***ABSTRACK***

*Poverty and unemployment are an important issue nowadays very complex and multidimensional. The spread of beggars in Indonesia is already very extensive. Currently beggars always exist in big cities like Bandung, the appeal of the city of Bandung is a tourist city does not dampen the intention of migrant residents to wander and seek their fortune as a beggar, a long distance from the area of ​​origin they are willing to travel in order to get an easy job With a more profitable income as a beggar. Beggars are considered lazy, do not want to change themselves, do not want to process or instant Of course social service must have a social policy to the outside community who come to the city of Bandung in order to prevent them to come to the city of Bandung looking for work as a beggar karna clearly In the normative violation that is based on the Act, the Government Regulation and also the local regulations underlying in making a policy of a government agency such as Bandung City Social Service. The lack of optimality in social policies such as returning them to the bus to their home areas and banners on the cars is causing a shameful effect on them, the lack of socializing existing policies, and technical policies such as ineffective outreach due to the constraints of shelter houses Can not accommodate them so much that in just three days they are returned again. Of course there must be policy implementation in the handling of beggars in Bandung how to give a deterrent effect to them so tedak come again to the city of Bandung through six aspects, namely, standards and goals Policies, HRM, inter-organizational relations, implementing characteristics, disposition of Implementor, socio-economic environment, political and social.*

*The research method used by researchers is qualitative research According to McMillan & Schumacher, (2003). Qualitative research departs from the philosophy of kontrukstivisme, which sees the fact that multi-faculty interactive and demands interpretation based on social experience. Techniques of qualitative data gathering is through observation, interviews, documents. Type of Case Study Case Study is a single entity or phenomenon ("case") of a given period and and activity, (can be programs, events, processes, institutions or social groups), as well as collect detailed information using various data collection procedures during the case happen*

*The conclusion of this study is how to prevent the existing penegmis from outside the area so as not to return to the City of Bandung khusnya in District Batununggal through optimization of existing policies such as returning them by bus with shame effect, often socialize to the community so as not to give money to beggars Because they do not change their lazy, easy-going, and unwilling to process characteristics as well as, technically optimizing their policies so that they can physically and characteristically change them so they do not go back to the streets to beg.*