


Implementation Of The Policy Granting Minimarket Establishment Permits In Bandung City

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Article Info	ABSTRACT
Keywords: Policy, Granting Establishment Permit, Minimarket	The implementation of the policy on granting permits for the establishment of minimarkets in the city of Bandung has not been fully implemented effectively. The theory used as a reference for analysis is policy implementation theory according to Mazmanian and Sabatier. According to Mazmanian and Sabatier, the success of implementing the policy of granting permits for the establishment of minimarkets in Bandung City is influenced by, whether problems are easy to control, the ability of wisdom to structure the implementation process, aspects outside the policy implementation process, the stages of the implementation process. This study was designed based on a qualitative approach with descriptive methods. Data collection techniques include interviews, observation, literature study/documentation. The informants were all interested parties, both from government officials and other stakeholders. Through a qualitative approach. Analysis is used by collecting, processing, analyzing, interpreting and drawing conclusions. This research results that, policy implementation which includes whether problems are easy to control, the ability of wisdom to structure the implementation process, aspects outside the policy implementation process, the stages of the implementation process, do not fully describe the implementation of the policy for granting permits for the establishment of minimarkets in Bandung City, thus From the findings, that Mazmanian and Sabatier's theory strengthens this research, however, because the implementation of the policy on granting permits to establish minimarkets is not yet in accordance with applicable regulations because the factor that most contributes to the implementation of the policy on granting permits to establish minimarkets is "The importance of feedback from the community in granting permits to establish Mini Market".
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INTRODUCTION

Policy implementation is an activity that is visible after a valid directive has been issued for a policy which includes efforts to manage input to produce output or outcomes for society. For example, there is a policy on granting permits to establish minimarkets in the city of Bandung which is starting to be implemented by looking at the reality on the ground that in granting permits to establish minimarkets there are many things that must be taken into consideration.

As an illustration, for example, minimarkets are side by side with other minimarkets, even with small stalls, so good and fair arrangement must be taken into account.

Policy implementation requires organized state administrators (government officials) with implementation that meets the principles of good governance which can give rise to professionalism. to organize the city of Bandung neatly and in accordance with the Spatial Planning and Regional Plan (RT/RW). with the arrangement of shopping centers and modern shops/minimarkets as shopping facilities in accordance with the aspirations of the residents of Bandung City, which are neat, clean and well-organized, with shopping comfort and the facilities necessary for the livelihood of the residents of Bandung City. structuring, guidance and security rules are needed so that growth is conducive, useful, harmonious, fair and has legal certainty for the whole community. The rules that regulate modern market regulations for people's markets are SKB Minister of Industry and Trade and Minister of Home Affairs No. 145/MPP/Kep/5/1997 and No. 57 of 1997 concerning the arrangement and development of markets and shops, Decree of the Minister of Industry and Trade No. 107/MPP/Kep/2/1998 Concerning provisions and procedures for granting modern shop business permits (IUTM), Decree of the Minister of Industry and Trade No. 420/MPP/Kep/10/1997 concerning guidelines for the arrangement and development of markets and shops, Minister of Trade and Industry Decree No. 261/MPP/Kep/7/1997 concerning the formation of a team for organizing and developing central markets and shops, letter from the Minister of Home Affairs No. 511.2/834/PUOD regarding instructions for implementing the arrangement and development of markets and shops, and Letter of the Director General of PDN No. 300/DJPDN/XI/1997 regarding modern market permit procedures.

However, there are still problems regarding granting permits to establish minimarkets in the city of Bandung. These phenomena include: There are still minimarkets that are less than 500 M away from other minimarkets and from traditional markets, there are even minimarkets that are opposite each other and even close to each other on the edge of one another.

1. There are still minimarkets that do not comply with the minimarket opening and closing hours regulations, which should open at 10.00 WIB and close at 22.00 WIB. However, in reality, many minimarkets do not pay attention to these regulations. There are even many minimarkets that are open 24 hours.
2. There are still disturbance permits from neighbors which are manipulated by several minimarkets for the purposes of the requirements for Modern Shop/minimarket Business Permits.

There are minimarket permits for which there are no permits yet. However, the minimarket is already operational. The consequences of these problems result in the loss of traditional markets, the loss of small stalls/micro and small business actors, which will have an impact on the economic growth of a region, such as weakening the informal trade sectors, hampering the flow of distribution of basic needs, and so on. In the end it leads to economic marginalization.

Based on BAPPEDA study, in the Bandung City Regional Regulation No.2/2004 concerning Regional Spatial Planning, he emphasized that the development of shopping

centers and shops which tend to be linear along arterial and collector roads must be controlled, and their development should be pushed to the East Bandung area. This regulation is normative, namely protecting micro and small businesses and traders in people's markets.

In fact, because of the lack of clarity in implementation, it has left minimarket businesses free to dominate their market. In fact, many hypermarkets and supermarkets, minimarkets have been built in the North and West Bandung areas. All modern shopping centers that were recently built were located in the city center, not in the East Bandung area as mandated by the Bandung City RT/RW Regional Regulation.

People are switching to shopping at minimarkets, because there are factors that support them, namely minimarkets are easy to reach, cleanliness and comfort in terms of buying and selling transactions are easier and more comfortable, opening and closing times are not limited to whatever time buyers shop and are ready to be served because many minimarkets are available open 24 hours. Apart from that, there are also many facilities that support them in being able to feel happy shopping in malls, supermarkets or minimarkets, including more carefully designed building decorations, credit card services, comfortable restrooms, musical accompaniment, use of air conditioning, providing Attractive prizes, children's game facilities are always available in every shopping center and minimarket.

Based on data from the Bandung City UMKM, Industry and Trade Service, the existence of minimarkets scattered everywhere, 40 percent of which do not have official permits from the Service Agency. The problem of granting permits to establish minimarkets is certainly related to the many factors that determine success, and one of them is policy implementation. Even though the government has made various breakthroughs in the activity of granting permits for the establishment of minimarkets, in its implementation it has not been able to fully overcome problems in the field. In relation to the implementation of the policy on granting permits for the establishment of minimarkets, the role of the government organization is the Bandung City Integrated Licensing Services Agency which should be the regulator in granting permits for the establishment of minimarkets. The overlapping of functions between departments means that granting permits to establish minimarkets becomes less focused. The UMKM Industry and Trade Service, Spatial Planning and Human Settlements Service, apart from functioning as regulator, supervisor and supervisor. The regulator in granting permits to establish minimarkets is tasked with making regulations that must be implemented by the target group, including Building Construction Permits, KRK, Disturbance Permits, Modern Market Business Permits which will later become Trading Business Permits (SIUP). Meanwhile, the function of the Bandung City UMKM, Industry and Trade Service is to provide recommendations with approval from the Spatial Planning and Human Settlements Department. As well as supervising the implementation of these regulations. Meanwhile, BPPT's function as a supervisor is to provide capacity building guidance through training and activities that involve the community to get feedback on permit granting services. These functions and roles become ineffective when the government's role is too dominant, but unable to cover all complex problems.

If these problems continue to be ignored, this will have a negative influence on the quality of granting permits to establish minimarkets in the City of Bandung due to poor

implementation of the policy on granting permits to establish minimarkets in the City of Bandung. As a result, the level of public trust in the Bandung City government will decrease. Because granting permits to establish minimarkets is an important thing to grow public trust in the Bandung City government.

Public complaints regarding the granting of permits for the establishment of minimarkets are an empirical condition that the implementation of the policy for granting permits for the establishment of minimarkets in the city of Bandung has not been implemented optimally as expected from the policy. Therefore, to find out why the implementation of the policy of granting permits for the establishment of minimarkets has not been implemented optimally, it can be studied through the policies implemented. Based on these problems, the focus of this research is the implementation of the policy on granting permits to establish minimarkets in Bandung City. As a problem statement, the implementation of the policy for granting permits to establish minimarkets in the city of Bandung has not been implemented optimally as expected by the community.

METHOD

This study used a qualitative research method. Qualitative research aims to understand the phenomena experienced by the object of research by describing it through statements using various scientific methods (Moleong, 2014). Data was collected through literature review techniques. Various kinds of literature regarding innovation, public policy innovation and public services were used in the writing process. This study uses a descriptive-analytical approach by analyzing secondary information and data. Various types of reports, data, and information were used in this research. Furthermore, the secondary data was analyzed using data reduction techniques. This is done to provide a more in-depth explanation of the phenomenon under study. The use of literature, data and secondary information is combined to study and analyze phenomena in the research object.

RESULTS AND DISCUSSION

Public Policy

According to the Cambridge Dictionary, public policy is government policy that influences everyone in a country or state or policy in general. David Easton in *A Systems Analysis of Political Life* (1965) defined public policy as the allocation of values by force to all members of society. In the *Encyclopedia of Policy Studies* (1950), Lasswell and Kaplan stated, public policy is a program for achieving goals and values in directed practice.

According to Anderson in *Public Policy Making* (1984), public policy is policies developed by government agencies and officials. Thomas R Dye in *Understanding Public Policy* (1978) states, public policy is what the government chooses to do or not to do. The aim of public policy is to achieve public welfare through regulations made by the government. The aim of public policy is to obtain values for the public, both related to public goods and public services. The public really needs these values to improve the quality of life, both physical and non-physical.

There are several important characteristics of policy: Policy is a government action that aims to create social welfare. Policies are created through systematic stages so that all the main variables of all the problems to be solved are covered. The policy must be implemented by the implementing organizational unit. Policies need to be evaluated so that it is known whether they are successful or not in resolving the problem. Harold F Gortner's public policy stages in Public Administration (1984) explain that there are five stages in the process of public policy, namely: Problem identification, Formulation, Adoption, Application, Evaluation.

The following is an explanation: Identification of needs, namely identifying community needs in development by following several criteria. Among other things, analyzing data, samples and statistical data, simulation models, cause-effect analysis and forecasting techniques.

Formulation of policy proposals which include strategic factors, general alternatives, technological stability and environmental impact analysis. Adoption includes analysis of political feasibility, a combination of several political theories and the use of budgeting techniques. The application is the implementation of a program which includes organizational forms, scheduling models, elaboration of decisions, pricing decisions and implementation scenarios. Evaluation includes the use of experimental methods, information systems, auditing and unannounced evaluations.

Implementation of the Policy for Granting Minimarket Establishment Permits

Implementation of the policy on granting permits to establish minimarkets in the city of Bandung, "What is the series of activities to achieve the goals and results of the policy on granting permits to establish minimarkets in the city of Bandung". Because a process of implementing a public policy is only considered successful if the achievement of the objectives and results of the implementation of the policy show significant facts. For example, if the achievement of the objectives and results of implementing the policy are related to the issue of granting permits to establish minimarkets. Minimarkets operate by having a permit, and minimarkets establish partnerships with small traders such as stalls and traditional markets by paying attention to location distance and enforcing opening and closing hours in accordance with applicable regulations, so the gap between the community/small traders and traditional markets will be in harmony, in line with the implementation of permits, it will be regular and orderly. To achieve the expected results, every implementer who plays an important and determining role in the policy implementation process needs to understand the concept of program administration as stated by Mazmanian and Sabatier (1983: 14) who explain the meaning of implementation by saying that: "Understanding what actually applies or is formulated as includes both efforts to administer it and to foster a real impact on societal facts or events". This definition emphasizes that it not only involves the behavior of administrative bodies responsible for implementing programs and engendering obedience among target groups, but also involves networks of political, economic and social forces that can directly or indirectly influence the behavior of all parties involved, and ultimately, it influences both the expected (intended) and unintended impacts of a program.

Based on this opinion, it can be stated that policy implementation is a process that involves a number of sources including people, funds and organizational capabilities, both by

the government and the private sector (individuals or groups), to achieve the goals previously set by policy makers.

Mazmanian and Sabatier (1983: 23) further explain in detail the process of policy implementation by stating that implementation is the implementation of basic policy decisions, usually in the form of laws, but can also take the form of orders or important executive decisions or agency decisions justice. The decision identifies the problem to be addressed, states explicitly the goals/targets to be achieved, and various ways to structure/manage the implementation process. This process takes place after going through a number of certain stages, usually starting with the stage of ratifying a law, then policy output in the form of implementing decisions by implementing bodies (agencies), the willingness to implement these decisions by target groups, the real impact whether desired or undesirable outcomes from the output, the impact of the decision as perceived by the decision-making bodies, and finally important improvements (or efforts to make improvements) to the laws/regulations concerned.

Ripley and Franklin (1986: 4) stated that:

Agencies charge by law with responsibility for administering programs must acquire resources needed to move ahead. These resources include personel, equipment, land, raw materials, and above all money. Second, agencies engage in interpretation and planning. They ecpand the language of statutes into concrete directive, regulation, and program plans and design. Third, agencies must organize their activities by creating bureaucratic units and routines for attacking their workload. Finally, agencies extend benefits or payment or limits on activity or whtever else represents the tangible output of a programs

Based on the various formulations above, researchers can argue that policy implementation contains the following elements: first, a process, namely a series of activities or concrete actions carried out to realize the targets/objectives that have been set. Second, the goals to be achieved through the activities implemented. Third, the results or impact are the real benefits felt by the target group. Fourth, evaluation is an activity aimed at finding out whether the policies implemented are in line with plans or not. Therefore, the essence of public policy implementation is in principle to try to understand what actually happens after a program is formulated, namely the events and activities that occur after the state policy process, both regarding administrative efforts and efforts to provide a certain impact. in society or events. This is in line with the views of Budiman Rusli (2013: 8) who stated that "the current process of making public policy is better than before when seen from the formal processes and procedures, as well as the content". This reflects that policy implementation is not just a normative ideal concept, but must be described in the language of applicable programs/activities. Therefore, there are 3 (three) important elements in implementing the policy, namely:

1. There is a program or policy being implemented,
2. Target group, namely the community group that is targeted and is expected to receive benefits from this program, changes or improvements.

3. The implementing element (implementor), either an organization or an individual, is responsible for obtaining implementation and supervision of the implementation process (Syukur, 1986: 396)

With regard to the implementation of the policy on granting permits for the establishment of minimarkets, the target group is the community group that obtains services within the Bandung City BPPT environment, thus the implementation of the policy on granting permits for the establishment of minimarkets can be viewed from three different angles, namely: first, the policy initiator/ policy makers in this case the Mayor of Bandung; secondly, the implementing officials (apparatus) in the field, namely the Head of the Bandung City Integrated Licensing Services Agency, the Head of the Bandung City UMKM Perindag Service, and their staff. And third, individual actors, namely the target group, in this case the community receiving minimarket licensing services in the Bandung City area.

In this research, the researcher used Mazmanian and Sabatier's theory as a basis for carrying out research. Among others, the dimensions of policy implementation according to Sabatier and Mazmanian (1983: 20) are as follows:

1. Policy ability to appropriately structure the implementation process.
2. Aspects outside the implementation process in support of the objectives contained in the policy in question.
3. Stages in the implementation process.

Activities in implementing the policy explain that, firstly, whether it is easy/or not easy for the problem to be worked on and controlled is the restructuring of resources, and other sources as well as methods, mandates and regulations that will affect the program, secondly, policy capability. to properly structure the implementation process, namely trying to implement the program into plans that can be directed appropriately and it is possible that the policy can be in accordance with the objectives (final results), and thirdly, aspects outside the implementation process in support of the objectives contained in the policy in question are Achieving policy implementation requires support for appropriately stated objectives that are in line with the expected objectives. And the four stages in the implementation process which contribute to clarifying the implementation process. Mazmanian and Sabatier's thoughts illustrate how easy it is to define a policy on paper regarding the design of a program, but in its implementation it is not that simple, so that in reality, in implementing a policy, it is sometimes not well defined, thus, the success of the implementor in implementing a policy will depend greatly on its ability to realize goal achieving activities.

CONCLUSION

Implementation of the policy of granting permits to establish minimarkets is very dependent on the role and capabilities of the implementing organization, namely: BPPT (Integrated Licensing Services Agency), DisUMKM Perindag (Small and Medium Enterprises Cooperatives Service), DISTARCIP (Spatial Planning and Ciptakarya Service) and related agencies. In carrying out its duties, functions and authority. From whether or not the problem can be controlled by the Bandung City BPPT in granting permits, it requires several recommendations from the related SKPD, even from the sub-district and the community for

the existence of a minimarket in the area where the minimarket is located, this is because the BPPT has not been balanced with adequate resources and authority, both technical in nature, , managerial and strategic. Meanwhile, regarding responsiveness to the structuring of the City of Bandung in the implementation of the policy of granting permits for the establishment of minimarkets which are increasingly wider in scope, they have not been able to produce the work results as expected.

The ability of policy to structure the implementation process in the implementation of the policy on granting minimarket establishment permits involves understanding in interpreting the substance and objectives of policies and programs for granting minimarket establishment permits in the city of Bandung which have been standardized, this is demonstrated by the existence of clear procedures and mechanisms in the process of granting establishment permits minimarkets, and the existence of clear requirements. And the competency ability to structure the implementation process has not been fully implemented.

Aspects outside the policy implementation process in implementing the policy of granting permits for the establishment of minimarkets in the city of Bandung are seen from social, economic and technological factors, from the social conditions of existence. Meanwhile, the stages of the implementation process in implementing the applicable regulations by preparing a technical analysis regarding how How can the implementation of the policy on granting permits to establish minimarkets be implemented by providing guidance to implementers and outreach to the community requesting permits to establish minimarkets as a target group to overcome problems in the community related to the policy on granting permits to establish minimarkets in Bandung City.

Based on the results of this research, it can be stated that the policy implementation theory from Mazmanian and Sabatier which includes whether problems are easy to control, the ability of policy to structure the implementation process, aspects outside the policy implementation process and stages in the implementation process can generally be implemented, but not can fully describe the implementation of the policy for granting permits to establish minimarkets in Bandung City. The new concept from the results of this research is "the importance of feedback from the community in granting permits to establish minimarkets in Bandung City". As one of the important dimensions that can contribute to the granting of permits for the establishment of minimarkets in the city of Bandung.

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