

Implementasi kebijakan peletakan reklame di Provinsi Daerah Khusus Ibukota Jakarta = Implementation of the advertising placement public policy in DKI Jakarta

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20403520&lokasi=lokal>

Abstrak

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Tesis ini membahas tentang implementasi kebijakan peletakan reklame di provinsi DKI Jakarta, dengan melihat permasalahan-permasalahan berkaitan dengan masalah pada pola penyebaran reklame yang menyangkut dengan estetika kota atau keindahan kota, kebijakan yang berkaitan dengan peletakan reklame dan bagaimana peran pemerintah terhadap pengimplementasian kebijakan peletakan reklame di Provinsi Daerah Khusus Ibukota Jakarta tersebut.

Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Hasil penelitian menyarankan bahwa implementasi kebijakan peletakan reklame di DKI Jakarta belum berjalan secara efektif dan optimal. Masalah perijinan reklame dan administrasi pajak reklame hendaknya mendapat pengawasan serius dari pemerintah, masih ada beberapa reklame yang belum berizin atau yang menyalahi aturan tidak mendapat tindakan. Hal yang sering terjadi adalah lemahnya pengawasan dan penertiban yang terjadi sehingga menimbulkan beberapa contoh kasus yang merugikan, baik terhadap masyarakat (publik) maupun kepada pemerintah provinsi dalam hal ini Pendapatan Anggaran Daerah (PAD). Hal lain yang menjadi patut mendapat perhatian adalah upaya dari Pemprov DKI Jakarta melalui kebijakan kebijakan dalam membenahi empat faktor pendukung didalam keberhasilan implementasi kebijakan publik, dalam hal ini terkait kebijakan penyelenggaraan dan peletakan reklame.

ABSTRACT

The focus of this study is policy implementation of the advertising placement in DKI Jakarta by looking at the advertng placements issues which affected the beauty or the aesthetic of the city, policy which managed the advertising placement and how the government role to implementing the policy in DKI Jakarta.

This research is qualitative descriptive interpretive. The data were collected by means of depth interview. The results of research suggesting that the implementation of the policy of the advertising placement in DKI Jakarta not yet operating effectively and optimal. The problem of tax administration and the licensing billboard ads should get serious supervision of the government because there are still some ads that has not been licensed or that which violating the rules. It often happens because of the lack of supervision and control of what happens and that generate some examples of cases of adverse, both to the community public as well as to the provincial government in this budget income local revenue. Another thing that deserves attention is being the city through the efforts of policy supporting policies to cope with the four factors in the success of the implementation of public policy, in this case related to the implementation and the advertising placement.;The focus of this study is policy implementation of the advertising placement in DKI Jakarta by looking at the advertng placements issues which affected the beauty or the aesthetic of the city, policy which managed the advertising placement and how the government role to implementing the policy in DKI

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