***ABSTRACT***

***This research is descriptive research with qualitative approach. The problem in this research is how Implementation of franchising policy (Indomart and Alfamart) at One Stop Service and One Stop Service in Pandeglang District The purpose of this research is to know Implementation of Franchise Management Policy (Indomart and Alfamart) implemented by DPMPPTSP in Kabupaten Pandeglang Where the informants in this research are Head of Service Division, Head of Verification and Registration Section, Satpol PP, NGO and Community of small kiosk merchants.***

***Data collection techniques used in this study is to use literature study and field research with the method of observation and interview. Data analysis techniques performed by display data, data reduction, and taking conclusions. As for measuring the success of Implementation of Franchines Implementation Policy using Edward III Policy Implementation model theory with indicators: Communication, Resources, Disposition, Bureaucracy Structure.***

***The result showed that there are still obstacles in the Implementation of the Implementation Policy of the minimarket franchise Indomart and Alfamart in Pandeglang Regency that has not been fully implemented properly. Because there are franchises that violate the provisions in Regional Regulation No. 12 Year 2010 on Guidelines for the Implementation of Franchise is due to inadequate Quantity and Quality of Resources Apparatus and lack of office facilities and infrastructure, and regulation, lack of communication and coordination, lack of supervision, the absence of strict sanctions given to franchising entrepreneurs who commit violations. The supporting factors are: Business Fotensi is quite diverse, Pandeglang City is growing.***

***The suggestion given by the researcher to DPMPPTSP of Pandeglang Regency is: Increasing the quantity and quality of Human Resources, striving for an increase of insight, improving the supervision of franchising process, improving coordination and cooperation with technical team, DPMPPTSP should give strict sanction, prioritize budget to add facilities and Infrastructure, seek more intense socialization to the community regarding Regional Regulation No. 12 of 2010.***

***Keywords: Policy Implementation, Franchising***