

THE ROLE OF PAMONG PRAJA UNIT HANDLING ILLEGAL ADVERTISEMENT IN SUKABUMI CITY

Muhammad Ihsan Ayyul Hizba

Faculty of Social Science,
Study Program Public Administration,
University of Muhammadiyah Sukabumi
muhammadsan314@gmail.com;

M.Rijal Amirulloh

Faculty of Social Science,
Study Program Public Administration,
University of Muhammadiyah Sukabumi
mrijalamirulloh@ummi.ac.id;

Andi Mulyadi

Faculty of Social Science,
Study Program Public Administration,
University of Muhammadiyah Sukabumi
andimulyadi@ummi.ac.id;

ABSTRACT

The aim of this research is to determine the role of the civil service police unit handling illegal billboard control in Sukabumi City. The phenomena that researchers found in the field were control that was not in accordance with the supervisory function, a reduction in local revenue from advertising tax, and a lack of quality of *Satpol-PP* service personnel. The researcher uses role theory according to Achmad Santosa. The role dimensions used are role as a policy, role as a strategy, role as a communication tool, role as a tool for resolving disputes, and role as therapy. The research method used is qualitative with a narrative approach and the snowball sampling technique strategy was used to identify 5 informants. Data was obtained through observation, interviews and documentation. The procedure for testing the validity of the data was carried out using source triangulation and techniques. The results of the research revealed that the role of the *Satpol-PP* service has not been able to carry out appropriate control with a supervisory function, reduction of local revenue from advertising tax, and lack of quality of *Satpol-PP* personnel based on employment status employment level. So that regulation of advertisements can be carried out well, the Sukabumi City *Satpol-PP* service needs to improve ordering, Supervision, Communication, Coordination, and Collaboration.

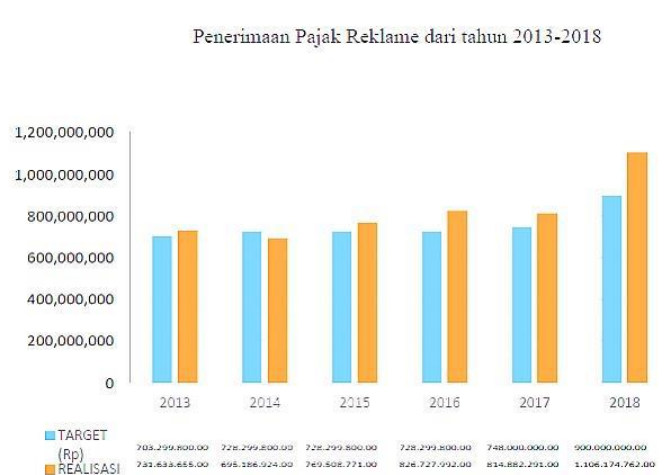
Keywords: *Role, Satpol-PP, Illegal Advertising.*

A. INTRODUCTION

According to the *Peraturan Daerah Nomor 10 Tahun 2011* concerning advertisement tax, advertisements are a medium that can be used by the

government, both the private sector and the public, so that information can be conveyed to the public. The types of advertisement include: Boards advertisements cloth advertisements attached, advertisements leaflet, advertisements walking, advertisements aerial, advertisements sound, advertisement film, advertisements and demonstration advertisements. According to the *Peraturan Daerah Nomor 17 Tahun 2012* concerning the implementation of regional taxation in article 1 paragraph 13, it reads: the advertising point is the place where the advertising field is erected, held, installed or pasted. the same regulation in article 1 paragraph 16 reads: an advertising stage is a means or place for installing one or several areas, advertisements in the form of banners which are arranged in a well integrated manner in an aesthetic composition, both in terms of the interests of the organizer, the public who see it and its harmony. by utilizing city space and the surrounding environment.

The following is the realization of advertising tax revenue in Sukabumi City from the deadline for the last 6 years referring to *BPKPD* Sukabumi City data in 2019, namely as follows:



Graph 1. advertisement tax revenue from 2013-2018
(Source: Sukabumi City *BPKPD* service, 2019)

Based on graph 1. above, it shows that the realization of advertising tax revenue over the last 6 years shows an increase every year, both from the target and realization. The increase in advertising tax realized in 2013 was 104.3%, while in 2014 it was 95.45% then in 2015 it was 105.66%, after 2015 the realization of advertising tax revenue increased and continued in 2016 reaching around 113.51%. In 2016, the realization of advertisement tax revenues increased again, to be precise in 2017. In 2017, the realization of advertisement tax revenues decreased again, namely by 108.94%, then in 2018 the realization of tax revenues again increased than in previous years reaching 122.91%.

Advertisement helps provide information or explanation to the public about what is being promoted. Every advertisement placed must have a permit as proof of the legality of the advertisement. Then referring to the data from the Sukabumi City

investment and one stop integrated services service (*DPMPTSP*) data in 2023, it is as follows:

Table 1. Calculation of Advertising permits from 2015-2017

Perhitungan Izin Perbulan	Tahun			Total izin yang dikeluarkan
	2015	2016	2017	
Triwulan I	17	23	38	
Triwulan II	26	39	40	
Triwulan III	21	35	36	
Triwulan IV	32	36	39	
Jumlah jenis izin yang di keluar per tahun	96	133	138	367

(Source: Sukabumi City *DPMPTSP* service, 2023)

From the data above, it shows that there are 367 advertisements that already have permits within the 3 year deadline. Installation of advertisements must have prior permission because advertisements are one source of local revenue, especially in Sukabumi City. advertisement installed include cigarette advertisements, prepaid card advertisements, culinary advertisements and beauty products. looking and reviewing in 2017 in turns out that the income target achieved was Rp.748.000.000,- and the annual income target is around Rp.814.882.291,-, however if we look at and review the target achievement in the advertisement in turns out that it is less than optimal when the installation of the advertisement does not comply with the regulations for installing advertisement permits.

The advertisements in the picture above do not have a permit and have not paid advertisement tax within the last 3 years. as many as 1,555 type of illegal (unlicensed) advertisements were installed and held not in accordance with the provisions for violations type of advertising media and the number of advertising cases in Sukabumi City. Judging from the Sukabumi City *DPMPTSP* data, the difference lies in the type of advertising and per the last 3 years namely around 367 cases of ilegal type of advertising from the last 3 years. how ever if advertisement that do not have a permit are allowed to continue, it will affect the tax potential it self, both tax levies and local revenue. the purpose of this research is to determine the role of the civil service police unit in handling illegal advertising in Sukabumi City.

Below is the data that researchers obtained at the Sukabumi City civil service police unit office in juni 2023, namely as follows, and based on table 2. below the provisions for placing advertisement are clearly stated in the *Peraturan Daerah Nomor 17 Tahun 2012* concerning the implementation of regional taxation in advertising control activities. Various type of advertising can be seen from the type of advertising media such as banners, billboard, standing banners, banners flags and billboards provision for advertising violations are proven with a statement of violations such as crossing the road, not having a permit, expired billboards being installed on tress, city parks, or electricity poles and the number of billboard cases is proven from the number of billboards cases from 2015 to

2017.total in 2015 there where 446 illegal billboards, while in 2016 the number of illegal billboards cases in Sukabumi City reached 773 illegal billboards, while in 2017 there were 376 illegal billboards.you can see from the picture above showing advertisement from 2015 to 2017.

Table 2. Advertising cases in 2015-2017 in Sukabumi City

Tahun	Jumlah	Jenis Media	Keterangan Pelanggaran
2015	446	1. Spanduk	1. Melintang Di Jalan
		2. Baligo	2. Tidak Memiliki Izin
2016	733	3. Standing Benner	3. Kadaluarsa
		4. Benner	4. Dipasang Di Pohon/Taman Kota/Tiang Listrik
2017	376	5. Bendera	
		6. Billboard	

(Source: Civil service police unit Service, 2023)

B. LITERATURE VIEW

Understanding the Role

According to Soerjono Soekanto (2012:212) in a book entitled sociology, an introduction explains the meaning of role as a dynamic aspect of position or status if someone carries out their rights and obligations in accordance with their position, it means they have carried out a role.the differences in position and role are for the benefit of science.the two cannot be separated as is the case with role positions which also have two meanings, each person has various roles which originate from their social patterns in life.this also means that the role determines what he does for society and what opportunities society gives him.the importance of a role is a person's behavior that regulates a person's behavior within certain limits and can predict the actions of other people.Roles are regulated by applicable norms according to the status and position they have.

Regarding this role Achmad Santosa et al 2003:45 (in the thesis Al-Mufakkir Budiman:2022) revealed that in the role there are several dimensions regarding the role, including:

1. Role as a Policy, the influence of this understanding believes that a role is an appropriate and good policy to be implemented
2. Role as a Strategy, adpoting this role is a strategy to gain support from society
3. Role as a Communication Tool, the role is used as an instrument or tool to obtain input in the from of information and decision making processes.this perpection is based on the idea that the government is designed to serve the community, so that views and references from the community are valuable input the realize responsive and responsible decisions.
4. Role as a tool for resolving disputes, a way to reduce or reduce conflict through efforts to achieve consensus and exsiting opinions.the assumption underlying this perception is that exchanging ideas and views can increase understanding and tolerance and reduce feelings of distrust and confusion.

5. Role as aTherapy, according to this perception, the role is carried out as an effort to over come people's psychological problems such as fellings of helplessness, lack of self confidence and the feeling that they are not an important component in society.

Definition of Civil Service Police Unit

According to the *Peraturan Walikota Nomor 70 Tahun 2020* concerning the position, organizational structure, main tasks functions and work procedures of the civil service police and fire brigade unit in article 1 paragraph 7 which reads:the civil service police and fire brigade, unit here in after reffered to as *Satpol-PP* and Damkar are regional apparatus that carry out government affairs in the fields of peace, public order and community protection as well as the substance of fire affairs.Meanwhile according to government regulation no.16 of 2018 concerning civil service police units in article 1 paragraph 1 which reads:Civil service police units are regional apparatus formed to enforce regional regulations and regional head regulations, maintain public order and peace and provide community protecton.the civil service police unit abbreviated as *Satpol-PP* is one of the regional apparatuses to carry out its duties in maintaining peace and public order and enforcing regional organizational regulations.the civil service police unit is confirmed by regional regulations.*Satpol-PP* can be placed in provincial areas or in City area.

Definition of Advertisement

Etymologically advertisements or billboards are adapted from spanish namely "*Reclamos*" this language is smillar to latin namely "*re*" and "*clame*" which mean re:repeatedly and clame:shouting so that if interpreted in indonesian it becomes an invitation or exclamation repeatedly the invitations contained in this billboards can be in the from of invitations, movements, advertisements, and propaganda.According to the *KBBI* (Big Indonesian Dictionary) advertisements are notifications to the public about merchandise with attractive words and accompanied by picture posters so that they are known and sold. According to Panji (1990:120) advertising is any activity that aims to introduce a good service or other thing with the aim of attracting the attention of the general public. How ever broadly speaking, advertising can also be interpreted as a from of fine art which aims to offer products, infrom, recommend or invite users in an attractive way so that users want to own or buy them.According to Siahaan (2010:382) advertising is a tool, object, action, or media whose various shapes and patterns are conceptualized for the purpose of introducing, advocating, promoting, or to attract public attention to goods, services, people or bodies that can be advertised.seen read and heard, felt and or enjoyed by the public.

C. METHOD

This research use a qualitative approach using Achmad Santosa grand theory which has five dimensions.Qualitative according to Sugiyono (2013:2) research methods are basically a scientific way to obtain data with certain purposes and uses. According to Darmadi (2013:153) the research method is a scientific way to obtain data with a specific purpose and use.With the considerations above, the researcher decided to use a qualitative research method

with a narrative approach namely the researcher can find out the role of *Satpol-PP* in dealing with controlling illegal billboards in Sukabumi City. To determine the informants in this research, the researcher chose the concept of non probability sampling, namely sampling that does not provide a chance or chance for each element or member of the population to be selected as a sample (Sugiyono, 2019:218) by using considerations that are appropriate to the research topic, the researcher, chooses the unit of analysis referring to the opinion of Sugiyono (2016:298) which states that: the unit of analysis is the unit under study which can be an individual, a group, an object, or a setting, social events. The data obtained in this research was carried out through observation, interviews, and documentation and as well as source triangulation and technical triangulation used by researchers to validate the data. Apart from that, the analytical data used by researchers in this research is based on the Miles and Huberman data flow model which includes: data reduction, presentation data, and drawing conclusions or verification (Miles and Huberman, 1992:20-21)

D. EXPLANATION

At this stage the researcher collects data and presents information that has been obtained from the results of field research interpreted through 5 informants as data sources by referring to the grand theory which has five dimensions of roles from Achmad Santosa et al 2003:45. the five dimensions of the role as follows, the role as a policy, role as a strategy, the role as a communication tool, the role as a dispute resolution tool and the role of therapy.

Role as a Policy

According to the findings of interviews with researchers in the field, the policy in its role in handling the control of illegal billboards refers to the legal basis of the *Peraturan Daerah Nomor 17 Tahun 2012* which the researcher sees is that control is carried out by carrying out the controlling function and the supervisory function. the researcher sees that the policy in the regional regulation is already in place goes well. however on the other hand the role of the *Satpol-PP* in the field, after controlling the billboards in the field the perpetrators re install the billboards that have been put in order this is in line with the regional regulations enforced by the *Satpol-PP* in the activity of controlling illegal billboards in Sukabumi City. this policy has been running smoothly good however, in practice in the field this is carried out by *Satpol-PP* through the monitoring and control function. the monitoring and control functions carried out by *Satpol-PP* in the field have not been carried out well, this is a problem that occurs in the field due to the lack of public understanding in obeying and adhering to regional regulations. However on other hand when the *Satpol-PP* after controlling the advertisements in the field the perpetrators of stubborn billboard violators are reinstalling billboards that have been controlled by *Satpol-PP* in the field in the practice of activities to deal with controlling illegal billboards in Sukabumi City.

Role as a Strategy

Based on the results of interviews with researchers in the field, in carrying out its practices *Satpol-PP* collaborates with the *BPKPD* service and licensing

service or *DPMPTSP* service. in this case the strategy or method used refers to the legal basis for Sukabumi mayor's regulation No.50 of 2023 concerning enforcement collaboration strategy procedures regional regulations and regional heads.

Role as a Communication Tool

Based on the results of interviews with researchers in the field, it shows that the communication carried out by *Satpol-PP* in its practical activities is through whatsapp groups discussions of koppda technical team, socialization between cross sectors, and joint meetings with the *BPKPD* service and *DPMPTSP* service in order to establish good communication between official apparatus and assist with complain experienced by the community and provide solutions to the problems they complain about. how ever on the other land the *BPKPD* service's method of communication in field practice activities carried out by *Satpol-PP* is through discussion groups of the koppda's technical team and joint meetings between the *Satpol-PP* service and the *BPKPD* service in order to support the successes carried out by *Satpol-PP* in the practice his activities. *DPMPTSP* service or licensing service in supporting the practice of *Satpol-PP* activities through communication by forming a whatsapp group discussion of the koppda technical team and joint meeting activities between the *Satpol-PP* service and the licensing service. both of these activities are carried out by the licensing service in order to achieve success for *Satpol-PP* in practical activities.

Role as a tool for Resolving Disputes

Based on the results of interviews researchers show that the role of *Satpol-PP* in resolving disputes in the practice of its activities is through negotiation. negotiations between *Satpol-PP* perpetrators of advertising violators are to gain profits, obtain agreements, get solutions to problems so that with negotiations both parties do not there is something to lose. How ever on the other land the *BPKPD* service's way to resolve conflicts in the practice of *Satpol-PP* activities is through communication and join meetings in order to support and support the success of *Satpol-PP* in the practice of its activities. the *DPMPTSP* licensing service's way to resolve conflicts in the practice of *Satpol-PP* activities is through communication and join meetings in order to support the success of *Satpol-PP* in the practice of its activities. based on this researchers can be interpreted that in practice the *Satpol-PP* activities are through negotiations with the perpetrators of advertising violators in order to resolve the problem amicably and neither party suffers any harm. the *BPKPD* service in resolving conflicts regarding the practice of *Satpol-PP* activities is through communication and meetings with *Satpol-PP* in order to support the success of *Satpol-PP* in the practice of its activities. the *DPMPTSP* or licensing service in resolving conflicts regarding the practice of *Satpol-PP* activities is through communication and meetings with *Satpol-PP* in order to support the success of *Satpol-PP* in the practice of its activities.

Role as a Therapy

According to this perception the role as therapy is carried out as an effort to address people's psychological problems such as fellings of helplessness lack of self confidence and the feeling that they are not an important component in

society. the relationship related to the role therapy is that the role of the head of the civil service police unit must set a good example for his subordinates. the exemplary example of the head of the civil service police unit can be reflected by referring to and paying attention to the motto of public service and authority which includes the following activities:

1. Persuasive, namely inviting politely, gently and giving confidence, giving advice wisely, urging and ordering.
2. Humanist, namely building a more humane society through ethics based on human values, empathy and leading to prosperity and meeting people's needs.
3. Familiar, namely the existence of familiarity, kinship, unlimited communication providing comfort for active and open communication.
4. Serving, namely providing whole hearted or sincere service with out strings attached

E. CONCLUSION

In carrying out its role as a civil service police unit, the practice of its activities is based on the *Peraturan Daerah Nomor 17 Tahun 2012* concerning the implementation of regional taxation in advertising control activities. what researchers see is related to the role of the civil service police unit handling the control of illegal billboards in the city of Sukabumi by referring to the grand theory Achmad Santosa 2003:45 can be summarized as follows:

Role as a Policy

The implementation of the policy in the practice of *Satpol-PP* activities refers to the *Peraturan Daerah Nomor 17 Tahun 2012*, where the contents of the policy have been running well as can be seen from the way the billboards are installed and implemented as depicted in figure 1. From the description of the research results above. Apart from that in the practice of its activities, the *Satpol-PP* collaborates with the *BPKPD* service and the licensing service in order to support the success of the *Satpol-PP* in the practical process of its activities. the Sukabumi City *BPKPD* service in implementing its policies through advertising tax management by the *BPKPD* service refers to advertisements data in 2019 which is under its management and the Sukabumi City licensing service recommends that in implementing practical policies *Satpol-PP* activities refer to the legal basis of the *Peraturan Daerah Nomor 17 Tahun 2012* concerning advertising tax.

Role as a Strategy

What researchers see in carrying out their strategy regarding the practice of *Satpol-PP* activities, *Satpol-PP* collaborates and coordinates with the *BPKPD* service and the licensing service. the three services use the same regulations, namely referring to the legal basis of the *Peraturan Walikota Sukabumi Nomor 50 Tahun 2023* concerning collaboration strategy SOPs enforcement of regional regulations and regional heads in order to establish good coordination ties between departments and uniformity between regional apparatus.

Role as a Communication Tool

In carrying out practical activities the research saw that the communication method carried out by *Satpol-PP* includes three activities, namely:

1. Koppda's technical team group with the koppda's technical team group in order to establish good communication between department and help resolve problems experienced by the community and find solutions to community problems they complain about.
2. Cross sector socialization to support the successful practice of *Satpol-PP* activities
3. Joint meeting with the *Satpol-PP* service with the *BPKPD* service and licensing service in order to maximize the success of the *Satpol-PP* in the partial process of its activities.

Role as a tool for Resolving Disputes

In its role the *Satpol-PP* is related to the practice of handling illegal billboards in Sukabumi City in resolving disputes through negotiation. The use of negotiation is to obtain profits, resolve problems, and obtain agreement between both parties so that no party is harmed in resolving the dispute in the field. Apart from that in resolving disputes regarding the practices of *Satpol-PP* activities in the field, *Satpol-PP* collaborates with the *BPKPD* service and the licensing service.

Role as a Therapy

The connection between the *Satpol-PP* relationship and the role of therapy is that the head of *Satpol-PP* can provide good role models to his subordinate employees, and these role models can be reflected through the *Satpol-PP* motto, namely: Persuasive, Humanist, Familiar and Serving.

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