***ABSTRACT***

*The research entitled "IMPLEMENTATION POLICY ORDER of CLEANLINESS and BEAUTY DISTRICT GARUT WEST JAVA PROVINCE (study on order control on street vendor in Garut city area). The control of street vendor is a program of Garut district government which aims to handle street vendors in Garut regency. Garut district has a large number of street vendors and concentrated in the area of Garut city. This study aims to determine : (1) how the implementation of hygiene and beauty order policy in the control of street vendors in Garut city area; (2) to explain the inhibiting factors of policy implementation of cleanliness and beauty to control of street vendors in Garut city area; (3) describe what efforts the government has made in implementing the policy of orderliness of hygiene and beauty in order of street vendors in Garut area. This research is conceptualized based on the implementation theory of George Edward III with qualitative research method descriptive and inductive approach. Data obtained by using data collection techniques through interviews, observation, and documentation. While the data analysis techniques used are done by preparing data, reading the entire data, analyzing more detail and coding the data to be analyzed.*

*Based on the results of the research, shows that the implementation of policy of orderliness of hygiene and beauty in order of street vendors in Garut city area has not run maximally. Because the implementation of hygiene and beauty order policy of the communication dimension of clarity and consistency indicator, as well as the resource dimension of the human resource indicator has not run properly. Inhibiting factors from the implementation of the policy are the lack of awareness and supervision from both government, community and street vendors in implementing enforcement policies. Efforts by the government such as socialization have been done but there are still many street vendors who violate so that the government’s business is not running maximally.*

*Keywords: public policy, implementation of the policy, street vendors, Curbing.*