

Analisis formulasi kebijakan kenaikan nilai sewa reklame pada pajak reklame di kota Bandar Lampung tahun 2011 = The policy formulation analysis of the increasing advertising rent value on advertising tax in Bandar Lampung municipality at 2011

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Abstrak

Skripsi ini membahas kebijakan kenaikan Nilai Sewa Reklame di Kota Bandar Lampung di tahun 2011. Permasalahan yang muncul adalah banyaknya penyelenggaraan reklame di Kota Bandar Lampung. Penyelenggaran reklame banyak, namun penerimaan Pajak Reklamenya sedikit. Pemerintah Kota melakukan formulasi kebijakan kenaikan Nilai Sewa Reklame (NSR). Tujuan dari penelitian ini adalah untuk mengetahui formulasi kebijakan kenaikan NSR di Kota Bandar Lampung. Metode penelitian yang digunakan adalah pendekatan kualitatif.

Hasil penelitian yaitu formulasi kebijakan kenaikan melewati beberapa tahapan yaitu pengidentifikasian masalah, agenda kebijakan, dan formulasi proposal kebijakan. Peneliti menyimpulkan bahwa keputusan yang dihasilkan dalam formulasi proposal kebijakan tidak tepat karena tidak berdasarkan analisis potensi Pajak Reklame.

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This undergraduate thesis discusses the increasing Advertising Rent Value policy in Bandar Lampung Municipality which occurred in 2011. The problem is because there is large amount of billboards in the municipality of Bandar Lampung. The fact that there is a massive billboards in Bandar Lampung are inconsistent with the Advertising Tax revenue that can be collected in the Municipality of Bandar Lampung, therefore the Municipality of Bandar Lampung is deciding to formulate the increasing Advertising Rent Value. The purpose of this study was to determine the increasing advertising rent value on advertising tax in Bandar Lampung. The method used is a qualitative approach.

The result obtained in this research are the policy was formulated through several stages, namely: identifying problems, setting the agenda, and the formulation of policy proposals. Researchers concluded that the Local Government's decision resulting in the formulation of policy proposals by increasing the rent value of advertising is not precise because they did not formulate the increases based on the advertising tax potential analysis.