ABSTRACT

ANALYSIS IMPLEMENTATION RULES OF MAYOR IN BANDAR LAMPUNG NUMBER 94 YEARS 2011

By:

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Mayor Regulation No. 94 Year 2011 (About The Procedures Implementation of Levies Motor Vehicles Testing) established by the Government of Bandar Lampung as procedures of levies motor vehicles testing. The expected impact is increasing local revenue which comes from that levies. But the implementation is not going well, it has proven by the us reached target, the low of socialization, and the extortion. The implementation done by technical unit for the motor vehicle testing (UPT PKB).

This research used the descriptive qualitative research approach type, with data collection techniques used interview, documentation, and observation. The location of this research was at UPT PKB. The focus of this research comes from the implementation model by George C. Edward III: communication, resourches, disposition, and bureaucratic structures.

The results of the research showed that the implementation of The Mayor Regulation Number 94 Year 2011 (About The Procedures Implementation of Levies Motor Vehicles Testing), communication has not going well, the minim number and skill of human resources, inadequate facilities, and violations by officers. The conclusion is The Mayor Regulation No.94 Year 2011 (About The Procedures Implementation of Levies Motor Vehicles Testing) does not run well. For the future implementation, researcher advised that: coordination with the other region related to the motor vehicle with Bandar Lampung plate, submit the
budget for the training of education officers, give has punishment for officers who commit violations, and controlling on vehicles that are not road worthy.

**Keywords:** Implementation of Policy, Mayor Regulation No. 94 Year 2011