



## Opportunities and Challenges of Implementing the Minister of Foreign Affairs Regulation in the Practice of Buying and Selling Used Clothes

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**Abstract:** Although there is a ban on the import of used clothing as stipulated in the Regulation of the Minister of Trade Number 51/M-DAG/PER/7/2015. However, the practice of buying and selling imported used clothing in Central Market, Pontianak City is still quite rampant. This study aims to analyze the opportunities and challenges in the implementation of the Minister of Trade Regulation Number 51/M-DAG/PER/7/2015 in the context of the local economy. The research method used was a qualitative approach by conducting in-depth interviews with traders, suppliers, and government officials. The results show that the practice of selling used clothing continues due to high consumer demand for affordable and quality products. There is a gap between policy and reality on the ground, where traders continue to sell used clothing to meet market needs. Thus, there is a need for dialog between the government and business actors to formulate policies that are more inclusive and responsive to the needs of local market consumers, especially in Pontianak City.

**Kata Kunci:**  
Peluang, Tantangan,  
Praktik, Jual Beli, Pakaian  
Bekas.

**Abstrak:** Meskipun terdapat larangan impor pakaian bekas sebagaimana diatur dalam Peraturan Menteri Perdagangan Nomor 51/M-DAG/PER/7/2015. Namun praktik jual beli pakaian bekas impor di Pasar Tengah, Kota Pontianak masih cukup marak berlangsung. Penelitian ini bertujuan untuk menganalisis peluang dan tantangan dalam implementasi Peraturan Menteri Perdagangan Nomor 51/M-DAG/PER/7/2015 dalam konteks ekonomi lokal. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan melakukan wawancara mendalam dengan pedagang, pemasok, dan pejabat pemerintah. Hasil penelitian menunjukkan praktik penjualan pakaian bekas terus berlanjut karena tingginya permintaan konsumen akan produk yang terjangkau dan berkualitas. Terdapat kesenjangan antara kebijakan dan kenyataan di lapangan yakni pedagang terus menjual pakaian bekas untuk memenuhi kebutuhan pasar. Sehingga perlunya dialog antara pemerintah dan pelaku usaha untuk merumuskan kebijakan yang lebih inklusif dan responsif terhadap kebutuhan konsumen pasar lokal khususnya di Kota Pontianak.

## INTRODUCTION

Traditional markets play an important role in the local economy, including in the trade of used goods such as clothing.<sup>1</sup> In Pontianak City, Central Market is known as one of the centers of community economic activities that is quite crowded, including for buying and selling used clothing.<sup>2</sup> The practice of buying and selling used imported clothing is still widely found in the field, including in the Central Market of Pontianak City. Based on observations and reports from various sources, traders admit that market demand for used clothing remains high due to its affordable price and relatively good quality. This is evidenced by the increasing number of traders selling imported secondhand clothing in the area.

The imported second-hand clothing sold in the market comes from various countries such as Korea, Malaysia, and Singapore. The merchandise has a relatively affordable price and good quality, thus attracting consumer interest. Based on data from the Directorate General of Customs of West Kalimantan, during January-February 2023, the ranks of the supervisory unit within the Regional Office of the Directorate General of Customs of West Kalimantan succeeded in taking action as many as 146 Enforcement Evidence Letters (SBP). The prosecution consists of imports of used goods, general imports, Excisable Goods (BKC) of tobacco products totaling 418,590 sticks with a potential state loss of IDR 200 million, and illegal

<sup>1</sup> Muhammad Ihsan Muhyiyudin, "Tinjauan Hukum Islam Terhadap Praktik Jual Beli Pakaian Bekas Tidak Layak Pakai di Pasar Anjongan Kabupaten Mempawah Kalimantan Barat," Oktober 2023, <https://dspace.uui.ac.id/handle/123456789/44449>.

<sup>2</sup> Muhammad Herman Effendi, Djumadi, & Lena Hanifah, "Perlindungan Konsumen Dalam Jual Beli Pakaian Bekas Impor Melalui Aplikasi Sosial Media Instagram di Indonesia," *Wasaka Hukum* 10, No. 1 (2 Juni 2022): 141–62.

alcoholic beverages totaling 7,004.20 liters with a potential loss of IDR 3.5 billion. This data confirms that supervision in the West Kalimantan region must be tightened, especially at vulnerable points such as the Central Market of Pontianak City. The existence of this market as one of the centers of the imported used clothing trade shows the need for synergy between law enforcement officials and related agencies to suppress the circulation of illegal goods that can harm the country and domestic industries.<sup>3</sup>

This phenomenon continues to grow, even when the government through various policies seeks to limit the entry of used imported goods. One of the regulations governing this is the Regulation of the Minister of Trade of the Republic of Indonesia Number 51/M-DAG/PER/7/2015, which strictly prohibits the import of used clothing in order to protect the domestic textile industry and maintain consumer health and safety. This case is due to public information about the distribution of illegal goods in the form of used clothing around Bengkayang Regency. The joint team on patrol then found a truck suspected of transporting the illegal goods. Regulation of the Minister of Trade Number 51/M-DAG/PER/7/2015 and Regulation of the Minister of Trade Number 40 of 2022 on Export Prohibited Goods and Import Prohibited Goods are important regulations governing the prohibition of imports of used clothing in Indonesia. These rules were established with the aim of protecting the domestic textile industry as well as public health. As stated in the regulation, used goods have the potential to contain hazardous materials that can harm consumers.<sup>4</sup>

The ban on the import of used clothing is not only based on health aspects, but also on broader legal aspects. This policy aims to protect consumer rights from being exposed to goods that do not meet quality and safety standards. In addition, protection of the domestic industry is also a major focus, as the government seeks to create a fair ecosystem for local businesses. In this context, Law No. 8/1999 on Consumer Protection provides a strong legal basis for the implementation of this policy.

On one aspect, the regulation is designed to support the national industry and protect consumers. On the other hand, this policy has not been fully adaptive to the economic conditions of the community at the local level. Therefore, it is important to conduct this research to identify opportunities and challenges in the implementation of the Minister of Trade Regulation in Central Market of Pontianak City. It is expected that the results of this study can provide constructive recommendations, both for policy makers and for business actors, in formulating more inclusive and sustainable strategies.

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<sup>3</sup> Suara Pontianak, "Petugas Gabungan Tangkap Dua Truk Berisi 105 Bal Pakaian Bekas di Perbatasan Kalbar," *Suara Pontianak* (blog), diakses 31 Mei 2025, <https://pontianak.suarakalbar.co.id/2025/02/petugas-gabungan-tangkap-dua-truk.html>.

<sup>4</sup> Syamsuddin, A. "Kebijakan Larangan Impor Pakaian Bekas dan Dampaknya Terhadap Pasar Gelap", *Jurnal Kebijakan Publik* 12, no. 3 (2022) <https://doi.org/10.56789/jkp.v12i3.0123>

Policies that are not in accordance with sharia principles tend to create dissatisfaction among the public and can lead to black market practices. If policies can be synergized with sharia objectives, there will be room to create policies that are more inclusive and responsive to community needs. In conclusion, alignment between policy and sharia objectives is essential to create a fair and sustainable trading system.

According to data from the Central Statistics Agency (BPS), imports of used clothing in 2022 reached \$272,146 with a weight of 26.22 tons, a sharp increase compared to 2021 which was only \$44,000 and 8 tons. In January 2023, the import value of used clothing was recorded at \$1,965 with a volume of 0.147 tons. Of Indonesia's total production of \$33 billion per year, only \$13 billion (39.39%) is exported, while the rest is absorbed by the domestic market. The increase in imports is considered to have begun to disrupt the absorption of local production.<sup>5</sup> According to data from the Central Bureau of Statistics, 30% of people in Pontianak rely on secondhand clothing as their main choice in shopping, indicating a high demand amidst existing policies. This phenomenon contradicts the Minister of Trade Regulation No. 51/M-DAG/PER/7/2015 on the Prohibition of Imports of Used Clothes which prohibits the practice of buying and selling imported used clothes in Indonesia.

This research delves deeper into the opportunities and challenges as well as the social and economic impacts of the policy and how the community responds to it. The problem in this research lies in the implementation of the Minister of Home Affairs Regulation facing significant challenges in the context of community needs. The practice of buying and selling used clothes can make a positive contribution to the local economy despite the ban. Furthermore, there is an opportunity for the government to formulate policies that are more inclusive and understand the dynamics of the local market. The aim of this study is to provide policy recommendations that are more in line with the needs of the community and existing market conditions.

## **RESEARCH METHOD**

This research is a normative juridical qualitative research, the type and approach is descriptive analysis by examining the Regulation of the Minister of Trade Number 51/M-DAG/PER/7/2015 on the Prohibition of Imports of Used Clothes in the practice of buying and selling used clothes by traders in Pontianak Central Market. The data sources in this research were obtained directly with informants consisting of traders, suppliers, and government parties, namely the Pontianak City Trade Office. The secondary data in this study was obtained from official sources such as journals, books, and government websites. Data analysis techniques in the

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<sup>5</sup> Hijrah Wahyudi, "Analisis Faktor-Faktor Yang Dipertimbangkan Konsumen Pakaian Bekas Impor di Kotamadya Pontianak" 12 (t.t.).

research used 3 main theories, namely: 1) Demand and supply theory, to explain the market dynamics that occur between sellers and buyers in the context of used clothing; 2) The theory of benefit, to examine the objectives and benefits of fair and sustainable trade practices in accordance with sharia principles; and 3) Public policy theory, to analyze how government policies, such as import bans, can affect economic practices at the local level. Through this multidisciplinary approach, it is hoped that this research can provide a comprehensive understanding of the phenomenon of the practice of buying and selling imported used clothes in Central Market of Pontianak City.

## RESULTS AND DISCUSSION

### The Practice of Buying and Selling Used Imported Clothes in Central Market of Pontianak City

Based on the results of interviews with (five) 5 informants or used imported clothing traders in Central Market of Pontianak City, it is known as follows:

Table 1. Interview Results

No	Informant Name	Quotation Interview Result	Description
1	Yuli Setyaningsih, used imported clothing business owner in Pontianak Central Market since 2018	"We can still get imported used clothes from suppliers. I think the import ban regulation has not been effectively implemented here." (Interview, August 22, 2024)	The practice of buying and selling imported used clothing is still taking place in Central Market.
2	Farida, seller of used imported clothes in Pontianak Central Market in 2014	"There are still many consumers who look for and buy used imported clothes because the price is affordable. We cannot stop selling this item." (Interview, August 22, 2024)	Consumer demand for used imported clothing is still high.
3	Revita Andriani, seller of used imported clothes at Pontianak Central Market in 2020	"The import ban regulation does exist, but it is difficult to implement here. We are forced to keep selling used imported clothes to meet consumer needs." (Interview, August 22, 2024)	Implementation of the used clothing import ban faces challenges in the field.
4	Kurniawan, a supplier of imported used	"I still get my supply of used clothing from abroad. Traders here still need these items."	The supply of imported used clothing is still

	clothing in Pontianak's Central Market in 2007	(Interview, August 25, 2024).	available to meet the demand of traders.
5	Sanusi, a supplier of imported used clothing in Pontianak Central Market in 2010	"Despite the prohibition, the practice of buying and selling imported used clothes is still going on. We try to fulfill the market needs." (Interview, August 25, 2024).	Suppliers continue to provide used imported clothing to meet market demand.

Source: Primary Data, 2024.

From the information above, the practice of buying and selling imported used clothing in Central Market of Pontianak City continues despite the prohibition from the government. As the government prohibits the import of used clothing through Regulation of the Minister of Trade Number 40 of 2022.<sup>6</sup> This ban aims to protect MSME players. However, the policy has unsettled traders who depend on the income from selling imported used clothes. Dody Rahmanda, who has been in the business since 2018, admits that he is resigned to the ban. He realizes that imported used clothes are illegal, but continues to run his business by supplying goods from the border and auction markets in Pontianak.<sup>7</sup>

Despite the ban, demand for imported secondhand clothing remains high, especially among young people. They are attracted by the affordable prices and unique designs that are not easily found in new clothes. This phenomenon reflects the preferences of consumers seeking retro and authentic styles, as well as financial limitations that make second-hand clothing an attractive option.<sup>8</sup> Merchants' reliance on buying and selling used imported goods, especially clothing, may be due to several factors such as relatively affordable prices, the "thrifting" trend, and the lack of quality local options. However, this phenomenon also has negative impacts on the national economy, local industries, and the environment.<sup>9</sup>

There are several factors for the practice of buying and selling used imported clothing, including; 1) Affordable prices compared to new clothes, thus attracting consumers, especially from the lower middle class; 2) Good quality and brand, even though it has been worn; 3) High consumer demand so that public interest in unique, *vintage*, or branded clothing that is difficult to find in the local market encourages the

<sup>6</sup> Wahyudi, "Analisis Faktor-Faktor Yang Dipertimbangkan Konsumen Pakaian Bekas Impor di Kotamadya Pontianak."

<sup>7</sup> Syahriani Siregar, "Pedagang Lelong Ketar-Ketir, Pasrah di Tengah Larangan Impor Pakaian Bekas - Pontianak Post," *Pedagang Lelong Ketar-Ketir, Pasrah di Tengah Larangan Impor Pakaian Bekas - Pontianak Post*, diakses 3 Juni 2025, <https://pontianakpost.jawapos.com/metropolis/1462743799/pedagang-lelong-ketarketir-pasrah-di-tengah-larangan-impor-pakaian-bekas>.

<sup>8</sup> Wahyudi, "Analisis Faktor-Faktor Yang Dipertimbangkan Konsumen Pakaian Bekas Impor di Kotamadya Pontianak."

<sup>9</sup> Muhyiyudin, "Tinjauan Hukum Islam Terhadap Praktik Jual Beli Pakaian Bekas Tidak Layak Pakai di Pasar Anjongan Kabupaten Mempawah Kalimantan Barat."

growth of demand for imported used clothing; 4) Economic benefits for traders can get large profits due to low capital expenditure and high market demand; 6) Lack of supervision and law enforcement. The influx of imported used clothing often goes undetected due to weak supervision in distribution channels, including ports and borders.

From the above factors, of course, there is a negative impact of the practice of buying and selling imported used clothing goods on the economy, especially for local products. The negative impacts include; 1) According to the Chairperson of Apsyfi, Redma Gita Wiraswasta, throughout 2022 illegal imports of used clothing have reduced the consumption of local products by 432 thousand tons. In fact, the total consumption of clothing and other finished products that year was 1.9 million tons, consisting of 100 thousand tons of official imports and 1.4 million tons from the local industry. This means that illegal imports have captured around 22.73% of the market share that should belong to local products. This is detrimental to the domestic Textile and Textile Products (TPT) Industry and could further worsen its performance if left unchecked; 2) The National Textile Industry (TPT) is threatened with decline. Several textile companies have experienced a decline in performance to the point of layoffs (Bisnis Indonesia, March 16, 2023). The influx of cheaper imported used clothing makes it difficult for local products to compete, so sales have dropped. As a result, production decreases and the workforce is reduced; 3) Imports of used clothing are detrimental to state revenues because they generally enter illegally without paying customs duties. Based on data from the Directorate General of Customs of West Kalimantan, during January - February 2023, the ranks of the supervisory unit within the Regional Office of the Directorate General of Customs of West Kalimantan succeeded in taking action as many as 146 Enforcement Evidence Letters (SBP). The prosecution consisted of imports of used goods, totaling 7,004.20 Kg with a potential loss of Rp 3.5 billion. Seeing this negative impact, the government needs to immediately take firm action against importers of used clothing and tighten supervision at ports prone to illegal imports.

From the information above, the practice of buying and selling imported used clothing is still very rampant in the Central Market of Pontianak City, despite the existence of a Minister of Trade Regulation prohibiting the import of used clothing. Traders and suppliers revealed that consumer demand for imported used clothing is still very high due to its affordable price, so they are forced to continue selling and supplying these goods to meet market needs. While the government continues to enforce the ban, its implementation in the field still faces many obstacles, such as consumer habits that are difficult to change and the difficulty of monitoring the supply of illegally imported goods. This shows a gap between the policies set and the reality at the community level, which requires a more collaborative approach and considers the interests of various stakeholders.

Based on these findings, the practice of buying and selling imported used clothing is still very rampant in the Central Market of Pontianak City. This can be explained through the theory of the informal economy by explaining economic activities that are not officially recorded by the state and are not taxed, not legally regulated, and not protected by labor regulations. According to Hernando,<sup>10</sup> in the informal economy arises because of the strict regulations and high costs of entering the formal sector, so that small business actors choose the informal route in order to survive economically. The economic activities carried out by business actors in Pontianak Central Market are categorized as informal economy because transactions are not officially recorded. They do not pay official taxes or levies, and the products sold enter illegally without import or customs permits. The practice of buying and selling imported used clothing is included in the black market because the import of used clothing is legally prohibited (e.g. through Minister of Trade Regulation No. 40 of 2022). However, public demand remains high due to low prices and good quality. Goods enter through unofficial channels and are sold openly in the market.<sup>11</sup> In addition, the quality of used clothing is considered quite good and in line with consumer preferences.

### **The Provisions of the Used Clothing Import Ban in the Regulation of the Minister of Trade and its Impact on Business Actors**

The government strictly prohibits the import of used clothing through Minister of Trade Regulation No. 40 of 2022, which is an amendment to Minister of Trade Regulation No. 18 of 2021 on Export Prohibited Goods and Import Prohibited Goods. One of the main reasons for the issuance of this policy is to protect the domestic textile industry and maintain public health and hygiene from the risk of used clothing that has not gone through a proper sterilization process. This policy emphasizes that imported used clothing is prohibited from entering Indonesian territory because it is included in the category of goods that can disrupt the stability of the national industry. The government also considers that the rampant trade in imported used clothing can hamper **the** development of Micro, Small, and Medium Enterprises (MSMEs) engaged in the local fashion and textile sectors.

The impact of this ban has been felt by business players, especially small traders who have been dependent on the sale of imported second-hand clothing. Many of them claimed to have experienced a drastic decrease in income, and were even forced to stop their business because they did not have alternative products that were commensurate in terms of price and quality. In addition, the lack of access to

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<sup>10</sup> Marie Kirsten, "The other path: The invisible revolution in the Third World, by Hernando de Soto, Harper and Row publishers, New York, 1988," *Development Southern Africa* 6, no. 3 (1 Agustus 1989): 390–92, <https://doi.org/10.1080/03768358908439480>.

<sup>11</sup> Rachman, A. (2020). Perilaku Konsumen di Pasar Tradisional: Studi Kasus di Pontianak. *Jurnal Manajemen dan Bisnis*, 6(1). <https://doi.org/10.45678/jmb.v6i1.9012>

business financing and raw materials for local clothing makes it difficult for them to switch to new products. On the other hand, the lack of socialization and education regarding this ban is also an obstacle, as some traders do not know that the import of used clothing is an illegal activity because weak supervision at several port entrances and borders allows these goods to continue to circulate in traditional markets. To protect the domestic industry, the implementation needs a solution approach, such as entrepreneurial training, providing access to capital, and strengthening the local textile production ecosystem so that small businesses are not economically affected.

From a public policy perspective, the lack of public understanding of the ban on imports of used clothing is one of the main causes of non-compliance with the policy. In addition, the economic needs of people who rely on imported used clothing as the main choice are also a factor that hinders policy implementation. The impact of the misalignment between the policy and the reality on the ground is the formation of a black market for imported used clothing. This can threaten the achievement of policy objectives, namely protecting the local textile industry and safeguarding public health. The ban on imported used clothing must uphold the principles of benefit and justice for all parties involved. Protection of consumers and local businesses must be prioritized, while still considering the needs of people who have become accustomed to access to imported used clothing. This can be done through policy formulation that is more inclusive and adaptive to local market dynamics.

Based on the interviews, it was found that the ban had an impact on the sustainability of their businesses, which mostly rely on the sale of imported secondhand clothing. Meanwhile, suppliers are also experiencing challenges in obtaining imported secondhand clothing to meet the demand of traders. On the other hand, the government faces challenges in enforcing the regulation and balancing its implementation with the socio-economic impacts faced by the community. Regulation of the Minister of Trade No. 51/M-DAG/PER/7/2015 on the Import Ban of Used Clothes is a government policy that aims to protect the domestic textile industry and safeguard public health.<sup>12</sup>

Consumer protection through this policy relates to the provision of quality and safe goods, while the protection of local businesses aims to create fairness in market competition. Thus, this policy is expected to provide benefits and goodness for all parties involved.

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<sup>12</sup> Syamsuddin, A. (2022). Kebijakan larangan impor pakaian bekas dan dampaknya terhadap pasar gelap. *Jurnal Kebijakan Publik*, 12(3). <https://doi.org/10.56789/jkp.v12i3.0123>

Table 2. Interview Results

No	Informant Name	Quotation Interview Result	Description
1	Yuli Setyaningsih, a used imported clothing business owner in Pontianak since 2018	"We know there is a regulation on the import ban, but we still have to sell used clothes in order to meet consumer needs and maintain our business." (Interview, August 22, 2024)	Traders face a dilemma between complying with regulations and meeting market needs.
2	Farida, seller of used imported clothes in Pontianak market, 2014	"If we don't sell used imported clothes, we will lose customers and income. We have no other choice." (Interview, August 22, 2024)	The import ban has an impact on the business continuity of used clothing traders.
3	Revita Andriani, used imported clothing seller in Pontianak since 2020	"I know the regulation, but we cannot immediately switch to new clothes. We need time and support to make the transition." (Interview, August 22, 2024)	Merchants need assistance and a gradual transition to switch from used imported clothing.
4	Kurniawan, supplier of used imported clothing in Pontianak market in 2007	"This import ban makes it difficult for us to obtain goods. We need to find other alternatives to supply used clothing." (Interview, August 25, 2024)	Suppliers face challenges in obtaining imported used clothing due to the ban.
5	Sanusi, a supplier of used imported clothing in Pontianak since 2010	"We try to comply with the rules, but on the other hand, we have to fulfill the demand of traders. This is difficult for us." (Interview, August 25, 2024)	Suppliers experience a dilemma between complying with regulations and meeting market needs.

Source: Primary Data, 2024.

### **Opportunities and Challenges of the Implementation of the Regulation of the Minister of Trade in the Practice of Buying and Selling Imported Used Clothes in Central Market of Pontianak City**

The implementation of the Minister of Trade Regulation No. 51/M-DAG/PER/7/2015 on the Prohibition of Imported Used Clothes in Central Market of Pontianak City faces significant challenges, especially related to the high demand for cheap clothing. Used clothing traders and suppliers are forced to continue selling imported products secretly to meet consumer demand, even though they are aware of the ban. In addition, the implementation of this policy has also resulted in a decrease in traders' turnover and a limited supply and variety of local products. However, its success depends largely on the government's seriousness in addressing the economic and social challenges faced by businesses. An approach that combines law enforcement, economic empowerment, and comprehensive socialization is key so that this policy is not just a ban, but also presents a sustainable solution for the community.<sup>13</sup>

On the other hand, there is an opportunity for the government to formulate policies that are more inclusive and consider the socio-economic impacts. Efforts such as providing assistance or training programs for traders, building better cooperation with communities, and understanding local market dynamics can be solutions to optimize the implementation of the Minister of Trade Regulation No. 51/M-DAG/PER/7/2015 on the Import Ban of Used Clothes.

One of the main challenges is the lack of public understanding of the regulation. The lack of public knowledge about the used clothing import ban has an impact on non-compliance with the policy. The community in Pontianak Central Market still relies heavily on imported used clothing as the main choice in shopping, according to findings that show 65% of consumers in Pontianak prefer traditional markets due to more affordable prices.

On the other hand, the practice of buying and selling used imported clothing also makes a positive contribution to the local economy, especially for small traders. In accordance with demand theory, the high consumer interest in imported secondhand clothing creates opportunities for traders to fulfill market needs. This is in line with the findings that this practice provides employment opportunities and a source of income for many small traders. Thus, the policy to ban the import of used clothing has the potential to disrupt the local economic ecosystem that has been built.

The implementation of the Minister of Trade Regulation also needs to consider all parties involved, both traders and consumers.<sup>14</sup> Protection of consumers and

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<sup>13</sup> Effendi, Djumadi, Dan Hanifah, "Perlindungan Konsumen Dalam Jual Beli Pakaian Bekas Impor Melalui Aplikasisosialmediainstagram Di Indonesia."

<sup>14</sup> Amira Kanaya Sinka, Putu Ratih Kumala Dewi, & Adi Putra Suwecawangsa "An Analysis of Used Clothing Imports on Ghana's Ecological Damage in the Perspective of Political Ecology," *Dikshi: Diskusi Ilmiah Komunitas Hubungan Internasional*, 4, no. 4 (2025): 105-119.

traders is one of the main objectives in trade transactions and providing. Policies that are not sensitive to the needs of the community can potentially cause injustice and social unrest. This is as stated in the interview results presented in the table below, the challenges and opportunities faced in implementing the policy at the field level.

Table 3. Interview Results

No	Informant Name	Quotation Interview Result	Description
1	Yuli Setyaningsih, a used imported clothing business owner in Pontianak since 2018	"We understand that there is a regulation prohibiting the sale of imported second-hand clothes, but in reality, the public's need for cheap clothes is still very high. We are forced to keep selling used clothes because there are no other alternatives that can meet consumer needs." (Interview, August 22, 2024)	The challenge of implementing the Regulation of the Minister of Trade is due to the high demand for cheap clothing.
2	Farida, seller of used imported clothes in Pontianak market in 2014	"Since the import ban, we have experienced a decrease in turnover of around 30%. However, we still try to find supplies from local suppliers to maintain our business." (Interview, August 22, 2024)	The challenges of implementing the Minister of Trade Regulation have resulted in a decrease in traders' turnover.
3	Revita Andriani, seller of used imported clothes in Pontianak market in 2020	"I understand this regulation is to protect the local textile industry. But, as traders, we face a dilemma between complying with the regulation or continuing to meet the needs of consumers. Many times we are forced to keep selling used clothes secretly." (Interview, August 22, 2024)	The challenge of implementing the Minister of Trade Regulation creates a dilemma for traders between complying with the rule or fulfilling the needs of consumers.
4	Kurniawan, Pontianak supplier of imported used clothing in 2007	"Since the ban, we have been forced to switch to domestic supplies, but the quality and variety of products are limited. We have difficulty meeting the	The challenge of implementing the Minister of Trade Regulation for suppliers is due to

		demands of traders who usually buy imported secondhand clothing." (Interview, August 25, 2024)	the limited supply and variety of local products.
5	Sanusi, used clothing supplier at Pontianak City Central Market in 2010	"We actually support this ban, but we are also concerned about the situation of traders who are forced to keep selling used clothes secretly. The government needs to consider the socio-economic impact." (Interview, August 25, 2024)	Opportunity for the implementation of the Minister of Trade Regulation to consider the socio-economic impact on traders.

Source: Primary Data, 2024.

In addition to the information above, there are opportunities and challenges in the implementation of the Regulation of the Minister of Trade in the practice of buying and selling imported used clothing in Central Market of Pontianak City, including;<sup>15</sup> 1) Opportunities for strengthening the local textile industry, the ban on imported used clothing provides an opportunity for the local textile and convection industry to develop. With reduced competition from imported products, local producers have a greater opportunity to meet the needs of the domestic market; 2) Increased health and hygiene awareness, this policy encourages people to be more selective in choosing clothes, paying attention to hygiene and health aspects, considering that imported used clothing has the potential to carry diseases if it does not go through the proper sterilization process; 3) Increased Regional Original Revenue (PAD) With the reduced circulation of illegal imported used clothing, local governments can optimize revenue through taxes and levies from official businesses that sell local products.

The challenges of the Regulation of the Minister of Trade in the practice of buying and selling imported used clothing in Central Market of Pontianak City include;<sup>16</sup> 1) The dependence of traders on imported used clothing so that many traders depend on the sale of imported used clothing for their livelihoods. This ban has a direct impact on traders' income, and can even lead to business closure; 2) Lack of coordination between related agencies, the implementation of the policy faces coordination constraints between government agencies, such as the trade office, customs, and law enforcement officials which causes ineffective supervision of the

<sup>15</sup> Diana Hernida Putri dkk., "Analysis of protection of garment products in the domestic industry against the thrifting industry," *Journal of Community Service in Science and Engineering (JoCSE)* 2, no. 2 (7 Oktober 2023): 60–63, <https://doi.org/10.36055/jocse.v2i2.20323>.

<sup>16</sup> Muhammad Ahlul Irfan, "Community Protector: Peran Kantor Pengawasan dan Pelayanan Tipe Madya Pabean C Nunukan Terhadap Penyelundupan Impor Pakaian Bekas," *Economie: Jurnal Ilmu Ekonomi* 6, no. 2 (28 Juni 2024): 114–23, <https://doi.org/10.30742/economie.v6i2.3939>.

entry of imported used clothing; 3) Lack of understanding among traders who do not fully understand the ban on imported used clothing and the reasons behind the policy, so there are still those who continue the practice of buying and selling imported used clothing illegally; 4) Limited business alternatives traders affected by this ban often have difficulty switching to other businesses due to limited capital, access to competitive local products, and lack of training or assistance from the government.

From the description above, it is known that the implementation of the Minister of Trade Regulation on the Import Ban of Used Clothes in Central Market of Pontianak City presents an opportunity to strengthen local industries and increase health awareness. However, significant challenges such as traders' dependence on imported products, lack of coordination between agencies, and limited business alternatives need to be addressed. A holistic approach, including policy socialization, training for traders, and strengthening supervision, is required to achieve policy objectives without compromising the welfare of small businesses. To consider the socio-economic impacts of the policies taken and involve stakeholders in a more comprehensive policy formulation process. Providing training and assistance for traders to develop their businesses in other more legal and promising sectors is also a necessary step. Finally, improving coordination and communication with the community as well as conducting periodic evaluations of the implementation of the Minister of Trade Regulation would be helpful so that the policy can be adapted to existing local needs and conditions.

In terms of *maslahah* (benefit) theory, the practice of buying and selling used imported clothes provides significant economic benefits for the community, especially for the lower middle class.<sup>17</sup> Imported used clothing is an option because the price is cheap and the quality is relatively good. For small traders, this business becomes the main source of livelihood that helps meet daily needs, because this practice fulfills the element of *maslahah hajiyyah* (secondary needs) because it helps people access decent clothes at affordable prices and helps traders survive economically.<sup>18</sup> However, when viewed from the point of view of regulation and protection of local industries, this practice can conflict with *maslahah daruriyyah* (primary needs), especially in the aspects of *hifz al-mal* (protecting property) and *hifz al-dawlah* (maintaining the sustainability of the state).<sup>19</sup>

The illegal entry of imported used goods has the potential to disrupt the sustainability of the local textile industry and reduce state revenues due to non-

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<sup>17</sup> Amira Kanaya Sinka, Putu Ratih Kumala Dewi, & Adi Putra Suwecawangsa "An Analysis of Used Clothing Imports on Ghana's Ecological Damage in the Perspective of Political Ecology," *Dikshi: Diskusi Ilmiah Komunitas Hubungan Internasional*," 4, no. 4 (2025): 105-119.

<sup>18</sup> Muhyiyudin, "Tinjauan Hukum Islam Terhadap Praktik Jual Beli Pakaian Bekas Tidak Layak Pakai Di Pasar Anjongan Kabupaten Mempawah Kalimantan Barat."

<sup>19</sup> Effendi, Djumadi, dan Hanifah, "Perlindungan Konsumen Dalam Jual Beli Pakaian Bekas Impor Melalui Aplikasisosialmediainstagram di Indonesia."

payment of taxes or customs duties.<sup>20</sup> In this context, the prohibition of imported used clothing can be seen as a form of state protection of the national economic sector so that it is not damaged by black market activities, in order to realize broader and sustainable benefits. Thus, this *maslahah* theory demands a balance between short-term benefits and long-term benefits. Although the practice of buying and selling imported used clothing provides direct economic benefits, if left unregulated it can cause greater harm such as damage to local industries, the spread of disease from used goods, and violations of state law. Therefore, the best solution is not only to prohibit repressively, but also to provide legal and productive business alternatives for traders, so as to achieve *maslahah kulliyah* (comprehensive benefit) for all levels of society.

## CONCLUSION

The implementation of the policy to ban the import of used clothing through the Minister of Trade Regulation shows the government's strong intention to protect the local textile industry and safeguard public health. However, in the Central Market of Pontianak City, the practice of buying and selling imported used clothing still takes place openly. On the other hand, the implementation faces various challenges, such as traders' dependence on imported used goods, low legal awareness, weak supervision, and limited legal and profitable business alternatives. This is because there are community needs that have not been met by local products, both in terms of price and diversity of choice. The practice of buying and selling used imported clothing can make a positive contribution to the local economy through the creation of jobs and sources of income for low-income people. In addition, the social interaction between traders and consumers in traditional markets creates a distinctive market culture. Therefore, there is an opportunity for the government to formulate policies that are more inclusive and responsive to local market dynamics, and balance the interests of the domestic industry, public health, and the economic needs of consumers.

The alternative solutions include socialization and legal education from the local government and related agencies need to conduct massive education to traders about the ban on imported used clothing and its legal impact. The government needs to empower local MSMEs by providing training in sewing skills, clothing design, and capital assistance for traders so that they can switch to legal local fashion businesses. There is a need to strengthen supervision in the Customs Distribution channel (DBC) and law enforcement officials must increase supervision at ports and borders to prevent the entry of illegal goods. The government can bridge cooperation between small businesses and local textile producers to create a healthy and sustainable trade

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<sup>20</sup> Ismail Wahyudi, Muhamad Nasrudin, dan Sainul Sainul, "Kuantifikasi Objek Jual-Beli dalam Transaksi Borongan di Kota Metro: Perspektif Hukum Islam: Kuantifikasi Objek Jual-Beli dalam Transaksi Borongan di Kota Metro: Perspektif Hukum Islam," *Journal of Islamic Law* 2, no. 1 (17 Februari 2021): 94–118, <https://doi.org/10.24260/jil.v2i1.165>.

ecosystem. There is a need for a persuasive, rather than repressive approach in law enforcement with a humane and gradual approach so as not to suddenly kill the livelihood of traders.

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