

Illegal parking and its implications for MSMEs in Yogyakarta: An information literacy perspective

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Abstract

The growth of MSMEs in Yogyakarta faces significant challenges due to the prevalence of illegal parking, which disrupts public order, urban aesthetics, and consumer accessibility. This study aims to explore the implications of illegal parking on MSMEs from an information literacy perspective and to develop an information literacy integration model to address these issues. This study employs a qualitative method with a case study approach. Six MSME actors in Yogyakarta were selected as informants. Data were collected through observation, documentation, and semi-structured interviews, and analyzed using an interactive analysis model. The researcher acted as the primary instrument, supported by an interview guide. The findings indicate that illegal parking significantly reduces customer accessibility and leads to a decline in business revenue. In addition to economic impacts, illegal parking contributes to social conflict and deteriorates the image of the area. Information literacy emerges as a key element that enables business actors to understand regulations, evaluate credible information, and engage in data-driven advocacy with local government. As a sustainable solution, this study proposes a three-phase integration model consisting of a capacity-building phase, a solution implementation phase, and a sustainability phase. The implementation of this model is projected to enhance local government revenue, mitigate social conflict, and foster a more conducive business ecosystem through active collaboration between business actors and government institutions.

Keywords: *information literacy, illegal parking, MSMEs*

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INTRODUCTION

The growth of Micro, Small, and Medium Enterprises (MSMEs) in Yogyakarta over the past decade has demonstrated a positive trend. MSMEs play a significant role in driving the regional economy by generating employment, increasing community income, and stimulating local economic activities. However, sustainable MSME development requires a conducive environment, including adequate infrastructure, regulatory support, and the ability of business actors to adapt to market and technological dynamics (Susanti, 2021, p. 189). Beyond internal business capacities, the sustainability of MSMEs is also influenced by the quality of the social environment and the governance of public spaces that support economic activities (Marsenta et al., 2024; Mufatzizah, 2023, p. 120). One persistent issue affecting MSME sustainability is the prevalence of illegal parking, particularly in areas that serve as centers of MSME activities.

The phenomenon of illegal parking represents a complex issue that not only disrupts public order and traffic flow but also has the potential to hinder the growth of MSMEs, particularly in densely populated urban areas such as Yogyakarta. This issue arises from an imbalance between the availability of adequate parking space and the continuously increasing number of vehicles, leading to traffic disruptions and the deterioration of urban aesthetics (Ananda et al., 2023; Rohmani, 2022). In addition, illegal parking is driven by unaffordable parking fees and weak enforcement of regulations (Haryadi, 2020; Rohmah et al., 2022). In the context of Yogyakarta, inconsistent law enforcement further exacerbates this issue, indicating the need for more structured and sustainable approaches (Mufatzizah,

2023). Illegal parking generates a range of consequences, including traffic congestion, urban disorder, reduced visitor comfort, and a potential decline in consumer interest in accessing MSME centers. Furthermore, it is often associated with broader social issues, such as low public awareness of parking regulations, weak supervision, and limited literacy regarding public space management.

Yogyakarta is widely recognized as a city of tourism and education, where the need for mapping information literacy to address illegal parking issues becomes particularly urgent. The city experiences high mobility and dynamic interactions among diverse social groups, increasing the likelihood of illegal parking practices and their direct impact on the MSME ecosystem. According to Law Number 22 of 2009 concerning Traffic and Road Transportation, parking refers to a vehicle being stationary for a period of time and left by the driver. As vehicle ownership continues to increase, the demand for parking spaces also rises. However, the establishment of legal parking facilities requires regulatory frameworks set by local governments. In practice, illegal parking frequently occurs even in areas designated for free parking, such as minimarkets, where unauthorized attendants often force customers to pay parking fees. This reflects a low level of public literacy and regulatory awareness. Observations from social media discussions indicate that illegal parking attendants often appear only when vehicles are about to leave, without assisting drivers, suggesting that informal charges are widely normalized in society. Many of these attendants operate without official identification or parking tickets issued by local authorities, collecting fees without complying with applicable regulations. In addition to the absence of formal tickets as proof of vehicle security, illegal parking practices are often accompanied by charges exceeding the rates stipulated in local regulations.

In this context, information literacy emerges as a critical yet often overlooked factor. Information literacy is not only related to the ability to access and understand information but also to process, evaluate, and utilize it effectively in decision-making. In this study, information literacy refers to the ability of MSME actors to understand parking regulations, identify alternative parking solutions, and utilize information to enhance business accessibility amid illegal parking challenges (Kisma & Marcos, 2023). With adequate literacy, the public can become more aware of the risks associated with illegal parking practices, while MSMEs can take strategic actions to create a more orderly and conducive business environment. Therefore, this study aims to explore the phenomenon of illegal parking and its implications for MSMEs in Yogyakarta from an information literacy perspective and to develop an information literacy integration model.

Previous studies highlight that the availability of parking space is a crucial component of traffic systems, particularly in response to the increasing number of vehicle owners (Noviantoro, 2023). This condition is often exploited by certain groups to gain economic benefits without complying with local regulations, and in some cases, competition over parking areas may even lead to social conflicts or physical disputes.

In addition, Tranggono (2023) found that illegal parking practices in minimarket areas such as Indomaret result in financial losses for management, despite the provision of free parking facilities funded through official parking fees paid to the government. Although Indomaret is not categorized as an MSME, similar practices may negatively affect MSMEs by influencing customer numbers and sales performance. Dewi (2024) similarly noted that the presence of illegal parking attendants creates discomfort among consumers, leading some to avoid visiting shops or outlets where such practices occur. This situation may reduce visitor numbers to MSME stalls and ultimately raise concerns about declining consumer purchasing power.

In this regard, information literacy is essential for MSME actors to understand parking regulations and their implications for business operations (Gare & Utami, 2024). A comprehensive understanding of parking policies can help MSMEs avoid penalties while optimizing customer accessibility. Furthermore, research by Armanda (2024), from the perspective of legal effectiveness theory, indicates that illegal parking issues are largely driven by weak coordination and communication among the community, government, and business actors, as well as low public awareness and inadequate law enforcement. These conditions suggest that existing regulations have not been effectively implemented. Therefore, this study aims to explore the implications of illegal parking on MSMEs in Yogyakarta from

an information literacy perspective and to develop an information literacy integration model as a sustainable approach to addressing this issue.

METHOD

This research used a qualitative method with a case study approach. A case study is conducted by exploring in depth a program, event, process, or activity involving individuals who are interconnected by time and specific activities. The purpose of a case study is to intensively examine the background of the problem, conditions, and position of an ongoing event, including interactions within a specific social environment as they exist (Sugiyono, 2013, p. 16). This study involved six MSMEs across various regions in Yogyakarta. Informants were selected using purposive sampling with the following criteria: 1) the business owner owned or managed an MSME; 2) the business was located in the Yogyakarta area; 3) the business had been operating for at least 1 year; and 4) the business owner was willing to participate as an informant. Data collection was conducted in November–December 2025. Primary sources included the results of observations, documentation, and interviews, while secondary sources included articles, books, journals, websites, and the internet.

Data collection techniques used documentation, observation, and interviews with MSME actors in Yogyakarta. Semi-structured interviews were chosen because they gave the researcher the freedom to ask follow-up questions on unclear matters and allowed for an exchange of opinions related to the research topic. The observation used in this study was non-participant observation, a type of observation in which the researcher was not directly involved in the activities carried out by the data source, but rather acted only as an independent observer. Furthermore, documentation techniques were carried out by recording and collecting various data from physical documents, both in written and pictorial form. The researcher served as a key instrument in the research. The next stage was the data collection process, which was analyzed using Miles et al.'s (2014) interactive data analysis model, which includes three stages (Sugiyono, 2013, p. 337). First, data condensation, which is the process of compressing and simplifying the information obtained from the field by adapting it to the research problem formulation. Second, data presentation, which is compiling and displaying data in the form of brief descriptions to facilitate researchers in understanding the information obtained. Third, drawing conclusions, namely formulating research results based on data that had been reduced and presented, so that the conclusions became research findings that answered the formulation of the problems that had been determined.

FINDINGS AND DISCUSSION

The Impact of Illegal Parking on the Development of MSMEs

Illegal parking impacts the development of MSMEs in several commercial areas that serve as centers of economic activity in Yogyakarta. Illegal parking remains a common occurrence, particularly in culinary areas, souvenir centers, and urban tourism zones. This practice typically occurs in several situations, such as narrow roads lacking official parking facilities, sidewalks used by motorcycles, and unauthorized use of shopfronts by illegal parking attendants. The actors involved in illegal parking generally come from two groups: drivers who choose to park informally for convenience without adhering to regulations, and informal parking attendants who exploit high levels of public activity in these areas to generate income.

Beyond creating visual disorder in public spaces, illegal parking also generates serious economic consequences for small business actors. Data obtained from field observations and interviews with MSME actors indicate that the presence of illegal parking consistently reduces customer accessibility to business locations. Potential customers often face difficulties in reaching shops or business premises due to improperly parked vehicles blocking access roads, sidewalks, or even store entrances. This situation leads to an inconvenient shopping experience and ultimately encourages customers to seek alternative locations that are more accessible (Ria, personal communication, November 23, 2025).



**Figure 1. The Phenomenon of Illegal Parking on the Road
(Source: Researcher documentation)**

The economic impact of illegal parking on MSMEs can be measured quantitatively through the decline in turnover experienced by business owners. Interviews indicate that MSMEs located in areas with severe illegal parking problems can experience a decline in turnover of between 25% and 45% (Vina, personal communication, November 23, 2025). This decline is not solely attributed to a decrease in customer visits but also to disruptions in daily business operations. The delivery of goods and logistics is often hindered, as transport vehicles are unable to park safely near business locations. Some MSME actors also reported incurring additional informal costs to negotiate with illegal parking attendants in order to facilitate easier access for their customers. These unofficial expenses further increase operational burdens, particularly for MSMEs that typically operate with limited profit margins.

Beyond direct economic effects, illegal parking also generates complex social impacts within MSME areas. Conflicts among business owners, illegal parking attendants, and consumers have become increasingly common. MSME actors often feel powerless when dealing with unauthorized attendants who control the areas surrounding their businesses. These tensions frequently escalate into verbal disputes and, in some cases, physical confrontations, further deteriorating the image of the commercial area. Consumers who witness or experience such conflicts tend to develop negative perceptions and may be reluctant to return. Moreover, disorganized parking conditions create an impression of urban disorder and poor spatial management, reducing the aesthetic value of commercial areas. This situation may contribute to declining commercial property values and diminish the attractiveness of the area for potential investors or new business entrants. Therefore, concrete measures are required, including stronger regulatory enforcement, active community participation, and innovation in parking management (Dewi, 2024).

Concept and Implementation of Information Literacy

In this study, information literacy is defined as the ability of individuals or groups to identify information needs, access relevant information, evaluate its credibility and quality, and use it effectively to solve problems or make decisions. In addressing the issue of illegal parking that hinders MSME development, information literacy becomes a crucial skill that enables business actors not only to understand the root causes of the problem but also to formulate solutions based on data and empirical evidence. A low level of information literacy among MSME actors constitutes a significant barrier, limiting their ability to advocate for their interests to local governments or other relevant authorities. Many MSME actors remain unaware that existing regulations and local policies actually protect their right to adequate access to their business locations.

The implementation of information literacy enhancement programs can begin with identifying the specific information needs of MSME actors related to illegal parking issues. Through a series of focus group discussions and workshops, MSME actors are encouraged to identify the types of information required to address the problem effectively. These needs include knowledge of local regulations governing parking and public space use, procedures for submitting complaints to relevant

authorities, data on the economic impact of illegal parking, and information on best practices from other regions that have successfully addressed similar issues. Once these needs are identified, the next step involves training MSME actors to access such information from credible sources. This includes the use of official government websites, online complaint platforms, government social media channels, and access to relevant regulatory documents.

The ability to evaluate information represents another critical component of the information literacy program. MSME actors are trained to distinguish between credible information and misinformation or inaccurate content. In the context of illegal parking, misleading information often circulates regarding responsible authorities, applicable parking fees, and reporting procedures. Therefore, the ability to verify information across multiple sources and identify authoritative references becomes an essential skill.

The final and most crucial stage of information literacy is the ability to use information effectively to address problems. MSME actors with adequate information literacy are better equipped to organize collective, data-driven advocacy toward local government. They can conduct systematic surveys to document the economic impact of illegal parking, collect visual evidence such as photographs and videos, and develop comprehensive and realistic solution proposals. The processed information is then presented to relevant authorities, such as the Department of Transportation, municipal enforcement agencies, and other stakeholders, in a professional and persuasive manner. This evidence-based approach is significantly more effective than sporadic and unstructured complaints, as it is supported by robust data and concrete solutions, thereby increasing the likelihood of positive responses from local government.

Prospective Analysis and Sustainability Model

This research develops an integrated information literacy model for sustainable parking management and MSME development. The model is designed in three interrelated and complementary phases, as illustrated in the following diagram.

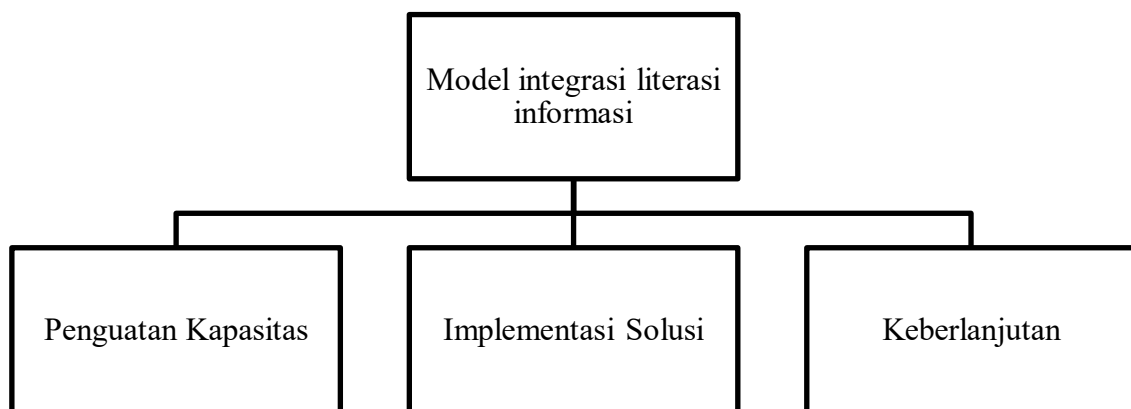


Figure 2. Information Literacy Integration Model Diagram

The first phase is the capacity building phase. This phase focuses on strengthening the information literacy capacity of MSME actors through intensive training, workshops, and mentoring. In this phase, MSME actors are equipped with the ability to identify their information needs, access credible information sources, evaluate the quality of information, and utilize it for decision-making. Beyond individual capacity development, this phase also involves establishing strong organizational structures among MSME actors, such as associations or community groups, to facilitate collective action. In addition, data-driven advocacy teams are formed by identifying individuals with strong communication and analytical skills to serve as group representatives.

The second phase is the solution implementation phase. This phase utilizes the information literacy capacity developed in the first phase to design and implement concrete solutions to illegal

parking issues. MSME actors conduct systematic data collection on the impact of illegal parking on their businesses, including quantitative data such as revenue decline and qualitative data such as customer testimonials. These data are compiled into professional and persuasive formats to support negotiations with local government and other stakeholders. Evidence-based negotiation is significantly more effective than unstructured complaints, as authorities tend to respond more positively to clear data and concrete solution proposals. This phase also includes pilot projects for parking management in selected areas to test the effectiveness of proposed solutions before broader implementation.

The third phase is the sustainability phase. This phase emphasizes the institutionalization of systems and mechanisms that have proven effective to ensure long-term sustainability. This includes formalizing parking information systems through local regulations, establishing professional and accountable parking management units, and implementing regular monitoring and evaluation mechanisms. Efforts are also made to replicate successful models in other MSME areas within the city and beyond. Documentation of best practices and lessons learned plays a crucial role in facilitating this replication process. Furthermore, this phase involves the development of a broader MSME digital ecosystem, where parking information systems are integrated with MSME promotion platforms, digital payment systems, and other supporting services.

The long-term impact of implementing this information literacy model is projected to include a significant increase in MSME revenue within two years, particularly in areas with well-managed parking systems. This increase is driven not only by higher customer volumes but also by greater transaction value per customer due to improved shopping experiences. Improved parking management is also expected to create new employment opportunities in the formal parking sector, including roles as parking attendants, system operators, and managers. From the perspective of local government, the formalization of parking systems is projected to increase local revenue through official parking fees that were previously lost to informal practices. In addition, improved spatial organization is expected to enhance investment attractiveness in MSME areas, encouraging greater investor interest and supporting local economic development.

From a social perspective, long-term impacts include the reduction of social conflicts. Transparent and regulated parking systems eliminate opportunities for extortion and intimidation, which are common sources of conflict. Improvements in public space quality also contribute to overall quality of life, as sidewalks previously used for illegal parking can be restored for pedestrian use, enhancing walkability and promoting healthier lifestyles. The transformation of informal parking attendants into formally recognized workers through training and certification programs represents another important social outcome. This not only provides legal employment opportunities but also improves their skills and professionalism, leading to better service quality. Furthermore, increased public trust in government is a significant expected outcome. When local governments respond effectively to data-driven advocacy and successfully address community issues, it strengthens trust and encourages more active public participation in local development.

From a technological perspective, long-term projections indicate the adoption of digital parking systems. These include mobile applications for real-time parking information, digital payment systems, and parking reservation services, which are expected to become standard in advanced MSME areas. Integration with MSME e-commerce platforms is also anticipated, enabling synergy between online and offline shopping experiences. For example, customers making online purchases may reserve parking spaces when collecting goods or visiting restaurants. More broadly, parking information systems can be integrated into smart city initiatives currently being developed by many local governments. Data generated from these systems can support more effective traffic management, urban planning, and data-driven transportation policies. The use of big data and artificial intelligence to analyze parking patterns and predict future demand also presents promising opportunities for further development.

Key Success Factors and Challenges

The successful implementation of information literacy in addressing illegal parking and supporting MSME development is determined by the interaction of various internal and external factors.

From an internal perspective, the commitment of MSME actors is the most critical factor. Organizational capacity also plays a significant role, as areas with strong MSME associations or community groups tend to be more successful in implementing information literacy programs and addressing illegal parking issues. Well-defined organizational structures facilitate coordination, effective task distribution, and the mobilization of collective resources. Visionary leadership within MSME organizations further accelerates change, particularly when leaders recognize the importance of information literacy and actively encourage member participation. Effective internal communication systems, both through regular meetings and digital communication platforms, ensure timely information dissemination and keep members informed about program developments.

From an external perspective, support from local government is a decisive factor in program success. Government responsiveness to data-driven advocacy varies across regions, with more open and adaptive bureaucratic cultures tending to respond more effectively to MSME initiatives. Budget allocation for parking management and supporting infrastructure is also critical, as insufficient funding limits the feasibility of proposed solutions. The availability of supportive regulatory frameworks further influences implementation, with some regions already having comprehensive local regulations on parking and public space use, while others still require regulatory development or revision. Such processes often demand sustained advocacy from MSME actors.

The regional digital ecosystem also plays an important role. High internet penetration in urban areas facilitates access to information and supports the use of digital platforms for coordination and advocacy. Moderate to high levels of digital literacy among MSME actors enhance their ability to adopt technological solutions. Adequate technological infrastructure, including stable internet connectivity and access to digital devices, is essential for implementing technology-based parking information systems. In addition, broader community participation, particularly from consumers, contributes to program sustainability. Consumer willingness to use formal parking facilities, even when requiring additional walking distance or slightly higher fees, represents a positive indicator for long-term success.

Despite these enabling factors, the implementation of information literacy programs in addressing illegal parking faces significant challenges. Resistance from stakeholders, particularly informal parking attendants who perceive a threat to their livelihoods, represents a major obstacle. In some cases, these actors may engage in intimidation or even sabotage newly established formal parking facilities. Addressing such resistance requires a sensitive and inclusive approach that combines regulatory enforcement with the provision of alternative livelihood opportunities. Additionally, some MSME actors may be reluctant to adopt change, particularly those who have adapted to existing informal arrangements or established unofficial agreements with illegal parking attendants. Bureaucratic inefficiencies also pose challenges, as administrative processes related to permits, budget allocation, and physical implementation can be time-consuming, potentially reducing motivation among MSME actors. Resource limitations, both financial and human, further constrain program implementation, as investments in training, digital platforms, and parking infrastructure require substantial funding. Behavioral change among MSME actors, parking attendants, and consumers is also gradual and requires sustained education and engagement.

The complexity of illegal parking as a multi-stakeholder issue further complicates implementation. Conflicting interests among MSME actors seeking customer accessibility, informal parking attendants aiming to sustain their income, government authorities balancing regulatory enforcement with social considerations, and the general public demanding orderly public spaces necessitate prolonged and complex negotiation processes. Legal and regulatory complexities also arise, particularly in cases where land used for illegal parking has unclear ownership or is subject to dispute, requiring lengthy legal resolution. Moreover, variations across MSME areas mean that no single solution can be universally applied, as each area is shaped by unique demographic, economic, spatial, and socio-political characteristics. To address these challenges, this study identifies several mitigation strategies. An inclusive approach involving all stakeholders, including informal parking attendants, is essential to reduce resistance. Transition programs for informal parking attendants, including skills training, certification, and opportunities for formal employment, have proven effective in facilitating acceptance.

The provision of compensation and social protection during the transition period also helps alleviate concerns regarding income loss. Strategic partnerships further support implementation. Collaboration with universities provides access to academic expertise and human resources, including students who can assist in data collection, system development, and program implementation. Partnerships with the private sector, particularly technology firms and professional parking operators, help address resource and expertise limitations. Support from non-governmental organizations also contributes to advocacy efforts and public mobilization.

A phased implementation approach is more effective than a comprehensive “big-bang” strategy. Initiating pilot projects in limited areas allows for iterative learning and strategic adjustment before large-scale implementation. This approach reduces the risk of failure while providing tangible evidence of effectiveness to gain stakeholder support. Gradual scalability, expanding from one area to others, ensures that capacity and resources are not overstretched. Comprehensive documentation of both successes and challenges provides valuable insights for future program refinement and replication.

CONCLUSION

The phenomenon of illegal parking in Yogyakarta has significant economic implications for MSME actors, including a decline in business revenue due to reduced accessibility and visitor comfort. Information literacy emerges as a critical instrument that enables business actors to understand regulations, engage in data-driven advocacy, and identify collaborative solutions to create a more organized business environment. Through the implementation of a three-phase integration model—comprising capacity building, solution implementation, and sustainability—illegal parking issues can be addressed systematically to enhance local government revenue (PAD) and reduce social conflict. However, the success of these efforts largely depends on the commitment of MSME actors, responsive support from local government, and inclusive mitigation strategies to address challenges such as stakeholder resistance and bureaucratic constraints.

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