

SUMMARY

Nanda Erlambang, 2017 **INSTALLATION PROCEDURES REKLAME MAYOR UNDER RULE NUMBER 7 YEAR 2013 IN THE CITY KEDIRI (A Study on the Investment Board of Kediri)**. (1) Drs. Abdul Wachid, M.AP, (2) M. Chazienul Ulum, MPA. 125 + xv

Signage is a means to communicate passively used by employers, government agencies, and private institutions in divulging information, advertising, as well as informing the public. Billboard as a means to communicate passively can also be found in Kediri. Installation of billboards in the town of Kediri Kediri mayor regulated in No. 7 of 2013 which includes procedures regarding licensing procedures as: well as the installation of billboards. Certainly in implementing licensing procedures and procedures for the installation of billboards in the city of Kediri there are many factors that hamper and the factors that support the implementation of which always involves the government in this case is technically located on Investment Agency Kediri. The purpose of this study was to describe the licensing procedures and procedures for the installation of billboards billboards in the town of Kediri and to know the factors that hinder and support the installation of billboards in Kediri.

The method used is descriptive research with a qualitative approach. Descriptive research study can be used to determine whether the mayor regulation No. 7 of 2013 in accordance with the policies implemented technical licensing procedures and procedures related to the installation of billboards in Kediri.

The results of these studies is that the licensing procedures and procedures for the installation of billboards billboards in the town of Kediri in accordance with the regulations mayor No. 7 of 2013 on the implementation of the billboard, however, the existence of a policy requiring use of iron frames for all types of billboards resulted in a decrease in the number of installation of billboards. It is certainly a challenge for the government of Kediri in order to create policies that ideal that all objectives can be achieved without disturbing the quantity of the installation of billboards in Kediri.

The conclusion is that in the implementation of policies should take into account all the needs of government and private sector needs, then in terms of licensing procedures and procedures for the installation of billboards should be able to provide policies that do not hurt the government and do not harm those who would put up billboards. It is necessary to evaluate policies related to the installation of billboards in Kediri.

Keywords: procedures, advertisement.