

ABSTRACT

Tasikmalaya City is one of the cities that has a variety of industrial potentials, one of the leading industries that has become an icon of Tasikmalaya City is the geulis umbrella. Ironically, it is currently the center of the geulis umbrella industry that is experiencing the most problems and obstacles in its development. The relationship between the government, geulis umbrella craftsmen, businessmen, and the community also needs to be improved so that geulis umbrellas can become a superior local product.

Using the theory of public policy implementation and political economy as problem analysis. Using qualitative research methods. The technique of taking informants is with purposive sampling technique and snowball sampling technique. Data collection using interview and documentation techniques. The data analysis method consists of data reduction, data presentation, and conclusion: drawing/verifying. Data validity techniques using source triangulation..

As a result, the implementation of the Van Meter and Van Horn models, the purpose of the Regional Regulation is to provide a legal umbrella for the MSME industry in Tasikmalaya City. In terms of human resources by the Tasikmalaya City Government and budget financial resources channeled in facilities and infrastructure. Characteristics of the implementing organization of the Cooperatives, MSMEs and Perindag Office which focuses on implementation in industrial development and cultural Disporabudpar. Development of normative communication between regional apparatus and communication between city governments and top-bottom craftsmen. The social environment of Payung Geulis as a cultural heritage, economically as an industry, and politically is formed by the legislature and implemented by the executive. The lack of optimality in implementation is due to the uneven attention of the Tasikmalaya City Government to craftsmen. In terms of access to facilities, infrastructure, and marketing, it is still uneven, affecting the Geulis Umbrella. The obstacle is the policy issue of many craftsmen who have difficulties in marketing so that the potential to switch to other industries and the lack of the next generation, and in the support of the city government implementers cannot be maximized in paying attention to craftsmen. The uneven attention of the City Government must be corrected in order to maximize the implementation of the Regional Regulation, the steps taken must be able to provide the effectiveness of the nature of the unevenness. In political economy analysis, where the Geulis umbrella has a role in the economy. Cultural heritage is often the object of interest of actors, which of course is political, because often the Geulis Umbrella has economic potential.

In conclusion, the Tasikmalaya City Government has not been maximized because it has not evenly distributed the attention of the city government to craftsmen. And Payung Geulis as a cultural heritage has an influence on MSMEs and needs to be developed for its sustainability.

Keywords: Umbrella Geulis. Policy Implementation. Political Economy