

## **ABSTRACT**

### **IMPLEMENTATION OF RETRIBUTION COLLECTING SERVICES MARKET IN BANDAR LAMPUNG CITY (Market Research Study on Way Halim Bandar Lampung)**

Bandar Lampung city is the capital of Lampung province which has a strategic location. Being in the transit line between the islands of Sumatra and Java. Related levy in this town set in Bandar Lampung Regional Regulation No. 6 of 2011 Article 9 and Article 10 paragraph 1 and 2. The Policy services market is a policy that affects locally-generated revenue Bandar Lampung. This policy is issued by the government has specific goals and objectives. For collection of the in the city of Bandar Lampung has not done well, so that income market does not achieve the desired results. Results of the charged in Bandar Lampung market don't meet the targets as expected.

This focus study on the problems of implementation of fee collection services market in the city of Bandar Lampung. To uncover this problem, researchers used the theory of public policy implementation belongs to C. Edward III. This research is a descriptive study with a qualitative method approach.

Implementation of the policy of fee collection services market still has not run optimally because the substance of policy issues, namely Resources and Disposition. Things like this must be solved quickly, human resources and non-human must be given the assertion in the implementation on the ground and executing attitude must know the duties and responsibilities of the work. Thus the awareness of the responsibilities of work needs to be invested for each apparatus associated with the implementation of market tax levies on Way Halim.

**Keywords: Implementation, Collection Service Fees Market, Way Halim Market.**