

ABSTRACT

DEPARTMENT OF TRANSPORTATION COLLECTION STRATEGY IN PARKING LEVY TO INCREASE REVENUE ORIGINAL AREA (PAD) BANDAR LAMPUNG CITY

By

LENI NOVELINA

Along with the growth and development of transportation and motor vehicles in a city, the need for facilities such as roads and parking of vehicles is increasing. Parking space requirement resulting emerge parking governing body, either by local governments or by private managers. Parking management in London that had been managed by the city government through the Department of Transportation Bandar Lampung. Levies other than as a source of revenue for local governments is also a dominant factor role and its contribution to support local governments one of which is the parking fees. Parking fees as a source of revenue (PAD) sourced from the public, where the collection is done by the Department of Transportation. The aim of research to find out the Strategy Department of Transportation in the Collection of parking levies to increase revenue (PAD) Bandar Lampung.

This type of research is descriptive using a qualitative approach. The focus of this research is the strategy of the Department of Transportation in the Collection of parking levies to increase revenue (PAD) Bandar Lampung, namely Strategy and potential revenue target planning and management strategies based on the policy direction of PAD.

The survey results revealed that the policy conducted Transportation Agency Bandar Lampung in managing levies park to increase revenue in accordance in accordance with the duties and authorities that do data collection, assessment, determination, payment, collection, processing, recording and preparation of local revenue derived from fund balance, revenue grants and loans areas and other areas of legitimate income. Efforts Bandar Lampung City Department of Transportation in the collection of parking levies in the Region Bandar Lampung oriented functions performed by the levy in this case the parking fees as a revenue source area of Bandar Lampung called reception function (budgetair). However, in practice the Department of Transportation in Bandar Lampung in the collection of parking levies in the Region Bandar Lampung has not done well. There are many factors that influence the implementation of the collection of parking levies in

increasing revenue, among others: the legal device in the area, especially where existing regulations are still based on the old law, so that the potential revenues are found or obtained difficult to realize.

Keywords: Strategy, Department of Transportation, parking levies, revenue (PAD)