**ABSTRACT**

*The problem in this research is how the implementation of policy in management of Terminal Type C in Tagog Padalarang West Bandung regency. This study aims to describe and analyze the successful management of Type C Terminal in Tagog Padalarang with the implementation of public policy.*

*The research method used by the researcher is descriptive analytic research using qualitative approach and case study strategy. Data collection techniques used in this study is literature study and field research consisting of observations and interviews. The informants in this research are head of terminal management section, field officers in Terminal Type C, public transport drivers and surrounding communities as users of public transport and Terminal. In determining the success of policy implementation, there are several dimensions according to George C. Edward III namely: Communication, Resources, Disposition and Bureaucratic Structure.*

*The results of the research analysis illustrates that the implementation of management policies of Type C Terminal in Tagog Padalarang with the study of New Public Service Implementation by the Department of Transportation Communications and Informatics West Bandung regency is not good enough, especially in determining the success of a policy in managing this terminal must be a regular communication, Each other between the lines or fields in this Terminal, also with the supporting resources such as staff who must have their respective expertise in carrying out their duties, so that the information obtained can be received and run in accordance with the goals to be achieved , And the granting of authority / responsibility in the form of tasks and activities will be done well, and the last most important in supporting the terminal management policy is the physical infrastructure of both facilities and infrastructure because adequate infrastructure will support G in the management of Type C Terminal in Tagog Padalarang, West Bandung regency. So that the community as the recipient of service will feel satisfied in seeing the policies made by the government of West Bandung regency one of them is the policy in managing Terminal Type C in Tagog Padalarang.*

*Keywords: Policy Implementation.*