ABSTRACT

THE EFFECTIVENESS OF THE LIVESTOCK CONTROL POLICY IN TAMANGAPA RAYA AREA OF MAKASSAR CITY

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The issue of livestock roaming on public roads is a crucial problem in Makassar *City, particularly in* the Tamangapa Raya *area. Livestock allowed to roam freely on public roads causes traffic disruptions, creates accident risks, and diminishes environmental quality and public comfort. This study was conducted to evaluate the effectiveness of the livestock control policy, based on* Makassar *Mayor Regulation Number 32 of 2010, with a focus on its implementation in the* Tamangapa Raya *area.*

This study used a descriptive qualitative method, with data collected through in-depth interviews, field observations, and documentation studies.

The study results indicate that the livestock control policy has not been implemented effectively. The main obstacles identified include a lack of socialization for farmers, weak supervision by the relevant authorities, and cultural resistance from the community regarding the practice of penning livestock. Although the government has made various efforts, such as creating alternative livestock paths and making direct appeals, the results have not yielded significant changes in farmer behavior or traffic conditions. In conclusion, the policy's effectiveness remains low and requires improvement strategies, such as forming a special task force, imposing strict sanctions, and adopting a participatory approach between the government and the community. These findings are expected to serve as a reference for formulating more adaptive and sustainable public policies based on local contexts.

Keywords: Policy Effectiveness, Livestock Control, Traffic, Tamangapa Raya, Makassar *City*

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