



**IMPLEMENTATION POLICY OF "BATAPUNG TAWAR"
PROGRAM IN THE COMMUNITY OF THE DISTRICT TANAH LAUT,
SOUTH KALIMANTAN PROVINCE, INDONESIA**

**Muhammad Azwar,
Budi Suryadi,
Bachruddin Ali Akhmadⁱ**
Master of Government Science,
Lambung Mangkurat University,
Indonesia

Abstract:

The purpose of this study was to determine the Batapung Bargaining Policy Implementation Program in Tanah Laut, South Kalimantan and to determine the inhibiting factors. A qualitative approach and case study method was used in the study. The speakers were the Regent, DPMD Head, Head, Head of Villages and members of the community. The techniques used for collecting data were: observations, interviews and documentation. Analysis of the data was made by using the model of Miles and Huberman. The results showed that the implementation of the Program Policy Batapung Tawar in Tanah Laut, South Kalimantan Province in terms of communication was less than optimal and the involved resources, especially the human resources, were lacking. The schedule change and public understanding about the meaning of batapung bargaining show was that this program can increase public familiarity with SKPD and can absorb the aspirations of the people directly. SKPD representatives explain Batapung Freshwater Program to the communities so they know much more about it. Inhibiting implementation factors of Tawar Batapung Program in Tanah Laut, South Kalimantan Province were the information that was less than optimal; also the financial support of budgeted funds were often deemed. As a consequence, distribution of programs' potential is still under expectations.

Keywords: policy, *Batapung Tawar*, people's aspirations

1. Introduction

Act no. 23 of 2014 on Regional Autonomy and Local Government said that the regional administration is directed to accelerate the realization of the welfare of the community

ⁱ Correspondence: email jurnalulm@gmail.com

through service improvement, empowerment and community participation, as well as increased competitiveness of the region with regard to principles of democracy, equality, justice, and distinctiveness an area within the Unitary State of the Republic of Indonesia. As Rashid Ryaas sustains, there are four functions of government, namely (a) the regulatory function; (b) the service function; (c) the function of empowerment; and (d) the development function. Based on the four functions of government, local governments have an obligation to carry out development and empowerment of regional potentials, where one of the examples is to create and implement empowerment programs, especially empowerment in rural communities (Labolo, 2010).

The village community empowerment was also carried out by local governments of Tanah Laut to improve the welfare of the community, especially in lifting the economic level given to the public. A program carried out by the local government for the empowerment and the development of rural communities through the Department of Community Development is Batapung Freshwater Program. This program is the idea of the local leaders and expects people to channel their aspirations to solve problems that exist in their village.

Batapung Tawar program is an achievement of good governance. Batapung Bargaining is a continuation of "*Taka Bakunjang Kampung Tamui Citizens*", which means Bakunjang which means traveling, Takakampung means to the village, Tamui means to meet, residents of the community means. Batapung Tawar program is an activity that brings together local government and communities. Local Government in this regard is formed by the Regent, Vice Regent, and other officials in the government sphere of Tanah Laut regency. Also, elements FORKOPIMDA go directly to the community, stay and carry out some activities together with the community. In this case, Tanah Laut District Local governments submit information on the implementation of the results that have been and will be implemented, to respond and be responsive to the problems. Batapung Tawar program is expected to unite the community as a whole, closer to the government. The desired expectation is that they can exchange ideas to promote the region to be better. The existence of the program can provide benefits to the community, especially to achieve maximum results for the aspirations of the society.

Batapung Tawar program has been established since 2009 as stipulated in the Regulation of Tanah Laut regency. Batapung's program aims to increase the budget Tanah Laut by attracting regional and international investors and to introduce them to the communities of the region, especially in the villages. Batapung Tawar program is also aiming to create unity between government and communities, especially rural communities. Villagers were very excited when the village became the focus of activities Batapung Tawar because the village was visited Regent and the Government Tanah Laut. All Tanah Laut regency government officials are required to sleep and stay for two days in the homes of the population. Officials will carry out various activities in the village following the duties and functions of each. Activities were both physical and non-physical and carried out jointly led by the Regent, Vice Regent and the Regional Secretary of cooperation. They were especially activities normally carried out on Friday

or Saturday morning. Concerning the consolidation of the implementation of the program Batapung Tawar then this article aims to describe the implementation, execution and the inhibiting factors.

2. Research Methods

This study used a qualitative approach, which aims to understand social situations, events, roles and group interaction. A qualitative approach is an approach that explores the significance and explains what is happening in the field of the problems encountered. This was done to express concerns about Batapung Bargaining Policy Implementation Program. Researchers' emphasis on honesty and objectivity embodied by explaining things related to their research objectives. Researchers also kept the identity of informants private by using the initials of the names when this was necessary. So, if the results of the study were not desirable, they did not affect the informants who have provided data.

In this study, data sources and information were obtained from interviews, observation, and by documentation of the event as well. Information was obtained from the record interviews, direct observation and by recording of the interview. The information in the form of event records and other documents were processed into data. This research used case studies too. These case studies implied more detailed tests on the background, on person subjects, on document storage or one particular event. The case study approach allows focusing more attention on a detailed and intensive case (Burhan, 2001).

The location where the study was conducted was in Tanah Laut, especially in the villages, the location of the implementation of the program in 2018. Batapung Tawar leads to a research subject that is the data source information. Relating informants will be asked questions of this study in order to to get information about. An informant is a person who knows the aspect related to the investigation.

The informants in this study are:

1. The Regent;
2. Head of Community Development;
3. Village head;
4. Public.

Data was collected utilizing, 1) direct observation look at the facts that occurred in the field of policy implementation of Batapung program, 2) in-depth interviews meant to obtain data and gather information. Interviews were carried out to the Regent, Head of the Department of Community Development, Head, Head of Villages and communities associated with the implementation of the Program Policy Batapung Fresh on the following implementation related aspects 1) communication, 2) resources, 3) disposition, and 4) structure bureaucracy and regarding the inhibiting factors like a) the contents of the policy, b) information, c) support, and d) distribution of potential.

Table 1: Sources of Data

No.	Data Types	Data Source	Technique Data retrieval
1.	Bargaining Policy Implementation Batapung namely: 1. Communication, 2. Resource, 3. Disposition and 4. Bureaucratic structure	Regent, Head of Department Community Development, Head, Head Village and communities.	Interviews and Analysis of Documentation
2.	Factors Batapung Bargaining Policy Implementation Constraints include: 1. The contents of the policy, 2. Information, 3. Support, 4. Distribution of potential.	Regent, Head of the Department of Community Development, Head, Head Village and communities.	Interviews and Observation

The data analysis is a technique that can be done to make the data obtained be sorted and sequentially organized into a pattern as the basic unit of description and category, so it can be formulated as working hypotheses and match themes as suggested by the data (Huberman & Miles, 1992). Data analysis was done following the model of Miles and Huberman, namely:

- 1) reduction of data. It can be interpreted as the electoral process focusing on simplification, abstraction, and data transformation "rough" that emerged from written records in the field. Data reduction is done during the study, after researchers collected it in the field, before the report is composed.
- 2) presentation of data. Data presentation is the next step to be taken by the researcher. Presentation of data is the second step in the data analysis procedure. Information and data obtained in the field and then put into a matrix of data presentation; this may include various types of tables, matrices, charts, graphs, and networks.
- 3) presentation of the conclusions and verification, after the data obtained will be discussed based on what will be studied.

The validation of the data in a qualitative research is used to test the truth of the description, inference, explanation, interpretation, and content of the report as a whole (Lincoln & Guba, 1985). This concerns the truth of the research process and research output. Validation is done in order to increase the confidence and credibility of the results. In this study was examined the validity of the information received. This was done by triangulation. This technique is done by comparing and confirming the data obtained from the data collection process, as well as on data analysis (Bungin, 2008). There were three triangulations which were used in this study, namely:

1. Triangulation method. To test the validity and reliability, then each verified data obtained from one method of collecting data with other data collection methods, namely interviews verified by observation and documentation of data results.

2. Triangulation source. To ensure the validity and reliability of the data, the information needs to be verified among data sources where the data obtained from the government is confirmed by the data obtained from the community and information and so did the other otherwise,
3. Triangulation. Theoretically, the data obtained was also confirmed by the existing theory.

3. Results and Discussion

Implementation of the policy is an important stage in the process of public policy itself. The study is an assessment of the implementation of the policy that leads to the process. Implementation of the policy is important and perhaps more important than the making of policy, this because the policy will be felt only in the form of plans if the implementation fails (Agustino, 2008).

The success of an implementation of the policy can be observed or measured from the process and the attainment of which is the goal to get the final result (output), which is achieved whether or not. Measuring the success of implementation can be seen from the process, questioning whether the program objectives are achieved and whether the implementation of the program is following what has been determined (Purwanto, 2012).

The implementation stage is done after the goal and objectives are defined or identified by the policy decision, the implementation phase occurs only after the funds are available and the formation of legislation (Jedawi, 2006). Thus, the implementation of the policy as part of the actions taken by individuals, groups, government officials or private that aims to reach a decision that has been outlined in a policy decision (Nawawi, 2009). Therefore, public policy is a decision made by the government officials who are authorized, intended to benefit the people, where the interests of the people are the overall mix of desires, opinions, and demands of the people themselves (Soenarko, 2005).

Batapung Tawar is a program run by the government since 2009. Tanah Laut Batapung Tawar Bakunjang form the acronym of Taka Kampung Residents Meet, Bakunjang which means traveling, Takakampung means to the village, Tamui means to meet, it means community residents. The technical manual Batapung Tawar water Program states that it has a concept of where the program further involves the community to carry out the improvement and development of the economy ranging from planning, implementation to monitoring to the evaluation stage. Batapung Tawar program is also intended for the welfare of the people to be free from poverty by improving the capacity of local governments in the provision of public services, and to increase public participation in the development process.

In this program, people are no longer considered as an object, but a subject to prosper, to be free from poverty. The hopes people have is awareness, self-reliance and participation in regional development. Absorb Program bargaining is an activity that

brings together local government and communities. The local government in this case the Regent, Vice Regent and officials in the scope of the Government of Tanah Laut Regency, and elements of Regional Leadership Forum Coordination are taking the time to go directly to the community, stay and carry out some activities together with the community, in this case the Government of Tanah Laut prepare information on the results of the implementation of which has been and will be implemented, to respond and be responsive to the problems, needs, concerns, and aspirations.

- 1) (APBD) Budget Revenue and Expenditure;
- 2) The community help;
- 3) The third-party donations.

The benefits of this Bid Batapung Program are the establishment of cooperation and closeness between government and society (Nawawi, 2009). Direct regional head, deputy head of the region along with the device can see, hear and feel the state of the people in the village. The government can immediately know the aspirations and basic needs of the community, so it can be used as an evaluation of the policy during this run for analysis to determine priorities for future development. The government can raise the aspirations of the people not only to enjoy the fruits of development, but can be followed by the assistance on the process of implementing, monitoring and maintenance.

3.1 Batapung Tawar Program Policies in the Context in the Village of Tanah Laut

Based on the results of research, the policy of implementation of Batapung Tawar program includes four aspects: communication, resources, disposition and attitude of the implementing and bureaucratic structures. Following is the exposure to each of its aspects:

A. Communication

Communication is a very important factor and influential in the creation of working efficiency. Achieving good communication between the government and the community contribute to realize their synergistic relationship and avoids misunderstandings or miss communication; so that the goals that have been formulated are easier to be achieved. Communication is conceived as a process of delivering a message from one person to another or giving a message from the source to the recipient. Communication is seen as a linear process that describes the process of moving something concrete from one place to another.

The actual communication is very important because it plays a role so that a program can run well. Communication in policy implementation includes several important dimensions, namely the transformation of information (transmission), clarity of information (clarity) and consistency of information (consistency). Dimension transformation requires that information is not only communicated to the parts involved on implementing policies but also to the target groups and stakeholders. Dimensions of clarity require that the information is clear and easy to understand, in

addition, to avoid misinterpretation of policy implementers, target groups and stakeholders. Dimensional consistency requires that the information presented must be consistent so as not to confuse implementing policies, target group or related parties. Dimensions of communication are determined from several contained elements, such as delivering a message, the message content, the media used, and the target recipient of the message. The main aspects regarding how these dimensions of communication occur in the community are described below:

a. Transmission

Transmission is a major factor for the communication policy implementers. According to Edward III in Agustino (2012), the distribution of good communication can produce a good implementation. Transmission in Batapung Program Policy implementation in the Tanah Laut Tawar from submission or transmission of information from government to the implementing agencies then forwarded to public policy. Submission of information certainly does not always go well; often a problem occurs in the delivery of information such as the misconception or misunderstanding caused by human error or other factors such as the number of levels of bureaucracy.

b. Clarity

The terms of subsequent communications that are received by the executor communication policy should be clear, not confusing or ambiguous. The clarity in communication is not just directed to the apparatus or to the implementor, but to the community. It is also very important for the community to understand the intended apparatus in such a policy. Clarity of information is a measure in the process of delivering information. The information is a factor of success in conveying information. Clarity of information should be open and thorough to those in need. Thus, the personnel and the public should easily identify, understand and comprehend each other demands.

c. Consistency

Consistency is related to attitudes, perceptions and responses from Tanah Laut district government as implementers to understand clearly and correctly the mechanisms and guidelines for implementing in the program held in each village that carry it out. The effectiveness of the policy depends on the consistency and clarity of command implementation. Commands' inconsistent policy implementation encourages the executive to take action very loosely in interpreting and implementing the strategy. Consistency is needed in the execution of work. Consistency is intended to maintain the performance of the apparatus to stay in the groove following the contents of the policy.

B. Resources

The resources have an important role in policy implementation. Edward III in Winarno (2012) argues that the resources can be an important factor in implementing public strategy. Commands may be forwarded careful, clear and consistent, but if the implementers lack the resources required to implement the policies, the implementation tends to be ineffective. The resources are divided into four, namely: human resources,

information, authority and facilities necessary to translate the proposal on paper to carry out public services.

a. Human Resources

Human resources and professional quality is a key element in the achievement of objectives and the passage of policy implementation. Human resources are critical elements of data processing. The role of human resources in an organization is crucial for the realization of organizational goals. The staff besides expected to be able, clever and skilled staff should also be willing and has the sincerity to work effectively and efficiently. Conversely, when the staff was less capable and less skilled can result in work that can not be optimally resolved appropriately and quickly following applicable regulations. Human resources, including staff, are very important in all of the work programs is mainly to do with the passage of a program to be implemented by SKPD especially at agencies in charge of policy implementation process of Batapung Tawar. The human resource factor is getting the most attention to improve the public services.

The staff is a very significant factor in the success and failure of policy implementation. This is because the human being is the driving element and the executor of the policy itself. The staff can be said that is successful if, in a bureaucratic institution, the apparatus has the expertise, knowledge, skills, and abilities in performing his duties. Batapung Tawar policy implementation program and the aspirations of society in Tanah Laut require considerable resources which can master in the field of implementing the program. Implementation of the policy will not succeed without the support of adequate human resources.

b. Information

Information is an imperative resource for the implementation of the policy. There are two forms of information; they are the information on how to complete a policy/program and how implementers to know to act. The implementor must know what they should do when they are given an order to take action. The implementor must know also if whether the other people involved in the implementation of the policy comply with the law.

c. Authority

The authority is the expertise or legitimacy for the executive who is carrying out the policies set by politics. When the authority was nil, then the strength of the implementor has no legitimacy in the public eye, but in another context when the formal authority exists, it often goes wrong in seeing the effectiveness of the authority. On the one hand, the effectiveness of the authority is required in the implementation of policy. On implementing Batapung in Tanah Laut Tawar, it is known that on the authority of the program is left entirely to the parties DPMD. For that, DPMD party is holding a meeting with district and related SKPD for achieving a tailored strategy as an answer to the proposal that was submitted by the community.

d. Amenities

The facility is an indispensable factor in the implementation of a policy. Amenities may include office, tools or equipment, vehicles, procurement of adequate facilities, such as

buildings, land and office equipment to support the successful implementation of a program or policy.

C. The Disposition and Attitude of the Implementing

The disposition or attitude of implementing the policy is an essential factor in the approach regarding the implementation of public policy. If implementing a policy is effective, then the policy implementers must not only know what to do but have the ability to carry it out. During the implementing policies of program in the Batapung Tawar was found out that often less attention to the implementation and not understanding the program's objectives were happening.

D. Bureaucratic Structure

Broadly speaking, the desired expectation was the realization of the results of this Tawar Batapung program carried out for the district's community. Based on the informant's exposure, this can be done by using a standard operating procedure in the form of technical implementation of the program, this approach making it more knowledgeable.

Based on the results, it can be observed that the implementation of policies related to the fragmentation has gone well. The role of the community as policy implementers Batapung Tawar program in Tanah Laut, DPMD's official role as a facilitator in the implementation of program policies Batapung Tawar in Tanah Laut has also been realized.

Furthermore, the role of the print media to provide information about policies Batapung Tawar in Tanah Laut also been implemented quite well. At the time of policy implementation, Batapung Tanah Laut Tawar in DPMD parties worked with the community in preparing for the application of the program. Also youth and youth organizations in the village were part of it. They were setting up equipment for socializing and aided also by the service department, were parts of supervision and consultation. Batapung Tawar policy implementation in Tanah Laut showed appropriate roles, duties and coordination between the organizing parts. The dividing of the duties is intended to facilitate the implementation of this policy.

4.3 Inhibiting Factors Batapung Tawar Water Program Policy Implementation in Tanah Laut, South Kalimantan

The problems of implementation of program policies Batapung Tawar in Tanah Laut regency relates to issues regarding the policy content. No matter the contents are listed as auxiliary factor of human resources continue to be reliable, the side execution time sometimes is less precise.

Other conditions encountered in the implementation of the program policies were regarding the limited budget. The head SKPD attendance rate is still lacking. Commitment or ownership of Batapung Tawar activity is still lacking also, the absence

of rules on the implementation of the Batapung Tawar and Community Empowerment Forum were other between the inhibitory factors.

Based on this view, we can obtain a picture that the implementation of a program has an important role in tackling the problem and determine which the target of the policy is. The lacking funds that sometimes occurs makes people to collect more donations.

5. Conclusion

Implementation of Program Policy Batapung Tawar in Tanah Laut, South Kalimantan Province has been less than optimal; this can be seen from the two main aspects, communication and resources:

- 1) Communication, in terms of transferring information (transmission), clarity of information (clarity) and consistency of information (consistency) is a very important aspect. It can be seen from the schedule program execution time Batapung Tawar which ended less optimal, being less precise and fluid. Communication with the public sometimes does not work well because material information related to the program Batapung is not precise and clear.
- 2) Resources, human resources in Batapung Tawar program cover all related SKPD staff. Staff of SKPD is an important factor in the implementation of this program, but in fact, the staff was incompetent and like other factors, led to the dedicatory implementation of the program. This resulted in a lack of public understanding about the program Batapung Tawar.

The factors inhibiting the implementation at Batapung Tawar Program in Tanah Laut, South Kalimantan were

- 1) Information of Batapung Tawar program implementation itself is less than optimal, due to the disruption of communication and the lack of understanding of the program.
- 2) The lack of funding and schedule changes.
- 3) Distribution of potential, poor supervision in understanding the duties and obligations of all those involved and society SKPD.

References

- Agustino, L. (2008). *Dasar-dasar Kebijakan Publik*. Bandung: Alfabeta.
- Bungin, B. (2008). *Analisis Data Penelitian Kualitatif*. Jakarta: Raja Grafindo Persada.
- Burhan, B. (2001). *Metodologi Penelitian Kualitatif Aktualisasi Metodologis ke Arah: Ragam Varian Kontemporer*. Jakarta : Rajawali Pers.
- Huberman, A., & Miles, M. B. (1992). *Analisis data kualitatif Terj. Tjetjep Rohidi*. . Jakarta : UI Press.
- Jedawi, M. (2006). *Desentralisasi dan Implementasi di Indonesia*. Makassar: PPS- UNHAS.

- Labolo, M. (2010). *Memahami Ilmu Pemerintahan Suatu Kajian, teori, Konsep, dan Pengembangannya*. Jakarta: Rajawali Pers.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*. California: Sage.
- Nawawi, I. (2009). *Public Policy, Analisis, Strategi Advokasi Teori dan. Praktek*. Surabaya: PMN.
- Purwanto, E. A. (2012). *Implementasi Kebijakan Publik Konsep dan Aplikasinya di. Indonesia*. Yogyakarta: Gava Media.
- Soenarko. (2005). *Public Policy: Pengertian Pokok Untuk Memahami dan Analisa Kebijaksanaan Pemerintah, Cetakan Kedua*. Jakarta: Airlangga University Press.
- Undang-Undang Nomor 23 Tahun 2014 tentang Otonomi Daerah dan Pemerintahan Daerah.

Creative Commons licensing terms

Author(s) will retain the copyright of their published articles agreeing that a Creative Commons Attribution 4.0 International License (CC BY 4.0) terms will be applied to their work. Under the terms of this license, no permission is required from the author(s) or publisher for members of the community to copy, distribute, transmit or adapt the article content, providing a proper, prominent and unambiguous attribution to the authors in a manner that makes clear that the materials are being reused under permission of a Creative Commons License. Views, opinions and conclusions expressed in this research article are views, opinions and conclusions of the author(s). Open Access Publishing Group and European Journal of Social Sciences Studies shall not be responsible or answerable for any loss, damage or liability caused in relation to/arising out of conflicts of interest, copyright violations and inappropriate or inaccurate use of any kind content related or integrated into the research work. All the published works are meeting the Open Access Publishing requirements and can be freely accessed, shared, modified, distributed and used in educational, commercial and non-commercial purposes under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/).