

ABSTRACT

Local regulations special region of Yogyakarta number 1 2014 is the policy that regulate about handling gepeng (loiterer and beggar) that have been implemented since February 27th, 2014. This research aims to know the communication process of Yogyakarta Special Region Social Service in the implementation of the local regulations special region of Yogyakarta number 1 2014 is the policy that regulate about handling gepeng (loiterer and beggar) in the sub-district of Depok and communication barriers faced by the Social Service of the Special Region of Yogyakarta in the implementation this public policy. This research uses qualitative descriptive of research type, which conducted by meaning of processing data collected through interview techniques, documentation and observation. Result of the research founded that the Social Service of the Special Region of Yogyakarta which there is Social Counselling Section the part of Social Service that acts as a communicator that communicates the policy message of local regulations special region of Yogyakarta number 1 2014. Social Counselling Section already communicate existing policy with a program that give informaation to the village, a media viewer, and the use of advertising outdoor media space. The main barriers from implemented of Local regulations special region of Yogyakarta number 1 2014 is the limiteded funding. Where, the limiteded funding causes the limited space for the Social Counselling Section in disseminating the existing policy message in Local regulations special region of Yogyakarta number 1 2014 on the handling of loiteree and beggars.

Keyword : Public Policy, Policy Communication, Social Service DIY, Local Regulation of DIY