



**UNIVERSITAS ANDALAS**

**ANALISIS IMPLEMENTASI KEBIJAKAN ADAPTASI KEBIASAAN BARU  
DI BIDANG TRANSPORTASI ANGKUTAN UMUM KOTA BUKITTINGGI**



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**Diajukan Sebagai Pemenuhan Syarat untuk Mendapatkan Gelar Sarjana  
Kesehatan Masyarakat**

**FAKULTAS KESEHATAN MASYARAKAT**

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xi + 119 halaman, 11 tabel, 3 gambar, 10 lampiran

**ABSTRAK**

**Tujuan**

Sejak terjadinya pandemi, virus Covid-19 telah bermutasi dan banyak varian yang bermunculan, saat sekarang ini juga banyak terjadi pelanggaran AKB dalam kehidupan sehari-hari, terutama pada bidang transportasi. Penelitian dilakukan untuk mengetahui implementasi Kebijakan AKB di bidang transportasi angkutan umum Kota Bukittinggi.

**Metode**

Jenis penelitian kualitatif dengan pendekatan fenomenologi. Data dikumpulkan dengan wawancara mendalam, observasi, dan telaah dokumen. Dipilih 9 informan berdasarkan *purposive sampling*. Variabel yang diteliti adalah faktor implementasi kebijakan Edward III, yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi.

**Hasil**

Kebijakan AKB belum dikomunikasikan dengan jelas kepada implementor dan sasaran. Sumber daya belum mencukupi, baik staf, fasilitas, informasi, maupun wewenang. Disposisi berupa komitmen, pengaturan birokrasi, dan pemberian insentif belum ada. Struktur birokrasi belum mendukung implementasi karena SOP dan fragmentasi belum jelas. Kegiatan AKB telah dilakukan di objek transportasi angkutan umum yang diteliti, namun belum maksimal.

**Kesimpulan**

Implementasi Perda AKB di bidang transportasi angkutan umum Kota Bukittinggi masih mempunyai kekurangan dan membutuhkan perbaikan, terutama pada komunikasi, sumberdaya dan struktur birokrasi. Dinas Paerhubungan sebaiknya meningkatkan pemahaman petugas terkait kebijakan AKB dan teknis pelaksanaannya. Perlu dibuat pengaturan tugas dan tanggung jawab yang jelas.

**Daftar Pustaka** : 49 (2004-2021)

**Kta Kunci** : Implementasi, Kebijakan AKB, Transportasi

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**ANALYSIS OF THE IMPLEMENTATION OF NEW HABIT ADAPTATION  
POLICIES IN THE FIELD OF PUBLIC TRANSPORTATION OF  
BUKITTINGGI**

xi + 119 pages, 11 tables, 3 pictures, 10 appendices

**ABSTRACT**

**Objective**

Since the pandemic, the Covid-19 virus has mutated and many variants have emerged. Currently, there are also many violations of IMR in everyday life, especially in the field of transportation. The research was conducted to determine the implementation of the IMR Policy in the field of public transportation in the City of Bukittinggi.

**Method**

This type of qualitative research with a phenomenological approach. Data were collected by in-depth interviews, observation, and document review. Selected 9 informants based on purposive sampling. The variables studied were the factors of Edward III's policy implementation, namely communication, resources, disposition, and bureaucratic structure.

**Result**

IMR policies have not been clearly communicated to implementers and targets. Insufficient resources, both staff, facilities, information, and authority. Disposition in the form of commitments, bureaucratic arrangements, and the provision of incentives does not yet exist. The bureaucratic structure does not support implementation because SOPs and fragmentation are not yet clear. IMR activities have been carried out in the object of public transportation under study, but have not been maximized.

**Conclusion**

The implementation of the AKB regional regulation in the field of public transportation for the City of Bukittinggi still has deficiencies and requires improvement, especially in terms of communication, resources and bureaucratic structure. The Department of Transportation should increase officers' understanding of IMR policies and the technical implementation. There needs to be a clear arrangement of tasks and responsibilities.

**References** : 49 (2004-2021)

**Keywords** : Implementation, AKN Policy, Transportation