

ABSTRACT

As an effort in developing a clean, orderly and beautiful city, local governments often conduct a mismanaged policy against street vendors. Currently, the Government of Bandung City still have difficulty to relocate street vendors in places that have been provided. The policy implementation of the relocation street vendors are often deal with the problem of incompatibility expectation. One of the areas relating to that phenomenon is Cicadas area. Implementation of the relocation street vendors in this area have some uniqueness that is; the street vendor group have a strong solidarity and they have a status of ownership of the infrastructure business. On its implementation, the relocation is not working effectively because incompatibility the new location along with the ability and the needs of street vendors. Based on these phenomena, researcher interested in conducting research with the title: 'Policy Implementation of Relocation Street vendors " (A Case Study in Cicadas Regions).

Theory Reference based on Mazmanian dan Sabatier (1983) that proposed about three factors of policy implementation that is: tractability of the problems; ability of policy decision to structure implementation; and nonstature variable affecting implementation.

Based on the characteristics of the study, this research used a qualitative approach where the researcher becomes the research instrument. Informants consisted of street vendors who have relocated to the BTM, Satpol PP Bandung and apparatus of PD Pasar Bermartabat. Data was collected using in-depth interviews, observation and literature study. Meanwhile validation techniques using triangulasi data and data analysis using the some technique that are: data display, data reducing and conclusion/verification.

The results showed that: Within the context of tractability of the problems, relocation policy is difficult to be implemented because street vendors is having lack of awareness to accept the relocation and inaccurate relocating mall as the new location; In terms of ability of policy decision to structure implementation, it showed that ineffective socialization relocation by officer about the relocation accompanied by the lack of awareness by street vendors into a desired direction; The nonstature variable affecting implementation shows that external conditions determine the success of policies. Poverty conditions and security conditions affecting policy implementation; The research acquire a factor that affecting policy implementation named as disposition. It related to the disposition of implementor (PD. Pasar Bermartabat) who did not encourage the implementation optimally. The indications confirmed by lack intentions in providing BTM as a new location that is not along with the expectations of street vendors.

Key words: Policy, Implementation, Street Vendors