

## ABSTRAK

Penelitian ini berfokus pada analisis strategi manajemen konflik Dinas Ketahanan Pangan dan Pertanian Kota Surabaya (DKPP) dalam formalisasi pedagang ikan asap Kecamatan Bulak ke Sentra Ikan Bulak. Masih banyaknya pedagang ikan asap di luar Sentra Ikan Bulak menandakan adanya konflik yang terjadi antara pedagang ikan asap dan DKPP. Oleh sebab itu, peneliti melakukan Analisis Strategi Manajemen Konflik dengan Pendekatan Persuasi Komunikasi Kebijakan Publik dalam menjelaskan implementasi strategi manajemen konflik DKPP terhadap formalisasi pedagang ikan asap Kecamatan Bulak.

Penelitian ini menggunakan metode kualitatif deskriptif melalui *in-depth interview* kepada lima informan, yaitu Dinas Ketahanan Pangan dan Pertanian Kota Surabaya, Koordinator Sentra Ikan Bulak, Camat Kecamatan Bulak, serta Koordinator pedagang ikan asap Sentra Ikan Bulak. Hasil temuan menunjukkan adanya penerapan manajemen konflik dengan akomodasi melalui *community engagement* dan *power sharing* yang diimplementasikan lewat negosiasi dan *punishing activities, reward activities, education, event* dan *community engagement* pengembangan fasilitas maupun revitalisasi Sentra Ikan Bulak dan pembangunan infrastruktur sekitar Kecamatan Bulak.

Kata kunci : Pemerintah, strategi manajemen konflik, komunikasi kebijakan publik

## **ABSTRACT**

*This research focuses on the conflict management strategy analysis of Dinas Ketahanan Pangan dan Pertanian Kota Surabaya (DKPP) in the formalization of Bulak bloaters seller to Sentra Ikan Bulak. Still a lot of bloaters seller sales outside Sentra Ikan Bulak indicates a conflict that occurred between bloaters seller and DKPP. Therefore, researcher performs Conflict Management Strategy Analysis with Persuasion of Public Policy Communication Approaches in explaining the implementation of DKPP conflict management strategy to formalization of Bulak bloaters seller.*

*This research uses descriptive qualitative method through in-depth interview to five informants, namely DKPP, Coordinator of Sentra Ikan Bulak, Camat of Bulak Subdistrict, and Coordinator of Sentra Ikan Bulak bloaters seller. The findings show that the implementation of conflict management with accommodation through community engagement and power sharing is implemented through negotiation and punishing activities, reward activities, education, event and community engagement of facilities development and Sentra Ikan Bulak revitalization, and also infrastructure development around Bulak Sub-district.*

*Keywords: Government, conflict management strategy, public policy communication*