

## ABSTRAK

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Penelitian ini bertujuan mendeskripsikan bagaimana implementasi dalam penertiban pemasangan reklame. Dalam penelitian ini menggunakan metode deskriptif kualitatif. Sumber data diperoleh data Satuan Polisi Pamong Praja Kabupaten Jember. Metode pengumpulan data meliputi wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa pelaksanaan penertiban pemasangan reklame dari segi (1) Komunikasi, bahwa sudah ada koordinasi antar dinas terkait mengenai penertiban reklame tersebut yang meliputi Satpol PP dan Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (2) Sumber Daya, terkait sumber daya manusia sudah cukup baik dari segi kualitas maupun kuantitas (3) Disposisi, sikap pelaksana yakni dari Satpol PP sendiri menerima dan melaksanakan kebijakan penertiban reklame begitu pula dengan sikap dari masyarakat dalam menerima penertiban pemasangan reklame tersebut apabila memang menyalahi aturan (4) Struktur Birokrasi, dilihat SOP mengenai penertiban pemasangan reklame sudah memiliki acuannya di Satuan Polisi Pamong Praja.

**Kata kunci:** *Implementasi, Penertiban Pemasangan Reklame*

## ABSTRACT

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**Title** : **Implementation of the policy for controlling billboard installations (study at civil service police unit Kabupaten Jember)**

This study aims to describe how the implementation in controlling the installation of billboards. In this study using a qualitative descriptive method. Data sources were obtained from the data of the Civil Service Unit of the Jember Regency Poisil. Methods of data collection include interviews, observation and documentation. The results of the study show that the enforcement of billboard installation in terms of (1) Communication, that there is already an inter-agency coordination coordinating regarding the control of the billboard which includes the Satpol PP and the Investment and One-Stop Services (2) Resources, related to human resources quite good in terms of quality and quantity (3) Disposition, the attitude of the executor namely from the Satpol PP itself accepts and implements the policy of controlling billboards as well as the attitude of the community in accepting the enforcement of the billboard if it violates the rules (4) Bureaucratic Structure control of the installation of billboards already has a reference in the Civil Service Police Unit.

Keywords: Implementation, Control of Billboard Installation

