

## PERFORMANCE ANALYSIS OF PAMONG PRAJA POLICE UNITS REGARDING INCIDENTAL ADVERTISING IN BANYUWANGI DISTRICT

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### ABSTRACT

This study aims to find out how much influence interactive animation multimedia Incidental advertising is quite widespread in Banyuwangi. Its existence has developed into an important and effective communication model for the promotion of goods and services by individual and private business actors. The purpose of this research is to determine, describe and analyze the performance of the Civil Service Police Unit (Satpol PP) regarding the presence of incidental advertising as regulated in the Banyuwangi Regency Government (Pemkab.) policy . Based on the analysis of research findings, Satpol PP plays a role in determining the success of policies regarding incidental advertising in Banyuwangi Regency. Research recommendations focus on the compliance aspects of the Satpol PP apparatus, the smoothness and absence of problems in policy implementation , as well as effective and sustainable performance in supporting the quality of effective and serving government

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### INTRODUCTIONS

The many business models and notifications carried out by the public, private sector and government have made the main roads in Banyuwangi Regency busy with the installation of billboards, which are objects, tools or media whose various shapes and patterns are designed for commercial use, introducing, recommending, promoting goods and services. , a person or body that can be seen, read, heard and enjoyed by the public.

District Government. Banyuwangi through Regional Regulation (Perda) Number 10 of 2012, concerning: Organizing Advertisements; and Banyuwangi Regent Regulation (Perbub) Number 10 of 2023, concerning: Guidelines for the Implementation of Banyuwangi Regency Regional Regulation Number 10 of 2012 concerning the Implementation of Advertisements, with an interest in regulating the obligations and prohibitions on organizing advertisements for business actors and individuals. The aim of this policy is to keep Banyuwangi Regency safe, comfortable and clean.

There are various types of advertising , including incidental advertising which is a form of advertising whose function is as a promotional model or conveying messages to consumers with a

period of less than 1 year. Article 1 Paragraph 32 in Regional Regulation 10/2012, explains that incidental advertisements are billboard advertisements, cloth advertisements, display advertisements, leaflet advertisements, attached advertisements, film advertisements, aerial advertisements and sound advertisements. The period for incidental advertising using the billboard type is 7 days and the maximum is 30 days, while the maximum period for fabric advertising is 30. The permit for carrying out incidental advertising cannot be extended.

The existence of this policy is a response to a condition where not all business actors comply with the rules for placing advertisements. Satpol PP is an organization belonging to the Regency Government. Banyuwangi has the authority to regulate and take action against all violations of regional regulations (Utami, et al., 2023). Based on Perda 10/2012 and Perbub 10/2023, Satpol PP has the authority to control billboards that do not have a permit, the permit period has expired and not been extended, without proof of permits and payment of taxes, changes in type, size, height, location point and inappropriate construction. again with the specified permits, it is not maintained, and the placement location point is not appropriate as specified.

Specifically for cigarette advertisements, Article 19 in Perbub 10/2023, must not be placed on protocol roads, must be parallel to the shoulder of the road and must not cut across the road or cross, and its size must not exceed 24 square meters. Apart from that, tourism destination areas, airport areas, sports hall areas, as well as terminal, port and train station areas are smoke-free zones.

The strict regulations regarding the installation of incidental advertisements as stated in Regional Regulation 10/2012 and Regional Regulation 10/2023 contain the intention that the district government. Banyuwangi can prevent violations, especially if they relate to public order and public peace, as well as so that the relevant agencies are able to facilitate advertisements that comply with procedures and obtain permits. District Government Policy. Banyuwangi in the form of Regional Regulation 10/2012 and Regional Regulation 10/2023 must be implemented properly and correctly. The existence of incidental advertising that is not in its place has a negative impact related to cleanliness, security, and even reduces the aesthetic value of roads or the beauty of roads throughout the Banyuwangi Regency area.

This research is useful as important literature in the development of administrative science, especially regarding policies regarding incidental advertising which is utilized by various components of society. The practical benefits of this research include:

1. As a thought contribution to the performance of Satpol PP in supervising and controlling incidental advertising objects.
2. As a new idea for communication programs so that business owners have attitudes and actions that comply with and comply with government policies.

## RESEARCH METHOD

This research uses a qualitative approach. Qualitative methods can generate hypotheses and provide an overview of the phenomenon being studied in addition to collecting more detailed data. The aim of this research is to obtain information on the performance of Satpol PP in supervising and controlling the existence of incidental advertising as regulated in Regional Regulation 10/2012 and Regional Regulation 10/2023, which is reviewed from the apparatus' compliance cycle, smoothness and absence of problems, as well as performance. It is hoped that a qualitative approach can reveal

the situation and problems faced regarding the existence of incidental advertising.

The reason the researchers took the location in Banyuwangi District was because there were problems in installing incidental billboards carried out by interested community groups which had an impact on aspects of cleanliness, security and reducing the beauty of roads in Banyuwangi District.

Guided free interviews with informants were carried out using interview guidelines prepared in advance. Informants were selected based on a purposive sampling technique, that is, they were suitable for the situation and conditions of the research setting (Moleong in Ekawati, et al., 2024). Although the determination of informants is based on certain considerations, Priyanto (2018) sets the criteria for informants, namely: aged between 17 to 65 years and not senile so they are able to provide information in the form of representative data, have no speech impairment, have an education of at least elementary school level, can be communicated with, willing to be an informant, honest, and not ostracized by the community around him, knowing the things that are being researched.

Researchers use primary data sources, namely research data obtained directly from the original source without intermediaries; and secondary data sources, namely data obtained indirectly through intermediary media or obtained and recorded by other people and is useful as support for primary data (Murdiyanto in Pitaloka, et al., 2023).

Data is collected by researchers to be used to test theories and solve the problems being researched. In collecting qualitative data, researchers rely on observation, interviews, documentation and triangulation or a combination. After the data was collected, the researcher processed and analyzed the data using qualitative data analysis. According to the type of research, researchers use descriptive analysis, where after the data is collected, it is processed and analyzed by providing an interpretation in the form of a description. The researcher's systematics are adapted to Miles and Huberman's theory (in Safinah, et al., 2024), namely: data reduction, data presentation, and verification or drawing conclusions.

Responsibility for the validity of the data to prove that the research carried out is scientific research and at the same time testing the researcher's data that has been obtained from the research results. In this regard, researchers are guided by the principles of trust, transferability, dependence and certainty. This principle is important to help identify potential bias and minimize the risk of data interpretation errors. Based on a combination of qualitative approaches, Banyuwangi District as a research location, observation, use of free guided interviews, analysis, and data triangulation, this research aims to provide an understanding of the performance of Satpol PP related to monitoring or controlling incidental billboards.

In the principles of public administration theory, the implementation of Satpol PP in serving the community through efforts to increase the compliance of interested communities towards incidental advertising reflects a shift from the old paradigm of public administration to a new paradigm, especially the concept of New Public Service (NPS). The NPS paradigm emphasizes community participation to be involved in the Government's role in making policies for the provision of public services and focuses on information programs and public access (Denhardt & Denhardt in Anjarwati, et al., 2023).

From a public policy perspective, Article 26 in Chapter IX in Regional Regulation 10/2012, the Banyuwangi Regent through Satpol PP has the authority to dismantle unlicensed incidental advertising media and to close or dismantle advertising media whose permits have expired.

In accordance with this policy, the Regency Government. Banyuwangi has an interest in supervising and controlling the installation of advertisements through good cooperative procedures between the government, the community and related agencies, so that the existence of incidental advertisements creates general regional conditions that are conducive, orderly and neatly arranged in line with Regional Regulation 10/2012 and Regional Regulation 10/2023. On this basis, Regional Regulation 10/2012 and Regional Regulation 10/2023 can be implemented well and inspire other regions in dealing with the problem of placing advertisements.

1. Socialization of Advertising for Empowering the Business Community: Review of Previous Research

Advertisements are objects, tools or media whose shapes and various styles are designed for commercial purposes, to introduce, recommend, promote or attract public attention to goods, services, people or bodies that can be seen, read, heard, felt and/or enjoyed. by the general public. This research seeks to present various aspects of policy programs implemented by the government, from implementation to the impact of compliance on target communities (business actors), as well as the formulation of public policy models.

2. Implementation of Advertising for Product Socialization in the Community: Learning from Previous Research

Previous research was able to provide good insight regarding controlling the installation of advertisements. For example, in the research of Ayu Nadia Pramazuly and Tati Lestari (2022), which highlighted the problem of installing billboards or backdrops, banners in Bahauheni District, South Lampung Regency, which was a violation and had to be taken action by Satpol PP. Pramazuly and Lestari's research findings (2022) emphasize the importance of firm action by Satpol PP in tidying up and cleaning up billboards that disrupt the view of government governance.

Another research conducted by Nanda Nuzul Romadhon (2021), revealed that the increasing number of use or implementation of billboards in Jember Regency has resulted in problems for the Jember Regency Government, because it disturbs the aesthetic beauty of the city and makes it look dirty. Romadhon (2021) stated that the existence of billboards operated by private parties must pay attention to the procedures for implementation that have been determined by the Jember Regency Government, including compliance with tax payments.

3. Impact of Advertising: A Review from the Perspective of Increasing Original Regional Income (PAD)

Putu Gede Islandy Sentosa's (2023) study of the Performance of the Civil Service Police Unit in Controlling Advertisements in Badung Regency, Bali Province, explains that tourism and advertising are the leading sectors in Badung Regency, because they provide a very significant contribution to Regional Original Income (PAD) through taxes area determined by the Badung Regency Government, Bali Province. However, there are challenges in implementation because not all advertisements are based on permits and legal certainty. Sentosa (2023) said that the Badung Regency Government carried out massive outreach to advertising organizers to comply with the established regulations. If the organizers continue to violate them, Satpol PP will carry out demolition.

4. Formulating a Public Policy Model: Steps towards Orderly and Sustainable Implementation of Advertisements

In accordance with previous research findings, this research contributes to the formulation of

a public policy model in providing district government services. Banyuwangi to business actors through the advertising facility program . By evaluating various previous findings, including implementation obstacles and the impact of policies on the advertising program, this research identifies the performance of Satpol PP in supervising and controlling incidental billboards.

Various previous studies were able to provide a strong basis for understanding the reality of Satpol PP's performance in supervising and controlling incidental advertising. However, there is room for further development, especially in formulating sustainable policies as an effort to increase awareness and compliance for goods and service business groups that utilize incidental advertising as well as for actors operating in the field of providing incidental advertising. Based on the principles of previous research, it is hoped that this research will make a positive contribution in increasing the compliance of the community and business actors thereby increasing the PAD, beauty, security and comfort of Banyuwangi Regency.

#### 5. Research Methods on the Performance of Satpol PP on the Existence of Incidental Advertisements

The researcher describes in detail the methods used in research analyzing the performance of Satpol PP in supervising and controlling incidental advertising. The research method is a strong basis for understanding the realities that occur in the implementation of incidental advertising. The important points from Chapter III are as follows:

##### a. Research design

Researchers guide a qualitative approach that is aligned with constructive principles, participatory principles, or applies both (Creswell in Madhania, 2023). The research design is a case study, which is intended so that researchers can understand the implementation of the incidental advertising program intensively and comprehensively.

##### b. Research sites

This research was conducted in Banyuwangi District. Chosen because the policy for implementing incidental advertising is guided by the principle of public transparency. This research focuses on the performance of Satpol PP in supervising and controlling incidental advertising. Research from 2023 to 2024.

##### c. Informant Determination Technique

Purposive sampling was used to determine informants, and were selected: Head of Banyuwangi Satpol PP; Head of Operational Section (Kasi), Supervision and Control of the Banyuwangi Satpol PP; Billboard Business Actors; and the Incidental Advertising Users Society.

##### d. Data collection technique

The research instruments used were guided by interview guidelines, observation notes and appropriate documents. Primary data was obtained from the results of free guided interviews with informants, while secondary data came from literature studies and various regulations relevant to the substance of the research.

##### e. Data Validity Techniques

Data analysis is carried out by analyzing qualitative data, so that researchers can group, and can carry out analysis of interview data in an effective, efficient and structured manner. The validity of the data is guaranteed through the divided triangulation principle: source

triangulation, data collection technique triangulation, and time triangulation. This is to ensure the accuracy and correctness of data obtained from various sources and data collection techniques. With a qualitative approach and case study design, this research provides an in-depth understanding of the implementation of Satpol PP's performance in supervising and controlling incidental billboards, as well as the impact on business actors and the public who use incidental billboards. Data validity techniques are used to ensure the validity and reliability of research findings.

6. Performance of Supervision and Control of Satpol PP in Increasing Community Compliance Using Incidental Advertisements

The policy of implementing advertising in Banyuwangi Regency results in the performance of the Satpol PP agency, determining the success of the performance of the Satpol PP produces quality and quantity. Priyanto (2024) explains that performance quality is a result that is measured based on the effectiveness and efficiency of work carried out by apparatus or other resources in achieving targets well and efficiently. The quantity of Satpol PP performance is described in terms of success in monitoring and controlling advertisements. The firmness of imposing sanctions by Satpol PP is able to provide a deterrent effect for all those who violate Regional Regulation 10/2012 and Regional Regulation 10/2023, increase PAD, and form District Government governance. Banyuwangi is in the development and planning of a city that is ready to compete with other regions.

The performance of Satpol PP was the main focus of qualitative research conducted in Banyuwangi District. This chapter will describe the research methods used, an overview of the performance of Satpol PP, and the achievements of the monitoring and control program for incidental advertising.

## RESULT AND DISCUSSION

### Research Results

Massive promotional and business activities carried out by the community, private sector and government have made the main roads in Banyuwangi Regency busy with advertising. Even though the advertising installation is very massive, not all interested parties comply with Perda 10/2012 and Perbup 10/2023. Based on this reality, researchers are guided by performance implementation according to Ripley and Franklin's theory (1986 :15 ), which consists of aspects: apparatus compliance, smoothness and no problems, and performance.

Compliance in implementing policies must be carried out in accordance with existing standard rules or guidelines. The reality is that not all business actors comply with the regulations pushing the district government. Banyuwangi, through Satpol PP, carries out various patterns of outreach or information, supervision and control. informant Wawan Yadmadi, Head of the Banyuwangi Satpol PP, explained: "The regional government provides public space for business actors to utilize, both erecting billboards and installing billboards for promotions, as long as these parties comply with the established policies." (Interview results, March 2024).

Noviana & Priyanto (2023) stated that implementation is a transformation from plan to practice to achieve goals. Priyanto, et al. (2021) explains that community participation is needed in government programs as designers, organizers and payers of development activities. Participation can have an impact on the welfare of society (Priyanto & Noviana, 2023).

Informant Imam Maskun, a printing and advertising entrepreneur, said: "I always follow the regulations issued by the government. "Erecting billboards and installing billboards at the request of consumers always begins with obtaining a permit, because the permit process is easy and the administration costs are affordable for business actors." (Interview results, May 2024).

Maskun's explanation was the result of the compliance of officials from various agencies belonging to the Regency Government. Banyuwangi in implementing the established policies . Informant Yadmadi, Head of Banyuwangi Satpol PP, explained: "Serving the government is our principle in carrying out our duties. "Because activities that use advertising are one of the patterns in implementing the "Banyuwangi Rebound" program, one of the priority aspects of which is improving the community's economy." (Interview results, March 2024).

Satpol PP officials determines the extent to which policies in the form of Regional Regulation 10/2012 and Regional Regulation 10/2023 are successfully implemented. If the Satpol PP apparatus follows the flow of Perda 10/2012 and Perbup 10/2023 correctly, it will have an influence on the success of a program or policy set by the government . Improving the quality of apparatus compliance in policy implementation must be accompanied by participation, monitoring and evaluation (Priyanto, 2023).

Informant Yadmadi, Head of the Banyuwangi Satpol PP, explained: "Business actors' compliance in processing advertising permits has had an impact on increasing the PAD of Banyuwangi Regency." (Interview results, March 2024).

Meter and Horn (in Wahab, 2012:65) states implementation as actions taken by individuals , government officials or groups, and the private sector to achieve the set goals . Based on these, installing advertisements in accordance with Regional Regulation 10/2012 and Regional Regulation 10/2023 can make a positive contribution in supporting the implementation of development that is equitable, in various sectors, and sustainable so that it is beneficial for the community.

Informant Ali Mansur, Head of Operations, Supervision and Control of the Satpol PP, stated that he explained: "Controlling billboards is a routine program which is a priority for the performance of the Banyuwangi Regency Satpol PP. However, Satpol PP is coordinating with related agencies, namely the Banyuwangi Regency Investment and One-Stop Integrated Services Service (DPMPTSP) and the Banyuwangi Regency Regional Revenue Agency (Bapenda). "The incidental advertising control is carried out by Satpol PP based on advertisement data collection reports from Bapenda and licensing reports from DPMPTSP." (Interview results, March 2024).

Aspects of the success of an implementation is smooth and there are no problems. However, there are obstacles in carrying out incidental advertising that is permitted and in the appropriate place. Informant Mansur, Head of Operations, Supervision and Control of Satpol PP, stated: "We, as those responsible for the field supervision and control of billboards, hope that all activities related to billboards can run smoothly and that no one will be harmed. However, this is difficult to realize. "There are always business actors who violate it, whether they install it incorrectly, don't have a permit, or their permit has expired." (Interview results, April 2024).

Parsons (in Syawie and Sumarno, 2015) states that in the policy formulation process, the problem must be defined correctly and clearly to ensure that the proposed policy can solve the problem.

Informant Maskun, a printing and advertising entrepreneur, stated: "Incidental advertising has

a time limit. After the time limit expired, my billboards often displayed certain advertisements without prior permission. "This confirms that there are parties who take advantage of advertising but turn a blind eye to existing policies, including the loss of communication ethics." (Interview results, May 2024).

Maskun's statement is a reality that researchers discovered during observations. However, adapting the opinion of Rippley and Franklin (in Kadji, 2015: 72), policy implementers should, as far as possible, eliminate the problems or violations encountered. Every apparatus must be able to solve problems, not trigger problems.

Informant Mansur, Head of Operations, Supervision and Control of Satpol PP, stated: "Satpol PP can check the location of the billboards based on public complaints or the results of patrols by Satpol PP officers. If it is found that advertising media is not licensed, then Satpol PP will control the advertisements." (Interview results, May 2024).

Informant Sugiyono, an employee of a private company, explained: "The company where I work often uses incidental advertising. Because the time period for promoting our business is very short, we only focus on installation activities." (Interview results, June 2024).

Smoothness without any The problem is the success of an implementation . The smooth implementation of incidental billboard control carried out by the Satpol PP is not only about the support of suggestions and supporting infrastructure, but the readiness of the Satpol PP apparatus when faced with assumptions by the public or entrepreneurs who violate Perda 10/2012 and Perbup 10/2023, and wrong assumptions in understanding main tasks and functions of government.

Informant Mansur, Head of Operations, Supervision and Control of Satpol PP, stated: "Advertising that has been licensed will be marked with a sticker or stamp or stamp as a sign so that it will be known to the public. The stickers are affixed by the advertisement organizer." (Interview results, May 2024).

Informant Sugiyono, an employee of a private company, explained: "The number of workers in our company is limited and they have their own duties. "If our billboard's permit has expired, there's no problem if Satpol PP takes action." (Interview results, June 2024).

Activities that have no relevance to existing policies have the potential to cause program implementation to not empower but create community dependency. Therefore, efforts to achieve successful implementation must be accompanied by work patterns that lead to goals (Sukma, et al., 2023).

Informant Mansur, Head of Operations, Supervision and Control of Satpol PP, explained: "The rise of business actors promoting their business through advertising media without permits, ignoring the expiration of permits, and incorrect installations, is certainly detrimental to the government and the community. "In this view, we as Satpol PP officers have a duty not to tolerate violations from parties with an interest in advertising." (Interview results, June 2024)

Implementation of controlling advertisements in Banyuwangi Regency is a routine activity carried out by Satpol PP. Satpol PP's performance from a quantity perspective can be assessed from Satpol PP's activeness in implementing its duties and responsibilities in curbing advertisements that violate established regulations. In carrying out their duties, Satpol PP officers are divided into several teams, each team focuses on its task and area.

Informant Mansur, Head of Operations, Supervision and Control of Satpol PP, stated: "Satpol



PP has a team tasked with controlling incidental billboards, the team is called the Gandiwa Team. Its task is to carry out control of incidental advertisements based on its main duties and public complaints regarding incidental advertisements that disturb public order and public peace. "The results of controlling incidental advertising are being secured at the Satpol PP Office to be used as evidence and data collection will be carried out." (Interview results, June 2024).

The community responded well to the hard work of the Satpol PP in carrying out control. Even though there are people and business actors who take down advertisements whose permits have expired, this does not mean that violations have decreased. Informant Mansur, Head of Operations, Supervision and Control of Satpol PP, explained: "In 2022 we will control 1,401 advertisements, in 2023 we will control 4,694 advertisements, and from January to April 2024 we will control 1,274 advertisements." (Interview results, June 2024).

### **Research Findings:**

1. Controlling advertisements uses a collaborative and participatory model.
2. Advertising violations continue to increase.
3. Business actors do not themselves take down advertisements that have expired.

### **CONCLUSION**

This research confirms that the performance of Satpol PP in the aspect of monitoring and controlling incidental advertisements that violate Perda 10/2012 and Perbup 10/2023 has had a positive impact on the government and society. Even though various obstacles were found in implementation, the compliance of Satpol PP officers with the main tasks and functions which were aligned with the collaboration and participation of all parties succeeded in contributing to increasing compliance by the community and business actors, increasing PAD, beauty, security and comfort.

Furthermore, this research recommends aspects that need to be carried out to increase the success and sustainability of the Satpol PP program as an institution owned by the Regency Government. Banyuwangi. This includes compliance, collaboration between institutions and community participation, and improving the quality of required resources. By addressing existing obstacles and implementing research recommendations, it is hoped that the implementation of Satpol PP performance will become an effective and sustainable instrument in supporting the quality of effective and serving government.

### **CHALLENGES AND RECOMMENDATIONS**

1. Challenges involve various parties: performance success will not be great if the aspects you want to achieve are done alone. Satpol PP must establish communication with related institutions, and provide information and access to the entire community.
2. The challenge of increasing violations: it is necessary to review the internal aspects of Satpol PP, both in terms of personnel limitations and the adequacy and appropriateness of supporting facilities and infrastructure, and appropriate budgets. It is necessary to analyze various models of violations in order to ensure that the enforcement is carried out according to procedures.
3. Challenges for awareness of business actors: Socialization of Regional Regulation 10/2012 and Perbup 10/2023 must be carried out in a measurable, structured and massive manner so as to

increase understanding and awareness of business actors in complying with incidental advertising installation policies.

### Recommendations for Overcoming Challenges:

1. The actualization of main tasks and functions must be supported by good quality attitudes, communication and mental resources of the apparatus.
2. Prioritizing aspects that strengthen the Satpol PP organization, security and comfort of the community.
3. appropriate budgeting and infrastructure suggestions , as well as high commitment from the apparatus in realizing the goals .

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