

ABSTRACT

Having the city image as a strategic area, Malioboro's area has many activities including tourism, education, trade and service, art and culture. As well from those, Malioboro's area is getting crowded time by time that because it has some problems. One of them is about safety and order. Therefore, the management of Malioboro's area (UPT) make a plan of program in the form of security in Malioboro's area called Jogoboro. This research aims to know implementation's task of Jogoboro to keep the safety safe and order-well especially in Malioboro's area and also the related factors. Data's sampling is using interview, observation and documentation. Interview and observation focus on three important actors, they are policy makers, implementing the policy and the recipients of the policy. The result of this research shows, Jogoboro program's implementation which has done by the managements of Malioboro's area is great enough. This is considered of being capable to decrease the number of crime and proud that do exist in Malioboro's area. Though, it does still a problem came in each day. Some factors such as communication, human resources's quality, disposition, standard operational procedure, and facilities can support this program to do security task and order in this Malioboro's area.

Keyword: Malioboro's area, the management of Malioboro's area (UPT), Jogoboro, implementation

INTISARI

Sebagai kawasan strategis citra kota, Kawasan Malioboro memiliki banyak kegiatan di dalamnya baik yang berbasis pariwisata, pendidikan, jasa dan perdagangan, maupun seni dan budaya. Banyaknya kegiatan menjadikan Kawasan Malioboro semakin padat sehingga muncul berbagai masalah. Salah satu masalah yang ada di Kawasan Malioboro adalah mengenai keamanan dan ketertiban. Oleh karena itu, UPT Pengelolaan Kawasan Malioboro merumuskan program berupa satuan keamanan di Kawasan Malioboro yang biasa disebut sebagai Jogoboro. Penelitian ini dilakukan untuk mengetahui implementasi Jogoboro dalam menjaga keamanan dan ketertiban di Kawasan Malioboro beserta faktor-faktor yang mempengaruhinya. Pengambilan data dilakukan melalui wawancara, observasi, dan dokumentasi. Wawancara dan observasi dilakukan terhadap tiga aktor yaitu pembuat kebijakan, pelaksana kebijakan, dan penerima kebijakan. Hasil dari penelitian menunjukkan bahwa implementasi program Jogoboro yang dilakukan oleh UPT Pengelolaan Kawasan Malioboro dapat dikatakan cukup baik. Jogoboro dianggap mampu mengurangi tindak kejahatan dan kecurangan yang ada di Kawasan Malioboro meskipun tetap ada masalah yang timbul setiap harinya. Faktor komunikasi, kualitas sumber daya manusia, disposisi, standar operasional prosedur dan fasilitas secara keseluruhan dapat mendukung program Jogoboro dalam melaksanakan tugas pengamanan dan penertiban di Kawasan Malioboro.

Kata kunci: Kawasan Malioboro, UPT Pengelolaan Kawasan Malioboro, Jogoboro, implementasi.