

Implementation Strategy Of Policy Prohibition Of Alcohol Beverages In Indramayu District

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Abstract

The circulation of alcoholic beverages in the Indramayu Regency area is still present and almost evenly distributed, because almost every area in the Indramayu sub-district including shops and small stalls in the village still sells the said alcoholic beverages. These constraints are due to several internal and external factors, namely the limited resources, both budgetary resources and apparatus resources, including the lack of coordination between implementing agencies. This study uses a descriptive explanatory method with a qualitative approach, and also involves the theory of policy implementation from van Meter and Van Horn. The results of the SWOT analysis show that the strategic position for the implementation of the policy for the prohibition of alcoholic beverages in Indramayu district is an aggressive strategy to support the implementation of the said policy. This position indicates that the choice of the right strategy is to emphasize the strategy of using strengths to take advantage of opportunities. The strength in question is the clarity of standards and policy targets as well as support from community leaders and religious leaders where the majority of the people of Indramayau Regency are Muslim (99.68%). The research resulted in a novelty in the form of identifying other factors that determine the success of the implementation of the policy, namely the cultural factor of the community where some people are still accustomed to consuming alcoholic beverages during celebrations or people's parties and the habit of fishermen who bring alcoholic drinks while at sea with reasons to warm the body. Another factor is the lack of firm sanctions imposed by the judiciary that do not create a deterrent effect.

Keywords: Policy Implementation, Alcoholic Beverages, Indramayu Regency.

INTRODUCTION

The term policy is usually associated with government decisions because it is the government that has the authority or power to direct the community and is responsible for serving the public interest. Suhendi (2019), mentions policy as the government's choice to do or not do something (whatever governments choose to do or not to do). Meanwhile, according to Izzati (2022), states that government policy is "the power of allocating values to society as a whole".

As an applied social science, the public policy approach is multidimensional which does not only talk about facts and values, but also about actions or actions. Public policy in general is complex, this relates to many aspects involved. The more general the policy, the more complex or complicated the situation (Rini, 2015). In accordance with the many related aspects, policy analysis of the Law will involve many disciplines. First of all, of course, law science, administrative science, both government administration and development administration,

economics, political science, sociology, social psychology, education science, security approaches and so on (Indiahono, 2017).

According to Purwanto & Sulistyastuti (2015), policy implementation is a very important action in the policy process. Without implementation, a policy is just a meaningless document. As it is known that people's lives are always changing along with the times, especially the development of technology and information. In the process of development, it often appears where an unexpected condition occurs. This unexpected condition eventually became a polemic and had a negative impact on people's lives. This condition is known as a social problem.

Examples of social problems that are often encountered in people's lives are crime caused by several factors, including unemployment and/or a culture of drinking alcohol. Drinks containing alcohol or often referred to as liquor or liquor are not something that is taboo among the wider community, even in rural communities, its circulation is almost uncontrolled (Gichoya, 2014).

In Presidential Regulation of the Republic of Indonesia Number 74 of 2013 concerning Control and Supervision of Alcoholic Beverages in lieu of Presidential Decree Number 3 of 1997 concerning Supervision and Control of Alcoholic Beverages, it is stated that what is meant by Alcoholic Drinks are drinks containing ethyl alcohol or ethanol (C_2H_5OH) which are processed from agricultural products containing carbohydrates by means of fermentation and distillation or fermentation without distillation. Furthermore, it is explained in Article 3 that alcoholic beverages are designated as goods under supervision, which includes supervision of the procurement of alcoholic beverages originating from within the country or imports as well as their circulation and sale. In article 7 of the Presidential Regulation Number 74 of 2013 concerning the Control and Supervision of

Alcoholic Beverages, it has also been regulated that places that can sell alcoholic beverages are as follows, hotels, bars and restaurants that meet the requirements according to the laws and regulations in the tourism sector (Said, 2018).

In the journal Maltha (2018), in Indonesia, alcoholic beverage addicts are increasingly becoming addicted to alcohol, as for some of the contributing factors, namely, the lack of knowledge of the Indonesian people about the impact of drinking liquor, the rise of fake liquor (concoction, cheap) people can buy it easily and enforcement laws that have not created a deterrent effect for violators. Some areas in West Java, for example the city of Tangerang, have issued regulations that restrict the circulation of alcoholic beverages more strictly, even in Indramayu district, a total prohibition of the circulation of this liquor (0% alcohol) and this is of course related to social problems, especially juvenile delinquency which will lead to juvenile delinquency. have an impact on public order, and since 2005 the Indramayu Regency Government has established a policy of prohibiting the circulation and sale of alcoholic beverages in the form of Indramayu Regency Regional Regulation Number 7 of 2005 as amended by Indramayu Regency Regional Regulation Number 15 of 2006 concerning Amendments to Indramayu Regency Regional Regulations. Number 7 of 2005 concerning the Prohibition of Alcoholic Drinks (Hughes, 2003).

The amendments are intended solely so that the Perda can be implemented more effectively. The amendment is related to several articles as mentioned above, especially Article 9 of the Regional Regulation of Indramayu Regency Number 7 of 2005 which states that any person or entity that violates the said Regional Regulation is threatened with imprisonment for a maximum of 6 (six) months or a fine of a maximum of Rp. 50,000,000 (fifty million rupiah). The circulation of alcoholic beverages in the Indramayu area is still present and almost

evenly distributed, because almost every area in the Indramayu sub-district including shops and small stalls in the village still sells the said alcoholic beverages. The enactment of these regional regulations is one indicator of the commitment of the Indramayu Regency Government in supporting the implementation of community development programs in their area, especially in the fields of public order and public peace.

The results of Andriani's research (2017), states that, as is understood, before the issuance of the Perda, Indramayu Regency was included in an area that often had brawls and other juvenile delinquency. In its implementation and law enforcement process against the Regional Regulation of Indramayu Regency No. 15 of 2006 and even then considered not able to provide maximum results as expected, especially for efforts to improve public order and public peace, considering the still rampant distribution and sale of alcoholic beverages in various areas in Indramayu Regency. Law enforcement efforts continue to be pursued by the Indramayu Regency Government through Regional Regulation Number 15 of 2006 concerning the Prohibition of Alcoholic Drinks to date. Various problems also arise as a result of the gap between expectations (*dassollen*) and reality (*dassein*), namely between the objectives of the establishment of a Regional Regulation concerning the Prohibition of Alcoholic Drinks in Indramayu Regency which requires an increase in public order, with the reality of people's behavior that tends to be permissive. on the use of alcoholic beverages in the area (Wayne, 2006).

According to *Antaranews.com*, on the week of September 14 2008, by *adit*, "Toxic Liquor Has Killed 16 in Indramayu", <https://www.antaranews.com/berita/116737/min-uman-rak-poison-already-tewas-kan-16-di-indramayu>, that the death toll from alcohol in Indramayu district increased to 16 people. It is known that alcohol parties use cheap alcohol

between Rp. 11,000 – Rp. 15,000 per bottle, all dead and critical victims experienced the same symptoms, namely blurred vision, nausea, vomiting, dizziness and difficulty breathing. The victims experienced symptoms of alcohol poisoning. It is suspected that the alcohol concoction contains poison, because they also mix it with anti-mosquito "lotion" so that its toxic power increases. Alcoholic drinks are one of the triggers for commotion or brawls among the Indramayu community. In fact, it is not uncommon for widespread brawls to occur between 2 (two) to 3 (three) neighboring villages, both within 1 (one) sub-district and between sub-districts (Fadly, 2019).

Based on Law Number 23 of 2014 concerning Regional Government, especially in article 12 paragraph (1) letter e, that peace, public order and community protection are mandatory government affairs related to basic services. Furthermore, it is emphasized in Article 255 paragraph (1) that the Civil Service Police Unit was formed to enforce Regional Regulations and Regional Regulations, maintain public order and peace, and carry out community protection. Based on the indicators of the various problems above, that there have been many regulations related to the prohibition of the circulation of alcoholic beverages in Indramayu Regency, but evidence is still found in the form of alcoholic beverages with various brands, types and sizes, the researchers are interested in conducting research on the strategy of implementing the policy for the prohibition of beverages. alcoholic beverages in Indramayu Regency.

METHOD

The research method used is descriptive explanatory with a qualitative approach. This method is used for several reasons, among others, according to Lincoln and Guba (Moleong, 2017), namely, qualitative research conducts research in a natural setting, because the natural ontology requires the existence of facts as a whole that

cannot be understood if separated from the context, then in research qualitative research, the researcher himself or with the help of others is the main data collection tool, besides that qualitative research uses the method of observation, interviews or document review. In the descriptive qualitative method, the researcher becomes an instrument in the research and conducts analysis continuously from the beginning of the study to data analysis. This research is an explanatory research, which is a method developed to investigate a phenomenon that has not been studied before or has not been explained well before in an appropriate way. With this method, the researcher gets an overview and by using this research as a tool to guide more quickly to the problem to be discussed. The data collection in this study includes the use of primary data and secondary data. Primary data was obtained through interviews and observations, while secondary data was obtained by studying the documentation published by the relevant agency services (Abifdin, 2016).

Data analysis is the process of processing data with the aim of finding useful information that can be used as a basis for decision making for the solution of a problem. This analysis process includes data grouping activities based on their characteristics, cleaning data, transforming data, creating data models to find important information from the data. Qualitative data analysis according to Bogdan & Biklen, 1982 (Lexy, 2017: 248) is an effort made by working with data, organizing data, sorting it out, into manageable units, synthesizing it, looking for and finding patterns, finding what is important. and what to learn and decide what to tell others. The data analysis method according to Miles and Huberman (1992:20) is based on the positivism paradigm view. The data analysis was carried out by basing itself on field research, whether one or more sites (Rijali, 2019).

RESULTS AND DISCUSSION

Implementation of the Policy on the Prohibition of Alcoholic Drinks in Indramayu Regency

As it is understood that in conducting and compiling research results and discussing strategies for the Implementation of the Policy for the Prohibition of Alcoholic Drinks in Indramayu Regency, it was carried out in the midst of the Corona Disease (Covid-19) Pandemic conditions so that researchers had to adapt to the environment of the research location and continue to implement fairly strict health protocols. . Research is still being carried out even though it has to reduce and adjust the distance and face-to-face, so that various ways researchers do to obtain accurate data ranging from long-distance communication to the research location to obtain documents and other materials needed. Observations and interviews including FGDs and triangulation are still being carried out with strict health protocols, in addition, researchers and resource persons have carried out booster vaccinations (3rd) masks are still worn and wash hands with running soapy water and/or use hand sanitizers (Subarsono, 2005).

As the interview guide that has been set by the researcher based on the Van Metter and Van Horn implementation model, there are several factors or variables that affect the success of the implementation of the Alcoholic Drink Prohibition Policy in Indramayu, the researcher has conducted interviews with several informants regarding the implementation of the said alcohol banning policy to all stakeholders. starting from Kasatpol PP, heads of fields, section heads and members of Satpol PP including PPNS and representatives of the local community.

Understanding of standards and targets for policy objectives is very important and policy implementation will usually fail (frustrated) if the officials (officials), are completely unaware of the standards and objectives of the policy

objectives. Standards and policy objectives have a close relationship with attitudes towards implementers. The attitude direction (disposition) of the implementers towards the standards and policy objectives is also a "crucial" thing. Implementors may fail to implement policies, because they refuse or do not understand what the objectives of a policy are.

The policy for the prohibition of alcoholic beverages in Indramayu Regency is very important and we strongly support that Indramayu is free from alcoholic beverages in accordance with the Religious Indramayu Mission, the prohibition of alcoholic beverages has been regulated or there is a regional regulation, we hope that with the policy and mandate of the Regional Regulation, the community will create conditions that safe, serene and peaceful. The policy standards are clear and measurable so that they can be realized, namely the prohibition of drinks containing alcohol regardless of the alcohol content or zero percent (0%) and the clarity of policy targets, namely the community, both individuals and entities as stated in Article 2 paragraph (1) of the Regional Regulation of Indramayu Regency Number 15 of 2006 that;

"Every person or entity is prohibited from producing, distributing, trading, stockpiling, mixing, entertaining, storing and drinking beverages containing alcohol within the territory of Indramayu Regency."

Assessment of the achievement of standards and policy targets that have been set in general can be said to have been achieved this is evidenced by the results of the operations carried out as Table 4.6 above, obtained 86 suspects (TSK) evidence (BB) as many as 327 liters of Tuak and Ciu and 1,615 alcoholic beverages from various types, brands and sizes, although there are regulatory barriers at the central level where alcoholic beverages are included as goods under supervision and control and not as prohibited goods as the results of the interview above. The

performance carried out by the Satpol PP can be said to be successful as stated by Van Meter and Van Horn that to measure the performance of policy implementation, of course, using certain standards and targets that must be achieved by policy implementers.

The level of achievement of implementation in realizing policy goals and objectives in the form of policy outputs, namely direct consequences carried out by the target group as a result of the realization of activities/activities violating the Regional Regulation as stated in Article 2 paragraph (1) above, namely by providing sanctions or actions to violators. Meanwhile, policy outcomes as an assessment of the results of implementation, are often also called policy impact indicators, namely providing a sense of security and comfort to the public in general. As it is known that the success of a policy implementation is highly dependent on the ability of resources. Humans are the most important resource in determining the success of a policy implementation. Each stage of implementation requires quality human resources. As emphasized by Van Metter and Van Horn, that this policy resource must be available in order to facilitate the administration of the implementation of a policy. These resources consist of funds or other incentives that can facilitate the implementation (implementation) of a policy.

Lack or limited funds in policy implementation, is a major contribution to the failure of policy implementation. The communication and coordination factor is one of the arteries of an organization so that its programs can be realized with the right goals and objectives. Communication and coordination between implementing agencies shows that there is a demand for mutual support between institutions related to policy programs. The implementing agency is responsible for achieving the standards and objectives of the policy, therefore the standards and objectives must be

communicated to the implementers. Communication within the framework of delivering information to policy implementers about what are the standards and objectives must be consistent and uniform from various sources of information. If there is no clarity and consistency as well as uniformity towards a standard and policy objectives, it will be difficult to achieve the standards and objectives of the policy.

Communication is a powerful mechanism in the implementation of public policy. The better the coordination and communication between the parties involved in an implementation process, the smaller the errors that will occur. Thus, communication will determine the success of achieving the objectives of implementing policies regarding the prohibition of alcoholic beverages in Indramayu Regency. The social environment is essentially an important aspect that is able to have a significant impact on individuals and groups within a definition of society to always be able to behave and act and allows changes in the behavior of each individual. The social environment encountered in everyday life is very diverse, including the family environment, peers, neighbors, culture, economy, and others. According to Stroz, the social environment is all the conditions around in life where there are certain ways that can affect individual behavior, including growth and development in life processes, and can also be seen as a provision for environmental preparation for the next generation or the next generation (Hidayat). , 2020).

Currently the enforcement activities of the District Regulation. Indramayu Number 15 of 2006 concerning the Prohibition of Alcoholic Drinks in Indramayu Regency has been significantly influenced by social, economic and political environmental factors of interest and no less important is the regulatory factor, namely along with the status of alcoholic beverages at the central level that Mihol is not a commodity that

is prohibited, but still considered as goods under supervision and control as stipulated in Presidential Regulation Number 74 of 2013 concerning Control and Supervision of Alcoholic Beverages.

As defined by Stroz, that the social environment is all the conditions around life where there are certain ways that can affect individual behavior, including growth and development in the life process, where the people of Indramayu Regency embrace Islam so that they have an understanding that drinking containing alcohol is haram (regardless of the alcohol content). Furthermore, economic conditions have a strong impact on the performance of each policy because it can affect income. In the Indramayu community, there are still some traders who claim to get enough profit from selling alcoholic beverages, so they still sell alcoholic beverages even though they are secretly selling.

This condition is coupled with the lack of support from the political environment, namely regulations from the central level as article 3 in the Presidential Regulation of the Republic of Indonesia Number 74 of 2013 explains that alcoholic beverages are designated as goods under supervision, which includes supervision of the procurement of alcoholic beverages originating from within the country. or imports and their distribution and sale. And the Regulation of the Minister of Trade of the Republic of Indonesia Number 25 of 2019 regarding the control and supervision of the procurement, circulation and sale of alcoholic beverages, which may be closely related to the support of tourism policies, namely the visits of foreign tourists who always need alcoholic beverages. The political environment refers to factors related to the government or public affairs of a country, which influence a policy.

These provisions and regulations are of course very contrary to the provisions of the Indramayu Regency Government policy which

completely prohibits the circulation of alcoholic beverages (0%) in all administrative areas of Indramayu Regency. This makes it difficult for the Indramayu Regency area to eliminate the circulation of alcoholic beverages, because the flow of goods (alcoholic beverages) that enter from outside the Indramayu Regency area is still guided by Presidential Regulation Number 74 of 2013 and Minister of Industry and Trade Number 25 of 2019 mentioned above.

Strategy for Implementing Alcoholic Beverage Prohibition Policy in Indramayu Regency

According to the Big Indonesian Dictionary (KBBI), strategy is a careful plan of activities to achieve specific goals. Strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity within a certain period of time. In a good strategy there is coordination of the work team, having a theme, identifying supporting factors that are in

accordance with the principles of implementing ideas rationally, being efficient in funding, and having tactics to achieve goals effectively. As it is well known that SWOT Analysis or Analysis is an effective strategy in improving the quality of a policy, then according to the SWOT analysis described in Table 3.8, that SWOT Analysis allows the government to identify action plans through selecting the most effective strategies and taking advantage of existing opportunities. . The external environment is the factors originating from outside the Satpol PP organization that affect the successful implementation of the policy on the prohibition of alcoholic beverages, which consists of opportunities and threats. The internal environment is the factors originating from within the Satpol PP organization that affect the successful implementation of the policy on the prohibition of alcoholic beverages, which consists of strengths and weaknesses.

Table 1 Strength (strength), Weakness (weakness), Opportunity (opportunity), Threats in Policy Implementation Strategy Prohibition of Alcoholic Drinks in Indramayu Regency

Internal factors			
No	Strenght	No	Weakness
1	Policy standards and targets are clear, seen from the sociological, philosophical (tibus tramis) and juridical (mihol 0%) aspects.	3	Resources are still limited. Based on DAU 2020 only Rp. 300 million and even then 1 package which must implement 5 regional regulations, namely the regional regulation on prostitution, the regional regulation on public order, the regional regulation on modern shops, the regional regulation on advertisements including the regional regulation on the prohibition of alcoholic beverages. Furthermore, the number of human resources for
2	Policy performance is relatively achieved. During the 2020-2021 period, a total of 107 TSK, 387 ltr of Tuak and Ciu, 1,999 bottles of alcohol and 2,243,000 fines and imprisonment for 3-7 days.		

5	Characteristics of implementing agencies, mutual support between fields (Bid Enforcement Per Regional Law, Bid Tibum Tramas, Bid Linmas)		Satpol PP members is limited, namely (40%) from a total of 98 people divided into 17 people per activity and even then including PPNS (8 people)
4	The attitude of the implementer, polite, firm, indiscriminate	7	
		8	Characteristics of the implementing agency, process of adjustment and alignment with the Bid Damkar
		9	The attitude of the implementer, there are still individuals who leak operational activities.
External factors			
No	Opportunity	No	Threat
5	Characteristics of implementing agencies, mutual support including vertical agency support (Polri, TNI, POM, Kejari, PN)	4	Communication between implementing agencies (Satpol PP, Polres, TNI, POM, Kejari, PN) is limited to meetings prior to the activity.
6	The social and religious environment is supportive. Community leaders and religious leaders are very supportive (Islam 99.68%)	6	A favorable economic environment for traders, a cultural environment for people's parties and fishermen who always consume alcoholic beverages and a political or regulatory environment from the center which states that Mihol is an item under supervision and control. Including the sanctions applied have not provided a deterrent effect.

Source: Research Results, 2022

Based on the SWOT analysis above, that there are several internal factors and external factors that

influence the implementation of the policy on the prohibition of alcoholic beverages in Indramayu

Regency, as follows, firstly, internal factors, where some strengths and weaknesses in the implementation of the policy of prohibiting alcoholic beverages in Indramayu Regency are: successfully identified through this research are as follows, the standards and policy objectives are clear, both from a sociological, philosophical and juridical aspect, that beverages containing alcohol can significantly harm human health, threaten the future lives of the young generation, the nation and are a one of the causes for the occurrence of actions that are not commendable that can disrupt security and order in society, that the circulation and use of beverages containing alcohol is now very dangerous, thus damaging the joints of people's lives. who are religious, moral and virtuous.

In the Regional Regulation of Indramayu Regency Number 15 of 2006 Chapter II Part One concerning Prohibition, in Article 2 paragraph (1) it has been clearly stipulated that any person or entity is prohibited from producing, distributing, trading, drinking, mixing, entertaining and drinking beverages containing alcohol in Indramayu Regency. And in Article 2 paragraph (2) it has also been clearly stipulated that any person or entity is prohibited from bringing drinks containing alcohol into the Indramayu Regency area for any reason. Judging from the juridical aspect, it is clearly illustrated that the policy for the prohibition of alcoholic beverages in Indramayu Regency has a clear standard, namely the prohibition of alcoholic beverages to zero percent (0%) which means prohibiting all types of beverages containing alcohol at any percentage level. And the target is also clear, namely the prohibition of alcoholic beverages is aimed at both individuals and legal entities (Keban, 2019).

The policy performance was relatively achieved. During the 2020-2021 period, as table 4.5 and table 4.6 above, the total operating results of 107 TSK were netted with evidence (BB) of 387 liters of Tuak and Ciu, 1,999 bottles of

alcohol and Rp. 2,243,000 (two million two hundred and forty three thousand rupiah) fine for entering the regional treasury and a fine of imprisonment for 3-7 days. The characteristics of the implementing agency are good, with mutual support between fields within the internal Satpol PP both technically and operationally, namely the Field of Enforcement of Regional Laws, the Field of Public Order and Public Peace and the Field of Community Protection and is supported by the Satpol PP Secretariat in terms of administrative technicalities. . In addition, the attitude of the implementers (members of the Satpol PP), is relatively good and understands their duties as the results of interviews with local community and religious leaders are polite, firm and indiscriminate.

However, the existing budget based on the Satpol PP DAU (General Allocation Fund) for the 2020 fiscal year is only Rp. 300 million and even that is the budget to carry out 1 (one) package of activities which must implement 5 (five) regional regulations, namely the Regional Regulation on Prostitution, the Regional Regulation on Public Order, the Regional Regulation on Modern Stores, the Regional Regulation on Advertising and the Regional Regulation on the Prohibition of Alcoholic Drinks. Furthermore, the limited number of human resources for Satpol PP members is only 40% of the real needs in the field. The current number is only 98 people, which is divided into 17 people per activity and even then includes PPNS (8 people). The characteristics of the implementing agency, as indicated by the interview results, are that there are still a few technical obstacles, namely the process of adjustment and alignment with the Fire Department which is incorporated in the Satpol PP. It is understood that prior to 2016 the Fire Service Technical Implementation Unit (UPTD) at the Cipta Karya Office of Indramayu Regency. The attitude of the implementers, as shown in the interview results, is that there are still elements

from SatpolPP members who often leak operational activities in the field.

The characteristics of implementing agencies other than Satpol PP as SKPD agencies in the regions also receive positive support from central agencies in the regions as implementing agencies in enforcing legislation in the regions such as Polres (Polri), Kodim (TNI), Subden POM (TNI), State Prosecutor's Office and State Court. Activities ranging from meetings to the implementation of operations formed a joint team so as to ensure synergy in the implementation of alcoholic beverage operations in Indramayu district. The social and religious environment strongly supports this policy because Indramayu/its people really want a safe, orderly and peaceful life without any brawls/wars between villages caused by the influence of alcohol. Community leaders and religious leaders are very supportive where the majority of Indramayu residents are Muslim (99.68%)

Communication between implementing agencies, namely Satpol PP with other elements such as the Police, TNI, POM, Kejari is still relatively lacking because communication as the core of coordination is still limited to meetings prior to the activity. The economic environment is relatively promising and profitable for traders in line with the habit of some people who often consume alcoholic beverages such as at parties or celebrations and the habits of fishermen who will go to sea. Political environment or regulation from the center which states that the status of alcoholic beverages is not a prohibited item, but is still considered an item under supervision and control. The results of the SWOT analysis show that the strategic position for the implementation of the policy for the prohibition of alcoholic beverages in Indramayu district is an aggressive strategy to support the implementation of the said policy. This position indicates that the choice of the right strategy is to emphasize the strategy of using strengths to take advantage of opportunities.

It is necessary to take advantage of the support of community leaders, religious leaders as well as from vertical officials to facilitate the implementation of policies for the prohibition of alcoholic beverages, such as by carrying out the following activities; The socialization of the policy on the prohibition of alcoholic beverages is carried out on a scheduled basis in certain sub-districts or villages and is sustainable, including counseling and/or lectures from religious leaders. Then it is necessary to carry out cross-institutional activities with law enforcement agencies and officials in the region, such as the following; Coordination and synergy between regional and central implementing agencies can be improved by conducting periodic evaluations. A joint team in operational implementation so that it can be a back up if there is friction with unscrupulous officers in the field. Facilitate distribution of officers in operational teams in the field and transparency of financial accountability for activities.

The policy for the prohibition of alcoholic beverages in Indramayu Regency is the implementation of one of the mandates of Law Number 32 of 2004 as amended by Law Number 23 of 2014 concerning Regional Government, especially in article 65 paragraph (1) letter b where the regional head has the task of maintaining public peace and order. Furthermore, it is emphasized through Article 255 paragraph (1) that the Civil Service Police Unit was formed to enforce Regional Regulations and Regional Regulations, maintain public order and peace and provide community protection. Several previous studies that examined the problem of implementing policies on alcoholic beverages were still related to the control and supervision of alcoholic beverages.

This is of course very different from the policy of the Indramayu Regency Government which strictly prohibits the circulation of alcoholic beverages. Based on the results of the study that the strategy of implementing the policy

for the prohibition of alcoholic beverages in Indramayu Regency has been implemented, but with a note that there are still some obstacles as the Van Metter and Van Horn models are seen from 7 (seven) aspects ranging from standards and policy targets, policy performance, resources, communication between implementing agencies, characteristics of implementing agencies, social, economic, political environment and attitudes of implementing agencies. The problems that are most felt by the Civil Service Police Unit officers are mainly internal problems, namely limited resources, both budget resources which are still relatively small and apparatus resources in quantity and quality, including communication between implementing agencies through routine meetings that are rarely held, where meetings are held regularly. carried out only when the activity will be carried out. While external problems are the culture of the community and fishermen who still consume alcoholic beverages, then there is no deterrent effect for violators who are subject to sanctions from court institutions and politically, namely regulations from the central level which stipulate that alcoholic beverages are not prohibited goods but goods under control and supervision (Yulianus et al., 2019).

Besides, there is a need for Institutional Strengthening in terms of budgetary resources and apparatus resources with institutional strengthening steps to carry out intense communication with the Regional Government Budget Team (TAPD) so that there is an increase in the budget for the operation of Alcoholic Drink Raids. Furthermore, in terms of increasing personnel resources, it is necessary to coordinate with BKD regarding the procurement of apparatus and training for Satpol PP. In terms of the lack of coordination/collaboration and communication with relevant Regional Apparatus Work Units (SKPD) and vertical agencies in the regions by taking steps to strengthen coordination/collaboration, fostering more intense communication and coordination

with elements of Polres, Kodim, POM, Prosecutor's Office and Courts as well as all community elements.

In the analysis of policy implementation, the researcher applies the policy implementation approach model formulated by Van Meter and Van Horn, where the implementation analysis process is an abstraction or performance of a policy implementation which is basically carried out to achieve high policy implementation performance that takes place in the relationship of various variables. This model assumes that policy implementation runs linearly from political decisions, implementers and public policy performance. This model explains that policy performance is influenced by several interrelated variables, these variables are policy standards and objectives, policy performance, resources, communication between implementing agencies, characteristics of implementing agencies, social, economic and political environment and attitudes of implementers. . In simple terms, some of these factors are a certainty in assessing the success of a policy implementation so that the loss of one of the factors greatly affects the performance of the policy.

CONCLUSION

Based on the results of research and discussions that have been carried out regarding the implementation of the policy on the prohibition of alcoholic beverages in Indramayu Regency, the researchers can put forward several conclusions as follows, the implementation of the policy on the prohibition of alcoholic beverages in Indramayu Regency has been running relatively well but has not been maximized, this is evidenced by the results of the operation where dozens of suspects were netted and hundreds of evidence of liquor/alcohol contained. This proves that there is still circulation of alcoholic beverages in almost all areas of Indramayu District. Constraints in the implementation of the policy on the prohibition of alcoholic beverages

in Indramayu Regency, such as the Van Metter and Van Horn models, namely resources, communication between implementing agencies, socio-economic and political environment. It is known that the budget resources and resources of SatpolPP members are still very lacking, communication between implementing agencies and the characteristics of the SatpolPP implementing agencies and other agencies has not been carried out optimally, the influence of the economic environment is still favorable for alcoholic beverage traders. Strategies that can be developed and applied in the implementation of alcoholic beverage policies in Indramayu Regency are to carry out intense communication and argumentation by increasing communication, coordination with related vertical agencies, community leaders, religious leaders to continue to always carry out socialization and education to the community in order to avoid drinking beverages. alcoholic. The next strategy is to communicate and coordinate with the District Attorney's Office and the District Court so that the sanctions given to violators can have a deterrent effect.

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