ABSTRACT

APPARATUS AND CEMETERY SERVICE PERFORMANCE LANDSCAPING CONTROL IN THE PRESENCE OF INCIDENTAL BILLBOARD AT BANDUNG CITY

The creation of the beauty of the city and the presence of advertising in one incidental orderliness is famous for the area is one of the tasks of local governments to host them. The success of this event will be achieved if the human resources performance is good. However, in fact the performance of human resources in running one task i.e. in watch the existence of incidental billboard is currently running optimally, due to the many constraints faced. Obstacles faced were the time, cost and infrastructure.

The theory that is used in this research is a dimension of measurement performance put forward by john miner. According to john miner to know the performance of apparatus can be measured through four dimensions, covering the quality of quantity, use of time in working and cooperation with others in work. Methods used in this research is a method of research descriptive with a qualitative approach.

Technique determination informer for apparatus and for people used technique purposive sampling. Technical data on this research covering observation non participants, interview and study documentation.

The results showed that the performance of Funeral Service apparatus and Landscaping of Bandung city in supervision of the existence of the Billboard was incidental running quite well. These results can be seen from the quality, quantity, use of time and the cooperation of the apparatus performance Funeral Service and Landscaping Bandung.To suggestions to make it better is to increase the experienced apparatus to supervise incidental advertisement.

Keys word: Apparatus, Qualitative Approach, purposive sampling,