

ABSTRAK

Penelitian ini berjudul “Implementasi Program E-Parking oleh Dinas Perhubungan Kota Binjai Berdasarkan Peraturan Wali Kota Binjai Nomor 21 Tahun 2022.” Penelitian ini bertujuan untuk menganalisis implementasi Program E-Parking oleh Dinas Perhubungan Kota Binjai serta mengidentifikasi faktor pendukung dan penghambat implementasinya. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi dengan informan dari Dinas Perhubungan Kota Binjai, Satpol PP, juru parkir resmi, dan masyarakat. Analisis data menggunakan teori implementasi kebijakan George C. Edward III yang meliputi komunikasi, sumber daya, disposisi, dan struktur birokrasi. Hasil penelitian menunjukkan bahwa implementasi Program E-Parking belum berjalan optimal karena program masih berada pada tahap sosialisasi, keterbatasan sumber daya, penyesuaian regulasi yang belum selesai, serta belum memadainya sarana dan prasarana pendukung. Oleh karena itu, diperlukan penguatan sosialisasi, peningkatan sumber daya, serta penyediaan fasilitas pendukung agar implementasi Program E-Parking dapat berjalan secara optimal.

Kata Kunci: Implementasi Program, E-Parking, George C. Edward III.

ABSTRACT

This study is entitled “Implementation of the E-Parking Program by the Binjai City Transportation Agency Based on Binjai Mayor Regulation Number 21 of 2022.” The study aims to analyze the implementation of the E-Parking Program by the Binjai City Transportation Agency and to identify the supporting and inhibiting factors affecting its implementation. This research employed a qualitative method with a descriptive approach. Data were collected through observation, interviews, and documentation involving informants from the Binjai City Transportation Agency, the Civil Service Police Unit (Satpol PP), official parking attendants, and members of the public. Data were analyzed using George C. Edward III's policy implementation theory, which consists of communication, resources, disposition, and bureaucratic structure. The findings indicate that the implementation of the E-Parking Program has not yet been optimal because the program remains in the socialization stage, resources are limited, the regulatory adjustment process has not been completed, and supporting facilities and infrastructure are still inadequate. Therefore, strengthening public socialization, improving resources, and providing adequate supporting facilities are necessary to ensure the optimal implementation of the E-Parking Program.

Keywords: Program Implementation, E-Parking Program, George C. Edward III.