

## ABSTRACT

### **Mulia Sari. NIM. 3103111056. Implementation of Regional Regulation of Medan No. 31 of 1993 About the Use of Place Selling (Case Study of stall construction On the road in Sukaramai Market)**

This study aims to determine the implementation of local regulations of Medan Number 31 of 1993 on use of place selling of stall construction on the road in Sukaramai market. The method used in this research is descriptive qualitative method, which describes the state of the phenomena to be found in the research. Data collection techniques used are observation, questionnaires and interviews. his research was conducted in the Sukaramai market located at Jalan Arif Rahman Hakim in the region Tegal Sari I in the district of Medan Area. Total population of this study were 210 merchants who sell at the stall located on the road Sukaramai market, and the sample is 10% of the number of traders is 21 merchants. Research Questionnaire filled by Sukaramai market traders who use on the road stalls Sukaramai market, while the interviews were conducted at the Regional Company officials Medan Sukaramai Market. The data have been collected through the questionnaire will be analyzed through a simple statistical calculation techniques using frequency tables, and then supplemented by data collected through observation and interviews.

In this study the results showed that the implementation of the Regional Regulation No. Medan 31, 1993 on use of place selling not running optimally. It can be seen from the violation of the regulation with the stall construction on the road in Sukaramai market. The authorities forced the regional company officials medan sukaramai market set up a stall on the road to accommodate the merchants. As for the constraints encountered in the implementation of this regulation is the lack of socialization of these regulations to the public, especially traders, merchants relocation failure of fire victims and building new markets has not been completed. But this is only temporary stall is a temporary shelter, until the new building was completed in the market up again.