ABSTRACT

IMPLEMENTATION OF BUS RAPID TRANSIT AS A PUBLIC TRANSPORTATION IN THE CITY OF BANDAR LAMPUNG

Public transportation is very necessary because it can be encourage the development and growth of a city that should be supported by the smoothness of traffic to facilitate urban mobility through the system and transportation services.

Bandar Lampung city is one of the city using public transportation system. During the implementation of the Bus Rapid Transit in the city of Bandar Lampung still many obstacles in implementing Bus Rapid Transit as a Public Transportation in the city of Bandar Lampung.

This study focuses on the problems of implementation of Bus Rapid Transit as a Public Transportation in the city of Bandar Lampung. In uncovering this problem, researchers used the theory of public policy implementation in combination / Mix. This research is a descriptive study with a qualitative approach.

In this research it was found that the implementation of Bus Rapid Transit in the city of Bandar Lampung is not running optimally due and need to reform. In addition, some of the obstacles encountered in the implementation of policies which consist of several obstacles. The first barriers among which unfocused and lack of attention of the Government in this policy, the lack of fleet and inadequate facilities, poor communication and coordination between the parties concerned, the absence of sterilization city Transport on main destination, and then the last is not a commitment clear in the memorandum of understanding (MoU). To needs for improvement in the implementation of the policy so that people can feel good public transportation and comfortable, as well as factors inhibiting the implementation of the Bus Rapid Transit as the Public Transport can be minimized.

Keywords: Implementation, Bus Rapid Transit, Public Transportation.