

IMPLEMENTATION OF KAMPUNG TURIS PARKING POLICY BY KARANG TARUNA WONOHARJO VILLAGE PANGANDARAN DISTRICT PANGANDARAN REGENCY

Mira Meriyani¹, Irfan Nursetiawan², Asep Nurdin Rosihan Anwar³
¹⁾²⁾³⁾Universitas Galuh, Ciamis, Indonesia

e-mail: miramerryani19@gmail.com¹; irfan.nursetiawan@gmail.com²;
asepnurdinrosihanawar1@gmail.com³

Received: 16-09-2023; Accepted: 27-09-2023; Published: 30-09-2023

ABSTRACT

This research is motivated by the not yet optimal implementation of the policy for the management of the Kampung Turis parking lot by the Youth Organizations in Wonoharjo Village, Pangandaran District, Pangandaran Regency with inadequate parking facilities and infrastructure where there is no adequate parking space, there is no marking line for parking vehicles or Parking Space Units (SRP), Lack of discipline of parking officers in the collection of parking taxes in the Tourist Village, Wonoharjo Village, Pangandaran District, Pangandaran Regency, and has not there is guidance for parking officers from the Pangandaran Regency Transportation Service. Based on the research results that the implementation of the policy for managing the parking lot of the Kampung Turis by Karang Taruna, Wonoharjo Village, Pangandaran District, Pangandaran Regency, has not been optimal, with many problems in its implementation such as inadequate facilities and infrastructure in policy implementation, lack of understanding of officers on the contents of the policy, and no clear delegation of authority. from the government to officers in implementing policies, policy information has not been conveyed clearly by officers to the public regarding policy implementation, there is no integrated and consistent communication between officers and the community, organizations and related agencies, there is no adequate budget support in implementing the policy and there is no regulatory support in implementing the policy for the management of the Kampung Turis parking lot.

Keywords: Implementation, Public Policy, Parking, Pangandaran District

Introduction

Karang Taruna organization in Indonesia is an important aspect to realize the leadership attitude of every member or youth in Indonesia. Law Number 40 of 2009 concerning youth in CHAPTER I in the general provisions of Article 1 paragraph (5)

states that making youth aware is an activity to direct and understand and deal with environmental changes. So that youth services are directed at increasing the participation of the active role of youth in building themselves, society, nation and state. The number of youth organizations in

Indonesia aims to realize community participation, especially youth in development in their areanornational. Cooperation between youth and the community will be more effective in empowering the potential that exists in their environment, as well as in maintaining national sovereignty.

Kampung Turis as one of the tourist destinations in Pangandaran Regency, more precisely in Wonoharjo Village which is currently an alternative tourist destination for tourists both local and out of town. The mobility of tourists is getting bigger day by day, especially on weekends, resulting in many vehicles passing by on the streets, especially in the tourist complex of Kampung Turis. With the high mobility of the community, there are many vehicles and require a parking space in the area, so that a parking space is a must in that place.

Parking levies are one of the incomes for the area whose benefits can be felt directly by the community. Regional levies are regional levies as payment for services or the granting of certain permits specifically provided and/or granted by the regional government for the benefit of individuals or entities. Regional Regulation of Pangandaran Regency Number 36 of 2016 concerning Retribution for Special Parking Places. In Chapter I Article 1 paragraph (9) reads that the retribution for special parking places, hereinafter referred to as retribution, is the payment for the payment for the provision of parking spaces specifically provided, owned and/or managed by the Regional Government.

In the process of sharing the results of the collection of retribution for special parking spaces in the

Kampung Turis which is managed by the Youth Organizations in Wonoharjo Village, Pangandaran District, Pangandaran Regency, they are as follows:

1. As much as 70% of the income is intended for the parking attendants of the Kampung Turis;
2. As much as 10% of income comes in cash for Karang Taruna, Wonoharjo Village, Pangandaran District, Pangandaran Regency;
3. As much as 10% of the income goes to the youth of RW.17 and RW.18 of Padasuka Hamlet, Wonoharjo Village, which in this case has an active role for the youth of the two RWs in managing the parking lot of the Kampung Turis;
4. As much as 5% of income for cash RW.17 and RW.18 which in this case the two RWs are the closest neighborhoods to Kampung Turis who feel the direct impact of the existence of the Kampung Turis, and
5. 5% of the opinion is submitted to the Wonoharjo Village as Village Original Income (PADes).

The 70% income withdrawal system is directly distributed to the Kampung Turis parking attendant by the coordinator every day, then 30% of the income is managed first by the Wonoharjo Village Youth Organization whose withdrawals are made once a week. (Source: Report on the Results of the Joint Deliberation with Karang Taruna Satria Bangkit in Wonoharjo Village and Actors for Controlling Restaurant Parking and Kampung Turis, 2021)

In an effort to maximize the implementation of the parking lot management policy in the Kampung Turis, the Wonoharjo Village

Government has given the authority to manage the parking lot to the Village Youth Organization which is expected to maximize the management process as well as a form of empowering the Village Youth Organization.

This is in accordance with the recommendation letter from the Wonoharjo Village Head Number. 140/1589.Ds.16 in which it is stated that the Japuh Youth Association (HP2J) is to carry out the task of supervising and controlling vehicles in the Pamugaran Seafood Center Area, Padasuka Hamlet, Wonoharjo Village. The Himpunan Pemuda Pemudi Japuh (HP2J) is also part of the Wonoharjo Village Youth Organization.

However, in the implementation of the parking lot management policy, there are still some discrepancies, such as inadequate parking facilities and infrastructure, less parking space, so that there are still many large vehicles such as tourist buses that stop at Kampung Turis park their vehicles on the edge of public roads which makes the parking management process less than optimal.

Based on the results of initial observations made by researchers in Village Tourists from Wonoharjo Village, it can be seen that the implementation of the policy for the management of the Kampung Turis parking lot by the Karang Taruna of Wonoharjo Village, Pangandaran District, Pangandaran Regency has not gone well, it can be seen from indicator-indicators of the following problems:

1. Inadequate parking infrastructure facilities where there is no adequate parking space, there is no marking line for parking vehicles or Parking Space Units (SRP).

2. Lack of discipline of parking officers in the collection of parking taxes in the Kampung Turis of Wonoharjo Village, Pangandaran District, Pangandaran Regency.

3. There is no guidance for parking officers from the Pangandaran Regency Transportation Service.

So, based on the existing problems, it becomes an important reason for researchers to discuss the implementation of place management policies parking tourist village by the village youth organization and intends to conduct research by measuring policy implementation using the theory according to Van Metter and Van Horn (Agustino, 2020), in policy implementation there are six dimensions, namely: Size and objectives of the policy, resources, characteristics of implementing agents, attitudes or tendencies (disposition) of implementers, inter-organizational communication and implementing activities as well as the economic, social and political environment.

Literature Review

1. Definition of Policy Implementation

Policy implementation can be interpreted as a complex process in implementing decisions to be able to achieve the objectives of the decision. The main essence of policy implementation according to Mazmanian and Sabatier (Anggara, 2014:232) is to understand things that should happen after a program is declared valid or formulated. This understanding includes efforts to administer it and have a real impact on society.

Understanding Policy implementation is "Actions carried out by government officials either individually or in groups intended to achieve the objectives as formulated in the policy" Van Meter and Van Horn (Hadiyanti, 2017). A more detailed formulation of the policy as quoted by Hadiyanti that policy implementation is "The stage of policy making between policy formation and policy consequences for the people it affects. If a policy is not appropriate/cannot reduce the problem that is the target of the policy, then the policy may fail even though the implementation of the policy is implemented properly" Edward III (Hadiyanti, 2017).

According to Smith (Hadiyanti, 2017), policy implementation is seen as a process or flow. Smith's model views the policy implementation process from the policy process from the perspective of social and political change, where the policies made by the government aim to make improvements or changes in society as the target group.

According to Smith (Hadiyanti, 2017), policy implementation is influenced by four variables, namely:

- a. *Idealized policy* namely a pattern of interaction initiated by policy makers with the aim of encouraging, influencing and stimulating the target group to implement it.
- b. *Target group* that is part of the policy *stakeholders* which is expected to adopt patterns of interaction as expected by policy makers. Because this group is the target of policy implementation, it is expected to be able to adjust patterns *behavior* with the policies that have been formulated.
- c. *Implementing organization* namely implementing agencies that are

responsible for implementing policies.

- d. *Environmental factors* namely the elements in the environment that affect the implementation of policies such as cultural, social, economic and political aspects

2. Definition of Management

Management comes from the word manage, in the Big Indonesian Dictionary means to lead, control, regulate, and strive to be better, more advanced, and responsible for certain jobs. Management is a process that help formulating policies and objectives provides oversight on all matters involved in the implementation and achievement of objectives.

According to Haryono (Zulfikar Putra, 2011): "Management is a term that comes from the word "manage" and implies a series of efforts that aim to explore and utilize all the potential that is owned effectively and efficiently in order to achieve certain goals that have been previously planned".

Meanwhile, according to Nugroho (Sumiati and Haryono, 2017: 68) suggests that management is a term used in management science. Etymologically the term management comes from the word to manage and usually refers to the process of managing or handling something to achieve certain goals. So management is a management science that deals with the process of managing and handling something to realize certain goals to be achieved.

So it can be concluded that management (management) is a method or process that starts from planning, organizing, directing and supervising to achieve a predetermined goal in order to run effectively and efficiently.

3. Understanding Parking

Every trip using a vehicle begins and ends at the parking lot. Parking space is an off-street parking space provided for private persons and/or entities, whether provided in connection with the main business or provided as a business, including the provision of a motorized vehicle storage area that charges a fee. Parking is a stationary state of a vehicle that is not temporary. Meanwhile, parking facilities are locations that are determined as temporary stopping places for vehicles to carry out activities over a period of time. Parking facilities aim to provide a resting place for vehicles, and support the smooth flow of traffic. Parking lot is a place to stop vehicles at certain locations either on the edge of public roads, buildings,

According to Rye, Tom. (2011) suggests that there are four types of parking, namely:

1. Parking on the street (on-street). As the name implies, is a parking space on a public street although this becomes blurred when the road, or property of the road often takes up space, whether legally or not, that is actually reserved for pedestrians.
2. Public off-street parking. Car parking is not on public roads, which all members of the community can use, according to applicable regulations (eg maximum parking time (in hours), or parking fees).
3. Off-street private non-residential (PNR) parking. This type of parking is commonly found in a building or land use. An example is parking in a shopping center, or an office building. Theoretically, only they are related with building who can use the parking space, and the building

owner can control this within the limits of the applicable legal provisions.

4. Private residential parking in residential areas. This type is usually found in buildings related to housing or flats. Theoretically, only residents can use the parking here.

So it can be concluded that the parking management strategy is the determination of the stages or steps that must be taken such as planning, executing, organizing, controlling, and supervising the parking lot to achieve the desired goal.

Research Methods

This type of research is descriptive qualitative research. According to Sugiyono (2016:9) suggests that the qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher as the key instrument of data collection techniques is carried out by triangulation (combined), analysis the data are inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalizations. Qualitative descriptive research aims to describe, paint, explain, explain and answer in more detail the problems to be studied by studying as much as possible an individual, a group or an event.

Several methods were used by researchers in data collection techniques, namely researchers conducted interviews by asking directly to the informants using interview guidelines but could develop from these questions. Besides that according to Hadi. S (Sugiyono, 2019:203)

suggests that observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory and documentation studies, where researchers obtain materials from books, journals, and the internet related to the author's research focus.

Results and Discussion

Kampung Turis is one of the tourist destinations in Pangandaran Regency which is located on Jl. Pamugaran, Wonoharjo Village, Pangandaran District, Pangandaran Regency. Initially, this Kampung Turis was the impact of the Pangandaran Regency government's policy regarding the relocation of the relocation of street vendors on the west coast of Pangandaran. The policy is contained in the Regional Regulation of Pangandaran Regency Number 5 of 2017 concerning Structuring and Empowering Street Vendors.

Furthermore, based on the results of research conducted regarding the implementation of the policy for managing the parking lot of the Kampung Turis by Karang Taruna, Wonoharjo Village, Pangandaran District, Pangandaran Regency, both data collection using interview, observation and documentation techniques, where this research will be explained by looking at the dimensions of policy implementation according to Van Metter and Van Horn (Agustino, 2020) include the following:

1. Policy size and objectives

The size and purpose of the policy as one of the dimensions in policy implementation that plays a role in measuring how important and useful all rules related to the public interest

are, because without rules, inequality will occur in society.

In the implementation of the policy for the management of the Kampung Turis parking lot by the Karang Taruna, Wonoharjo Village, Pangandaran District, Pangandaran Regency, it has been good with the existence of a mechanism in implementing the policy and the benefits that are felt directly by the community.

2. Resource

Resources can vary from human resources to other resources. Human resources also need to be considered because the quality and quantity of human resources will affect the success or failure of the policy. Source power any other needs to be considered, especially in relation to financial adequacy that encourages implementation.

Based on the results of observations, it is known that there is a ratio between implementing officers and the workload in the field with the fulfillment of human resources in the form of adequate parking attendants, although sometimes at certain times such as when there are many visitors it is still a bit difficult to divide tasks. Furthermore, the inadequate facilities and infrastructure for management policies are one of the obstacles to implementing this policy properly.

3. Characteristics of implementing agents

Agent executor is part of formal and informal organizations that include bureaucratic structures, norms, and patterns of relationships that influence policy implementation. In addition, the scope of the policy implementation area also needs to be

considered, this will also determine the implementing agent inside it.

Based on observations, it is known that in the implementation of parking lot management policies there is a clear division of tasks with the existence of a working group. However, there are still problems in the form of a lack of understanding of officers regarding existing policies or regulations so that their implementation is still not optimal.

4. The attitude or tendency (disposition) of the implementers

This includes responses from implementers related to their willingness to implement policies. In addition, the cognition or understanding of the implementer is also taken effect because so far where he understands the policy will also affect to what extent implementation will be achieved. and intensity trend implementer will also affect.

Based on the results of observations, it is known that in the implementation of parking lot management policies there are incentives for implementing officers in the form of a percentage distribution of income. However, there are still problems where there is no clear delegation of authority either from the Regional Government or from the Village Government.

5. Inter-organizational communication and implementing activities

Good coordination shows the quality of good communication as well. good cooperations synergistic between agencies or related parties will meet the success of implementing policy programs. In this case, the art of communication that is usually owned is

needed by executor. Based on observations, it is known that in the implementation of parking lot management policies regarding inter-organizational communication have not been well established so that the implementation of policies is not optimal.

6. Economic, social and political environment

The external environment must also get attention because sometimes failure can also happen caused from external, then from that a strategy is needed appropriate for touch with the external environment. These variables include resources: the environmental economy that can support the successful implementation of policies; the extent to which interest groups provide support for policy implementation; the characteristics of the participants, namely supporting or rejecting; what is the nature of public opinion in the environment; and whether political elites support policy implementation.

.Based on observations, it is known that in the implementation of parking management policies regarding support from various parties already exists. However, there is no support in the form of budget and policy support so that it becomes an obstacle in implementing the policy for the management of the Kampung Turis parking lot.

Conclusion

Based on the results of research regarding the implementation of the policy for the management of the Kampung Turis parking lot by the Youth Organization of Wonoharjo Village, Pangandaran District,

Pangandaran Regency, it can be concluded as follows:

The implementation of the Kampung Turis parking lot management policy by the Karang Taruna Wonoharjo Village, Pangandaran District, Pangandaran Regency has not yet been implemented, this is evidenced by the presence of several dimensions that have been running well including: Size and objectives of the policy, Resources, attitudes or tendencies (disposition) of the implementers and economic, social and cultural environment. Dimensions that have not been implemented properly are the characteristics of implementing agents and inter-organizational communication and implementing activities.

There are still several obstacles that affect the course of policy implementation including: Adequate facilities and infrastructure in policy implementation, officers' understanding of policy content, clear delegation of authority from the government to officers in policy implementation, policy information is conveyed clearly by officers to the public regarding policy implementation, integrative and consistent communication between officers and the community, organizations and related agencies, adequate budget support in implementing policies and regulatory support in implementing policies for the management of the Kampung Turisparking lot.

References

- Abdussakur, A. (2012). Implementation of the Village Revenue and Expenditure Budget Policy (Apbdes) in the Batu Benawa District, Hulu Sungai Tengah Regency, South Kalimantan Province. *Journal of Political Science & Local Government*, 1(2).
- Augustino, Leo. 2020. *Fundamentals of Public Policy*, 2nd Revised Edition. Bandung. CV. Alfabet
- Anggara, Sahya. 2014. *Public Policy*. Bandung. CV. Pustaka Setia.
- Drs. M. Manulang, *Fundamentals of Management*, (Jakarta: Ghalia Indonesia, 1990). 15-17
- Edwin B, Flippo, *Personal (Personnel Management)*, (Jakarta: Erlangga, 2002), p. 5-7
- Erni Tisnawati Sule, Kurniawan Saefullah, *Introduction to Management*, (Jakarta: Kencana Perdana Media Group, 2009). 6
- George R. Terry, *Principles of Management* (Jakarta: PT Bumi Aksara, 2012), p. 15
- Hadiyanti, RR (2017). Implementation of government regulation number 8 of 2003 concerning guidelines for the organization of regional government apparatus in the city of Samarinda. *Journal of Mulawarman University*, 1(3), 985-997.
- Haryono. 1977. in Zulfikar Putra.(2011). *Accounting Fundamentals*. Yogyakarta: YKPN College of Economics.

- Kusbiantoro, BS, 1993. Indonesian Urban Management. Bandung: PWK Journal Vol. 4 Pg 6.
- Report on the Results of the Joint Deliberation with Karang Taruna Satria Bangkit in Wonoharjo Village and Actors for Controlling Restaurant Parking and Tourist Villages, 2021
- Moleong, Lexy. J. 2016. Qualitative Research Methods Revised Edition. Bandung. PT. Remaya Resdakarya
- Nugroho. 2003. Good Governance. Bandung: Forward Mandar
- Paisal, R. (2014). Implementation of the Policy for Parking Service Retribution on the Edge of Public Roads. Journal of Public Administration, 4(2), 1-15.
- Pangandaran District Regulation Number 36 Year 2016
- Raharja, Sam'un Jaja. 2010. Collaborative Approach in Citarum Watershed Management. Bandung. Journal of Bumi Lestari, Faculty of Social and Political Sciences, Padjadjaran University. Volume 10 No.2 Pg. 222-235.
- Rye, Tom. 2011. Parking Management A Contribution Towards A Liveable City. Harya Setyana translation. Eschborn: Federal Ministry for Economic Cooperation and Development (BMZ). pp. 6-10.
- Rohman, Abd. 2018. Fundamentals of Public Management, (Malang: FOURTDUA)
- Please, Ulber. 2012. Social Research Methods. Bandung: Refika Aditama.
- Sofyan Syafri, Contemporary Management, (Jakarta: PT. Raja Grafindo Persada, 1996). 282
- Sugiyono. 2016. Quantitative, Qualitative, and R&D Research Methods. Bandung: PT. Alfabet.
- Sugiyono. 2019. Quantitative, Qualitative, and R&D Research Methods. Bandung: PT. Alfabet.
- Recommendation Letter from Wonoharjo Village Head Number. 140/1589.Ds.16
- Susilo Martoyo, SE, Basic Knowledge of Management and Leadership, (Yogyakarta: BPFE, 1998).
- Law Number 40 Year 2009 CHAPTER I Paragraph 1
- Usman, H. Management Theory, Practice, and Educational Research (Jakarta: PT Bumi Aksara, 2006), 34.
- Wijayanti, ID. Management (Yogyakarta: Mitra Cendikia Press, 2008), 59.