
PUBLIC ROADSIDE PARKING MANAGEMENT
(Public Policy Implementation Study Based on Local Regulations
Number 8 of 2012 concerning Public Service Levy in East Kutai District
Transportation Office)

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ABSTRACT

This research is motivated by the increasing number of two-wheeled and four-wheeled vehicles operating in the East Kutai Regency area. This situation has demanded the Department of Transportation to make structuring and regulating efforts in the field of parking in order to realize security and comfort for the community and to increase the receipt of Regional Original Income. Therefore, this study aims to describe and analyze the implementation of Regional Regulation No. 8 of 2012 about the Public Service Levy on the management of parking on public roadside by the East Kutai District Transportation Office. In addition, it aims to describe and analyze the factors that drive and hinder the implementation of public policies. Using a qualitative approach to descriptive research types, this study successfully concluded that the implementation of public policy on public roadside parking management based on Regional Regulation No. 8 of 2012 in the East Kutai District Transportation Office has not been optimal, because there are still obstacles to uneven socialization, low quality of human resources, the number of facilities and infrastructure that are not applicable, and weak policy commitment.

Keywords: Implementation of Public Policy, Parking Management, Transportation Department.

1. Introduction

The purpose of a study is to identify or describe a concept or to explain or predict a situation or solution to a situation that indicates the type of study to be **conducted** and is the process of finding empirical knowledge to investigate and examine various phenomena in a real-life context. The interesting thing about the study is that the emphasis is on the exploration and description of a phenomenon that is the object of research. So it does not focus on causation and does not also

have a focus on the goal of finding the truth that can be generalized or predicted in advance.

Doing research is, to find out, and compare between the data generated from the research with the facts that occur in the community. Solve problems that occur in society. Provide the right answers and solutions for the community.

This research is motivated by the increasing number of two-wheeled and four-wheeled vehicles operating in the East Kutai Regency area. This situation has demanded the Department of Transportation to make structuring and regulating efforts in the field of parking in order to realize security and comfort for the community and to increase the receipt of Regional Original Income. Therefore, this study aims to describe and analyze the implementation of Regional Regulation No. 8 of 2012 on Public Service Levy on public roadside parking management by the East Kutai District Transportation Office.

The problem is in the arrangement and regulation in the field of parking in order to realize security and comfort for the community and to increase the receipt of Local Original Income has not been established properly.

To describe and analyze the implementation of Regional Regulation No. 8 of 2012 on Public Service Levy on public roadside parking management by the East Kutai District Transportation Office and to describe and analyze the factors that encourage and hinder the implementation of public policy and the purpose of this study is to find out how the process of managing public roadside parking distribution in East Kutai Regency, what are the obstacles experienced in its management so far, the mechanism of voting, deposit until arriving at the admission process becomes a Regional Original Income that empties and benefits the development of East Kutai Regency.

Some of the problems related to the management of public roadside parking in the East Kutai Regency area include the number of wild parking caused by the number of visitors who prefer to park outside (roadside) rather than inside the store due to parking rates in-store that are more expensive to withdraw parking rates that

exceed regulations, the number of parking attendants who do not deposit parking levies on Dishub and the interests of coordinators field that feels it has a parking lot. Various obstacles in parking management in the east Kutai regency area have an impact on contributing to pad East Kutai Regency, becoming an obstacle to the area in getting revenue in accordance with the target. Whereas the parking sector is a huge revenue potential in urban areas.

2. Literature Review and Hypotheses

In the evaluation of the management of public roadside parking in the East Kutai Regency area, the focus of the research was on the management of public roadside parking in the East Kutai Regency Area and its effect on pad east Kutai regency from parking levy posts. Therefore, researchers use the theory of Government Management by Samuel E. Overman regarding the application of management functions with a new paradigm of public management influenced by several aspects. Samuel E. Overman management is an interdisciplinary study of the general aspects of an organization and is a combination of management functions such as Planning, Organizing, and Controlling on the one hand, with human, financial, physical, informational, and political resources on the other. Samuel E. Overman and G. David Garson in 1983 initiated a new public management concept with the PAFHRIER model, shifting the old public management paradigm. The description of the PAFHRIER model is as follows:

1. Analysis is an advanced development of planning and reporting. A manager is required to be able to conduct public policy analysis.
2. Financial management is the development of budgeting. Managers are required to be able to manage the budget.
3. Human Resources Management is the development of staffing. Managers are required to pay at least 3 main things, First, how to obtain human resources in the right amount and quality. Second, how to improve the quality of employee work. Third, how leaders control them according to the organization's goals.
4. Information management is the development of reporting, directing, and coordinating. Managers are required to be able to manage data and information for planning needs, decision making, job assessment, monitoring and control systems.

5. External relations is a new function. Managers must be able to maintain external relationships or with their environment. Government management according to Samuel E. Overman where in a management, there is an aspect of the organization that in this case is concerned with organizations that have authority in parking management that carry out management functions in the form of planning, organizing, and control. In government management according to Overman there is Aspects of resource determination are the parties involved in the management of parking. In terms of financial aspects, there is a target parking levy that goes into pad. In terms of physical and informational aspects, the park manager identifies the potential parking points that exist and is adjusted to the applicable regulations and regulations. In terms of political aspects where in the management of parking that sometimes encounters obstacles of interest from the external environment, namely the interests of informal actors.

3. Metode

The research methodology used in this research is to use a mixed or combined research method of quantitative and qualitative. This mixed research method uses the dominant-less dominant design approach expressed by Creswell: it uses a combination of research procedures, but one method is more dominant against another with descriptive research types. The focus of the research in this study is how the realization of edge parking management roads in East Kutai Regency, how the role of each party involved in parking management, and what obstacles affect the management will be highlighted in this study. The object of this research is East Kutai Regency Dishub, Parking Attendant, and Land Owner. While the data collection techniques that researchers use include the following:

1. Interview

Using a less structured interview form, by making an interview guide containing the topics asked and then elaborated. Interview guides are derived from the logic of thinking built into this study. Selection of responders using the snowball effect technique. Interviewing first

responders then conducting interviews with other responders related to the first responder, and so on.

2. Observation

It is a direct observation in the field related to the management of parking in the East Kutai Regency area by formal actors, namely parking attendants registered in Dishub and also wild parking practices by informal actors, namely unregistered parking attendants. Observations in this field to see parking practices in the East Kutai Regency area that line up along the main road. In addition, observations were made to Dishub related to parking management policies that should be in accordance with applicable local regulations.

3. Documentation

Documentation consisting of letters, memoranda, agendas, reports of events, proposals, research results, evaluation results, clippings, articles. Archived records consisting of service records, survey data, and rosters. In this study, we looked for documents in the form of Regional Regulation No. 8 of 2012 on Public Service Levy on public roadside parking management by the East Kutai District Transportation Office. and also the report on the realization of the parking levy budget of East Kutai Regency. In addition, it also contains documentation of observation results in the field and recording of interview results.

5. Conclusions

The implementation of parking management by Dishub based on Regulation No. 8 of 2012 on Public Service Levy on public roadside parking management by the East Kutai District Transportation Office on Public Service Levy is to achieve the purpose of order and achievement of regional acceptance. In the planning process has been done well by Dishub as an organization responsible for parking management. But the realization of policies in the field is in fact many are not in accordance with the parking management rules contained in the Regulation. There are many behaviors of parking attendants who do not Orderly is to park in the prohibition area so as to cause wild parking, the number of parking attendants who

do not make levy withdrawals according to rates, the number of parking attendants who do not even set the parking levy to Dishub. In fact, the problems on the ground are also caused by of socialization carried out by Dishub to parking attendants so that the parking implementer in the field does not have a clear picture related to the regulations, in addition to the role of coordinator the field that feels it has land that acts arbitrarily so that the parking attendants deposit the parking levy precisely to these korlap. These barriers in parking management have an impact on regional income from the parking sector, where the realization of parking levy receipts never reaches the target.

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