

ABSTRACT

This study investigates the implementation of Governor Regulation No. 31 of 2022 in shaping Transit-Oriented Development (TOD) around MRT Jakarta. Using a qualitative approach, this research applies Van Meter & Van Horn's Policy Implementation Theory and SWOT analysis to assess the challenges, opportunities, and strategic approaches in the regulation's execution. The findings reveal that while the regulation provides a strong foundation for TOD through simplified licensing processes and flexible land-use guidelines, its effectiveness is hindered by issues such as unclear policy objectives, limited resources, and inadequate inter-agency coordination. Additionally, political instability and a lack of technical regulations pose further challenges. The study identifies key opportunities for improvement, including increased private sector collaboration, optimized use of idle land, and the strengthening of MRT Jakarta's role in managing TOD areas. Based on these findings, the study recommends four strategic directions: improving policy clarity and stakeholder coordination, ensuring stability amidst political shifts, leveraging private sector support, and maintaining project continuity through flexibility and enhanced communication. These strategies aim to enhance the implementation of TOD and contribute to sustainable urban development in Jakarta.

Keywords: Governor Regulation No. 31 of 2022, Transit-Oriented Development, MRT Jakarta, Policy Implementation, SWOT Analysis, Public-Private Partnership, Urban Development, Policy Recommendations