

ABSTRACT

This research is entitled The Impact of Instruction of the Minister of Home Affairs number 24 of 2021 on business activities in Ciamis Regency. (Case Study: Café Overtime, Café Djoeanda, Café Satir/sitre). This research was conducted to find out the impact of domestic policy number 24 of 2021 on café business activities in Ciamis Regency. The method used in this research is qualitative method. The theories used to solve the problem formulation are public policy theory according to Van Meter and Van Horn, and policy impact theory according to Dye. Several factors influence policy implementation, namely: policy size and objectives, resources, characteristics of implementing agents, attitudes/tendencies (dispositions) of implementers, communication, economic, social and political environment. Data was collected through interviews with those concerned, and also literature studies through books and research journals. The results of the researchers' findings found several impacts of the policy regarding PPKM, showing that there were differences between before and after what occurred during the Covid-19 pandemic, especially during the impact of PPKM. The coffee shops that were affected still survive today, where many drastic changes have occurred, both in terms of income and a decrease in the number of visitors. However, the Coffee Shop continues to innovate how to continue selling coffee during the pandemic by using technology for sales and promotional tools on social media. The influencing factor was the less firm attitude of the implementers, especially the café, which was still causing crowds in the midst of the pandemic, as a result of which the café was given sanctions in the form of warnings or writings by the Ciamis Regency Satpol PP.

Keywords: Minister of Home Affairs Policy, Business Activities.