

## **ABSTRACT**

### **THE ANALYSIS OF PUBLIC POLICY FORMULATION (A CASE STUDY OF KOPINDO TRADITIONAL TRADER RELOCATION TO TEJOAGUNG MARKET IN METRO CITY)**

By

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The background of this research was coming from the relocation of traditional market of Kopindo; which is done by local government of Metro City. The relocation deemed necessary by the local government because the sidewalks; that initially for pedestrian; has converted into a stall trade by traditional trader. The trader of traditional market of Kopindo will be relocated to Tejoagung market. However, this action considered harmful to the trader because the new place (Tejoagung market) is quiet; there are few buyers in this new place. The complaints from the traders are inevitable. The questions arise; how is the public policy formulation in deciding the new location for relocation to Tejoagung market? Who is the actor who takes benefits from traditional market relocation plan to new location of Tejoagung market?

The aims of this research are (1) to describe the process of formulating the public policy in determining the new location for relocation of Kopindo traditional market to Tejoagung market; and (2) to observe the actor who takes benefits from traditional market trader relocation plan to new location of Tejoagung market? The descriptions of the aims of the research are expected to give more information about the shortcomings in this policy that cause refusal from the traditional trader of Kopindo. The method of this research is descriptive qualitative method. The researcher used data taken directly from observations of the relocation location which is in Tejoagung market.

The traders refuse to be relocated to Tejoagung market because the place is quiet, only few buyers in this new place, their incomes are drastically decrease. The traditional traders decided to stay in sidewalks of previous location in Kopindo traditional market. Researcher concluded that there is a mistake, or might be an error before the realization of this policy; that is in the process of policy formulation. Policy formulation for relocation should involve the policy target, which is the traditional trader of Kopindo. But in this case, local government did not involve them in formulating the policy. The actors that involve in policy formulation for relocation are merely the local government.

***Keyword: Policy Formulation***