

ABSTRACT

This research is motivated by the lack of optimal implementation of the policy of Cultural Heritage Area and Building Management in the city of Bandung. Based on the background of the research, the researcher formulated the problem as follows: How is the Implementation of Government Policy Management of Cultural Heritage Areas and Buildings in the City of Bandung; Factors that influence the process of implementing the policy of Cultural Heritage Area and Building Management in Bandung City.

The theory used in this study is the theory of policy implementation from Edwards III specifically the crucial factors or variables in policy implementation which include communication, resources, disposition / attitude, and bureaucratic structure.

Based on the theoretical approach, researchers formulated the following propositions: Implementation of Government Policy in the Management of Cultural Heritage Areas and Buildings in the City of Bandung took place optimally through approaches to communication factors, resources, dispositions / attitudes, and bureaucratic structures; The factors that influence the process of implementing government policies in the Management of Cultural Heritage Areas and Buildings in the City of Bandung can be overcome by fulfilling the demands and needs that support the implementation of the policy.

The research method used is descriptive research method, with a qualitative approach. Data is obtained through literature studies, participant observation, in-depth interviews and documentation. Determination of informants is done by purposive sampling technique.

The results of this study indicate that the Implementation of the Policy of Cultural Heritage Area and Building Management in the City of Bandung is not optimal. With indications that there is still a lack of socialization of policies with the development of partnerships, the lack of quantity of human resources, the performance of the officers who have not been optimal in coordinating.

Keyword : Implementation Policy, heritage culture building, area culture building

ABSTRAK

Penelitian ini dilatarbelakangi oleh belum optimalnya implementasi kebijakan Pengelolaan Kawasan dan Bangunan Cagar Budaya di Kota Bandung. Berdasarkan latar belakang penelitian, peneliti merumuskan masalah sebagai berikut: Bagaimana Implementasi Kebijakan Pemerintah Pengelolaan Kawasan dan Bangunan Cagar Budaya di Kota Bandung; Faktor-faktor yang mempengaruhi proses implementasi kebijakan Pengelolaan Kawasan dan Bangunan Cagar Budaya di Kota Bandung.

Teori yang digunakan dalam penelitian ini adalah teori implementasi kebijakan dari Edwards III khususnya faktor-faktor atau variabel krusial dalam implementasi kebijakan yang meliputi komunikasi, sumber daya, disposisi/sikap, dan struktur birokrasi.

Berlandaskan pada pendekatan teori tersebut, peneliti merumuskan proposisi sebagai berikut : Implementasi Kebijakan Pemerintah dalam Pengelolaan Kawasan dan Bangunan Cagar Budaya di Kota Bandung berlangsung optimal melalui pendekatan faktor-faktor komunikasi, sumber daya, disposisi/sikap, dan struktur birokrasi; Faktor-faktor yang mempengaruhi proses implementasi kebijakan pemerintah dalam Pengelolaan Kawasan dan Bangunan Cagar Budaya di Kota Bandung dapat diatasi dengan pemenuhan tuntutan dan kebutuhan yang menunjang implementasi kebijakan

Metode penelitian yang digunakan adalah metode penelitian deskriptif, dengan pendekatan kualitatif. Data diperoleh melalui studi pustaka, observasi partisipan, wawancara mendalam dan dokumentasi. Penentuan informan dilakukan dengan teknik *purposive sampling*.

Hasil penelitian ini menunjukkan bahwa Implementasi Kebijakan Pengelolaan Kawasan dan Bangunan Cagar Budaya di Kota Bandung belum optimal. Dengan indikasi-indikasi masih minimnya sosialisasi kebijakan kepada masyarakat, minimnya kuantitas sumberdaya manusia, wujud kinerja aparat yang belum optimal dalam berkoordinasi.

Kata Kunci : Implementasi Kebijakan, Bangunan Cagar Budaya, Kawasan Cagar Budaya