ABSTRAK

Hartini Nur Mahmudah "Efektivitas Kebijakan Penindakan Parkir Liar Kendaraan Bermotor Di Dinas Perhubungan Kota Bandung"

Di Kota Bandung, penanganan mengenai penertiban parkir liar dilakukan oleh Dinas Perhubungan sesuai dengan Peraturan Daerah Kota Bandung Nomor 3 Tahun 2020 Tentang Penyelenggaraan Perhubungan dan Retribusi di Bidang Perhubungan. Namun, sesuai dengan data yang dirilis oleh Dinas Perhubungan Kota Bandung diketahui bahwa jumlah kasus parkir liar di Kota Bandung masih terbilang cukup tinggi.

Penelitian ini dilakukan bertujuan untuk menganalisis efektivitas kebijakan penindakan parkir liar Di Dinas Perhubungan Kota Bandung. Peneliti menggunakan teori efektivitas kebijakan menurut Riant Nugroho (2020) yaitu tepat kebijakan, tepat pelaksanaan, tepat target, tepat lingkungan dan tepat proses.

Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kualitatif. Pengumpulan data penelitian berdasarkan observasi, wawancara dan studi dokumentasi. Teknik analisis data menggunakan model Miles and Huberman yang terdapat beberapa tahap yaitu 1) pengumpulan data; 2) reduksi data; 3) penyajian data; serta 4) kesimpulan dan verifikasi.

Berdasarkan hasil penelitian yang telah dilakukan, dapat disimpulkan bahwa kebijakan penindakan parkir liar kendaraan bermotor dapat dikatakan sudah cukup baik namun belum sepenuhnya berjalan dengan efektif. Jika dilihat dari beberapa dimensi yaitu, 1) Dimensi tepat kebijakan, peneliti menemukan bahwa proses pembuatan kebijakan yang melibatkan pemantauan dan pengkajian telah menghasilkan kebijakan yang sesuai dengan kondisi lokal dan efektif dalam menangani parkir liar. 2) Dimensi tepat pelaksanaan, kolaborasi antara pihak berwenang dan inovasi teknologi telah meningkatkan efisiensi penindakan. 3) Dimensi tepat target, penegakan kebijakan telah memberikan hasil positif dengan penurunan pelanggaran parkir liar, menandakan tingkat kepatuhan dan keteraturan yang lebih baik dari masyarakat. 4) Dimensi tepat lingkungan, masih adanya kurang pemahaman masyarakat yang menjadi hambatan. 5) Dimensi tepat Proses, meskipun proses kolaborasi dengan pihak berwenang sudah baik, kesadaran masyarakat dan kepatuhan terhadap aturan masih menjadi permasalahan. Dari beberapa permasalahan yang ada, Dinas Perhubungan Kota Bandung perlu melakukan peningkatan upaya seperti pelayanan, sosialisasi dan pengawasan sehingga dapat mencapai efektivitas di masa yang akan datang.

Kata Kunci : Kebijakan Publik, Efektivitas, Penindakan Parkir Liar, Kendaraan Bermotor

ABSTRACT

Hartini Nur Mahmudah "Effectiveness of the Policy for Enforcement of Illegal Parking of Motorized Vehicles at the Bandung City Transportation Service"

In the City of Bandung, handling of controlling illegal parking is carried out by the Transportation Service in accordance with Bandung City Regional Regulation Number 3 of 2020 concerning the Implementation of Transportation and Retributions in the Transportation Sector. However, according to data released by the Bandung City Transportation Service, it is known that the number of illegal parking cases in Bandung City is still quite high.

This research was conducted with the aim of analyzing the effectiveness of the illegal parking enforcement policy by the Bandung City Transportation Department. Researchers use the theory of policy effectiveness according to Riant Nugroho (2020), namely right policy, right implementation, right target, right environment and right process.

This research uses descriptive research methods with a qualitative approach. Research data collection is based on observation, interviews and documentation studies. The data analysis technique uses the Miles and Huberman model which has several stages, namely 1) data collection; 2) data reduction; 3) data presentation; and 4) conclusions and verification.

Based on the results of the research that has been carried out, it can be concluded that the policy for controlling illegal parking of motorized vehicles can be said to be quite good but not yet fully effective. If viewed from several dimensions, namely, 1) The exact policy dimension, researchers found that the policy making process involving monitoring and assessment has produced policies that are appropriate to local conditions and effective in dealing with illegal parking. 2) Appropriate dimensions of implementation, collaboration between authorities and technological innovation have increased the efficiency of enforcement. 3) The dimensions are right on target, policy enforcement has provided positive results with a reduction in illegal parking violations, indicating a better level of compliance and order from the community. 4) The exact dimensions of the environment, there is still a lack of public understanding which is an obstacle. 5) Appropriate dimensions of the process, even though the collaboration process with the authorities is good, public awareness and compliance with regulations is still a problem. Based on several existing problems, the Bandung City Transportation Department needs to increase efforts such as service, outreach and supervision so that it can achieve effectiveness in the future.

Keywords: Public Policy, Effectiveness, Illegal Parking Enforcement, Motorized Vehicles