefore, more applicable policies are required by considering the sociological aspects of service users, along with expanding supervisory coverage over parking attendants to minimize revenue leakage more comprehensively.

Keywords: *Parking Retribution Implemantation, Local Own-Source Revenue*