

ABSTRACT

THE IMPLEMENTATION OF PERWALI (MAJOR REGULATION) NO. 19 OF 2011 ON THE CONSERVATION OF LAMPUNG CULTURE (The Analysis of Playing Lampung's Traditional Music in Tourism Business in Bandar Lampung City Region)

Current development is indicated by the entry of foreign culture which influences the existence of regional culture, causing the regional culture is not maintained properly and not everlasting. Therefore, there is an effort to conserve the culture through the policy of regional culture conservation. Bandar Lampung city is one of Indonesian cities which issues the policy of Lampung culture conservation reserved for Lampung traditional music conservation, in the form of Perwali (Major Regulation) No. 19 of 2011 by providing the goverment of Bandar Lampung city's work head to the department of culture and tourism of Bandar Lampung city and the place of tourism business in Bandar Lampung city. This research is focused on the problem of the implementation of Perwali (Major Regulation) No. 19 of 2011 in Bandar Lampung city. In disclosing this issue, the researcher uses Van Metter Van Horn's theory of pulic policy implementation. The type of this research is descriptive research with qualitative approach. This research is organized in Bandar Lampung.

In this research, some constrains regarding the implementation of Perwali (Major Regulation) No. 19 of 2011 in Bandar Lampung city are found. Among them are the lack of the amount human resource for monitoring, the executing means that do not support, and the communication between implementers which are not going well. The conclusion of this research is that the implementation of Perwali (Major Regulation) No.19 of 2011 in Bandar Lampung city is not maximizedly implemented and need to improve. It can be seen from the number of constrains that occur in the implementation of Perwali (Major Regulation) No. 19 of 2011 in Bandar Lampung city. therefore, it is necessary to organize an improvement and socialization concerning the policy and technical implementation of policy, reconsideration of the condition of policy environment, and improvements to the amount of human resources for monitoring implementation, so that the implementation of Perwali (Major Regulation) No. 19 of 2011 can be achieved and appropriate to the intended purpose.

Keywords: Implementation, Major Regulation No.19 of 2011, Lampung Culture Conservation