

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi Qanun Kota Lhokseumawe Nomor 13 Tahun 2016 tentang Penyelenggaraan Reklame serta mengidentifikasi kendala dan aspek yang mendukung pelaksanaannya. Penelitian difokuskan pada implementasi pengawasan dan penertiban reklame oleh Satuan Polisi Pamong Praja (Satpol PP) Kota Lhokseumawe. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Informan penelitian meliputi Satpol PP, Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP), Badan Pengelolaan Keuangan Daerah (BPKD), Mall Pelayanan Publik, pelaku usaha reklame, dan masyarakat. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi Qanun telah berjalan cukup baik melalui pengawasan administrasi, pengawasan lapangan, serta penertiban terhadap reklame yang melanggar ketentuan. Namun, implementasi kebijakan belum optimal karena masih ditemukan reklame tanpa izin dan pelanggaran terhadap ketentuan teknis pemasangan. Kendala dalam implementasi meliputi keterbatasan sumber daya manusia, belum optimalnya integrasi data antarinstansi, rendahnya kepatuhan sebagian pelaku usaha, serta kurangnya pemahaman masyarakat terhadap regulasi reklame. Sementara itu, aspek yang mendukung implementasi meliputi adanya dasar hukum yang jelas, koordinasi antarinstansi yang cukup baik, dukungan sarana dan prasarana, pemanfaatan teknologi informasi, serta partisipasi masyarakat dalam mendukung penataan reklame. Oleh karena itu, diperlukan penguatan koordinasi antarinstansi, peningkatan kapasitas sumber daya manusia, optimalisasi sistem informasi perizinan, serta sosialisasi yang lebih intensif kepada pelaku usaha dan masyarakat agar penyelenggaraan reklame dapat berlangsung secara tertib, aman, dan sesuai dengan ketentuan yang berlaku.

Kata Kunci: Implementasi, Qanun, Pengawasan, Penertiban Reklame.

ABSTRACT

This study aims to analyze the implementation of the Qanun of Lhokseumawe City Number 13 of 2016 concerning Advertisement Management and to identify the challenges and supporting aspects of its implementation. The research focuses on the supervision and enforcement of advertisements carried out by the Municipal Police Unit (Satpol PP) of Lhokseumawe City. This study employed a qualitative research method with a descriptive approach. Data were collected through observation, interviews, and documentation. The informants consisted of officials from the Municipal Police Unit (Satpol PP), the Investment and One-Stop Integrated Service Office (DPMPTSP), the Regional Financial Management Agency (BPKD), the Public Service Mall, advertisement business operators, and members of the community. Data were analyzed through the stages of data reduction, data display, and conclusion drawing. The findings indicate that the implementation of the Qanun has been carried out fairly well through administrative supervision, field supervision, and enforcement actions against advertisements that violate existing regulations. However, the implementation has not yet been fully optimal, as unlicensed advertisements and violations of technical installation requirements are still found. The challenges include limited human resources, inadequate inter-agency data integration, low compliance among some business operators, and limited public understanding of advertisement regulations. Meanwhile, the supporting aspects include a clear legal framework, effective inter-agency coordination, adequate facilities and infrastructure, the utilization of information technology, and community participation in supporting advertisement management. Therefore, strengthening inter-agency coordination, improving human resource capacity, optimizing the licensing information system, and intensifying public outreach to business operators and the community are necessary to achieve orderly, safe, and regulation-compliant advertisement management.

Keywords: *Implementation, Qanun, Supervision, Advertisement Enforcement.*