

## SUMMARY

Putri Asih Budiwinanti, 2010, Parking Management Efforts to Improve Public Service (Studies in the Transportation Department of Communication and Informatics, Malang Regency), Public Administration, Prof. Dr. Sjamsiar Sjamsuddin, Drs. Mochamad Rozikin, M.AP, 157 + xv thing.

Increase of population demand increasing facilities used to support human life one is parking as a public service. This is because not supported with good parking management resulting in congestion and public inconvenience in driving. This research is to answer the question (research problem), 1) How does the parking management in the Transportation Department of Communication and Informatics, Malang Regency?, 2) What are the constraints faced by the Transportation Department of Communication and Informatics, Malang Regency, in running the management has been specified?. For the model in the study using the research method used in this research is diskriptif by using a qualitative approach, and the method of data collection using interviews, observation and documentation.

The result showed that in the Transportation Department of Communication and Informatics, Malang Regency addressing the problem using the parking management in accordance with management function are expressed G.R Terry Planning, Organizing, Actuating, Controlling. Planning include making agenda and objectives of the agenda, organizing determine who the parties involved in the implementation of the agenda, actuating is the implementation of the agenda of activities, and controlling is the stage of the agenda of activities already underway and with the control, also can see the level of success of the agenda of activities that have been implemented. With the existing parking management in, Malang Regency, the existing parking arrangement in Malang Regency has improved it would also have an impact on the improvement of public service. Although there are still some obstacles faced by the Transportation Department of Communication and Informatics, Malang Regency is internal constraint which includes constraint in monitoring and funding constraints. While external constraints included the constraints of limited land and land tenure issues.

To further improve public service in the areas of parking need for innovation from the Transportation Department of Communication and Informatics, Malang Regency in parking arrangements, as well as efforts to increase parking charges in the field.