

**THE ROLE OF *SATUAN POLISI PAMONG PRAJA*
IN CONTROLLING BILLBOARDS
IN BANJARMASIN CITY SOUTH KALIMANTAN PROVINCE**

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ABSTRACT

One of the government affairs described in law number 23 of 2014 is the implementation of public order. One form of public order is in the form of managing and arranging the installation of billboards. as stated in article 11 of the Banjarmasin city regional regulation number 4 in 2009 the control was carried out by the agency appointed by the mayor in this *Satuan Polisi Pamong Praja* or commonly abbreviated as *Satpol PP*.

This research aims to explain the role of *Satpol PP* of Banjarmasin City in controlling, explains the inhibiting factors in controlling Billboards and efforts carried out by *Satpol PP* in overcoming the inhibiting factors. The research method used is descriptive qualitative method with inductive approach.

The results of the research showed that the *Satpol PP* had tried to overcome the problem of Billboards disorder that occurred in the city by patrolling, giving warning letters and controlling as well as supervising the installation of billboards. However, the fact is that there are still people who put up billboards that are not in accordance with the regulations and in the forbidden place. This was influenced by internal factors in the form of a lack of quality of the *Satpol PP* apparatus, lack of funds and supporting facilities for controlling billboards. Its external factor is the lack of awareness and obedience of business owners engaged in installing billboards. The internal efforts carried out by the *Satpol PP* to overcome this problem were to improve the quality of *Satpol PP* apparatus and optimize the use of available facilities. External efforts carried out are by increasing the role of the *Satpol PP* by increasing the professionalism of the *Satpol PP* apparatus and coordinating with relevant agencies, creating sustainable programs and activities, and conducting socialization.

Keyword: Satpol PP, Billboard, Controlling

INTRODUCTION

1. BACKGROUND

The city of Banjarmasin is the capital of South Kalimantan province with the most populous population in South Kalimantan. This makes Banjarmasin city attractive and strategic to carry out promotions, especially in the form of billboards. This raises various problems faced in the form of the number of billboards installed illegally, the number of billboards that are fragile so that they easily collapse and the number of billboards that do not pay taxes.

Related to these phenomena, it is very necessary for further action from the government by carrying out billboards control carried out by the *Satpol PP* written in the Banjarmasin city regulation number 4 of 2009 concerning the management of advertising points. In this regulation it is stated that the control of billboards that are not in accordance with the provisions is carried out by the *Satpol PP* collaborate with the relevant agencies.

The *Satpol PP* has the duty to implement the policy of maintaining and administering public peace and public order in Banjarmasin City because the violation of billboards has a very bad impact on the people of Banjarmasin City in obtaining their rights to feel comfort, peace and order. In addition, it is expected that the *Satpol PP* of Banjarmasin city can also carry out its duties to coordinate with relevant agencies in the city of Banjarmasin in efforts to maintain and administer public peace and public order and enforcement of regional regulations in Banjarmasin City so that a better solution could be found.

Satpol PP has the rights and obligations set out in government regulation number 16 of 2018 concerning *Satpol PP*. This regulation explains the duties, functions and authority of the civil service police unit in controlling the billboard so that when the division of tasks will be in accordance with the regulations

Looking at this background, the authors is interested in studying more about how the role of the *Satpol PP* in implementing billboard enforcement is currently one of the problems of public order in Banjarmasin City, South Kalimantan Province. With the functions and authority of the *PP Satpol*, the *PP Satpol* is expected to be able to organize and regulate the administration of billboards in Banjarmasin City in order to enforce government regulations. Therefore, as for the formulation of the problem is what is the role of the *Satpol PP* in regulating billboards in the city of Banjarmasin in the province of South Kalimantan? What are the inhibiting factors in controlling billboards in the town of Banjarmasin? And what are the efforts made by the *Satpol* in the city of Banjarmasin in facing these inhibiting factors?

2. Literature Review

2.1. Theoretical Basis

2.1.1. *Satuan Polisi Pamong Praja*

Satuan Polisi Pamong Praja or abbreviated as *Satpol PP* is a municipal police unit which is under the control of the local government of each province or city/regency. Its duties are maintaining public order and establishing regional regulations. It has a task to help the regional head to create a conducive situation

by maintaining public order and peace. By an orderly regional condition could ensure that the administration of the government could run smoothly and the community could carry out its activities safely.

2.1.2. Role

Duvenger (2003:102) stated that "*peranan adalah atribut sebagai akibat dari status dan perilaku yang diharapkan oleh anggota-anggota lain dari Masyarakat terhadap pemegang status*".(role is an attribute as a result of the status and behavior expected by other members of the community towards the status holder) Furthermore, Duvenger (2003: 102) said that this social position is called status. From this theory, it can be concluded that roles and status cannot be separated from each other. Status is a social position, while the role is a behavior or action that is expected by society towards the holder of the status.

Soekanto (2012: 212) said "*Peranan (role) merupakan aspek dinamis kedudukan (status). Apabila seseorang melaksanakan hak–hak dan kewajiban sesuai dengan kedudukannya, maka orang tersebut telah melaksanakan sesuatu peran*" (Role is a dynamic aspect of position (status). If someone carries out the rights and obligations in accordance with his position, then that person has carried out a role). Thus, the individual can be said carrying out his role if he is able to do his duties and functions and authority properly and correctly.

When it is associated with an organization, in this case, *Satpol PP* is related to the rights and obligations of *Satpol PP* in carrying out their main duties

and functions in the field of public order and do it in accordance with the expectations of the community.

Based on those opinions, it can be concluded that the role in the research is authority and responsibility in the form of duties and functions carried out by the *Satpol PP* in controlling the billboards.

2.1.3. Leadership

In this research, the researcher provided the leadership scope of *Satpol PP* in controlling billboards in Banjarmasin City. The leadership of *Satpol PP* in this research means 'how *Satpol PP* can carry out its role as leader and coordinator in the community to control the existence of billboards in Banjarmasin City'. It is also related to 'how the *Satpol PP* runs its authority as a unit formed by the government'

2.1.4. Controlling

In conducting control there is a phase that must be done, as stated by Manullang (2006: 184) Controlling consists of three phases, namely the standard determination phase or measuring tools as the basis for assessment by the leader. The next phase is the evaluation where a work that has been done is compared to a predetermined standard, if it found that there is a mismatch with the standard then the last phase was taking corrective action is done. This is in line with Terry's opinion that "control is to determine what is accomplished, evaluate it and apply corrective measures if needed to ensure the results in keeping with the plan.

In this research, *Satpol PP* controls the installation of the billboard by compiling standards about billboards that do not violate the rules and violating the

rules, after the standard has been arranged, an evaluation of the installation of the billboard is carried out, and if there is a billboard installation that is not in accordance with the regulations, it directly controlled.

2.1.5. Billboard

According to the large Indonesian dictionary (KBBI), "*reklame adalah pemberitahuan kepada umum tentang barang dagangan (dengan kata-kata yang menarik, gambar) supaya laku; iklan*". (billboards are public notice about merchandise (with interesting words or pictures) so that it could be sold; adverts).

Based on Priantara (2013:543) Billboard is an object, tool, deed or media according to their variety of shapes and patterns for commercial purposes and used to introduce, advocate or praising an item, service or person or to attract public attention to a service, item or person placed or can be seen, read, or heard from a place buy the public except which is done by the government).

From this understanding it can be seen that the billboard is a large advertising media that is used as a notification to many audiences, usually in places that many people pass through to offer a merchandise or someone or services so that readers are interested in what is offered except for government advertisements which contain official appeals or information. In Indonesia, billboards are usually known as outdoor advertising media.

2.2.1. Law Number 23 of 2014 concerning Local Government

As stated in article 12 of law number 23 of 2014, Every local government is obliged to carry out compulsory government affairs, both of which are related to

basic services and those are not related to basic services in the context of the implementation of regional autonomy. One of the compulsory government affairs related to basic services that must be carried out by the local government is the issue of public order.

The authority of the local government allows the formation of various governmental instruments in the form of regional apparatuses that has a function as supporters of the implementation of government in the regions, including creating public order which is part of the compulsory government affairs of local governments. One of the efforts in forming public order is to create a government support organization, the *Satpol PP*.

Satpol PP is one of the apparatus units in Local Government. Whereas in the implementation of their tasks are always guided by the legal basis or the prevailing laws and regulations. This unit is a tool of the local government that is tasked to assist the regional head in the implementation of the administration and as the frontline in the field of public order and public peace.

2.2.2. Government Regulation Number 16 of 2018 concerning *Satuan Polisi Pamong Praja*

in this law defined in article 6 that in carrying out the tasks, *Satpol PP* has the following functions:

1. Formulation of programs and implementation of local regulation, implementation of public order and public peace and protection of the community;

2. Implementation of the enforcement policy of Regional Regulations and Regional head Regulations, the implementation of public order and public peace and the implementation of community protection;
3. Coordinating the enforcement of Regional Regulations and regional head Regulations, the implementation of public order and peace and the implementation of community protection with relevant agencies;
4. Supervision of the community, apparatus or legal entity for the implementation of regional regulations and regional head regulations; and
5. of other functions based on the tasks assigned by the regional head in accordance with the legislation

In order to carry out its duties and functions as referred to in Article 5 and Article 6, *Satpol PP* also has authorities as stated in article 7, those are :

1. carry out non-judicial enforcement actions against citizens, apparatus, or legal entities that commit violations of the Regional Regulation and/or regional head regulation;
2. take action against citizens, officials, or legal entities that disturb public order and public tranquility;
3. conduct investigative actions against citizens, apparatus, or legal entities suspected of committing a violation or Regional Regulation and/or Regional Head Regulation; and

4. carry out administrative actions against citizens, apparatus, or legal entities that violate the Regional Regulation and/or Regional Head Regulation.

Those articles explain the tasks, functions, and authorities of *Satpol PP* so that later on each task given is in accordance with the rules and does not misuse the existing authority.

2.2.3. Banjarmasin Mayor Regulation Number 23 of 2016 Concerning Technical Guidelines for Organizing Billboard

in its implementation, billboards must fulfill the values of beauty, personality, and culture of the nation and do not conflict with religious values, politeness, order, security and safety, morality, health and are required for in accordance with the layout. This means that the installation of billboards cannot be done without paying attention to the rules. Because, if the installation is not in accordance with the rules, it will be controlled or given strict sanctions by the authorities, in this case, *Satpol PP*.

RESEARCH METHODS

This research uses a qualitative research design with descriptive methods through an inductive approach. Data collection techniques are based on primary data in the form of interviews and secondary data in the form of documentation, observation and audio-visual material. Interviews were conducted by taking purposive sampling and snowball sampling. This research uses data analysis

techniques in the form of data reduction, data display and conclusion drawing, and data verification.

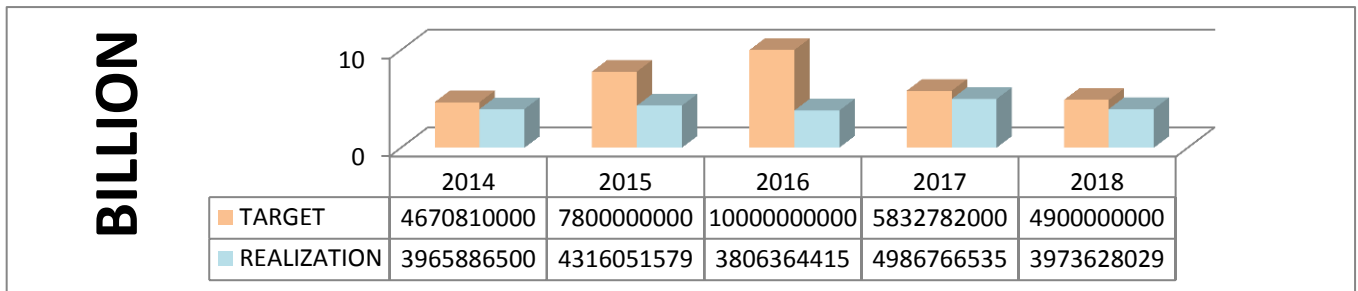
RESEARCH RESULTS AND DISCUSSION

1.1. THE ROLE OF *SATUAN POLISI PAMONG PRAJA* OF BANJARMASIN CITY SOUTH KALIMANTAN PROVINCE

1.1. CONTROLLING BILLBOARDS BY *SATUAN POLISI PAMONG PRAJA* OF BANJARMASIN CITY

Advertising controls are done to create an orderly situation in Banjarmasin City. In addition, control is also carried out to support the optimization of Banjarmasin City's Original Revenue (PAD) through billboards tax paid by the community. according to the head of the sub-division of Data and Information Management at the Banjarmasin City Regional Finance Agency, Mr. Fitriadi, S.Kom, that achievement of the billboards tax target in the city of Banjarmasin has still not been achieved year after year. This is certainly harming to the region in terms of taxes that should be received by the region. This can be seen from the regional target and realization table in the billboards tax sector.

THE BILLBOARDS TAX TARGET AND REALIZATION IN 2015-2018



Source: Banjarmasin City Regional Finance Agency, 2018

From the table, it can be seen that the target set every year has still not been achieved, this is due to a large number of billboards that are not paid by the owner but still installed. This clearly causes losses for the region.

The process or method of the *Satpol PP* of Banjarmasin City in controlling billboards can be described further as follows:

1. There is found a billboard violation
2. Coordinate with the parties involved and provide a warning letter
3. Carry out control

As a regional organization that has the duty to enforce regional regulation and regional head regulation, to carry out public order and public peace, and to carry out community protection, the *Satpol PP* of Banjarmasin City has the authority:

- a. Carry out non-judicial enforcement action

Satpol PP of Banjarmasin City carried out non-judicial enforcement in the form of patrol which was carried out scheduled every day. This patrol

was carried out to prevent violations of billboards in the city and minimize the number of violations of the existing billboards.

- b. Take action against citizens, officials, or legal entities that disturb public order and public peace

In carrying out its duties, the *Satpol PP* of Banjarmasin City uses a persuasive way where they prioritize the community awareness, but often billboard organizers do not act according to the rules requiring the *Satpol PP* of Banjarmasin City to take further action.

- c. Carry out investigative actions against community members, apparatus, or legal entities suspected of committing violations

According to Banjarmasin Mayor's regulation number 31 of 2018 concerning standards operational procedures for government administration within the *Satpol PP* of Banjarmasin City, says that investigations are a series of actions in terms of and according to certain ways to find and collect evidence that makes clear evidence of a crime happened and to find a suspect.

- d. Carry out administrative actions against community members, apparatus, or legal entities that violate.

Control is not always done smoothly, sometimes requires an administrative action. Administrative actions are given by *Satpol PP* of Banjarmasin City in the form of giving notification letters or warning letters to the organization, body or people that violate the regulation that occurred

in the city of Banjarmasin City. This letter was given after being given an oral warning. This warning is given 3 times, which if it is ignored, will be carried out immediately, the head of the operational and control section, Mr. Hendra, S.STP, MA, said that. the *Satpol PP* of Banjarmasin City provided written warnings on certain cases that could not be overcome by oral warnings. If ignored, direct control would be held. However, they often directly control the billboard if the billboard's owner often gets a warning but they are still installed.

The functions of the *Satpol PP* of Banjarmasin City are:

- a. formulation of programs and implementation of local regulation

The implementation of billboard control is a routine program carried out by the *Satpol PP* of Banjarmasin City. this is done by the presence of patrol carried out 3-4 times a day to check if there are any problematic billboards in Banjarmasin City. There are two types of programs arranged by the *Satpol PP* of Banjarmasin City these are routinely and accidentally program according to the superior's orders. The routine is like patrol while the sudden one is when asked to reduce the billboard on the road by the mayor.

- b. Implementation of the enforcement policy

The enforcement of local regulations can be seen from the way the *Satpol PP* of Banjarmasin City works in accordance with the Standard Operational Procedure (SOP) so that when they are sued,

they always win. This is in accordance to statement conveyed by the head of the operational and control section, Mr. Hendra, SSTP, MA, who stated that the installation of billboards in Banjarmasin City were in accordance to the SOP, so that if there is a problem occur between them and the organizers, they would win, because they had worked based on the SOP.

c. Coordinating the enforcement of Regional Regulations and regional head Regulations

Coordination carried out by the *Satpol PP* of Banjarmasin City regarding the control of billboards was with DPMPTSP and BAKEUDA, to find out the billboards that did not pay taxes and were unauthorized. The *Satpol PP* of Banjarmasin City cooperated with the Banjarmasin City investment and one-stop service (DPMPTSP) because DPMPTSP is the party that has a role in giving permission for the installation of billboards in the city of Banjarmasin. In this coordination, DPMPTSP is the party that provides advertising information and data of billboards that violates the rules and the *Satpol PP* of Banjarmasin City as the party that has the authority to carry out the enforcement/control.

Besides to coordinate with DPMPTSP, the *Satpol PP* of Banjarmasin City also coordinated with the Regional Finance Agency, because the Regional Finance Agency is an institution responsible in

taking care of regional taxes including taxes come from the installation of billboard.

The *Satpol PP* of Banjarmasin City also coordinates with the private sector which is the owner and provider of advertising or advertising services in the city of Banjarmasin. This coordination is done so that the advertisement service users had a better understanding and know what is permitted and not allowed in the installation of billboards.

d. Supervision toward the community, apparatus or legal entity

Supervision is carried out by patrolling which ensures that there are no billboards installed which are not in accordance with the regulations and designation. This is in accordance to the statement conveyed by the head of the operational and control section, Mr. Hendra, SSTP, MA, who stated that the *Satpol PP* had to check billboards in the city every day through patrols.

1.2. INHIBITING FACTORS

From the results of observations and interviews in the field it can be seen that there are several inhibiting factors that cause the control to not work optimally, namely:

a. Internal inhibiting factors

1. Lack of apparatus resources quality

the number of the *Satpol PP* of Banjarmasin City apparatus is sufficient to carry out and enforce public order and public peace in the city of Banjarmasin, but there are still members whose education level is below high school.

2. Lack of Fund Availability

The availability of funds in the *Satpol PP* of Banjarmasin City is still inadequate as indicated by the lack of supporting facilities and the unavailability of insurance for employees who go directly to the field. This, of course, lowers employee morale and motivation in working to regulate billboards that require the ability to climb or deal with sharp objects. Which ultimately led to less optimal advertising controls in the city of Banjarmasin.

3. Lack of supporting facilities

The availability of heavy equipment in the *Satpol PP* of Banjarmasin City is still lacking, such as causing the control of billboards, especially large-sized billboards delayed.

b. External Inhibiting Factors

From observations in the field, it was also found that the billboard organizers did not fight the *Satpol PP* when the billboards they installed were put in order, because they already knew that the billboards they installed were in violation of the rules. But, after the control was conducted, there are ocnums that put another

advertisement/billboard in the same place. It shows the lack of obedience of the advertisers/business owner. It shows that the obedience of business owner is still lacking.

1.3. EFFORTS TO OVERCOME INHIBITING FACTORS

Based on interviews from informants above efforts in overcoming obstacles faced by the *Satpol PP* of Banjarmasin City in controlling the installation of billboards in the city of Banjarmasin. as follows:

- a. Internal effort
 1. increase the apparatus quality
 2. optimize the use of facilities available
- b. External efforts
 1. Improving the role of *Satpol PP*
 - i. improving the professionalism of the *Satpol PP* apparatus;
 - ii. Establish cooperation with relevant agencies;
 2. Sustainable program and activities
 - i. Creating sustainable programs to increase the level of orderliness in the installation of billboards;
 - ii. Carrying out evaluation by giving assignments to the Danki/Wadanki which is tasked with carrying out enforcement whether safeguarding the vital object and enforcement of the Regional Regulations in the city of Banjarmasin has run according to the provisions.

3. socialization
 - i. Grow awareness and obedience of billboard organizers with certain approaches;
 - ii. Disseminating to billboard organizers about the obligation to install billboards in accordance with regulation

CONCLUSIONS AND SUGGESTIONS

1. CONCLUSION

The results of the research show that *Satpol PP* had carried out its role properly in controlling billboards in Banjarmasin City. This can be seen from the fulfillment of rights and obligations.

The inhibiting factors in controlling billboards are the lack of quality of *Satpol PP* apparatus, lack of fund and supporting facilities for the implementation of billboard control and the lack of business actors' obedience to the regulations.

The efforts carried out by *Satpol PP* in overcoming the inhibiting factors are by improving the quality of apparatus, optimize the use of the available facilities, increasing the role of *Satpol PP* in controlling billboards, implementing sustainable programs and providing socialization for the community. To overcome the inhibiting factors, the researcher suggests that the *Satpol PP* do comparative study from other regions where the installation of the billboard is better, provide safety equipment and heavy equipment, and provide more understanding to the public.

2. SUGGESTIONS

Based on the results of the research that has been concluded, it can be given some suggestions and recommendations for the role of the *Satpol PP* in controlling billboards in Banjarmasin city South Kalimantan Province, namely:

1. create an innovation or do an comparative study to other regions that are more organized in terms of controlling billboards and media information, so that billboards in Banjarmasin city could be better organized.
2. The government should provide safety and security support tools for the members of the *Satpol PP* who are on duty in the field,
3. the *Satpol PP* should provide understanding to the public about the importance of organizing an orderly billboard. by placing public appeals on large billboards, or by using leaflets that could be seen by the public;

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Government Regulation Number 16 of 2018 concerning the Public Order Enforcement Unit

Law Number 23 of 2014 concerning Local Government