

ABSTRACT

Wiwik Ardiani.2019. Implementation of Parking Subscription Policy in Increasing Regional Original Revenue (PAD) (Study at the Transportation Office of Probolinggo Regency), Dr. Hj.Siti Marwiyah, M.SI., Erlinda P, S.AP., M.AP, 123 pages + xv

In recent years, private vehicle users in this case motorized vehicles in the form of motorbikes and cars have experienced a very significant increase. The more private vehicles, the more necessary, secure and comfortable parking is needed.

The Probolinggo District Government made an innovation by issuing a policy on subscription parking. This is intended to improve services to the community as users of parking services, as well as to increase Regional Original Income (PAD) to the fullest.

This study aims to determine the extent of the implementation of the subscription parking policy implemented by the Regional Government and the supporting and inhibiting factors in implementing this subscription parking policy. This is to find out whether the subscription parking policy has been efficient and effective in increasing PAD in Probolinggo Regency, or should it be reviewed if it is felt to harm the community.

This study uses qualitative research methods, where the author makes observations, interviews, literature studies and documentation directly on the object under study. The object of the research is located in the Transportation Department of Probolinggo Regency.

The results of the study showed that the subscription parking policy had a positive impact on the Probolinggo District Regional Budget (PAD). There are supporting and inhibiting factors in implementing this policy. In implementing this subscription parking policy, it involved several related institutions, namely Probolinggo District Transportation Agency, Probolinggo District Police and Probolinggo District Dispenda, so that this policy was clear and structured.

Keywords: Parking Subscription Policy, Regional Original Income (PAD).