

ABSTRACT

IMPLEMENTATION OF METRO MAYOR REGULATION NUMBER 18 YEAR 2013 (PERWALI NO 18/2013) ABOUT THE PROVIDENCE OF KARAOKE HOME BUSINESS IN METRO CITY

By

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The need for an entertainment becomes more important considering routines and the activity of the community are quite dense. Therefore practical and efficient entertainment becomes an alternative, which is one of it is the karaoke home entertainment. Based on that reality the development of karaoke home business is getting increase in Metro City. In order to manage those business so they would run it under control and integrated, Metro City has issued Perwali No 18/2013 about the providence of Karaoke home business.

This study focuses on the problem of the implementation of Perwali No 18/2013 about the providence of Karaoke Home business. This research was conduted using the model from Merilee S. Grindle about policy implementation. This research is a descriptive study with a qualitative approach.

The result of the research shows the implementation of Perwali No 18/2013 about the providence of Karaoke Home business in Metro City is showing a good enough on performance. It could be seen from 6 (six) karaoke home which exist in Metro city, there are 4 (four) karaoke home which are already have licenses, while two of them has been sealed related licensing issues. Furthermore, the implementation of this regulation has a positive impactstoo. The providence of Karaoke home business that in line with code of conduct and assuring security for karaoke home business subject in Metro City can be named as the positive impacts of the regulation. In order to improve the performace of the regulation, it requiresan extend controland regularly so that the home karaoke at Metro city can be run in accordance with the norms within the society.

Keywords: Implementation, Metro Mayor Regulation, Karaoke Home.