

## **ABSTRACT**

*Relocation process of Kampung Pulo residents who lived in Ciliwung River's side by the Provincial Government of DKI Jakarta had been tinged by any clash incident between the residents and the security officials. The climax of insident was on August 20th, 2014, between the residents and joint security officials that caused any injured victims from both side and also any damaged vehicles.*

*This research aimed to know the conformity of implementation process of public policy related to Ciliwung River normalization and others public policies (such as constitution regulations, regional regulations, governor regulations) and other regulation which might be regulate the normalization. This research also aimed to know the purport message of Provincial Government Policy of DKI Jakarta by Kampung Pulo residents.*

*This research uses a qualitative approach with case study method by comparing it with theory of Simbolic Interaction, theory of Coordinated Management of Meaning and theory of Speech Act to analyze the purport message of policy that delivered by Provincial Government of DKI Jakarta and how Kampung Pulo residents responded it. The data research was obtained from deep interviews, recorded videos and some online news.*

*The result of this research indicated some inconsistency of Provincial Government of DKI Jakarta which interrupted the implementation process of public policy itself. Term of political language such as eufimism, such as "our brothers or sisters who unlucky yet", metaphor, for examples "didn't pay the rent, just maintenance cost", and labeling, such as "illegal residents", often used by Provincial Government of DKI Jakarta to Kampung Pulo residents which responded it with some speech act that formed by context of episode, identity, relation and culture.*

*But at the end, both side had been locked in their own perspective of the other side. Kampung Pulo residents insisted to claim proper compensation as legal residents which been proved by some evidences that they had. Meanwhile, the Provincial Government of DKI Jakarta insisted that Kampung Pulo residents were illegal residents.*

*Key words : implementation of public policy, speech act, political language, illegal residents*

## ABSTRAK

Proses relokasi warga Kampung Pulo penghuni bantaran Sungai Ciliwung oleh Pemerintah Provinsi DKI Jakarta diwarnai terjadinya bentrokan antara warga dengan aparat keamanan. Penggunaan kekerasan oleh aparat keamanan dan aksi saling serang antara warga dengan aparat gabungan yang dikerahkan Pemprov DKI menyebabkan korban luka dari kedua belah pihak serta rusaknya beberapa kendaraan. Penelitian ini bertujuan mengetahui kesesuaian proses implementasi kebijakan publik terkait normalisasi Sungai Ciliwung dengan kebijakan publik (Undang-Undang, Peraturan Daerah, Peraturan Gubernur) dan kebijakan lain yang mengaturnya serta mengetahui pemaknaan pesan kebijakan Pemprov DKI oleh warga Kampung Pulo.

Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus dimana melibatkan teori interaksi simbolis, teori *coordinated management of meaning* dan teori tindak tutur / *speech act* dalam menganalisa pesan kebijakan yang disampaikan Pemprov DKI dan cara warga Kampung Pulo menanggapi pesan tersebut. Data penelitian diperoleh dari hasil wawancara mendalam, rekaman video, dan tayangan berita *on-line*.

Hasil penelitian ini menunjukkan beberapa inkonsistensi dilakukan oleh Pemprov DKI sehingga mengganggu kelancaran implementasi kebijakan. Bentuk bahasa politik seperti *eufimisme*, misalnya "*saudara kita yang belum beruntung*"; metafora, misalnya "*tidak bayar sewa, hanya uang perawatan*"; dan labeling, misalnya "*warga ilegal*", seringkali digunakan oleh Pemprov DKI. Warga menanggapinya dalam sejumlah tindak tutur yang terbentuk melalui konteks episode, identitas, relasi, dan kultur. Pada akhirnya, kedua pihak terkunci dalam pemaknaannya sendiri terhadap pihak lain. Warga berkeras menuntut kompensasi yang layak karena merasa sebagai warga legal. Sedangkan Pemprov DKI terkunci dalam pemaknaan mereka terhadap identitas warga Kampung Pulo sebagai warga ilegal. Puncaknya adalah bentrokan tanggal 20 Agustus 2014 antara warga dengan aparat gabungan.

Kata kunci: implementasi kebijakan publik, tindak tutur, bahasa politik, warga ilegal