

## **ABSTRACT**

*This study describes the impact of the Lake Sipin Revitalization Policy in Jambi City. The formulation of the research problem is how the impact of Lake Sipin's revitalization on the community and how the city development strategy is carried out by the city government through the revitalization of Lake Sipin. This study uses a qualitative approach with a descriptive type. The location of this research was carried out in Lake Sipin, this research technique used interviews and documentation methods. The results of the study show that the Lake Sipin revitalization policy issued by the Jambi City government is intended to be managed by the Jambi City Tourism and Culture Office. Although there are still constraints on natural resources, supporting infrastructure for accessibility and planning. The construction of Lake Sipin carried out by the Jambi City government in collaboration with investors is one example of a policy that is unable to accommodate the interests of stakeholders. Traders are also still charged with the cleaning and lighting fees imposed by the Jambi City government.*

***Keywords :Policy Impact, Lake Sipin Revitalization, Development Strateg***

