

**KEBIJAKAN PERIZINAN DALAM PEMBANGUNAN
KUDUS EXTENSION MALL (KEM) HYPERMART DAN
GEJOLAK SOSIAL MASYARAKAT KABUPATEN KUDUS**

**RUSMILA TAFANI
D2B009002
(milla.tafani@yahoo.com)**

ABSTRACT

This study aimed to investigate the reasons and considerations of Kudus Local Government that permits the construction of KEM Hypermart in despite opposition from the community. There are three main things to be considered by the Kudus Local Government related to the licensing for KEM Hypermart construction. Normatively, PT. Mulia Persada Pertiwi has completed the requirements and the procedures for applying for licenses KEM Hypermart establishment in accordance with the applicable rules. In addition to increasing the local revenue, KEM Hypermart with upscale market segment being economic consideration of the Kudus Local Government. Management Kudus Monument as a cultural icon is the responsibility of PT. Mulia Persada Pertiwi also favorable for the local government in terms of economic and social development.