

ABSTRAK

MIRSAL FATHURA LIMBONG: IMPLEMENTASI KEBIJAKAN PERATURAN DAERAH NOMOR 7 TAHUN 2012 TENTANG PENYELENGGARAAN KEPARIWISATAAN (Studi Kasus Kebijakan Pembatasan Jam Operasional Hiburan Malam di Kota Bandung)

Penelitian ini dilatarbelakangi oleh berkembang pesatnya usaha pariwisata hiburan malam di kota Bandung yang menimbulkan banyak dampak negatif yaitu terganggunya keamanan dan ketertiban di kota Bandung. Untuk menekan dampak negatif dari wisata hiburan malam tersebut, pemerintah kota Bandung mengeluarkan Peraturan Daerah Nomor 7 Tahun 2012 tentang Penyelenggaraan Kepariwisataaan perda ini di dalamnya mengatur mengenai pembatasan jam operasional hiburan malam.

Penelitian ini mengacu pada teori implementasi kebijakan George Charles Edward III bahwa keberhasilan Implementasi kebijakan dipengaruhi oleh empat dimensi yaitu Komunikasi, Sumber Daya, Disposisi, dan Struktur Birokrasi. Metode yang digunakan ialah metode penelitian kualitatif deskriptif. Instrumen adalah peneliti sendiri sedangkan sumber data penelitian ini adalah aparatur pemerintah dan pemilik tempat hiburan malam di kota Bandung. Perolehan data yang didapat oleh peneliti yaitu melalui observasi, wawancara, dokumentasi dan studi kepustakaan.

Hasil penelitian menunjukkan bahwa Implementasi Kebijakan Peraturan Daerah Nomor 7 Tahun 2012 tentang pembatasan jam operasional hiburan malam di kota Bandung telah berjalan cukup baik meskipun pada tahap berkelanjutan belum optimal secara keseluruhan hal ini dikarenakan dilihat dari empat dimensi dalam implementasi kebijakan. *Pertama*, komunikasi sudah berjalan efektif antar instansi terkait hanya saja komunikasi antara pemilik usaha hiburan malam dan instansi masih belum efektif. *Kedua*, sumber daya sudah memadai. *Ketiga*, disposisi berjalan efektif. *Keempat*, struktur birokrasi dalam implementasi kebijakan peraturan daerah no 7 tahun 2012 tentang penyelenggaraan kepariwisataan terkhusus pembatasan jam operasional hiburan malam di kota Bandung sudah berjalan efektif karena telah mempunyai Standar Operasional Prosedur(SOP) dan fragmentasi yang jelas. Faktor pendukung dalam Implementasi Kebijakan Peraturan Daerah Nomor 7 Tahun 2012 tentang pembatasan jam operasional hiburan malam di kota Bandung yaitu Peraturan Daerah, Koordinasi Antar Instansi, dan Standar Operasional Prosedur(SOP). Sedangkan faktor penghambat dalam Implementasi Kebijakan Peraturan Daerah Nomor 7 Tahun 2012 tentang pembatasan jam operasional hiburan malam di kota Bandung yaitu Rendahnya Intensitas Pemerintah dalam Mengadakan Sosialisasi, Kualitas Sumber Daya Manusia, dan Kurangnya Pemahaman Pemilik Tempat Hiburan Malam.

Kata Kunci: Implementasi Kebijakan, Pembatasan Jam Operasional Hiburan Malam, Aparat Pemerintahan, Pemilik Tempat Hiburan Malam.

ABSTRACT

MIRSAL FATHURA LIMBONG: IMPLEMENTATION OF REGIONAL REGULATION POLICY NUMBER 7 OF 2012 CONCERNING THE PROVISION OF TOURISM (Case Study of Policy on Limitation of Nighttime Operational Hours in Bandung City)

This research is motivated by the rapid development of the nightlife tourism business in the city of Bandung which has many negative impacts, namely the disruption of security and order in the city of Bandung. To reduce the negative impact of the night entertainment tour, the city government of Bandung issued Local Regulation No. 7 of 2012 concerning the Implementation of this Perda Tourism in regulating restrictions on operating hours of night entertainment.

This study refers to the theory of George Charles Edward III policy implementation that the success of policy implementation is influenced by four dimensions namely Communication, Resources, Disposition, and Bureaucratic Structure. The method used is descriptive qualitative research method. The instrument is the researcher himself while the source of the research data is the government apparatus and the owner of the night entertainment venue in the city of Bandung. Obtaining data obtained by researchers is through observation, interviews, documentation and literature studies.

The results showed that the Implementation of Regional Regulation Number 7 of 2012 concerning restrictions on operating hours of night entertainment in the city of Bandung had been going quite well even though at a sustainable stage it was not optimal as a whole because it was seen from the four dimensions in policy implementation. First, communication has been effective between related agencies, it's just that communication between the owner of the night entertainment business and the agency is still ineffective. Second, adequate resources. Third, disposition is effective. Fourth, the bureaucratic structure in the implementation of the regional regulation policy number 7 of 2012 concerning the implementation of tourism, especially the limitation of nighttime operational hours in the city of Bandung has been effective because it already has a Standard Operating Procedure (SOP) and clear fragmentation. Supporting factors in the Implementation of Regional Regulation Number 7 of 2012 concerning restrictions on operating hours of night entertainment in the city of Bandung are Regional Regulations, Interagency Coordination, and Standard Operating Procedures (SOP). While the inhibiting factors in the Implementation of Regional Regulation Number 7 of 2012 concerning restrictions on operating hours of night entertainment in the city of Bandung, namely the Low Intensity of the Government in Conducting Socialization, Quality of Human Resources, and Lack of Understanding of Owners of Night Entertainment Venues.

Keywords: Policy Implementation, Limitation of Operating Hours of Night Entertainment, Government Officials, Owners of Night Entertainment.