

ANALYSIS OF PUBLIC POLICY PROCESS IN THE CONTEXT OF SERANG CITY DEVELOPMENT

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Abstract

Serang City as the capital of Banten Province continues to grow rapidly. Development in various fields continues to be carried out to improve the welfare of the community. However, the development process cannot be separated from various problems, one of which is related to the public policy process. This research aims to analyse the public policy process in the context of the development of Serang City. The analysis is conducted on the three main stages of public policy, namely agenda setting, formulation, implementation, and evaluation. The results show that the public policy process in Serang City still has some weaknesses, such as the lack of community participation, weak coordination between SKPD, and not optimal evaluation system. Based on the research results, several steps are recommended to improve the public policy process in Serang City, such as increasing community participation, strengthening coordination between SKPD, and improving the evaluation system.

Keywords: Public policy, formulation, implementation, evaluation.

1. Introductions

The public policy process in the context of development is an approach that focuses on analysis and evaluation applied in the regional development process. Public Policy is generally understood as one of the government's efforts or activities to carry out its government duties, in the form of arrangements or decisions. There are several concepts used to understand policy. First, Thomas R Dye in Howlett and Ramesh (1995), states, "the definition of public policy describes it as "anything" a government chooses to do or not to do". (Adnyana et al., 2023).

The definition of planning according to Law Number 25 of 2004 concerning the National Development Planning System (SPPN), is planning as a process for determining appropriate future actions, through a sequence of choices, by taking into account available resources. (Ariadi, 2019). Bintoro Tjokroamidjojo (2004) said that development, which covers all aspects of life, political, economic, and social, will only be successful if it is an activity that involves the participation of all the people in a country (Abady, 2013). Development is closely related to policy. A development is based on policies that serve as guidelines in the implementation process. In the policy, there are directions and restrictions that can ensure the implementation of a directed development process and in accordance with the agreed goals (Desrinelti et al., 2021).

Banten Province is a region resulting from the division of West Java Province which was formed based on Law No. 23 of 2000 concerning the Establishment of Banten Province. The separation of this province is intended to encourage the improvement of services in the fields of government, development, and society, as well as to provide the ability to utilise regional potential to implement regional autonomy (Sayekti, 2022). Steadily, the government

has devised various policies to deal with accelerating the process of economic growth and development and minimising the levels of poverty and unemployment. Poverty is a situation where there is a failure to deal with basic problems such as food, clothing, shelter, education, and peace (Nasution, 2023). Poverty is a social phenomenon and problem that is constantly being studied and is of concern to the central and local governments. Based on Article 33 of the 1945 Constitution, poverty is a serious problem that is influenced by several things that are related to each other. Poverty is not only found in rural areas, but in urban areas poverty can be easily found (Wulandari et al., 2022). Poverty in Serang City is still relatively high, at 5.40% in 2019. This is caused by several factors, such as Lack of employment Low level of education Limited access to basic services Unemployment The unemployment rate in Serang City is also relatively high, which has a poverty rate of 6.79 thousand people and the highest unemployment rate is in Serang City, which amounts to 10.58 thousand people in 2021 (Utami et al., 2022). This is due to several factors, such as Lack of employment opportunities that match the skills of the labour force slow economic growth.

In addition, waste is one of the main problems in Serang City. The number of residents depends on the activity and density of the population, the denser the population, the more waste accumulates because there is less space to accommodate the waste. Therefore, as population activity increases, more waste is generated (Ikhsan & Tonra, 2021). Due to several factors, to date, the waste that can be managed by the Serang city government is disposed of at the Cilowong landfill site (TPAS). However, due to limited resources, some other waste that is not transported will become unmanaged waste (Mulyati et al., 2023). The Serang City Government has made several efforts to overcome these problems, such as: Launching a poverty alleviation programme Increasing infrastructure development Increasing public awareness about environmental hygiene However, there is still much that needs to be done to solve these problems. Cooperation is needed from all parties, including the government, the community, and the private sector, to build a better Serang City.

The theoretical study of the public policy process in the context of development involves several relevant approaches and theories, including:

- 1 **Public Choice Theory:** This theory examines how policy decisions are made by local governments in the context of infrastructure. It focuses on the interaction between voters, their policies, and their preferences. The study of this theory can help understand how local governments identify and respond to community infrastructure needs, and how voter preferences and political dynamics influence infrastructure development decisions.
- 2 **Infrastructure Policy Theory:** This theory studies the role of government in infrastructure development and the impact of infrastructure policy on economic growth and public welfare. The study of this theory can help analyse the rationale behind local government policies in prioritising certain types of infrastructure, resource allocation, and the role of the private sector in infrastructure development.
- 3 **Sustainable Development Theory:** This theory considers the social, economic, and environmental aspects of infrastructure development. This theoretical study discusses how local government policies in infrastructure development can consider long-term impacts on the environment, equality, community participation, and economic sustainability. (Naratama et al., 2023).
- 4 **The theory of policy implementation** by Daniel A. Mazmanian and Paul A. Sabatier (in Subarsono, 2011) there are three groups of variables that affect the success of implementation, namely the characteristics of the problem (tractability of the problems), the characteristics of the policy / legislation (ability of statute to structure implementation) and environmental variables (nonstatutory variables affecting implementation) (Pramono, 2020).
- 5 **Political Economy Theory** by Caporaso & Levine in Deliarnov (2006: 8), according to him political economy has the intention of providing advice on the management of problems in the economy to state administrators. In simple terms, it is said that political economy is a way and

action taken by the government in the economic field to achieve goals in order to prosper and prosper the community (Zuhriadi et al., 2024).

- 6 **Neoclassical Political Economy Theory** underpins many infrastructure development policies in Indonesia. This approach has several assumptions and implications that need to be critically examined in the Indonesian context. The assumptions of neoclassical political economy are that free markets are considered the most efficient mechanism for allocating resources and promoting economic growth (Safina et al., 2024).

2. Research Methods

The method used is library research, data collection by searching for sources and reconstructing from various sources such as books, journals, and existing research. The result is that qualitative research is carried out with a research design whose findings are not obtained through statistical procedures or in the form of counts, but aims to reveal phenomena in a holistic-contextual manner by collecting data from natural settings and utilising researchers as key instruments. Qualitative research has a descriptive nature and tends to use an inductive approach analysis, so that the process and meaning based on the subject's perspective are more highlighted in this qualitative research. This qualitative research design can be used as a method in research, because the design is described in a comprehensive manner that is easy for researchers and academics to understand.

3. Result and Discussion

The public policy process in the context of development involves several interrelated and continuous stages. Here are some steps that are usually taken in the public policy process for development:

- 1 **Agenda Development Stage:** This stage involves identifying problems and issues related to development. The government and other stakeholders discuss to determine the priorities and policy objectives to be adopted (Prabawati et al., 2020).
- 2 **Policy Formulation Stage:** The development vision and mission of Serang City are contained in the 2018-2023 RPJMD. The main actors in policy formulation are the city government, DPRD, and academics. Lack of community participation in this stage. Policy studies and analyses are not yet optimal
- 3 **Implementation Stage:** Coordination between SKPD is still weak. The capacity of government apparatus needs to be improved. Development funds have not been fully absorbed. Lack of transparency and accountability.
- 4 **Evaluation Stage:** Policy evaluation has not been carried out regularly and systematically. Performance indicators are not clear and measurable. Evaluation results have not been used for policy improvement.

Based on the results of the analysis, there are several main findings. The community has not been optimally involved in the process of policy formulation, implementation and evaluation. This can lead to policies that are not in accordance with the needs of the community and are less effective in achieving their goals. The capacity of government officials needs to be increased to be able to implement policies effectively and efficiently. This can be done through training, education, and competency development. Coordination between SKPD is still weak, leading to overlaps and inconsistencies in policy implementation. There needs to be a better coordination mechanism to ensure integrated and synergistic policy implementation. Policy evaluation has not been carried out regularly and systematically. This results in policies that cannot be improved and enhanced based on the evaluation results. There needs to be a clear and measurable evaluation system to ensure effective and efficient policies. However, there are still some weaknesses in the policy formulation stage, namely the lack of public participation and less than optimal policy studies and analyses.

Lack of community participation The community has not been optimally involved in the process of policy formulation, implementation and evaluation. This can lead to policies that are not in accordance with the needs of the community and are less effective in achieving their goals. Capacity of government apparatus: The capacity of government apparatus needs to be improved to be able to implement policies effectively and efficiently. This can be done through training, education, and competency development. Coordination between SKPD is still weak, leading to overlaps and inconsistencies in policy implementation. There needs to be a better coordination mechanism to ensure integrated and synergistic policy implementation.

Policy evaluation has not been carried out regularly and systematically. This results in policies that cannot be improved and enhanced based on the evaluation results. There needs to be a clear and measurable evaluation system to ensure effective and efficient policies.

Increase community participation through various mechanisms such as public forums, development planning meetings, and the provision of easily accessible information. Improving the capacity of government apparatus through training, education, and competency development. Strengthening coordination between SKPD through coordination meetings, communication forums, and integrated information systems. Conduct regular and systematic policy evaluations using clear and measurable performance indicators.

By implementing these recommendations, it is hoped that the public policy process in the context of the development of Serang City can become more effective, efficient, and accountable, so as to achieve the expected development goals.

4. Conclusion

The public policy process in the development context of Serang City still has some weaknesses, such as the lack of community participation, weak coordination between SKPD, and not optimal evaluation system. Based on the research results, several steps are recommended to improve the public policy process in Serang City, such as: Increase community participation through various mechanisms such as public forums, development planning meetings, and the provision of easily accessible information.

Strengthen coordination between SKPD through coordination meetings, communication forums, and integrated information systems. Conduct regular and systematic policy evaluations using clear and measurable performance indicators. These results and discussions are examples of generalisations and may not reflect the conditions of all public policies in Serang City. To obtain more accurate and in-depth results and discussions, more specific analyses of certain public policies are needed.

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