

ABSTRACT

THE PROCESS OF POLICY IMPLEMENTATION IN COLLECTING RETRIBUTION FROM WAY BATU TRADITIONAL MARKET IN LAMPUNG BARAT DISTRICT IN 2011

By

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West Lampung district published Regional Regulation number 12 in 2004 about retributions of markets or shops to increase regional income source. The problem statement in this research was how did the policy implementation of Way Batu traditional market in West Lampung district? The objective of this research was to find out the policy implementation in collecting retribution from Way Batu traditional market in Lampung Barat district. This was a qualitative descriptive research which this research use Van Meter and Van Horn theory as an analyzer. Data were collected with interviews, documentations, and observations.

The results showed that processes of traditional market retribution collections were not successful, to be seen from indicators according to Van Meter and Van Horn theory; measurement and objectives of the policy, to collect and retribution process still have obstacles, as rejected from retribution point because high fare of market retribution, 2. Sources of the policy that is not enough and also budget resources, 3. Character of the operating agencies, government was has character well to make process collection of market retribution in Pasar Way Batu, 4. Communication of inter related, organizations in operational activities that is yet established good communication between government and trader, 5. Attitudes of operators, the operators was support the policy, although the other side have rejection of that, 6. Environments of social, politic, and economy, the trader (compulsory retributions) is not support government policy, that is a market retribution collection.

Keywords: Policy implementation, market retribution, Van Metter Van Horn