

ABSTRACT

THE ROLE OF SATUAN POLISI PAMONG PRAJA IN EFFECTUATE THE PUBLIC ORDER TO INCREASE AESTHETIC CITY PLANNING OF BANDAR LAMPUNG ON 2013

(A Study of Illegal Advertisement)

BY

DEVITA AMANDA

Advertisement is one of media advertising that effective and efficient to promote an item or service, because it's located in outside space make anyone can easily see, noticed, or knowing about the information of listed message in the ads. But there are many transgressions happened and been found in field when related officers doing public control periodically, either in license forms, spot of placement, nor incongruity the ads with regional regulation/ transgressing the regional regulation.

Based on the background above thus the formulation of the problem in this research are (1) How's the role of Satuan Polisi Pamong Praja Bandar Lampung City in held the public order especially to handle the illegal advertisement problem? (2) What is the resistances that faced by Satuan Polisi Pamong Praja in disciplining the illegal advertisement problem in Bandar Lampung City?

Based on the background and formulation of the problem, thus the research methods that used is qualitative descriptive, this methods aims to describe the cases or the phenomenon that appropriate in the real.

Based on the result of research was known that (1) Satuan Polisi Pamong Praja of Bandar Lampung City is responsible to support the role of mayor because that's a part of their function and main duty; (2) The role of Satuan Polisi Pamong Praja of Bandar Lampung City in held the public order especially to tackle illegal advertisement problem based on Peraturan Pemerintah Nomor 6 Tahun 2010 about Satuan Polisi Pamong Praja; (3) Satpol PP implement their responsibility to tackle illegal advertisement problem based on the program activities that composed for a year work plan, the programs made based on the problem that happening in citizens with hopes the implement of programs will be work efficiently and effectively. That's for support the implement of policies, enforcement of regional regulations, the decisions of regional head in order to created public peace and public order. In discharge their liabilities, Satpol PP coordinate with other entities, especially for advertisement problem, Satpol PP coordinate with Badan Penanaman Modal dan Perizinan (BPMP), Dinas Tata Kota (Distako), Komisi Pemilihan Umum (KPU), dan Panitia Pengawas Pemilu (Panwaslu). Satpol PP also controlling peoples with persuasive approach so peoples will be open with the officer and it'll be easier to Satpol PP to give understanding for the peoples to law-abiding; (4) The obstacles that faced by Satpol PP to tackle illegal advertisement problem are: a) Peoples have tendency to disobedient the rules, it proven by founded many of transgressions in peoples, for example is the illegal advertisements problem, b) Training and brief education for Satpol PP still not optimal, c) The fieldwork is not too condusive because of less equipment and facilities.

Key Word: The Role, Public Order, Illegal Advertisements.