

ABSTRACT

The implementation of Ciamis Regent Regulation No. 55 of 2022 concerning Guidelines for the Implementation of Subscription Parking on the Edge of Public Roads is an effort to achieve goals related to the smooth running of road traffic, increasing the use of existing parking spaces, and efforts to increase Regional Original Revenue (PAD). The increase in the number of motorized vehicles is not proportional to the acquisition of parking fees, so it needs to be maximally explored by the Regional Government.

Researchers used a qualitative method with a descriptive case study approach. The research carried out using the theory of public policy implementation from Merilee S. Grindle in this theory focuses on the content of the policy (Content of policy) and the implementation environment (Context of implementation). The political economy approach is also used to analyze the data obtained. Data will be collected through interviews with relevant parties, direct observation in the field, document analysis related to regulations and subscription parking management activities. Data analysis will be carried out using descriptive and interactive analysis techniques to compare implementation regulations with actual practices in the field.

The results of this study found that the implementation of this subscription parking policy is still not optimal as measured by Merilee S Grindle's theory. Regarding the government's response, especially the Transportation Agency, to the existence of problems regarding parking management in the field, it is considered to still have many obstacles, one of which is the inadequate number of human resources. The lack of facilities in the service of this policy is also a cause of this policy not being achieved properly. The existence of political actors, namely, members of the Ciamis Regency DPRD, only as a supervisory body. The government itself has not found the best solution in meeting the objectives of the policy. Thus, the process for managing subscription parking is currently not well implemented. Furthermore, the results of the political economy approach criticize the subscription parking policy in Ciamis Regency, that this policy is politically economically unfavorable because this policy requires a large amount of regulation but returns to the nature of subscription parking, namely retribution where parking retribution is not mandatory.

Keywords: *Subscription Parking, Regional Original Revenue (PAD). transportation office.*