

## **ABSTRAK**

The aim of this research is to determine the implementation of government policy in organizing and empowering street vendors in the Tugu Keris area, Jambi City. Regulations related to street vendors in Jambi City are contained in Jambi City Mayor Regulation No. 28 of 2016 Guidelines for the Implementation of Jambi City Regional Regulation Number 12 of 2016 concerning the Arrangement and Empowerment of Street Vendors.

The basic type of research used is descriptive qualitative, namely research that aims to describe, describe and intends to explain the implementation of government policy in structuring and empowering street vendors in the Tugu Keris area, Jambi City. The data collection techniques used are observation, interviews, library research and documentation study.

The research results show that handling the arrangement and empowerment of street vendors in the Tugu Keris area of Jambi City is regulated in Jambi City Mayor Regulation No. 28 of 2016 Guidelines for the Implementation of Jambi City Regional Regulation Number 12 of 2016 concerning the Arrangement and Empowerment of Street Vendors. In terms of communication, the research results found that there was communication that was established between the implementers. In terms of resources, there is still a need for improvement, while in terms of dispositions or attitudes, research finds that there is still a need for improvement and finally Bureaucratic Structure, research finds that it is constructive.

**Keywords; Implementation, Policy, Arrangement, Empowerment, Control, Development, Street Vendors (PKL).**