**ABSTRACT**

Batam City Government does not prohibit the use of alcoholic beverages in the city of Batam because of its strategic location to be the main gateway for famous foreign tourists with the world of night entertainment. To regulate the use of alcoholic beverages, Batam City Government made Regional Regulation Number 19 Year 2001 regarding Arrangement, Supervision and Control of Alcoholic Beverages in Batam City. In fact, many individuals violate Regional Regulation No. 19 of 2001 by illegally selling alcoholic beverages in prohibited places due to lack of handling of related instances. This behavior never subsides and seems to be a tolerable behavior in the life of an individual. Therefore the authors are interested to take the title of a thesis on "IMPLEMENTATION POLICY SETTING, SUPERVISION AND CONTROL OF BEVERAGES IN THE CITY OF BATAM PROVINCE RIAU ISLANDS".

This research is focused on knowing the implementation of policy, as well as the factors that influence the implementation of the policy and this research use Smith theory that is Idealized Policy, Target Group, Implemention Organization and Environmental Factor (Environmental Factor). This research is done by using qualitative approach method and inductive thinking pattern. Sources of data in this study include informants, researchers and documents related to the object of research. Techniques of collecting data using interviews, documentation and observation. In analyzing the data, the steps used are data reduction, data presentation and conclusion.

Based on the results of research and data management can be concluded that the implementation of policies regulation, supervision and controlling alcoholic beverages in the city of Batam has not gone well. This is due to several factors such as the overlapping of authority among Batam City Government and BP Batam, lack of public awareness and illegal alcoholic beverage salesmen will impact on society, lack of apparatus resources and weakness of policy enforcement, kuranganya government of Batam city in the prevention of alcoholic beverages so that it has not run effectively in accordance with the objectives of this policy.

Keywords: Policy Implementation (Regulation of Supervision and Control of Alcoholic Beverages)