



## Implementation of Public Policy at The Local Level: A Study of The Ban on The Distribution and Sale of Alcoholic Beverages

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### Abstract

**Background.** The distribution and sale of alcohol are issues that have a significant impact on social, health, and community safety factors. To address this problem, the Cirebon City Government issued Local Regulation No. 4 of 2013, which prohibits the distribution and sale of alcoholic beverages pursuant to Article 3. Alcoholic beverages are classified into three categories based on their ethanol (C<sub>2</sub>H<sub>5</sub>OH) content: Category A with an ethanol concentration of more than 1% to 5%, Category B with an ethanol concentration of more than 5% to 20%, and Category C with the highest ethanol concentration, namely more than 20% to 55%; and other alcoholic beverages.

**Aims.** The study aims to analyze the implementation and policy factors of the ban on the distribution and sale of alcoholic beverages, ranging from aspects of communication, resources, disposition, to bureaucratic structure, so as to provide a comprehensive overview and input for strengthening public policy in accordance with Local Regulation No. 4 of 2013, Article 3.

**Methods.** This study employs a qualitative, descriptive approach. This study employs the implementation theory proposed by George C. Edwards III (Subianto, 2020:12).

**Result.** The findings indicate that the dimensions of Disposition and Bureaucratic Structure have been effectively implemented, as evidenced by the high level of commitment among law enforcement officials and the execution of duties in accordance with Standard Operating Procedures (SOPs). However, the policy's effectiveness is still hampered by issues in the Communication and Resources dimensions, particularly uneven information dissemination across all segments of society, as well as limited personnel and operational support equipment.

**Conclusion.** The study identified the primary constraints as a shortage of human resources and limited time available for enforcement operations.

**Keywords:** alcohol; policy; implementation; Municipal Police; consistency.



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## INTRODUCTION

The distribution and sale of alcoholic beverages in several regions of Indonesia continue to be a subject of public policy debate because they involve moral, social, economic, and legal aspects. On the one hand, alcohol consumption is often linked to increased crime, public disturbances, and the moral degradation of society. On the other hand, a total ban on alcoholic beverages could impact business, tourism, and local tax revenue. Alcohol prohibition policies implemented in several cities, such as Cirebon, demonstrate how local governments interpret local social and religious norms when formulating such policies.

Local Regulation (Perda) No. 4 of 2013 of the City of Cirebon regarding the prohibition of the distribution and sale of alcoholic beverages in the City of Cirebon was enacted due to the increasing circulation and consumption of alcoholic beverages, which are considered to have negative impacts on society, public health, and public safety, particularly among children and adolescents. This regulation was created to protect the public from the dangers of alcohol and to address the rising trend of consumption in Cirebon City by enacting Local Regulation No. 4 of 2013, Article 3; however, despite the regulation having been enacted, initial observations indicate that the distribution of products with alcohol content above the threshold limit is still occurring in the field.

Factors influencing policies banning alcoholic beverages have been highlighted in a number of previous studies. For example, Rini (2019) taking into account the social and moral aspects of alcohol regulations, and Suryana (2020) examining how interagency organizations collaborate in the implementation of local policies. Wahyudi (2021) found that the success of alcohol bans is influenced by economic factors and local political pressures. Nevertheless, most studies focus on normative aspects and do not thoroughly examine how.

Policy implementation takes place on the ground through interactions between the bureaucracy, law enforcement agencies, and the public. This decline underscores the urgent need for research that empirically examines policy implementation practices at the local level by analyzing the relationship between formal regulations and the social dynamics that influence their success.

Previous research conducted by Andika and Iqbal (2025), titled “Implementation of Local Regulations on the Prohibition of the Sale and Distribution of Alcoholic Beverages,” revealed that the implementation of Local Regulation No. 4 of 2008 regarding this prohibition in Sibaluton Village, Basidondo Subdistrict, Tolitoli Regency, was examined from four

perspectives: communication, resources, disposition, and bureaucratic structure. The study's findings indicate that: 1) there are weaknesses in information dissemination and a lack of explanation from decision-makers, compounded by minimal outreach activities, which result in suboptimal communication between village government officials and residents. 2) The competence of human resources involved in policy implementation remains low and is not supported by adequate budget allocation. 3) The commitment of village government officials, as the implementers of regulations, does not yet reflect a strong commitment to implementing Regional Regulation No. 4 of 2008. 4) There is a lack of clarity in the distribution of tasks and responsibilities at the village level, as well as the absence of standard operating procedures (SOPs) to guide their implementation.

Previous research conducted by Pangkey et al. (2024), titled "Implementation of Policies Related to the Control and Supervision of Alcoholic Beverages in South Minahasa (A Study in Kumelembuai Village, Kumelembuai District)," indicates that: (1) the government does not exercise sufficient supervision, (2) vendors do not hold the necessary permits to sell alcoholic beverages, (3) vendors lack understanding of the policies governing alcoholic beverages, and (4) sanctions are limited to mere warnings for sellers of alcoholic beverages. Therefore, it is proposed that: 1) supervision be carried out systematically and continuously, not limited to specific periods or during celebrations; 2) the government must disseminate information on how to obtain a Business Trading License (SIUP); and 3) the government must enforce sanctions firmly and consistently for violations in the distribution of alcoholic beverages.

Researchers using George C. Edward III's theory of policy implementation identify four key factors that influence a policy's success or failure: communication, resources, disposition, and bureaucratic structure. These factors interact to facilitate or hinder policy objectives, including the clarity of objectives, the availability of funds and personnel, the attitudes of implementers, and the organization of the implementing agency.

Public policy encompasses all decisions made by the government. This definition highlights that state institutions possess the legitimate authority to establish legally binding regulations (Thomas R. Dye). Ideally, the formulation of a policy should emerge from a dialogue process involving active participation between the public and the government, so that the resulting policy is not top-down or one-sided. A policy is an official provision established by the government that is binding on all segments of society without exception. The implementation of such policies aims to create a regulatory framework that encourages

comprehensive public compliance with the formulated regulations. Observations indicate that the ban on distributing and selling alcoholic beverages has not been effectively implemented in various regions, as evidenced by the prevalence of illegal practices that lead to social issues such as rising crime rates and security disturbances. Some existing challenges include a lack of public participation, low public awareness of the dangers of alcohol, as well as weak and inconsistent law enforcement by local governments and limited public involvement in oversight.

The success of public policy is often influenced by economic and political factors (Pressman & Wildavsky, 1973). Often, policies banning alcoholic beverages are viewed as moral measures and political strategies employed by local leaders to gain support from religious groups (Wijaya, 2018). This indicates the presence of symbolic politics in the enforcement of the law, where the prohibition of alcohol is used as a way to demonstrate a commitment to the moral principles of society. However, from an economic perspective, this policy poses problems. Fahmi (2019) and Suharto (2020) shows that alcohol bans can reduce local government revenue, particularly in regions with a large tourism industry. Business owners who feel they are being harmed by these restrictions often pressure local governments. Often, policy implementation is inconsistent due to a tension between moral objectives and economic realities.

This study aims to analyze the implementation of policies to control the distribution and sale of alcoholic beverages from various perspectives, including communication, resources, attitudes, and bureaucratic systems. The objective is to provide comprehensive insights and recommendations for strengthening public policies in accordance with Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages.

## **LITERATUR REVIEW**

### **Alcoholic Beverages**

Alcoholic beverages, or “miras,” are a category of drinks containing ethanol. Ethanol is a compound that, when consumed, can affect a person’s consciousness, causing them to lose their alertness or feel intoxicated. In addition, alcoholic beverages contain addictive substances that can put anyone who has ever tried them—even just once—at risk of becoming addicted due to the effects of these substances. When the consumption of alcoholic beverages can no longer be controlled or even leads to an overdose, this situation is known as alcoholism.

## **Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages in the City of Cirebon**

The central government has established regulations regarding the management and supervision of alcoholic beverages through Presidential Regulation No. 74 of 2013, while local governments align these policies with their respective local regulations (Perda) as an implementation of the principle of regional autonomy. Within the jurisdiction of Cirebon City, the ban on alcoholic beverages is already set forth in Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages.

Alcohol consumption is a global phenomenon that presents a variety of challenges in social, health, and economic spheres. In Indonesia, a number of steps have been taken to regulate the distribution and consumption of alcohol, including the implementation of regulations at both the national and local levels. Cirebon, a city with strong religious and cultural values, has adopted Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages. This policy was adopted in response to growing public concern regarding the negative impacts of alcohol, including disturbances to public order, crime, and health issues. This study aims to assess the extent of the regulation's implementation, identify its impacts on the community, and examine the challenges and opportunities in its enforcement.

Pursuant to Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages, Chapter III on Classification, Article 3 stipulates that alcoholic beverages are categorized into several groups, namely:

- a. Class A alcoholic beverages are alcoholic beverages with an ethanol ( $C_2H_5OH$ ) content of more than 1% (one percent) up to 5% (five percent);
- b. Class B alcoholic beverages are alcoholic beverages with an ethanol ( $C_2H_5OH$ ) content of more than 5% (five percent) up to 20% (twenty percent);
- c. Class C alcoholic beverages are alcoholic beverages with an ethanol ( $C_2H_5OH$ ) content exceeding 20% (twenty percent) up to 55% (fifty-five percent); and
- d. Other alcoholic beverages

### **Implementation of George III's Policies**

Policy Implementation Model Edwards III (1980) is another significant theory that focuses on four main aspects: communication, resources, disposition (the attitudes of

enforcers), and bureaucratic structure. To ensure that the policy banning alcoholic beverages is not misinterpreted, it is crucial that frontline enforcers and policymakers communicate effectively with one another. For example, the inability of local regulation enforcers to understand the types of alcoholic beverages that are prohibited leads to inconsistencies in the execution of their duties.

Furthermore, as the Edwards III model demonstrates, the success of implementation depends heavily on the professionalism and moral commitment of policy enforcers. Many officials face a dilemma regarding alcohol prohibition policies: whether to enforce the rules strictly—at the risk of public resistance—or to tolerate violations given local social and economic conditions.

In addition, the Model Van Meter & Van Horn (1975) This demonstrates that alignment between social conditions, available resources, and policy standards is crucial for implementation. The success rate of a policy will be lower if the community's social and economic conditions do not support—or even conflict with—the policy. Regarding the prohibition of alcoholic beverages, communities that are culturally accustomed to alcohol consumption—such as in tourist areas or among certain ethnic groups—will find it difficult to accept a blanket ban on alcoholic beverages if no reasonable alternatives are provided.

### **Previous Research**

A study titled “Implementation of the Local Regulation on the Prohibition of the Sale and Distribution of Alcoholic Beverages” by Andika and Iqbal (2025) reveals that the implementation of Local Regulation No. 4 of 2008 on the Prohibition of the Sale and Distribution of Alcoholic Beverages in Sibaluton Village, Basidondo Subdistrict, Tolitoli Regency, was evaluated based on four aspects: communication, resources, attitudes, and bureaucratic structure. The findings of this study are: 1) low effectiveness in conveying information and the lack of clarity in the data provided by policymakers, coupled with a lack of public outreach, have resulted in ineffective communication between the village government and the community. 2) The quality of human resources participating in its implementation remains low and is not supported by sufficient funding. 3) The attitude of the village government in implementing the regulation does not yet reflect a strong commitment to Local Regulation No. 4 of 2008. 4) There is a lack of transparency in the distribution of duties and authority at the village level, as well as a scarcity of standard operating procedures (SOPs) that

could serve as guidelines for implementation.

A study titled “Implementation of Policies on the Control and Monitoring of Alcoholic Beverages in South Minahasa (A Study in Kumelembuai Village, Kumelembuai Subdistrict)” by Pangkey et al. (2024) revealed that: (1) government oversight is severely lacking, (2) vendors do not yet have permits to sell alcoholic beverages, (3) most sellers do not fully understand policies related to alcoholic beverages, and (4) the sanctions imposed consist only of recommendations to sellers. Therefore, it is proposed that: (1) supervision be conducted routinely and on a scheduled basis, not only during specific times or celebrations, (2) authorities need to disseminate information regarding the processing of Business Operation Permits (SIUP), and (3) the government must impose clear and firm sanctions for violations in the sale and purchase of alcoholic beverages.

Sebuah studi berjudul “Penerapan Kebijakan Pengendalian dan Pemantauan Minuman Beralkohol di Minahasa Selatan (Studi di Desa Kumelembuai, Kecamatan Kumelembuai)” oleh Pangkey dkk. (2024) mengungkapkan bahwa: (1) pengawasan pemerintah sangat kurang, (2) pedagang belum memiliki izin untuk menjual minuman beralkohol, (3) sebagian besar penjual tidak sepenuhnya memahami kebijakan terkait minuman beralkohol, dan (4) sanksi yang dijatuhkan hanya berupa teguran kepada penjual. Oleh karena itu, diusulkan agar: (1) pengawasan dilakukan secara rutin dan terjadwal, tidak hanya pada waktu-waktu tertentu atau perayaan, (2) pihak berwenang perlu menyosialisasikan informasi mengenai pengurusan Surat Izin Usaha Perdagangan (SIUP), dan (3) pemerintah harus menjatuhkan sanksi yang jelas dan tegas terhadap pelanggaran dalam penjualan dan pembelian minuman beralkohol.

Previous research by Huda et al., (2015) titled “The Urgency of Regulating the Distribution of Alcoholic Beverages in the Special Region of Yogyakarta” The research findings reveal two key points. First, the regulation of alcoholic beverages is urgent and encompasses four main functions: prevention, reduction of potential risks, enhancement of response capacity, and recovery of the community from the impacts of alcohol consumption. Second, the authority of the Yogyakarta Special Region Government to control the distribution of alcoholic beverages is based on Law No. 32 of 2004 and Presidential Regulation No. 74 of 2014 as valid legal foundations. Third, the main points of its content are (i) types and classifications of alcoholic beverages; (ii) prohibitions on the production, distribution, sale, and storage of alcoholic beverages; (iii) licensing; (iv) community participation. Keywords: Regional Regulation, distribution, alcoholic beverages, and authority. Based on research by

Ni'matul Huda, Jamaludin Ghafur, and Ali Ridho (Faculty of Law, Islamic University of Indonesia), the research title presents a gap regarding the implementation and theories used by the researchers, which allows for analysis from various perspectives and other variables.

Previous research conducted by Tiar (2022) entitled "The Role of the Civil Service Police Unit in Enforcing Local Regulations on the Prohibition of Alcoholic Beverages in Indraayu Regency." This study was designed to identify the contributions of the Local Police Unit (Satpol PP), along with various factors that hinder or facilitate its performance, and to examine the strategic steps taken to implement local regulations restricting the distribution of alcoholic beverages in Indramayu Regency. Through a descriptive qualitative method combined with an inductive approach, this study reveals that Satpol PP has generally performed its institutional functions optimally, as reflected in its success in reducing the distribution of alcoholic beverages in the region. Supporting and hindering factors were identified in the enforcement of the local regulation. The efforts to enforce the local regulation carried out by Satpol PP include conducting public awareness campaigns for the community and merchants, coordinating with other agencies, and conducting raids or enforcement operations. Based on research by Tiar (2022) There is a gap in the research title regarding the implementation and theory used by the researcher, allowing for analysis from different perspectives and other variables.

Previous research has highlighted the importance of Satpol PP's role and the assessment of bans on the distribution and sale of alcoholic beverages. The main difference from previous studies is the emphasis on implementation using the policy implementation theory described by George C. Edward III. He identified four crucial components that influence the success or failure of a regulation: communication, resources, attitudes, and bureaucratic structure. These components are interrelated in achieving or hindering policy objectives, such as clarity of purpose, availability of funds and manpower, implementers' attitudes, and the organizational structure of the implementing agency. This study employs a qualitative, descriptive approach.

### **Implementation of Top-Down and Bottom-Up Models**

Often, the two main paradigms that distinguish policy implementation studies are the top-down and bottom-up models (Matland, 1995). The top-down approach emphasizes the importance of the central or local government as the primary policy designer and implementer. According to this perspective, effective policy

implementation can only be achieved by following hierarchically established procedures, guidelines, and standards. However, the top-down model for implementing alcohol prohibition policies often faces challenges related to social adaptation, as such policies do not always align with the community's actual social conditions (Wibawa, 2017).

In contrast, the bottom-up model emphasizes the role of frontline staff, or rank-and-file employees, as explained Lipsky (2010). According to this view, policy implementers such as the Public Order Agency (Satpol PP), village officials, and trade agencies have the freedom and autonomy to interpret and implement policies in accordance with the social conditions in their respective areas. This approach takes into account the social, cultural, and economic dynamics of the community, making it more context-sensitive and flexible.

In Indonesia's multicultural environment, combining these two methods is crucial. Local governments must be able to develop bottom-up policies while allowing room for adaptation by those implementing them on the ground. To understand how alcohol prohibition policies are implemented at the operational level, this study combines both approaches.

### **The Role and Cooperation of the Community**

One of the key characteristics of local democracy is public participation in the public policy-making process. Through the stages of participation, Arnstein (1969) shows that community participation can take various forms, ranging from manipulation to genuine partnership. Many regions continue to view the community as the recipients of policy impacts rather than as stakeholders in the process of formulating and monitoring alcohol bans. Munawaroh (2021) found that low community participation leads to low compliance with local regulations banning alcoholic beverages. On the other hand, Kusuma (2020) emphasizes that regions involving religious leaders, youth, and businesspeople in the policy outreach process achieve higher implementation rates.

This study will contribute to the literature on the relationship between public participation and the successful implementation of moral policies at the local level by exploring the firsthand experiences of local actors, including the public, implementing officials, and other stakeholders.

## **Public Policy Evaluation and Success**

Dunn (2018) states that public policy evaluations must take into account not only administrative outcomes but also the social effects and sustainability of the policy. In the context of alcohol bans, effectiveness can be measured using several indicators:

1. the rate of decline in alcohol consumption,
2. changes in public attitudes toward alcohol consumption, and
3. improved social order in the policy area.

However, Wibawa (2017) states that most policies at the local level are evaluated solely from a formal perspective, such as the number of enforcement operations or violations handled. However, such quantitative measures do not always indicate the substantive success of a policy. A qualitative approach is considered more suitable for uncovering the elements of meaning, perceptions, and experiences of both implementers and the public regarding these policies in this context. Therefore, this study will propose an evaluation approach focused on understanding how policy implementation affects the local socio-cultural context, rather than on numbers or administrative outcomes.

## **Factors Affecting Implementation**

The factors determining the success of implementing policies banning alcoholic beverages can be categorized into four main dimensions: bureaucracy, resources, communication, and public participation.

### **1) Bureaucratic Structure and Capacity**

The performance of local bureaucracies is a fundamental element in the implementation of public policy. A multi-tiered bureaucratic structure and weak interagency coordination can lead to fragmentation in policy implementation (Wibawa, 2017). In policies banning alcoholic beverages, the roles of agencies such as Satpol PP, the Trade Office, and law enforcement officials are crucial. Research by Kartikasari (2021) shows that poor coordination among agencies often leads to inconsistent enforcement of regulations in the field.

### **2) Resources and Budgetary Support**

The availability of human, financial, and infrastructure resources supports the policy's effectiveness. Without an adequate budget for enforcement and public awareness campaigns, a policy banning alcoholic beverages tends to remain merely on a normative level (Yuliani, 2020). Some regions rely on fees or financial incentives for enforcement officials to strengthen implementation, but these mechanisms often create opportunities for abuse of authority.

### 3) **Policy Communication and Outreach**

Ineffective communication between policymakers, implementers, and the public can lead to misunderstandings regarding the substance of the regulations. Research conducted by Sari & Hidayat (2019) indicates that many business owners are unaware of the specifics of regulations on prohibited beverage categories, leading them to inadvertently violate the rules.

### 4) **Community Participation**

Public participation is a crucial aspect of social policies that directly impact the community. In many cases, public resistance to policies banning alcoholic beverages arises because the public was not involved in the policy formulation stage (Hasan, 2021). In fact, social support is a key prerequisite for the success of local policies.

A review of the existing literature reveals several significant research gaps. First, the majority of studies conducted to date have focused on the legal and normative aspects of alcohol prohibition policies, while the social, cultural, and local political dimensions have not been extensively explored empirically. Second, quantitative research tends to overlook the narratives and experiences of policy actors on the ground, even though these aspects are crucial to understanding how policies are implemented in practice. Third, few studies have integrated policy implementation theory with theories of social communication and local culture.

The proposed qualitative research aims to bridge this gap by exploring the meaning of policy implementation from the perspective of local-level actors. As such, this study has the potential to play a theoretical role in enriching public policy implementation models by incorporating socio-cultural dimensions as contextual variables. In practice, the research findings can provide evidence-based policy recommendations to inform the formulation of more adaptive and participatory local policies.

## **METHODS**

The researchers employed a descriptive qualitative approach to explore the experiences and opinions of various stakeholders involved in the policy, including local governments, law enforcement officials, business owners, and the local community. The primary objective of this study was to describe the implementation of the alcohol ban policy in accordance with Article 3 of Local Regulation No. 4 of 2013. This study also explores how social values and local wisdom impact the sustainability of this policy. Theoretically, these findings deepen our understanding of public policy implementation in regions with strong social and religious

characteristics. From a practical perspective, the results of this study can provide valuable recommendations for local policymakers to balance economic, socio-cultural, and community regulatory considerations. The research was conducted at the Cirebon City SATPOL PP, with data collected through observation, interviews, and documentation. The primary informant in this study was Mr. Lutfhi Ikbal, Head of KANTIBMAS at the Cirebon City SATPOL PP, and the supporting informant was Mr. Sukur from KANTIBMAS at the Cirebon City SATPOL PP. The data analysis process was carried out in several stages, namely data reduction, data presentation, and drawing conclusions (Nartin et al., 2022). In addition, the analysis also considered various factors that influence policy implementation.

This study utilized three data collection methods: observation, interviews, and documentation (Sugiyono, 2023). Field observations were conducted by directly observing the prohibition and sale of alcoholic beverages. Through these observations, the researcher was able to observe the actual conditions and how local policies are implemented. Interviews were conducted with several parties directly involved in this policy, including Satpol PP officers and members of the public. These interviews aimed to gather information and opinions on the policy's implementation. Documentation was conducted by collecting documents and archives related to the policy, such as local regulations, activity reports, and field photos. To ensure that the findings of this study are accurate and reliable, several methods were employed, such as comparing results from various sources, cross-checking interview results with informants, and conducting repeated field observations to ensure that the data obtained truly aligns with reality (Moleong, 2021). Through this method, the study aims to provide a concrete, easily understandable illustration of how public policies on the prohibition and sale of alcoholic beverages are implemented at the local level.

Data validity in this study was tested through triangulation, a multimodal approach employed by the researcher throughout the research process, including data collection and analysis. Triangulation can also be understood as a process of verifying and examining data validity using multiple sources, techniques, and time frames (Mekarisce, 2020). The triangulation method used in this study is source triangulation; in this context, it refers to verifying data obtained from a variety of informants. Source triangulation can strengthen the reliability of data by validating findings from research using multiple sources or informants. In other words, source triangulation involves cross-checking data by comparing facts from one source with those from another.

## DISCUSSION

Alcoholic beverages, or “miras,” are drinks containing ethanol. Ethanol is a chemical compound that, when ingested, alters a person’s state of consciousness, leading to a loss of self-awareness (intoxication). Additionally, alcoholic beverages contain addictive substances; it is these substances that cause even first-time users to eventually become addicted. When alcohol consumption exceeds one’s control and reaches a stage of excessive dependence, this condition is medically known as alcoholism.

The researcher conducted an interview with the primary source regarding Local Regulation No. 4 of 2013, which prohibits the distribution and sale of alcoholic beverages in the city of Cirebon, on January 6, 2026. During the interview, it was reported that the implementation of the policy regarding the ban on the distribution and sale of alcoholic beverages in the City of Cirebon was communicated through public awareness campaigns conducted by the local government, the mass media, and social media platforms, as well as through direct meetings with business operators and monitoring carried out by the authorities. Information from the second primary source indicates that monitoring is carried out through routine patrols, surprise inspections, and responses to public reports. In the event of a violation, officers will take action by issuing warnings, seizing the items involved, or imposing administrative sanctions in accordance with existing regulations. In some cases, further legal action may be taken. On the other hand, supporting sources also revealed that public understanding of the risks associated with alcoholic beverages is already quite good, particularly regarding their negative effects on health, social interactions, and environmental safety. Nevertheless, ongoing education is still needed to raise public awareness.

Cirebon City Regulation No. 4 of 2013 is expected to make a significant contribution to regulating the distribution and sale of alcoholic beverages in the region, according to information obtained from the Head of the Public Order Division of the Cirebon City Public Order Agency (Satpol PP). These consequences include:

1. Decline in Consumption: This regulation has successfully reduced the consumption of alcoholic beverages in Cirebon City thanks to the sales ban.
2. Raising Public Awareness: This provision also helps increase public awareness of the negative effects of alcoholic beverages on health and social stability.

3. Reducing Social Problems: By regulating the distribution of alcoholic beverages, this regulation helps reduce social issues such as deviant behavior among teenagers and accidents caused by drivers under the influence of alcohol.

The implementation of Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages has had a significant impact on public trust in the city of Cirebon. This is because its enforcement has been supported by various parties, particularly the Satpol PP, which is responsible for enforcing laws regarding the sale of alcoholic beverages in the city of Cirebon. Since the enactment of Local Regulation No. 4 of 2013, there have been no changes or revisions to the relevant local regulations. By observing and evaluating the effectiveness and enforcement actions carried out by the Satpol PP, it is evident that their efforts have been quite extensive in regulating alcohol vendors, including consumers. However, complaints have emerged within Satpol PP itself due to difficulties in locating alcohol sellers operating in residential areas or in small kiosks. Some sellers apprehended during transactions are brought to the office for questioning regarding suppliers and parties involved in the sales. This contributes to enhancing public order.

### **The Process of Publicizing Local Regulation No. 4 of 2013 in the City of Cirebon**

The outreach process for Local Regulation No. 4 of 2013 in Cirebon City, specifically through the Cirebon City Public Order Agency (Satpol PP), involves going directly into the field to raise awareness and educate the public about the regulation, provide information on the dangers of alcoholic beverages, and conduct outreach to the public—from high schools to grocery stores—entertainment venue operators, and the general public regarding the prohibitions outlined in the regulation. Additionally, outreach is conducted via social media, specifically Instagram. Enforcement efforts include conducting sweeps in areas of Cirebon City, such as Bima, Sukalila, and roadside kiosks, as part of the operation named PEKAT “Community Festival.”

### **Communication**

Based on data obtained through interviews, observations, and documentation, the researcher concluded that the Civil Service Police Unit in Cirebon City has a duty to disseminate information regarding the enforcement of Local Regulation No. 4 of 2013 on the Prohibition of the Distribution and Sale of Alcoholic Beverages and Alcohol Abuse. The Satpol

PP disseminates information through flyers, stickers posted in public places, distribution to cafes, and community participation. Based on feedback from some members of the public, it can be concluded that officers' information dissemination efforts have not been optimal. To improve this, communication efforts should be conducted regularly, and inspections should be carried out in the community—particularly in public places and cafes in Cirebon City—to ensure that local regulations are implemented in accordance with the mandate given to the municipal police.

### **Resources**

Based on data obtained through interviews, observations, and documentation, the researcher concluded that although Satpol PP officers have demonstrated good performance and a strong commitment to addressing alcohol and illegal drug abuse, staffing constraints due to a shortage of Satpol PP officers pose obstacles. Facilities: Physical facilities play a significant role in policy implementation. Policy implementation will not be effective without supporting facilities. Based on data obtained through interviews, observations, and documentation, the researchers concluded that the officers assess their existing infrastructure and equipment as sufficiently adequate; this is evident from the range of facilities and equipment supporting their operational tasks in maintaining order and security, though some testing tools are currently unavailable. Efforts needed for these resources include increasing personnel and facilities at the Satpol PP office to implement and enforce local regulations more effectively, as these resources are crucial to addressing the needs of the Satpol PP agency.

### **Disposition**

Based on the information gathered through the interviews and observations described above, it can be concluded that Satpol PP officers have demonstrated high-quality work, both in compliance with standard operating procedures (SOPs) and in the integrity with which they carry out their duties. This reflects their commitment to the tasks entrusted to them and their awareness of the importance of providing good service to the public. High commitment to policy implementation refers to strong engagement and a willingness to fully implement established policies. From the results of these interviews and observations, it can be concluded that the officers have demonstrated a high level of commitment and good performance.

## **Bureaucratic Structure**

Based on information obtained through interviews, observations, and documentation, it was concluded that Civil Service Police Unit (Satpol PP) officers have demonstrated adherence to established standard operating procedures (SOPs). They have carried out their duties in accordance with established procedures, demonstrating discipline and compliance with applicable regulations. The fragmentation referred to here is the division of responsibilities for carrying out duties without overlap, while ensuring that the division of tasks comprehensively covers policy implementation. Based on the information obtained through interviews, observations, and documentation above, it can be concluded that the fragmentation of tasks assigned to Satpol PP officers is in line with their respective capabilities and that there are no issues.

## **Factors affecting the effectiveness of the implementation of Local Regulation No. 4 of 2013 in the City of Cirebon**

Factors Affecting the Enforcement of the Alcohol Ban: Although Satpol PP conducts regular outreach and raids in accordance with Local Regulation No. 4 of 2013, the main challenge they face is the wide range of duties assigned to them, which are not limited to the enforcement of alcohol-related regulations. This results in inconsistent enforcement of raids related to the alcohol ban, which are carried out only a few times a year. Therefore, it is crucial for the Satpol PP to establish clear priorities in enforcing this regulation to ensure consistency in carrying out their duties. Additionally, Satpol PP faces budgetary constraints that affect the implementation of outreach efforts under Local Regulation No. 4 of 2013. Nevertheless, the Satpol PP continues to conduct meticulous annual budget planning to prioritize public awareness of the local regulation and enforce its provisions in the City of Cirebon. There is a shortage of personnel within the Satpol PP that affects the optimal implementation of related programs, including outreach and raids regarding the prohibition of alcoholic beverages and illegal drugs. With a limited number of officers, the Satpol PP may face difficulties in effectively executing its programs. Consideration is needed to increase the number of officers to enhance Satpol PP's performance in addressing public safety and order issues and enforcing applicable local regulations.

The Implementation Process of Local Regulation No. 4 of 2013: Factors Affecting the Implementation of the Ban on Alcoholic Beverages in the City of Cirebon, Namely :

## 1. Driving Factors

The Satpol PP continues to conduct thorough budget planning each year to prioritize public awareness campaigns regarding local regulations and enforce those regulations in the city of Cirebon; as a result, this year, awareness campaigns will be held among students in preparation for the upcoming school year

## 2. Inhibiting Factors

a. The Civil Service Police Unit lacks sufficient staff to carry out enforcement operations or raids.

b. The Civil Service Police Unit has shortcomings regarding timing, which has led to a lack of consistency in conducting raids related to the ban on alcoholic beverages, which are carried out only a few times a year.

## CONCLUSION

Local Regulation (Perda) No. 4 of 2013 of the City of Cirebon on the prohibition of the distribution and sale of alcoholic beverages in the City of Cirebon. This regulation was enacted due to the increasing distribution and consumption of alcoholic beverages, which are considered to have negative impacts on society, public health, and public safety, particularly among children and young people. This regulation was enacted to protect the public from the dangers of alcohol and to address the rising trend of consumption in the City of Cirebon.

The outreach process for Local Regulation No. 4 of 2013 in Cirebon City—specifically through the Cirebon City Public Order Agency (Satpol PP)—involves going directly into the field to raise awareness and educate the public about the regulation, provide information on the dangers of alcoholic beverages, and conduct outreach to the public, ranging from high schools to grocery stores, entertainment venue operators, and the general public regarding the prohibitions outlined in the regulation. Additionally, outreach is conducted via social media, specifically Instagram. Enforcement efforts include conducting sweeps in areas of Cirebon City, such as Bima and Sukalila, as well as at roadside kiosks, under the operation named PEKAT “Community Festival.”

Factors Affecting the Enforcement of the Alcohol Ban: Although Satpol PP conducts regular outreach and raids in accordance with Local Regulation No. 4 of 2013, the main challenge they face is the wide range of duties assigned to them, which are not limited to the enforcement of alcohol-related regulations. This results in inconsistent enforcement of raids

related to the alcohol ban, which are carried out only a few times a year. Therefore, it is crucial for the Satpol PP to establish clear priorities in enforcing this regulation to ensure consistency in carrying out their duties. Additionally, Satpol PP faces budgetary constraints that hinder the implementation of guidance under Local Regulation No. 4 of 2013. Consideration is needed for the addition or increase in the number of officers to improve the performance of the Satpol PP in addressing public safety and order issues, as well as in enforcing applicable local. The Implementation Process of Local Regulation No. 4 of 2013: Factors Affecting the Implementation of the Ban on Alcoholic Beverages in the City of Cirebon, Namely:

- a. To ensure that the Satpol PP continues to conduct thorough annual budget planning to prioritize the dissemination of local regulations and enforce them in the city of Cirebon, outreach activities will be conducted this year, targeting students in preparation for the upcoming school year.
- b. Constraints: The Civil Service Police Unit lacks sufficient human resources, particularly staff, for enforcement efforts or raids. In terms of timing, operations are not yet optimal, resulting in inconsistent raids related to the ban on alcoholic beverages, which are carried out only a few times a year.

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