ABSTRACT

POLICY OF IMPLEMENTATION REGIONAL REGULATION NUMBER 27 SERIE C YEAR 2003 ABOUT SIUP

(A Study Of Development UMKM *in* Cimahi *City)*

Regional Regulation No. 27 *of the Series* C *of* 2003 *on* SIUP *describes liabilities held by commercial businesses to have a business license so that sheltered merchant trading businesses that run their business in an orderly, honest, and open. Additionally* SIUP *creation intended to foster* UMKM. *The high cost is a limiting factor making of* IMB *be a limiting factor* SIUP *manufacture therefore eliminate licensing Cimahi Government Business License.* SIUP *creation by the Government because they eliminate licensing Cimahi* SIUP. *Constraints after a free* SIUP *is ignorance of the public about government policy.*

The theory used is the theory that affect the implementation of regulatory policy areas raised by Edward III in his book, Implementing Public polic. Edward III said indicator to determine the successful implementation of policy implementation, including Communication, Resourcrces, dispositions, and Bureacratic Structure.

The method used in this study is a descriptive study using a qualitative approach. Data were collected through literature study, observation, documentation, and interviews. Researchers in determining the informant using purposive sampling technique that consists of 4 officers of KPPT Cimahi *and 5* UMKM *who do not have the* SIUP *and 4* UMKM *that already have* SIUP *due in accordance with the needs and goals of the study.*

Based on this research, Communication apparatus KPPT Cimahi *with actors* UMKM *have not been effective enough to be seen from the lack of outreach to* UMKM. *Resources of Implementation Bylaw in* UMKM *development in Cimahi unfavorable views of the minimal number of apparatus and the use of means that are not optimal. Dispositions of Implementation Bylaw in* UMKM *development in* Cimahi *good views of the implementation of the policy in accordance with applicable regulations. While Bureaucratic Structure Business of Implementation Bylaw in* UMKM *development in* Cimahi *good views of the apparatus that has been performing its duties in accordance with their duties and functions listed in the SOP.*

Keywords: Policy of Implementation, SIUP*,* UMKM.