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LEGAL COMPLIANCE STUDY ON IMPORT LEGALITY USED CLOTHES AT THE GOODSIEN THRIFT OUTLET IN MEDAN CITY

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Abstract

The development of thrift shop businesses in Indonesia has continued to increase along with public interest in good-quality branded second-hand clothing at relatively affordable prices. However, the importation of used clothing is prohibited under applicable Indonesian laws and regulations. This study analyzes the legal compliance of the Goodsien Thrift Outlet in Medan regarding the legality of imported second-hand clothing and identifies factors influencing such compliance. A qualitative descriptive method was used. Data were collected through observation, interviews, and documentation involving the outlet owner, an employee, and consumers, then analyzed through data reduction, data presentation, and conclusion drawing. The findings show that legal compliance has not been fully achieved. Although the business has fulfilled business legality requirements and obtained goods through domestic suppliers rather than importing directly, it has not been able to ensure the legality of the goods' origin from suppliers, while detailed understanding of the import prohibition remains limited. Legal compliance is influenced by legal knowledge, legal awareness, economic considerations, the business environment, and limited government dissemination and supervision. Greater legal education, guidance, supervision, and improved legal awareness are therefore required.

Keywords: Business Law, Import Legality, Legal Compliance, Second-Hand Clothing, Thrift Shop.

INTRODUCTION

The business world is evolving in line with changing consumer patterns, including the rise of secondhand goods sales or thrift shops in various cities across Indonesia. Zahra (2024) explains that thrifting is the practice of purchasing used products, particularly branded clothing, at generally lower prices. This growth is linked to economic reasons, fashion trends, and the growing interest in sustainable fashion. Secondhand clothing is seen as extending the lifespan of textile products, while in terms of appearance, used clothing often offers unique, classic, or vintage designs that are difficult to find in modern stores. This situation has made thrifting a part of the lifestyle of some young people and simultaneously opened up retail business opportunities in Medan.

Behind the growth of thrift businesses lies the issue of business actors' compliance with trade regulations. Law of the Republic of Indonesia Number 7 of 2014 concerning Trade, specifically Article 47 paragraph (1), states that every importer is required to import goods in new condition (Republic of Indonesia, 2014). This provision is an important basis because used clothing is goods that are not in new condition. Article 47 paragraph (2) does allow the central government to determine certain goods that can be imported in a non-new condition, but this exception does not make used clothing goods that are generally free to import. This prohibition is then emphasized through trade provisions regarding goods that are prohibited from being imported.

The ban on importing used clothing also carries legal consequences. In the thesis that forms the basis of this article, it is explained that Article 112 paragraph (2) of Law Number 7 of 2014 regulates criminal penalties for those who import goods that have been designated as prohibited import goods, namely a maximum prison sentence of five years and/or a maximum fine of IDR 5,000,000,000. Evidence in the form of illegally imported used clothing can be confiscated and destroyed as part of law enforcement. These provisions indicate that compliance by thrift business actors is not only related to business permits, but also to the source and legality of the goods traded From a business law perspective, Article 47 paragraph (1) also reflects the principle of legal certainty because it provides limitations on the conditions of goods that can, in principle, be imported. These regulations are aimed at protecting consumers, maintaining public health and safety, and protecting domestic industry from the entry of used goods that could affect the competitiveness of national products. Therefore, the issue of imported used clothing can be read not only as a trade issue, but also as a business governance issue. Business actors need to understand the relationship between the business permits they hold, the sources of goods obtained, and the provisions governing the entry of goods into Indonesian territory so that compliance does not stop at mere administrative legality.

Government policy continues to prohibit the import of used clothing. Tribrata News Polri (2026) reported the Minister of Trade's assertion that the ban on imported used clothing is non-negotiable, even if thrifting businesses are willing to pay taxes. In Medan, law enforcement against imported used clothing has also been carried out through the confiscation of presidential certificates by authorities (Rahyuni, 2023). This situation demonstrates the gap between normative provisions and the practices of the used clothing trade still found in the field. In addition to protecting the domestic industry, this issue also relates to the certainty of origin of goods, hygiene standards, health, and consumer safety.

Based on research observations, the Medan Goodsien Thrift Outlet is a secondhand clothing business with a modern and well-organized store concept. Products sold include t-shirts, shirts, jackets, hoodies, crewnecks, pants, and various other branded clothing that have been selected and are in good condition. This outlet also utilizes Instagram, TikTok, and WhatsApp as promotional tools. Furthermore, limited access to information and outreach regarding regulations was found, so business actors' legal understanding is largely shaped by personal experience, news reports, social media, and networks with fellow thrift entrepreneurs.

This limited access to information has led to varying understandings regarding the legality of thrift businesses, including licensing, sourcing, and product suitability standards. In practice, Goodsien adapts by selecting products, maintaining quality, packaging product images for market acceptance, and expanding marketing through digital platforms. This strategy helps business continuity but simultaneously demonstrates the need for stronger legal certainty regarding the origin of goods. Qualitative research was chosen because this issue is closely related to the experiences and ways business actors interpret business law in everyday practice, not just through a normative reading of regulations.

A review of previous research in this thesis shows that many studies on thrift businesses focus on business legality, consumer protection, Islamic economic law, or import bans through a normative juridical approach. This study places a new emphasis on empirical studies of thrift business actors' legal compliance through a descriptive qualitative approach at the Goodsien Thrift Outlet in Medan City. The focus is not only on the existence of regulations, but also on how business actors know, understand, respond to, and apply these regulations in their business activities, as well as the factors that influence legal compliance.

Based on this, the study aims to determine and analyze the legal compliance of the Medan City Thrift Goodsien Outlet with the laws and regulations governing the legality of used clothing imports and to identify factors influencing such compliance. The analysis focuses on four indicators: legal knowledge, legal understanding, legal attitudes, and legal behavior. The study also examines knowledge and information factors, business awareness, community and consumer interest, and economic factors emerging from field findings.

LITERATURE REVIEW

Legal Compliance

Legal compliance is a condition where an individual, group, or business entity complies with applicable legal provisions and demonstrates behavior in accordance with the rules. Muttaqien (2020) views legal compliance as an awareness of and loyalty to the law as a rule of shared life manifested in concrete behavior. Amelia and Lewoleba (2024) also define compliance as a manifestation of legal awareness that results in a commitment to legal values. In the context of this research, compliance is not only assessed from the recognition that a rule exists, but also from the understanding and actions of business actors when acquiring, selling, and explaining goods to consumers.

Rosana (2014), referring to Soerjono Soekanto, explains four indicators of legal awareness used in this study. First, legal knowledge, which is a person's knowledge of behavior prohibited or permitted by written law. Second, legal understanding, which is the information a person has regarding the content, purpose, and benefits of a rule. Third, legal attitude, which is the tendency to accept or reject the law based on an appreciation of the law's benefits. Fourth, legal behavior patterns, which are the actual application of a rule in society and the level of compliance with that rule. These four indicators are used to interpret the compliance process step by step, from knowledge to concrete action.

Factors Influencing Legal Compliance

Legal compliance is not established simply because a rule has been established. In the theoretical explanation of this thesis, compliance is influenced by factors originating from within the individual and from the environment. Knowledge and understanding of the nature and purpose of the law can motivate a person to adjust their actions. Interest in the implementation of the law can also shape compliance when someone views the rule as a means of protecting the common good. Furthermore, the possibility of legal and social sanctions can influence behavior, especially at a level of compliance that is still oriented towards the consequences of violations. In the development of compliance, a person's actions can begin with a desire to avoid punishment, then move toward compliance due to social relationships, order, and acceptance of legal values. This study does not measure these stages quantitatively, but uses these concepts to understand why knowledge, awareness, the social environment, and economic factors are important. Thus, business compliance is understood as the result of the interaction between available information, acceptance of regulations, the interest in maintaining business continuity, and the social and economic conditions surrounding thrift activities.

Business Law and Business Legality

From a business law perspective, business activities must operate within a regulatory framework that provides certainty, justice, benefit, protection, and enforcement mechanisms. Saliman (2011) explains that business law must be able to create an orderly and safe business climate and provide certainty for business actors. The indicators used in this thesis include legal certainty, justice, benefit, legal protection, business actor compliance, and effective law enforcement. Business actor compliance is seen from the extent to which government-determined permits, regulations, and operational standards are implemented in business activities.

The business law literature used in this thesis reinforces the view that law functions to regulate relationships and issues that arise in commercial activities. Rasyidi (2018) positions business law as a set of rules to regulate and resolve issues in commercial activities, while more recent sources of business law emphasize the importance of certainty, protection, order, and the application of legal principles in business activities (Mariane et al., 2024; Sari et al., 2025; Sulastiana & Oswari, 2024). Saliman (2016) is also used as a reference for corporate business law. In this study, these ideas are not applied to assess all aspects of business law, but rather focus on the relationship between business actor compliance, business legality, and the legality of origin of traded goods.

Business legality is an integral part of the legal certainty of an economic activity. Br Hutagalung and Parhusip (2024) emphasize the importance of legality for MSMEs to ensure security and strengthen their businesses. In this study, business legality is distinguished from the legality of origin of goods. Therefore, obtaining a business permit does not automatically answer the question of whether clothing obtained from suppliers has an origin that fully complies with regulations regarding used clothing imports. This distinction is important because the focus of the study is compliance with the legality of used clothing imports, not simply the existence of a business permit.

The urgency of business legality is also discussed by Indrawati and Rachmawati (2021) and Oktaviani and Sumerta Yasa (2022), who position legality as a crucial element for business protection and recognition. Regarding compliance, Syahir et al. (2023) emphasize the relationship between compliance and legal awareness. This series of concepts is relevant to the research findings because Goodsien has demonstrated compliance in some aspects of business operations and legality, but still faces limitations in legal knowledge and certainty of origin of goods. Therefore, the analysis does not position compliance as an absolute condition, but rather as a level of alignment between knowledge, attitudes, actions, and mandatory provisions.

Business law also relates to governance and oversight. Iryani (2020) emphasized that government management of trade activities must prioritize accountability to ensure business activities are orderly, transparent, and compliant. In the context of this research, government oversight and outreach are crucial because business actors report obtaining more legal information through social media, news, and fellow business actors than through direct counseling.

The research analysis framework links two problem formulations with legal compliance indicators and a business law perspective. The first formulation aims to examine compliance through legal knowledge, legal understanding, legal attitudes, and legal behavior. The second formulation identifies factors influencing compliance. The findings are then interpreted through Saliman's perspective on legal certainty, business actor compliance, and the function of business law in creating orderly business activities. This framework allows the research to distinguish between compliance evident in operational actions and the certainty that still needs to be strengthened in aspects of the origin of goods and regulatory understanding.

METHOD

Location, Approach, and Informants

The research was conducted at the Thrift Goodsien Medan Outlet, Jl. Jamin Ginting No. 10, Padang Bulan, Medan Baru District, Medan City, 20153. The location was chosen because the outlet actively trades used clothing and has a direct relationship with the research focus on legal compliance with the legality of used clothing imports. The research uses a descriptive qualitative approach to obtain a contextual picture of the understanding, attitudes, behaviors, and experiences of parties involved in business activities.

Informants were selected purposively based on their knowledge, experience, and direct involvement with the research object. Four informants were selected: one outlet owner as the key informant, one employee as the primary informant, and two consumers as supporting informants. The owner was chosen because of his knowledge of business management, procurement sources, and business legality. Employees were selected because they were involved in the operational process, while consumers provided perspectives on purchasing experiences, quality, pricing, and understanding of thrift products.

Table 1. Research Informants

Type of Informant	Position	Amount	Relevance of Information
Key Informant	Outlet Owner	1 person	Operations, suppliers, business legality, and compliance with used clothing import regulations.
Key Informant	Outlet Employees	1 person	Receiving goods, sorting, selling, and daily operational activities.
Supporting Informant	Consumer	2 persons	Knowledge, perception, price, quality, and experience of buying thrift clothing.

Data Collection and Analysis

Primary data were obtained through observation and interviews. Observations focused on outlet conditions, sales activities, the condition of the clothing sold, and relevant business activities. Interviews with the owner focused on the legality of the business, clothing sources, knowledge of the ban on importing used clothing, and the forms of compliance and influencing factors. Interviews with employees discussed the origin of goods, knowledge of regulations, information provided by the owner, and implementation of regulations at work. Interviews with consumers focused on reasons for shopping, knowledge of thrift clothing, quality, price, and views on the origin and legality of goods. Secondary data came from laws and regulations, business legality documents, business profiles, research documentation, and relevant literature.

Observations were used to compare informant information with directly observable conditions. Research documentation included photographs of the outlet's exterior and interior, interviews with the owner and employees, documentation of interviews with consumers, and documents related to the legality of the business and the prohibition on importing used clothing. The use of multiple data sources ensured that the analysis did not rely solely on a single source. Information from the owner regarding the source of goods, for example, was read in conjunction with employee information regarding the receipt of goods and with consumer perspectives on the origin and quality of the clothing purchased.

The analysis was conducted in three stages: data reduction, data presentation, and conclusion drawing. Data from interviews, observations, and documentation were first selected based on the research focus. Next, the data were grouped according to legal knowledge, legal understanding, legal attitudes, legal behavior, as well as factors such as knowledge and information, business actor awareness, community awareness, and economic awareness. The data were presented descriptively by comparing statements from owners, employees, and consumers and linking them to the legal provisions that were the focus of the research. Conclusions were drawn to address two research questions: the level of legal compliance and the factors influencing it.

RESULTS AND DISCUSSION

Overview of Goodsien Thrift Outlet

The Goodsien Thrift Outlet is located on Jalan Jamin Ginting, in the USU Tax Office area, Medan Baru District. The outlet was founded by Cheesy Sianipar and started during his college days. The business grew from simple sales through social media and word-of-mouth promotion to a well-known outlet among students and young people. For approximately six years, Goodsien has maintained its business through product selection, service, and social media utilization. Products marketed include t-shirts, shirts, jackets, hoodies, crewnecks, pants, and branded clothing deemed still wearable. Before being sold, items are sorted and checked for condition.

Legal Knowledge

Interviews revealed that the owner and employees were aware of the ban on used clothing imports in Indonesia. The owner obtained information primarily from social media, online news, reports of regulatory actions, and conversations with fellow thrift businesses. He stated that the outlet sources clothing from domestic suppliers and does not import directly. This statement demonstrates a basic understanding of the import ban and an effort to align procurement activities with known legal information.

> "I learned about the ban on importing used clothing from social media and various other circulating information. The items sold at this outlet are sourced from domestic suppliers and do not import directly." (Interview with Cheesy Sianipar, June 15, 2026).

Despite being aware of the prohibition, the owner did not fully understand the name of the regulation or the articles governing it. A similar situation was observed among employees. They were aware that the clothing being sold was thrift, were aware of the import ban, and understood that the goods were supplied through domestic suppliers, but lacked detailed legal knowledge. Employees had also never participated in direct legal outreach. Their knowledge came from the owner, social media, news reports, and information they had read.

> "I know there's a regulation prohibiting the import of used clothing, but I don't know the exact name or the specific articles. All I know is that the government prohibits the import of used clothing." (Interview with Cheesy Sianipar, June 15, 2026).

The owner also explained that during his business operations, he had never participated in any direct outreach regarding the ban on used clothing imports and had mostly sought information independently. Employees echoed this sentiment. This finding does not imply a complete lack of legal awareness among business owners, but rather suggests that available information sources have not yet yielded comprehensive legal knowledge. Therefore, increasing official outreach is crucial so that information circulating on social media and in the business environment can be compared with explanations directly from relevant agencies.

These findings indicate that legal knowledge has developed at a general level, but is not yet deep enough to provide certainty regarding all relevant provisions. From a compliance indicator perspective, knowing that an act is prohibited is a starting point, but stronger compliance requires an understanding of the basis and scope of the rules. Limited official outreach is one reason why owners and employees still rely on informal sources of information or news reports.

Legal Understanding

In terms of legal understanding, the owner not only knows about the prohibition but also understands the general purpose of the regulation. According to the owner, the ban on used clothing imports is related to the government's efforts to regulate trade, protect domestic clothing businesses, and ensure that goods entering Indonesia comply with regulations. The owner translates this understanding by choosing well-known suppliers and not sourcing goods directly from abroad.

> "We ensure that incoming goods come from suppliers we know and work with well. We don't source goods directly from overseas because we're aware of the ban on importing used clothing." (Interview with Cheesy Sianipar, June 15, 2026).

Employees also understand that the government prohibits the import of used clothing and that the goods sold at the outlets are sourced from domestic suppliers. Employees understand these regulations as an effort to ensure trade is conducted in accordance with regulations and to ensure that incoming goods do not harm other parties. In their work practices, employees understand that incoming goods are inspected by the owner, and only those that have been provided and deemed suitable are sold to consumers. Employees believe that understanding these regulations is essential for providing accurate information to consumers.

> "I think understanding the rules is important because we work in this business and deal directly with consumers. By knowing information about the items we sell, we can provide accurate explanations to consumers." (Interview with Arni Saragih, June 15, 2026).

This statement demonstrates that legal understanding in the retail environment extends beyond the owner's decision-making role. Employees who interact directly with consumers also require adequate information to avoid providing misleading information. In the context of compliance, legal understanding is evident in the ability of business owners and employees to connect regulations with work procedures, source of goods, product inspection, and communication with consumers. While there is an understanding of the purpose of business rules and procedures, technical understanding of the regulations remains limited. Owners and employees lack detailed knowledge of the legal basis, the content of the regulations, or the provisions governing the ban on importing used clothing. Thus, legal understanding can be said to have progressed from basic knowledge to practical application, but is not yet optimal in the more detailed legal aspects. This situation also explains why compliance still relies heavily on trust in domestic suppliers, rather than on thorough verification of the legal origin of goods.

Legal Attitude

Owners' legal stance tends to be receptive to the ban on importing used clothing. Owners state that government regulations must be respected and that businesses must comply with them to ensure their businesses can operate smoothly. Owners also expressed willingness to comply with regulatory changes as long as information about these changes is communicated clearly. The import ban is not viewed as an absolute barrier as long as outlets can still obtain goods through appropriate suppliers and operate their businesses properly.

> "I think the regulation banning the import of used clothing should be respected, as the government certainly has its reasons for enacting it. As business owners, we must follow the applicable regulations to ensure our businesses can run smoothly." (Interview with Cheesy Sianipar, June 15, 2026).

Employees demonstrated a similar attitude. They accepted that the ban on importing used clothing was a mandatory regulation, followed the owner's policy, and were willing to adapt to new regulations. They also believed that businesses needed to consider the origin of their goods, as these products would be used by consumers. They also stated that consumers had the right to receive information from the outlet. This attitude demonstrated acceptance of the law and the importance of product legality, although a positive attitude still required more in-depth knowledge and understanding of regulations.

> "I think business owners really need to pay attention to the origin of the goods they sell, because these goods will be used by consumers. The goods sold should come from a reliable source to avoid problems later on." (Interview with Arni Saragih, June 15, 2026).

Acceptance of the regulations is also evident in the owner's statement that he doesn't object to the prohibitions as long as the business can still obtain goods through appropriate suppliers. This indicates that regulations are viewed as guidelines to be followed, not merely as obstacles to business. However, because detailed knowledge of the regulations remains limited, this positive attitude needs to be accompanied by access to clearer legal information so that the willingness to comply can be translated appropriately into business decisions.

Legal Behavior

Legal behavior is assessed based on concrete actions taken in running the business. The owner stated that Goodsien does not import directly and obtains goods from domestic suppliers. Before selling goods, the outlet inspects the condition of the goods and ensures their suitability for marketing. The owner also uses suppliers who are well-known and work closely with the outlet. These measures demonstrate a precautionary approach to reduce the risk of business activities violating regulations.

> "We usually source goods from suppliers we already know and have worked with. Before selling the goods, we inspect the condition of the goods and ensure they are suitable for sale to consumers." (Interview with Cheesy Sianipar, June 15, 2026).

Outlet inspections primarily relate to the condition and suitability of goods for sale. Meanwhile, the outlet's control over the goods' entry route before reaching the supplier is not entirely within the control of the outlet. This distinction is crucial in assessing legal behavior. Not engaging in direct imports is consistent with the owner's knowledge of the prohibition, but the study still found uncertainty regarding the source of the goods from the supplier. Thus, compliance behavior is evident at the operational level, but the source traceability aspect remains a key area for strengthening.

> "In running this business, we don't import directly from abroad. The goods we sell are sourced from domestic suppliers. We also strive to ensure that incoming goods meet our business needs and comply with applicable regulations." (Interview with Cheesy Sianipar, June 15, 2026).

From a business law perspective, sourcing goods through domestic suppliers and avoiding direct imports demonstrates compliance efforts. However, the study also confirms that using domestic suppliers does not fully guarantee the legal origin of the clothing received. This is crucial because business legality and the legal origin of goods are two distinct aspects. The outlet has fulfilled the business legality aspect as stated in the research abstract, but compliance with import legality cannot be considered fully optimal if the origin of the goods from the supplier cannot be fully ascertained.

Factors Influencing Legal Compliance

The first factor is knowledge and information. Information about the import ban was obtained through social media, news, and fellow business owners. This information influenced the owner's decision to forgo direct imports and instead choose domestic suppliers. However, the owner and employees had never attended direct outreach regarding the ban on used clothing imports. Therefore, their knowledge was more general and did not include a detailed understanding of the legal basis and mechanisms for verifying the origin of goods. This finding highlights the importance of more structured and formal dissemination of legal information.

The second factor is business awareness. Owners recognize that every business has regulations that must be adhered to and emphasize the importance of sourcing goods from reputable suppliers. This awareness is not only linked to efforts to avoid legal issues but also to a desire to maintain consumer trust and ensure business continuity. Employees support this awareness through adherence to owner policies and a willingness to provide information to consumers. In the research analysis, awareness is a factor that strengthens knowledge, enabling it to be translated into action.

The third factor is society and consumer interest. Consumers choose thrift clothing primarily because of its more affordable prices, variety of styles, and perceived good quality. One consumer stated, "I buy thrift clothing because it's cheaper and has a wider selection of styles. Sometimes I find clothes that are still in good condition at a more affordable price than buying new clothes in a regular store" (Interview with Rizka Maulida, June 15, 2026). However, consumers generally pay more attention to the condition and price than the origin of the goods. Some consumers had heard about the ban on importing used clothing through social media but did not fully understand the regulations. At the same time, consumers expressed a preference for goods with a clear origin and believed that items that violate the regulations should not be sold.

Consumer testimonials indicate that public legal knowledge is also still limited. Rizka Maulida stated that she knew that thrift was used clothing that was being resold, but she didn't know the exact origin of the goods, preferring instead to consider condition and price. Another consumer, Rafy, had heard about the ban on importing used clothing on social media but didn't fully understand the regulations. Nevertheless, she believed that consumers want to buy goods with clear origins, and that items that violate regulations should not be sold. These findings demonstrate that legal education is needed not only by businesses but also by the public as consumers.

The fourth factor is economic. The high interest in thrift shopping is related to the public's need for affordable clothing, while for thrift business owners, it presents an economic opportunity. Research analysis shows that economic factors are not always a barrier to legal compliance. Owners strive to maintain business operations by using domestic suppliers and avoiding direct imports. Thus, economic interests can coexist with compliance as long as business owners possess adequate legal knowledge and awareness and source goods through accountable channels.

Table 2. Summary of Legal Compliance Findings

Indicator	Findings	Interpretation
Legal knowledge	Aware of import restrictions and use of domestic suppliers, but do not understand the legal basis in detail.	Basic knowledge exists, but is still limited.
Legal understanding	Understand the general purpose of the rules, the importance of origin, and procurement prudence.	There is practical understanding, but the detailed legal aspects are not yet strong.
Legal stance	Accepting the rules, being willing to follow regulatory changes, and assessing the legality of important goods.	The legal attitude tends to be positive.
Legal behavior	Do not import directly, use domestic suppliers, and inspect goods; certainty of the origin of supplier goods is still limited.	There are compliance efforts, but they are not yet optimal across the board.

Analysis Based on Saliman's Theory

In relation to Saliman's (2011) business law theory, compliance at the Goodsien Thrift Outlet is formed through the relationship between knowledge, awareness, social conditions, and economic considerations. Knowledge of import prohibitions forms the basis for business decisions. Legal awareness encourages owners to avoid direct imports and directs employees to comply with outlet policies. Consumer interest explains why thrift businesses continue to thrive, while economic factors drive business sustainability. Within this framework, legal certainty has not been fully achieved because owners and employees do not yet understand the legal basis in detail, and there are still limitations in ensuring the legal origin of goods obtained from suppliers.

Of the six business law indicators formulated in Saliman's thesis, the most prominent aspects in the findings are legal certainty, protection, and business actor compliance. Legal certainty requires clear and understandable rules, while the findings indicate that business actors are only aware of general prohibitions. Legal protection relates to the need to ensure that business activities and traded goods do not pose risks to parties. Business actor compliance is evident in the decision not to import directly and to use domestic suppliers. These three aspects are interrelated because compliant behavior will be stronger if business actors have clear information and are able to trace the legality of the source of goods.

Overall, the findings reveal two sides that need to be read together. On the one hand, there are quite good compliance efforts, including acceptance of regulations, use of domestic suppliers, no direct imports, inspection of goods, and a willingness to comply with regulatory changes. On the other hand, this compliance is not optimal because regulatory knowledge is still limited, official socialization has not been received directly, and the legality of the origin of goods from suppliers cannot be fully ascertained. Thus, the article's conclusion maintains the thesis's meaning that Goodsien has demonstrated compliance efforts, but compliance with the legality of used clothing imports has not been fully met.

The discrepancy between legal knowledge and legal understanding is evident in the findings. The owner and employee were aware that importing used clothing was prohibited, but this knowledge was not accompanied by the ability to articulate the legal basis and detailed provisions. At the same time, both understood the general purpose of the regulation and related it to careful supplier selection. This indicates that the compliance process is gradual. Knowledge from news reports drives behavioral change, but legal certainty still requires a more comprehensive understanding of regulations and source verification mechanisms.

Findings from employees and consumers show that business compliance is not solely influenced by the owner's decisions. Employees implement operational policies and interact directly with consumers, so the knowledge provided by the owner influences how employees explain products. Consumers, on the other hand, create demand for thrift clothing due to price, quality, and style considerations. Although consumers are not primarily responsible for import legality, their consumption choices and attention to the origin of goods can either support or undermine a compliance environment. Therefore, raising awareness needs to involve businesses, workers, and the community simultaneously.

Limited government outreach was a recurring finding in interviews with owners and employees. Their information came from social media, the internet, news, and communication with fellow business owners. These sources help shape initial knowledge but can potentially lead to disparate understandings. Direct outreach is needed to explain not only that used clothing imports are prohibited, but also how businesses purchasing from domestic suppliers can exercise due diligence regarding the origin of their goods. Clearer oversight could also provide certainty regarding the responsibilities of business owners in the used clothing supply chain.

Thus, business legality and the legality of origin of goods need to be understood as two complementary layers. An outlet may have a valid business identity and permit, but compliance with import regulations still depends on the origin of the goods traded. The research findings do not indicate that Goodsien imports directly. Instead, the owner consistently states that it obtains goods from domestic suppliers. However, because the legality of the origin of goods from suppliers cannot be fully ascertained, the research categorizes compliance as suboptimal. This conclusion maintains a balance between recognizing compliance efforts and the limitations still encountered in practice.

CONCLUSION

The legal compliance of the Medan City Thrift Goodsien Outlet with the legality of used clothing imports demonstrates a good effort, but it has not been implemented optimally. The owner and employees are aware of the ban on used clothing imports, accept the regulation, and operate by obtaining goods through domestic suppliers and refraining from direct imports. The owner also inspects goods and uses known suppliers. However, knowledge of the legal basis and content of the regulations remains limited, while certainty regarding the legal origin of goods obtained from suppliers cannot be fully ascertained. Therefore, the legality of the business does not necessarily guarantee the fulfillment of all aspects of the legal origin of goods. Compliance is influenced by knowledge and information, business awareness, public and consumer interest, and economic factors. Information from social media, news, and fellow business owners forms initial knowledge, while legal awareness drives the implementation of regulations.

Public interest in price, quality, and product variety maintains demand for thrift stores, while economic factors impact business continuity. Limited government outreach and oversight are crucial, as business owners have not received adequate direct legal education. Based on these findings, business owners need to improve their understanding of regulations through trusted sources and ensure suppliers have clear sources of goods. Employees need to continue to understand the regulations to carry out their duties and provide accurate information to consumers. The government or relevant agencies need to increase outreach, guidance, and supervision regarding the ban on used clothing imports. Consumers also need to consider the origin and legality of goods, not just price and quality. Further research can expand the study to include aspects of government oversight, consumer protection, and the implementation of used clothing regulations in various regions.

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