

## **A B S T R A C T**

### **Development Effectiveness Office of Market Management Merchants Against Five Feet in Bandar Lampung**

**By :**

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This study aims to determine the effectiveness or ineffectiveness of coaching and market management department of merchant five leg in Bandar Lampung, and knows the obstacles in conducting training of street vendors in the Market Bamboo Yellow thereby increasing knowledge and understanding of traders over the conduct of local regulation policies and technical policies implemented by the office of market management Bandar Lampung in the field of marketing and market management.

The research method used in this thesis is qualitative research methods with a view to outlining solutions to problems based on a scene depicting the justice happens. The technique of determining the informant conducted in purposive sampling is based on certain considerations. The data was collected through the stages of the process of entering the study site and when in the study site.

Meanwhile, data collected through interviewing techniques, observation and documentation. Data analysis was performed with a reduction stage, presentation, and data verification.

The results of the discussion can be concluded that coaching is done through counseling street vendors judged not been effective. Only materials and extension methods are considered to be quite effective, while the purpose of counseling and participants are still far from expectations. Coaching with known inspections have been effective because it is often done through the provision of referrals, appeals and even a reprimand against street vendors in the Yellow Bamboo Market Bandar Lampung.

Therefore, development should be done with coordination and intensive approach and persuasive, and through the empowerment of associations that already exist in the socialization of government regulations. Therefore, in order to be effectively implemented there needs to be an increasing number of street vendors, construction funds, the number of street vendors coaching frequency, giving special marks the location of street vendors, optimizing the location of cleanliness and neatness of street vendors, street vendors and dissemination controls.

Key words: effectiveness, coaching, street hawkers/merchants five feet.