

INTISARI

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan parkir di Jl. Gejayan, Kabupaten Sleman. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan studi dokumen. Narasumber penelitian terdiri dari Dinas Perhubungan Sleman, juru parkir, serta pengguna parkir di Jl. Gejayan. Hasil penelitian menunjukkan bahwa implementasi kebijakan parkir on-street di Jl. Gejayan belum berjalan optimal. Prinsip penyelenggaraan parkir, seperti kepastian hukum, transparansi, akuntabilitas, dan keseimbangan, belum sepenuhnya terwujud di lapangan. Sementara itu, aspek keamanan dan keselamatan dinilai cukup baik oleh para pihak terkait. Faktor-faktor yang mempengaruhi implementasi kebijakan, yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi, juga masih menghadapi berbagai kendala. Penelitian ini merekomendasikan peningkatan sosialisasi, pemenuhan sumber daya, penguatan pembinaan pelaksana, serta optimalisasi pengawasan untuk mendukung tercapainya tujuan kebijakan parkir di Jl. Gejayan.

Kata kunci: *Implementasi, Parkir, Jl. Gejayan.*

ABSTRACT

This study aims to analyze the implementation of parking policy on Jl. Gejayan, Sleman Regency. The research applied a qualitative descriptive approach using data collection techniques such as interviews, observations, and document studies. The informants included representatives from the Sleman Department of Transportation, parking managers, parking attendants, and parking users on Jl. Gejayan. The results show that the implementation of parking policy on Jl. Gejayan has not been optimal. Principles of parking management, including legal certainty, transparency, accountability, and balance, have not been fully realized in practice. Meanwhile, the aspect of safety and security is considered relatively good by the relevant parties. Factors influencing policy implementation, such as communication, resources, disposition, and bureaucratic structure, still face various challenges. This study recommends enhancing socialization, improving resource availability, strengthening implementor guidance, and optimizing supervision to support the achievement of parking policy objectives on Jl. Gejayan.

Keywords: *Implementation, Parking, Jl. Gejayan.*