ABSTRACT

THE FACTORS CAUSING FAILURES IN POLICY IMPLEMENTATION OF SMALL VENDOR MANAGEMENT IN SMEP TRADITIONAL MARKET IN BANDAR LAMPUNG IN 2014

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The implementation of Regional regulation number 2 in 2012 about Small Vendors Management is not effective in SMEP traditional market, where small vendors open their shop tends on the road shoulders which is in fact forbidden to make that location as vendor sites. The objective of this research was to find out the factors causing failures in managing small vendors in SMEP traditional market in Bandar Lampung, where the policy had been exercised but not effective.

This was a descriptive and semi qualitative research. Data were collected with interviews, documentations and observations. Data were analyzed data editing, data reduction, data presentation, and drawing conclusion.

The results showed that factors causing failures in implementation of policy to manage small vendors in SMEP traditional market were of categories: 1) policy issue; the renovation and building of SMEP traditional market was planned by Bandar Lampung government by involving PT. Prabu Artha as the developer, and they did not succeed to make better renovation for SMEP traditional market, and the new rent was too expensive; 2) information; socializations about new small vendors management in the new locations to small vendors were not conducted comprehensively; 3) potential sharing; fund resources (incentive for new small vendor management team); 4) support; information and facilities in forms of new location for small vendors.

Keywords: failure, implementation, policy, small vendors