

## **ABSTRACT**

*Land scarcity with high value of land in urban area has been encouraged to all stakeholders to start build a vertical residential in line for efficiency land and also reduce living cost and energy of people related to transportation. That's why government decide to make a policy to provide flat for low income people who do not have house.*

*However, provision of rental flats face a lot of problems which the main are low occupancy rate and the occupied are not the target group expected. The situation happens almost in all of flats, but in Menteng Asri Flat the situation a little bit different which is fully occupied with the expected target groups. Based on that, it can say that Menteng Asri Flat at Bogor is a best practice of provision of flat in Indonesia.*

*When the analysis finished, it concluded that policy implementation, which is investigated by dimension: organization; interpretation and application, simultaneously and partially influence effectiveness of the provision of decent and affordable residential for low-income people. This strengthened Charles O Jones concept about factors that influence the success of policy implementation.*

*Key Words: Rental Flat, Policy Implementation, Residential Provision, Low-Income People, Effectiveness*