

**ANALYSIS OF SUCCESSFUL IMPLEMENTATION
OF ORDER TO MEASUREMENT MARKET POLICY IN SUKODONO
PEOPLE'S MARKET, SIDOARJO REGENCY**

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ABST R A K

The Minister of Trade of the Republic of Indonesia explained that the revitalization of the market contains two important elements, namely the implementation of the physical development of the market, and the arrangement of the system including the certainty of the delivery of the quantity of goods or services. Guarantee of correctness in the use of measuring instruments, particularly in trade transactions, will play an important role in supporting macroeconomic growth. Therefore, it is important to activate the Orderly Measurement Market in every Regency/City area in Indonesia. One of the markets that received an award as an Orderly Measurement Market is the Sukodono People's Market in Sidoarjo Regency. The success of the implementation of the Orderly Measures Market Policy in the Sukodono People's Market was investigated using a qualitative descriptive method. The theory of policy implementation used in this research is the theory of Van Meter and Van Horn. Data mining was carried out by in-depth interviews with relevant stakeholders. The results showed that the main actors in the successful implementation of the Orderly Measuring Market policy in the Sukodono People's Market are Policy Standards and Targets, Financial/financial Resources, Inter-Organizational Communication and Strengthening Activities, Characteristics of Implementing Agents, and Implementor's Disposition.

Keyword: *Market Conduct Measure, Tera, Penera, UTTP*

A. INTRODUCTION

One of President Jokowi's priority programs is infrastructure development to improve the national economy. One of the infrastructure programs that became the main target in the Jokowi government was the construction of 5000 traditional markets during his 5 years of leadership. The development of this traditional market is considered important because it is a place for exchange of rupiah currency because the process of buying and selling transactions carried out by the community is also a place for the availability of basic and important materials. It is also hoped that the revitalization of traditional markets in various parts of Indonesia will not only focus on market facilities and infrastructure, but also focus on supporting facilities, such as improving legal metrology facilities.

The Minister of Trade of the Republic of Indonesia explained that the revitalization of the market contains two important elements, namely the implementation of the physical development of the market, and the arrangement

of the system including the certainty of the delivery of the quantity of goods or services. In revitalization, structuring the market system and technically buying and selling goods or services that are carried out correctly are the obligations of entrepreneurs or traders. This is stated in accordance with the regulations so that the people themselves feel comfortable in market services. In addition, the transaction process that is carried out correctly will have an impact on economic growth in the region. Guarantee of correctness in the use of measuring instruments, particularly in trade transactions, will play an important role in supporting macroeconomic growth (Siaran Pers Kemendag, 2017). Thus, the validity of the measuring instrument used when conducting buying and selling transactions is important because it has a significant economic impact on Gross Regional Domestic Product (GRDP) in each Regency/City area. In addition, with the increasing number of Orderly Measured Markets, it will have an impact on increasing the protection of consumer interests for guaranteeing the correctness of measurement results in trade transactions. It is hoped that a just and prosperous society can be achieved. Therefore, it is important to activate the Orderly Measurement Market in every Regency/City area in Indonesia.

But unfortunately, not all traditional markets in Regencies/Cities in the territory of Indonesia are included in the Orderly Measurement Market category. One of the obstacles experienced is the transfer of authority in the recommendation for calibration and recalculation activities which were originally from the Province to the authority of the Regency/City. The Director General of Standardization and Consumer Protection of the Ministry of Trade of the Republic of Indonesia said that, "Recommendations from the province which I think are difficult for regencies/cities, because there are indeed several provincial governments that do not seem to allow the transfer of authority. Even though this is in accordance with Law Number: 23 of 2014 concerning Regional Government" (Antaraneews.com, 2015).

Of course, this is very unfortunate because the potential for an Orderly Measuring Market in the regions is very large, namely not only to increase the APBD and consumer protection through guarantees of measuring instruments, but also to improve the image and traditional competitiveness of modern retail. "One of the objectives of the Establishment of an Orderly Measured Region and the Establishment of an Orderly Measured Market is to improve the image of the region and traditional markets and protect the public or consumers, especially in terms of the correctness of measurement results in trade transactions," said the Deputy Minister of Trade (Antaraneews.com, 2014).

However, even though there are several obstacles to the realization of an Orderly Measuring Market, the spirit to protect consumers and improve the image of traditional markets in some areas remains. Thus, there are several regions that have won the title of Orderly Measurement Market and Orderly Measurement Region. On December 4, 2017, the Minister of Trade of the Republic of Indonesia, Enggartiasto Lukita in Bandung established the predicate of 6 Orderly Measurement Areas (DTU) and 267 Orderly Measurement Markets (PTU) in 102 Regencies/Cities in the working area of the Regional I, II Legal Metrology Standardization Center (BSML), III, and IV. Since 2010 until

this year, 26 DTU and 676 PTU have been established (Siaran Pers Kemendag, 2017). One of the markets that received an award as an Orderly Measurement Market is the Sukodono People's Market in Sidoarjo Regency. The Regent of Sidoarjo responded positively to the award and came directly to the Minister of Trade of the Republic of Indonesia in Bandung to receive the Order of Measures Award.

The Head of the Industry and Trade Office of Sidoarjo Regency explained that the criteria that became the assessment so that Sidoarjo Regency received the Order of Measurement award, including all Measures of Weighing Scales and Equipment (UTTP) marked with valid calibrations. All traders UTTP users already briefed directly on the user's UTTP correctly and sanctions, the market managed to *suatu Manaj Emen*, and management of market managers understand the correct usage and foster UTTP UTTP regular users. In addition, the assessment also includes that the market manager has valid data on the number, type and owner of UTTP. Lastly, districts/cities have a market UTTP development work program (Republikjatim.com, 2017).

On the other hand, this orderly measurement activity can also contribute to Sidoarjo Regency's Original Regional Revenue through the levy rates imposed. The Head of Trade Division explained that in 2017, the revenue target for UTTP management or *tera* was IDR 300 million. This target is relatively small, because the management of *tera* has only been handled in less than a year. But in its realization it has exceeded the specified target, because it reached Rp 500 million (Republikjatim.com, 2017). Therefore, this study aims to analyze the success of implementing an orderly market policy in Sidoarjo Regency with a qualitative descriptive approach. Thus, the results of this study can provide benefits to other Regencies or Cities to achieve the Order of Measures Market predicate.

B. THEORETICAL FRAMEWORK

Previous research on the implementation of policies by using has been carried out both at home and abroad. Caffyn, A. (2004) analyzes Market City Regeneration and its Challenges for Policy and Implementation in the West Midlands. Then, Bonoli, G. (2010) researched the Political Economy of Active Labor Market Policies in Europe. Lindqvist, K. After that, (2016) examined the Dilemmas and Paradoxes of Regional Cultural Policy Implementation on Government Modes, Policies, and Policy Results. Then, Te Lintelo (2017) studied the policy implementation *p politik micro me mbentuk urban formalities* in India. In addition, Lubienski, C. (2018) analyzes the critical challenges of policy networks and market models for education.

Putra (2011) conducted research on the implementation of the Surakarta City Ivory Market revitalization program using descriptive research methods. Then, Pramono and Santoso (2013) conducted research on the implementation of traditional market arrangements in the city of Semarang. Then, Pradhana (2015) conducted research on the implementation of the traditional market revitalization program in Surakarta. After that, Hidayat (2016) analyzed the implementation of the Cilegon City regional regulation Number 7 of 2012 concerning Market

Service Retribution in Cilegon New Market. In addition, Natsir (2017) analyzes the implementation of traditional market management policies belonging to the North Mamuju Regency Government.

The state of the art in this research is that this research examines the success of the implementation of the Orderly Measuring Market policy at the Sukodono People's Market, Sidoarjo Regency which has never been done before. Previous research only focused on the implementation of traditional market revitalization policies and market retribution.

Market Orderly Measure

In the Regulation of the Minister of Trade of the Republic of Indonesia Number 43 of 2011 concerning Technical Guidelines for the Use of Special Allocation Funds (DAK) in the Field of Trading Facilities for Fiscal Year 2012 it is explained that the Orderly Measuring Market is a predicate given to Traditional Markets that have met the criteria for an orderly market which includes all UTTP used with a valid valid stamp, all UTTP traders/users have received direct explanations about the correct use of UTTP and the sanctions that will be received if they deceive the use of UTTP, the market is managed by a management, the market management management understands the correct use of UTTP and provides guidance to UTTP users on a regular basis, market managers have valid data on the number, type, and owner of UTTP, and the Provincial Government and Regency/City Government have a work program for fostering the use of UTTP in the market.

In order to realize the Orderly Measures Market Policy, a test is carried out on all Measures of Weighing Scales and Their Equipment (UTTP) on the market, such as calibrating and re-calibrating. Based on Law no. 2 of 1981 concerning Legal Metrology, it is explained that calibration is the matter of marking with valid calibration marks or valid invalid calibration marks, or providing written statements marked with valid calibration marks or valid invalid calibration marks, carried out by employees who are entitled to do so based on testing. run on measuring tools, measure, weigh and per ACCESSORIES unused.

While the definition of recalibration is the matter of periodically marking with valid or invalid calibration signs or providing written statements marked with valid valid calibrations or valid invalid calibrations, carried out by employees who have the right to do so based on tests carried out on the instrument. -measuring, measuring, weighing instruments and equipment that have been calibrated;

C. METHOD

The implementation process model introduced by Van Meter and Van Horn is basically not intended to measure and explain the final results of government policies, but rather to measure and explain what is called the success of program achievement because according to him a policy may be implemented effectively, but fail to have an impact. appropriate because the policy is not well structured or because of other circumstances.

Van Meter and Van Horn in this theory start from an assumption that the implementation process will vary according to the nature of the policies

implemented. Furthermore, Van Meter and Van Horn in Winarno (2012:155) offer characteristics in the implementation process, namely, first the implementation process will be influenced by the extent to which policies deviate from previous policies. Second, the implementation process will be affected by a number of necessary organizational changes. These two experts also emphasized their position that change, control and compliance are important concepts in the implementation procedure. According to Van Metter and Van Horn's theory of policy implementation in Agustino (2008:141-144), there are six variables that affect the performance of public policy, namely:

1. Standards and Policy Goals

The performance of policy implementation can be measured for its success if and only if the standards and policy targets are realistic with the socio-culture that exists at the level of policy implementers. When the policy measures or policy objectives are too ideal (even too utopian) to be implemented at the citizen level, it is rather difficult to realize public policies to the point that they can be said to be successful.

2. Resources

The success of the policy implementation process is highly dependent on the ability to utilize the available resources. Humans are the most important resource in determining a successful implementation process. Certain stages of the entire implementation process require qualified human resources in accordance with the work required by apolitically determined policies. But when the competence and capability of these resources are nil, then the performance of public policies is very difficult to expect. But apart from human resources, other resources that need to be taken into account are financial resources and time resources. Therefore, the resources requested and referred to by Van Metter and Van Horn are the three forms of resources.

3. Characteristics of Implementing Agent

The focus of attention on implementing agencies includes formal organizations and informal organizations that will be involved in implementing public policies. This is very important because the performance of (public) policy implementation will be very much influenced by the right characteristics and matches the implementing agents. In addition, the scope or area of policy implementation needs to be taken into account when determining the implementing agent. The wider the scope of policy implementation, the greater the number of agents involved.

4 Attitudes/Tendencies (Disposition) of Implementers

The attitude of acceptance or rejection of the implementing (agent) will greatly affect the success or failure of the performance of public policy implementation. This is very likely to happen because the policies implemented are not the result of the formulation of local residents who are very familiar with the problems and problems they feel. However, the policy that will be implemented by the implementor is a top-down policy, where it is very possible that the decision makers will never know (not even be able to touch) the needs, desires, or problems that residents want to solve.

5. Communication between Organizations and Implementing Activities

Coordination is a powerful mechanism in the implementation of public policy. The better the coordination of communication between the parties involved in an implementation process, the assumption is that errors will be very small to occur and vice versa.

6. Economic, Social, and Political Environment

The last thing that needs to be considered in order to assess the performance of public implementation in the perspective offered by Van Metter and Van Horn is the extent to which the external environment contributes to the success of the public policies that have been set. An unfavorable social, economic, and political environment can be the cause of the failure of policy implementation performance. Therefore, efforts to implement policies must also pay attention to the conducive conditions of the external environment.

D. RESULT AND DISCUSSION

According to Van Meter and Van Horn (1975), there are six variables that affect implementation performance, including :

Policy Standards And Objectives

The legal basis for this Orderly Market Program is the Regulation of the Minister of Trade of the Republic of Indonesia Number 43 of 2011 concerning Technical Guidelines for the Use of Special Allocation Funds (DAK) for the Sector of Trading Facilities for Fiscal Year 2012.

For legal metrology activities, the underlying legal basis is:

- Law No. 2 of 1981 concerning Legal Metrology;
- Government Regulation:
PP Number 26/ Year 19 83, PP Number 2/ Year 19 85, PP Number 16/ Year 19 86, PP Number 10/ Year 19 87, PP Number 2/ Year 19 89, Government Regulation Number 102/ Year 2000
- Regulation of the President:
Presidential Decree No. 10 of 1987, Presidential Regulation No. 116 of 2016
- Regulation of the Minister:
Minister of Trade Regulation Number 31 of 2011 concerning BDKT, Minister of Trade Regulation Number 95 of 2015 concerning Legal Metrology Supervisors, Minister of Trade Regulation Number 26 of 2017 concerning Legal Metrology Supervisors
- Regulation of the Governor of East Java:
East Java Governor Regulation Number 3 of 2006 concerning Calibration Signs of 2006 , East Java Governor Regulation Number 96 of 2008 concerning the Job Description of the Secretariat, Divisions, Sub-Sections and Sections of the East Java Province Industry and Trade Service
- Regulation Sidoarjo regency:
Regional Regulation of the Regency of En Sidoarjo Number 11 of 20 13 concerning Retribution for Calibration Services

Source of Power

In the success of the Orderly Measures Market policy, it is necessary to have the support of resources, such as human, financial, and

physical resources (facilities and infrastructure) . In terms of human resources, the party who has the authority to carry out orderly measurement activities, namely calibrating and re-calibrating at the Wonoayu People's Market, is the penera.

Based on Law Number 2 of 1981 concerning Legal Metrology, it is explained that calibration is a matter of marking with a valid calibration mark or an applicable invalid calibration mark, or providing written statements marked with a valid calibration or an applicable invalid calibration mark , carried out by authorized employees. do so based on tests run on measuring tools, measure, weigh and m per ACCESSORIES unused. Then, the definition of recalibration is the matter of periodically marking with valid or invalid calibration signs or providing written statements marked with valid valid calibrations or valid invalid calibrations, carried out by employees who have the right to do so based on tests carried out on the instrument. -measuring, measuring, weighing instruments and equipment that have been calibrated;

Currently, the number of Technical Officers in charge of Legal Metrology at the Industry and Trade Office of Sidoarjo Regency is 9 people , consisting of 6 Investigators, 2 Tera Observers, 1 Prospective Investigator . The policy for carrying out calibration and re-calibration activities at the Sukodono People's Market also received support in terms of financial resources, namely the activity was supported by the 2017 Regional Revenue and Expenditure Budget (APBD). In addition, in terms of facilities , calibration and re-calibration activities at the People's Market Sukodono is supported by financial assistance from the Regional House of Representatives (DPRD) of Sidoarjo Regency in the form of tools to carry out calibration tests or recalibration. However, in terms of infrastructure to support the activities of the Orderly Measuring Market at the Sudonono People's Market, it is still not optimal. The Sidoarjo Regency Government in 2017 does not yet have a service car facility to perform calibration and re-calibration .

In addition, Sidoarjo regency government has not had the legality of the confirmed results of tests peng u kuran calibration and re-calibration has been done . This results in all the results of the calibration and re-calibration carried out by Penera at the Wonoayu People's Market, must be referred first to the Legal Metrology Standardization Center (BSML) in the nearest area, namely BSML Regional II Yogyakarta. This is certainly an obstacle for the speed of calibration and calibration services in Sidoarjo Regency because it does not yet have legality for the results of calibration activities that have been carried out. The Investigators in Sidoarjo Regency only have the authority and obligation to carry out activities and recalibration but have not been able to issue a related Decree.

For the calibration and re-calibration activities in the context of the Orderly Measurement Market, the support of human resources from BSML Yogyakarta is as many as 3 peneras and can carry out legality at the Sukodono People's Market. 3 Penera from BSML Yogyakarta used funds from their unit because it had been designed in the budget plan to support the Orderly Market Program in the Regency/City. The number of scales submitted to the officer at that time was 50 scales and the result was only 2 scales that met the standard. Thus, 48

weighings need to be calibrated and recalibrated to meet the standard of measuring order. However, the obstacle faced by Penera is the traders who request quickly that the scales be calibrated and re-calibrated as soon as possible so that they can reuse them in the market. This is of course an obstacle with the lack of resources for the cerator who performs calibration and re-calibration.

In 2017, the Metrology Unit in charge of Calibration and Recalibration activities was still under the Trade Sector at the Industry and Trade Office of Sidoarjo Regency, especially in the Consumer Protection Section. After the transfer of authority for calibration activities from the Province to the Regency, the Sidoarjo Regency Government tried to continue carrying out calibration and recalculation activities by maximizing the existing Regional Apparatus Organizations.

Communication between Organizations and Strengthening Activities

In carrying out the Orderly Measuring Market activity at the Sukodono People's Market, the implementing parties who contributed to the activity carried out more intense communication through internal and external meetings and there was a special discussion group for the Team that was involved in the Orderly Measuring Market Activity.

The Head of Trade and the Head of the Consumer Protection Section prepare everything needed for the calibration and re-calibration activities at the Sukodono People's Market for the staff who serve as Investigators. Thus, if there is a problem or obstacle, it will be resolved internally first between Penera staff and superiors through an internal meeting .

In order to establish a good cooperative relationship with external parties to realize the Orderly Measuring Market activity at the Sukodono People's Market, the Industry and Trade Office of Sidoarjo Regency has carried out technical coordination with the Metrology Directorate which is under the Unit of the Directorate General of Consumer Protection and Orderly Commerce, Ministry of Industry, Indonesian Trade. The purpose of technical coordination with the Directorate of Metrology located in Bandung is for consultation regarding the legality of the calibration and recalculation activities that have been carried out as well as discussing the submissions and requirements for the establishment of the Metrology Integrated Service Unit (UPT) in Sidoarjo Regency. This activity was held 5 times during 2017 using APBD funds . The establishment of the Metrology UPT in Sidoarjo Regency is considered important to be implemented immediately considering the large number of requests for calibration and recalculation from the company and industry as well as for the convenience of providing better and faster public services.

Scheduled technical meetings are also held by the Ministry of Trade of the Republic of Indonesia to all District/City Industry and Trade Offices throughout Indonesia for harmonization and synchronization of regulations related to Metrology as well as new policy programs and priorities from the center. This activity was held once in 2017 in Bandung City. Besides that, the Ministry of Trade also held a Technical Meeting which was held for 1 meeting in 2017 in the city of Yogyakarta. The purpose of this technical meeting is to discuss all issues,

problems, and obstacles related to metrology that exist in each Regency/City area .

Characteristics of Implementing Agent

The Implementing Agent of the Orderly Measures Market Policy at the Sukodono People's Market is the Enforcer. The characteristics of the Registrar are explained in the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 32 of 2014 concerning the Functional Position of the Registrar and its Credit Score, among others:

- Functional Penerima is a post that has the scope of duties, responsibilities, authority to perform calibration.
- Functional Officer Penerima is a Civil Servant who was given the task, responsibility, authority and rights in full by the competent authorities to carry out calibration.
- Tugas staple Functional Penerima that is doing the calibration that includes management of installations test and equipment or standard equipment calibration / tera ulang UTTP (tools gauging, measuring, weighing instruments , and Equipment), the implementation of Tera and tera ulang UTTP, testing UTTP , and the management of the Calibration Stamp.
- Elements Functional activity can be assessed Penerima credit number, consisting of: (a.) The main elements; and (b.) supporting elements,
- The primary element as consisting of:
 - a. Education, including:
 1. school education and obtaining a diploma/degree;
 2. education and training of functional / technical positions Functional Penerima and obtain the Certificate of Graduate Education and Training (Stipp) or certificate; and
 3. Pre-service education and training.
 - b. Affirmations, including:
 1. management of test installations and standard equipment or equipment in the context of UTTP calibration/re-calibration;
 2. UTTP calibration and re-calibration services;
 3. UTTP testing in the context of granting Type Permit and/or Factory Mark Permit;
 4. UTTP retesting in the event of a complaint; and
 5. the management of the Calibration Stamp.
 - c. Professional development, including:
 1. making of written works/scientific works in the field of calibration;
 2. translation/adaptation of books and other materials in the field of calibration; and
 3. making implementation provisions and technical provisions in the field of calibration.
- The element of support consists of:
 - a. instructor/trainer in the field of calibration;
 - b. role seavg in seminars, workshops, technical assistance in the field of calibration;

- c. membership in the Assessment Team;
- d. membership in professional organizations;
- e. obtaining awards/ service marks ; and
- f. other undergraduate degrees.

Implementor's Disposition

The implementor's response to the Orderly Measures Market policy at the People's Market in Sukodono is the implementor consisting of structural officials and inspectors at the Industry and Trade Office of Sidoarjo Regency , trying to provide the best calibration and recalculation services even though the UPT Metrology institution has not yet been established in Indonesia. Sidoarjo Regency so that the interpreters can only carry out calibrations and re-calibrations but cannot provide legality so they need to be referred to BSML Regional II Yogyakarta.

In carrying out calibration and re-calibration activities carried out at the Market, the brokers must first carry out technical coordination with the Ministry of Trade so that they understand the policies of the Orderly Measuring Market. In addition, 6 certifiers in the Industry and Commerce Office of Sidoarjo Regency have passed the certification of the Professional Pener Education and Training Program so that the calibration and re-calibration procedures contained in the Act can be carried out properly and correctly .

To realize the impression of an Orderly Measuring Market at the Sukodono People's Market, the Penera Party coordinates more intensely with the Head of UPT Pasar Rakyat Sukodono. This is considered important because the Head of UPT Pasar Sukodono understands the characteristics of the traders in the Sukodono People's Market. Coordination is currently considered easier because the Market Unit has become a Regional Apparatus Organization under the authority of the Industry and Trade Office, so it was different when it was separate and independent as the Market Service.

Social, Economic and Political Conditions

Political elites from the Sidoarjo Regency Regional People's Representative Council support the existence of orderly measurement activities in the Sidoarjo Regency area. by compiling the Sidoarjo Regency Regional Regulation Number 11 of 2013 Retribution for Calibration / Recalibration Services. The DPRD together with the Sidoarjo Regency Government have prepared preparations ahead of the change in authority for the implementation of legal metrology which was originally carried out by the Province but is now carried out by the Regency/City.

In addition, the UPT Pasar Rakyat Sukodono is considered to be able to work well with the Investigator, starting from collecting data on calibrated traders to appeals and socialization regarding the importance of calibrating and re-calibrating activities for each measuring, measuring, and weighing instrument owned.

The participants in the Orderly Measuring Market policy at the Sukodono People's Market are market traders who have measuring, measuring, and weighing instruments . In accordance with the provisions of Law Number 2 of 1981 concerning Legal Metrology that it must be calibrated and recalibrated according to the provisions. At first, Penera coordinated with UPT

Pasar Rakyat Sukodono, then posted announcements related to calibration and recalculation as well as legal regulations and regulations. After that, data collection was carried out. During the data collection process, many traders still did not know about the calibration and recalibration obligations, so the responses varied, ranging from refusing to agreeing. However, after being given an explanation about the importance of calibrating and re-calibrating to protect consumers, the traders finally agreed and registered the measuring, measuring, and weighing instruments to be calibrated and recalibrated.

In addition, the driving factor for the compliance of traders to be willing to carry out calibrations and recalculations is the criminal provisions contained in the Sidoarjo Regional Regulation Number 11 of 2013 which are described in article 26, among others:

- 1) Mandatory levies who do not carry out their obligations so that they are detrimental to regional finances are subject to a maximum imprisonment of 3 (three) months or a maximum fine of 3 (three) times the amount of retribution owed which is not/or underpaid.
- 2) In addition to being subject to administrative sanctions as referred to in Article 23, any person and/or entity violating the provisions as referred to in Article 2 paragraphs (1) and (2) shall be subject to a maximum imprisonment of 3 (three) months and/or a maximum fine of Rp. 25,000,000.00 (twenty five million rupiah).
- 3) The criminal acts as referred to in paragraphs (1) and (2) are violations.
- 4) The fine as referred to in paragraph (1) is state revenue.

Based on the results of the analysis of the successful implementation of the Orderly Measuring Market policy in the Sukodono People's Market using the Van Meter and Van Horn Theory, it can be described some final analysis through the table below

Table 1. Analysis of the Implementation of Orderly Measured Market Policy in Sidoarjo

No.	Variable	Analysis		
		High	Medium	Low
1.	Policy Standards and Objectives	√		
2.	Resource			
	- Finance/finance	√		
	- Human Resources			√
	- Physical (Facilities and Infrastructure)			√
3.	Inter-Organizational Communication And Strengthening Activities	√		
4.	Characteristics of Executing Agent	√		
5.	Implementor's Disposition	√		
6.	Social, Economic and Political Conditions		√	

E. CONCLUSION

1. The main supporting factors for the successful implementation of the Orderly Measures Market policy in the Sukodono People's Market are Policy Standards and Targets, Financial/financial Resources, Inter-Organizational Communication and Strengthening Activities, Characteristics of Implementing Agents, and Disposition of Implementors.
2. Factors that need to be optimized in supporting the Orderly Measurement Market Policy at the Sukodono People's Market are limited and physical Human Resources (Facilities and Infrastructure) that do not yet exist such as the UPT Metrology and measuring instruments that are not yet complete so that they do not have a center in Sidoarjo Regency yet have legal and need to refer to the nearest BSML, namely BSML Yogyakarta.

F. RECOMMENDATION

1. It should be necessary to increase the number of competent re-calibrators in Sidoarjo Regency to be able to perform re-calibration tasks optimally.
2. It is hoped that the Sidoarjo Regency Government will immediately complete the facilities and infrastructure for calibration and re-calibration activities such as the establishment of the Metrology UPT, Metrology Building, and complete measurement tools.
3. The establishment of institutional legality related to legal metrology is also expected to be supported by the existence of a Regional Regulation or Regulation of the Regent of Sidoarjo so that it has strong legality and legal force. Currently, the Sidoarjo Regional Regulation only regulates the amount of retribution, it does not cover the area of professional code of ethics, the determination of the Assessment Team, and the organizational structure of the UPT Metrology.

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