

ABSTRAK

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Implementasi Program *Community Relations* PT Angkasa Pura Cabang Bandara Internasional Lombok (BIL) dalam Proses Relokasi Pedagang Kaki Lima (PKL) di Lingkungan Bandara Internasional Lombok Periode Mei 2014 – Agustus 2016

Tahun Skripsi : 2016 + 172 Halaman + 4 Tabel + 32 Gambar + 20
Lampiran

Daftar Pustaka : 9 Buku + 2 Skripsi + 6 Dokumen + 17 Sumber Internet

Penelitian ini dilakukan untuk dapat mengetahui serta menganalisis implementasi program *community relations* yang dijalankan oleh PT Angkasa Pura Cabang Bandara Internasional Lombok (BIL) dalam proses relokasi dan penanganan masalah keberadaan Pedagang Kaki Lima (PKL) di lingkungan Bandara Internasional Lombok (BIL) periode Mei 2014 hingga Agustus 2016. Tujuan penelitian ini adalah untuk memperoleh gambaran tentang kegiatan *community relations* PT Angkasa Pura Cabang Bandara Internasional Lombok (BIL) melalui program relokasi dan Bina Lingkungan guna menyelesaikan permasalahan keberadaan Pedagang Kaki Lima (PKL) di Lingkungan Bandara Internasional Lombok (BIL).

Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus untuk mengumpulkan data berupa kata-kata. Metode pengumpulan data yang digunakan dalam penelitian ini adalah wawancara mendalam dengan narasumber yang sesuai dengan kebutuhan data peneliti serta dengan melakukan observasi, pengamatan, dokumentasi dan studi pustaka untuk melengkapi dan menguji keabsahan data yang telah didapat. Teknik analisis data dilakukan dengan menggunakan teknik triangulasi yang membandingkan antara keterkaitan data-data yang diperoleh melalui berbagai sumber data.

Melalui hasil analisa data penelitian, dapat ditarik kesimpulan bahwa program *community relations* yang dijalankan oleh PT Angkasa Pura Cabang Bandara Internasional Lombok (BIL) belum optimal dikarenakan dalam proses implementasi program yang dilakukan masih terdapat ketidaksesuaian dengan teori serta terdapat berbagai kekurangan dalam hal penentuan segmentasi dan skala prioritas program, sehingga efektifitas program yang dijalankan belum berhasil secara menyeluruh menyelesaikan permasalahan keberadaan Pedagang Kaki Lima (PKL) di lingkungan Bandara Internasional Lombok (BIL) yang menjadi tujuan utama program *community relations* PT Angkasa Pura Cabang Bandara Internasional Lombok (BIL).

Kata Kunci : *Community Relations*, Implementasi, Relokasi.

ABSTRACT

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The Implementation of Community Relations Program at PT Angkasa Pura Lombok International Airport for the Relocation Process of Street Vendors in Lombok International Airport during May 2014 – August 2016

Year of undergraduate thesis : 2016 + Pages + 4 Tables + 33 Images + 20
Appendices

Bibliography : 9 Books + 2 Undergraduate Theses + 6 Documents
+ 17 Websites

This research was conducted in order to find out and analyze the implementation of community relations program held by PT Angkasa Pura Lombok International Airport in regard with problems of the relocation process and management of street vendors at Lombok International Airport during May 2014 – August 2016. The objective of this research was to obtain description about the activities conducted by community relations of PT Angkasa Pura Lombok International Airport through relocation program and environmental development to solve problems related to street vendors in the area of Lombok International Airport.

This research employed descriptive qualitative method using case study approach to collect verbal data. The data collection method used in this research was in-depth interview with interviewees according to the data needed by the researcher and by conducting observation, documentation, and literature review to complete and test the data validity which had been obtained. The data analysis technique was done using triangulation by comparing the interrelatedness of data obtained through various sources.

Through the result of data analysis, it can be concluded that community relations program held by PT Angkasa Pura Lombok International Airport is not optimal due to the implementation process of the program which is not in line with the theory. In addition, there is weakness in determining the segmentation and program priority scale, so the program was not fully effective to solve the problems related to street vendors that becomes the main purpose of community relations program of PT Angkasa Pura Lombok International airport.

Key words : Community Relations, Implementation, Relocation.