

## **ABSTRACT**

### **METRO CITY GOVERNMENT POLICY IMPLEMENTATION IN REFORMING STREET VENDORS (PKL) BASED TRADERS, ORDER AND BEAUTY**

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Metro City government in establishing policies regarding the arrangement of street vendors (PKL) is aimed at the creation of Metro City is clean, orderly and beautiful as well as continue to empower the existing vendors. Spatial planning policies implemented by the government of Metro City is intended for maintenance and arrangement of space location more orderly and without ignoring the existence of vendors who aim to improve their family economy.

This study aims to determine how the government policy in the structuring of Metro City street vendors (PKL) based trader, order and beauty, then this research method descriptive study using a qualitative approach.

The results showed that the policy arrangement of street vendors are intimately associated with the creation of spatial plan of the city is clean, orderly, amam, and comfortable. So in the later formulation needed an alternative policy of environmental conscious. Metro City government so far has been making efforts are significant in the effort to organize street vendors in Metro City Park area and to address and anticipate the impact. Implementation of management policies street vendors (PKL) Regional Regulation No. 5 of 2010 on the Amendment Metro Regional Regulation No. 16 of 2002 on Public Order, Health and Beauty City Metro is already running but has not been effective, as there is still denial that occurred during the implementation of PKL arrangement should take place can be overcome if the government of Metro City is quite responsive to the demands of the street vendors. The government also should be able to change the attitude of dissent from the street vendors who feel harmed by the policy arrangement of street vendors, into acceptance in order to allow obtaining a support and feedback during implementation penataan held.

**Keywords : Policy Implementation, Reforming Street Vendors**