

Original Research Article

Control and Distribution of Alcoholic Drinks

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Abstract: The purpose of this research is to describe and analyze the implementation of the control and circulation of alcoholic beverages in the Sangatta area of East Kutai Regency as well as the inhibiting factors for the control and circulation of alcoholic beverages in the Sangatta area of East Kutai Regency, based on regional Regulation of East Kutai Regency number 2 of 2016 concerning control and supervision of the circulation and sale of alcoholic beverages. The research location was in The Police and Civil Service Police Unit for the City of East Kutai Regency. The City Civil Service Police Unit is a Regional Work Unit (SKPD) in the Regency. Research results found that the resource factor in the Control and Supervision of the Distribution and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency, as seen from the human resources and facilities used is adequate. However, in the field of resources, the existing rules cannot accommodate traditional alcohol types in monitoring, distribution, and sales. The communication process has been carried out through outreach to the community and actively coordinating with the sub-district and village parties to go directly to the community as the implementation target. Dispositions in the form of attitudes and commitments from the parties involved are felt to have a consistent commitment to carrying out their duties and the Bureaucratic structure with complete SOPs regarding implementing policies for controlling and supervising alcoholic beverages. It is hoped that the actions within the organization will be consistent.

Keywords: Control, distribution, alcoholic beverages.

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INTRODUCTION

As an autonomous region, the regional government has the authority to issue regulations, one of which is to ensure legal certainty and to create and maintain public order and peace. On the ground, enforcing regional regulations concerning public order and tranquility is at odds with the interests of the general public, especially the lower middle class. Communities who violate believe that their actions are not a violation, even though there are already rules governing them. One social problem in society, namely in Sangatta Regency, East Kalimantan Province, is the habit of consuming alcoholic beverages. This drink will not only harm the user but also have a very bad impact on the user's environment, so it becomes a source of acts that violate the rules of law that apply either, such as traffic accidents, rape, murder, and theft. This deviant behavior disturbs the peace and comfort of the people who are affected by the behavior of alcohol abuse because it is difficult to control their thoughts and behavior, so it is easy to hurt them, for example by the

occurrence of various criminal behaviors, namely in some instances, even killing (Sudarsono: 2008:36).

The spread of liquor in Sangatta Regency is now under control. The existence of supervision and control of the sale of alcoholic beverages is necessary so that the sale of alcoholic beverages is not carried out anywhere. The implementation of supervision and control of alcoholic beverages in Sanggata Regency is carried out by the Regent as stipulated in the regional regulations and assisted by the police and civil service police units as supporting elements which become institutions that receive a delegation of authority from the government to oversee them as stated in Article 34 of the Ministerial Regulation Trade of the Republic of Indonesia Number 9 of 2009. However, in reality, the distribution of local and imported alcoholic beverage products has not been controlled by the government. According to the results of a survey conducted by the author.

The liquor circulation in the East Kutai Region from the Pekat Mahakan Operation, carried out in 2021,

showed 33 cases of alcoholic drinks. Until April 2022, 3 cases of liquor were found, which had been successfully secured. This, of course, caused anxiety throughout the community. In the Regional Regulation of East Kutai Regency No. 2 of 2016 concerning supervision, control, and prohibition of the sale of alcoholic beverages in article 5, paragraph 1 stipulates that sellers may only sell alcoholic beverages and drink them on the spot. In this phenomenon, the role of the community is needed as direct supervisors of regional regulations, the police with authority in the field of security and order, the Industry and Trade Office, and the Civil Service Police Unit as officers who have the authority to enforce regional regulations.

LITERATURE REVIEW

Theory of Public Policy Implementation

Public policy is the output or result of administering a state government, in addition to the results in laws and regulations, public goods, and public services. Hamdi further (2014: 36). William Dunn in Darwin (2002:1) conveys that policy analysis can be understood as a way to produce knowledge and all processes in wisdom. The definition of policy implementation theory is how a particular policy issued can achieve the expected goals of policy-making actors. Public policy, in its further development, studies issued by the government include planning, formulation, and implementation. There are several theories from experts regarding policy implementation, namely the first Theory of George C. Edward, where Edward III (in Subarsono, 2011: 90-92) argues that policy implementation can be influenced by four variables, namely Communication, Resources, Disposition, and Bureaucratic Structure. The second theory is Merilee S. Grindle's theory, where successful implementation, according to Merilee S. Grindle (in Subarsono, 2011: 93), is influenced by two significant variables, namely the policy content and the implementation environment. The third theory is the theory of Daniel A. Mazmanian and Paul A. Sabatier which says that three groups of variables influence the success of policy implementation, namely the characteristics of the problem (tractability of the problems), characteristics of policies/laws (the ability of statute to structure), implementation) Moreover, environmental variables (nonstatutory variables affecting implementation).

Public Management

Ott, Hyde, and Shafritzs 1990 said public management focuses on public administration as a profession and focuses on public managers as practitioners of that profession. According to Graham and Hays, Public management is an interdisciplinary study of the general aspects of the organization. It is a combination of management functions such as planning, organizing, and controlling on the one hand, with human resources, finance, organizing, and controlling on the one hand, with human, financial, and political resources. Public management and public

policy are overlapping areas of public administration. Public management focuses on managerial tools, techniques, knowledge, and skills that can be used to apply ideas in policy to programs of action.

The beginning of a new public management or managerialism marked a departure from the previous reforms. Several concepts of what is included in the new public managerialism or management exist. The OECD argues that some of its member countries are trying to make their public sector more managerial with the available features introduced being a leaner, more participatory, more discreet relationship style: between hierarchical levels, between regulatory bodies and operational units, and between production units, both public and private. Rather than governing administrative action by hierarchical rules and powers, the OECD argues that nearly all countries follow a 'two roads' to improve the production and delivery of goods and services provided by the public sector.

Alcoholic Beverages

Alcoholic drinks are drinks that contain ethanol. Ethanol is a psychoactive substance, and its consumption causes loss of consciousness. Alcohol is the substance most often abused by humans, obtained from the fermentation of honey, sugar, fruit juice, or tubers. The effect varies, depending on the amount/level consumed. In small amounts, it creates a feeling of relaxation, and users will more easily express emotions, such as joy, sadness, and anger. If consumed in excess, the following effects will appear: feeling freer to express oneself without feeling inhibited, becoming more emotional (sad, happy, angry excessively) arising as a result of physical-motor functions, namely slurred speech, blurred vision, staggering, incoordination, unconsciousness, and can cause organic mental disorders (GMO), namely disturbances in the function of thinking, feeling and behaving. The emergence of GMOs is due to the direct reaction of alcohol on the central nervous cells. Those exposed to GMOs usually experience changes in behavior, for example, wanting to fight or take other acts of violence, being unable to judge reality, and disrupting their social and work functions. Physiological changes also occur, such as unsteady gait, flushing of the face, or crossed eyes impaired social and occupational functioning. Physiological changes also occur, such as unsteady gait, flushing of the face, or crossed eyes impaired social and occupational functioning. Physiological changes also occur, such as unsteady gait, flushing of the face, or crossed eyes.

Various laws and regulations currently regulate the Regulation of alcoholic beverages. Regulations regarding alcoholic beverages for regulations under the law already exist in Presidential Regulation Number 74 of 2013 concerning Control and Supervision of Heralcoholic Beverages, Minister of Trade Regulation Number 20/M-DAG/PER/4/2014

concerning Control and Supervision of Procurement, Distribution, and Sales of Heralcohol Beverages, as well as Regulation of the Minister of Industry Number 71/M-IND/PER/7/2012 Concerning the Control and Supervision of Heralcoholic Beverages (which also regulates traditional alcoholic beverages). Distributing alcoholic beverages is an activity of distributing alcoholic beverages carried out by distributors, sub-distributors, retailers, or direct sellers for drinking on the spot. Alcoholic drinks can only be circulated after going through a food safety evaluation process and obtaining a distribution permit number from the Head of the Indonesian POM Hadan. They are only allowed to be sold by business actors who are already permitted to trade alcoholic beverages according to their classification. In article 7 paragraph (1), Presidential Regulation Number 74 of 2013 states that class A, class H, and class C Heralcoholic Drinks can only be sold in certain places, namely hotels, bars, and restaurants that meet the requirements according to laws and regulations in the field of tourism, and Duty-free shop.

Concept of Control and Supervision

According to George R. Terry in the book *Principles of Management* put forward control can be formulated as the process of determining what must be achieved, namely standards, what is being done, namely implementation, assessing implementation, and if necessary, making improvements, so that implementation is by plans, namely by standards. In the *Principles of Management* book, Harold Koontz explains that control is corrective actions in implementing work so that all activities are by predetermined plans and instructions and instructions so that predetermined goals can be achieved. Supervision, according to Oteng Sutisna (1983), is a process of administrative function to see what happens according to what should happen, and According to Nawawi (2000).

RESEARCH METHOD

Research Locations

In this study, the locus of research will be the Police and Civil Service Police Units in the City of East Kutai Regency, where the City Civil Service Police Unit is a Regional Work Unit (SKPD) in the Regency which has duties, responsibilities, and authorities by statutory regulations—in enforcing regional regulations and regional head regulations, implementing public order and public order and protecting the community. The scope of this research is an Implementation Study of Liquor and its Circulation Based on Regent Regulation Number 2 of 2016 concerning Control and Supervision of the Distribution and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency.

Research Informants

Research informants are people who are used to providing information about the situation and

conditions that form the background of the research. In this study, the informants used were the Head of the East Kutai District Police, the Head of the Sangata Police of East Kutai Regency, the Head of Satpol PP of East Kutai Regency, Members of Sat Samapta Polres of East Kutai, the Head of Operations and Control Section of Satpol PP of East Kutai Regency, Members of the Regency Civil Service Police Unit. Remarkably, and Society.

Data Sources

According to Kunto (2010: 172), "what is meant by the data source in the study is the subject from which the data can be obtained." Kunto (2010: 172) states that the data source can be classified into several things. East Kutai Regency, Sangata Police Chief of East Kutai Regency, Head of Satpol PP of East Kutai Regency, Members of East Kutai Police Sat Samapta, Head of the Operations and Control Section of East Kutai Regency Satpol PP, Members of the Civil Service Police Unit of Sangat Regency, and the community. Second, namely, a place that describes a location of a place. The Place data source in this study is the situation of activities when carrying out joint operations in controlling, controlling, and supervising alcoholic beverages in East Kutai Regency.

Data Analysis Techniques

According to Bogdan & Biklen (in Moleong, 2011: 248), data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing, searching and finding patterns, and finding what is important and what is essential. Learned and decide what to tell others. Furthermore, Miles, Huberman, and Saldana (2014) explained that data analysis could be done in three steps: data condensation, presenting data, and drawing conclusions or verification. Data condensation refers to the selecting process where the researcher will later use information related to research on how the implementation of Government Regulation Number 16 of 2018 is collected at this stage. The researcher collects all this information to strengthen the research.

Furthermore, focusing is carried out, which is used by researchers in data on the first problem formulation, namely regarding how the implementation of Government Regulations is carried out, in formulating the second problem, which is to find out the supporting and inhibiting factors in controlling, controlling, and supervising alcoholic beverages in East Kutai Regency. The third stage is abstracting, where at this stage, the data that has been collected is evaluated, especially those that have been collected are evaluated, especially about the quality and adequacy of the data. Suppose the data showing how the implementation of Government Regulation Number 16 of 2018 is deemed suitable and the amount of data is sufficient. In that case, the data is used to answer the problem under study. Focusing is carried out, which researchers use in

data on the first problem formulation, namely regarding how the implementation of Government Regulations is carried out.

The second problem is to find out the supporting and inhibiting factors in controlling, controlling, and supervising alcoholic beverages in East Kutai Regency. The third stage is abstracting, where at this stage, the data that has been collected is evaluated, especially those that have been collected are evaluated, especially about the quality and adequacy of the data. Suppose the data showing how the implementation of Government Regulation Number 16 of 2018 is deemed suitable and the amount of data is sufficient. In that case, the data is used to answer the problem under study. Focusing is carried out, which researchers use in data on the first problem formulation, namely regarding how the implementation of Government Regulations is carried out, in formulating the second problem, which is to find out the supporting and inhibiting factors in controlling, controlling, and supervising alcoholic beverages in East Kutai Regency. The third stage is abstracting, where at this stage, the data that has been collected is evaluated, especially those that have been collected are evaluated, especially about the quality and adequacy of the data. Suppose the data showing how the implementation of Government Regulation Number 16 of 2018 is deemed suitable and the amount of data is sufficient. In that case, the data is used to answer the problem under study—control, and supervision of alcoholic beverages in East Kutai Regency. The third stage is abstracting where at this stage, the data that has been collected is evaluated, especially those that have been collected are evaluated, especially with regard to the quality and adequacy of the data. Suppose the data showing how the implementation of Government Regulation Number 16 of 2018 is deemed suitable and the amount of data is sufficient. In that case, the data is used to answer the problem under study—control, and supervision of alcoholic beverages in East Kutai Regency. The third stage is abstracting, where at this stage, the data that has been collected is evaluated, especially those that have been collected are evaluated, especially about the quality and adequacy of the data. Suppose the data showing how the implementation of Government Regulation Number 16 of 2018 is deemed suitable and the amount of data is sufficient. In that case, the data is used to answer the problem under study.

The next stage is Simplifying and Transforming. The data in this study are further simplified and transformed in various ways, namely through strict selection, summaries or brief descriptions, classifying data in a broader pattern, and so on. Researchers collect data for each process and social context in tables to simplify the data. After that, it can be continued with the Data Display. The researcher presents the data in brief descriptions, tables, and charts describing the implementation of Government

Regulation Number 16 of 2018. Moreover, the last stage is Verification / Drawing Conclusions.

RESULTS AND DISCUSSION

Research Results

The results of the study show that the implementation of human resources is related to the quantity and quality of policy-implementing agents who are deemed sufficient in implementing the Control and Supervision of the Distribution and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency in terms of the quantity and quality of the resources they have. The existence of human resources at the Sangatta District Police and the Civil Service Police Unit in Sangatta Regency is crucial in determining success implementation of Supervision and Control of Sales of Alcoholic Beverages in Sangatta Regency. Therefore, it can be said that the resources of the Police apparatus and the Civil Service Police Unit of Sangatta Regency have supported and played a role in the Supervision and Control of the Sales of Alcoholic Beverages.

Human resources are the primary support for implementers in conveying policy outputs to target groups, where it is seen that implementors have sufficient human resources to carry out their duties and functions and from the executor to coordinate with other relevant agencies. Facilities are required for translating the above proposals to carry out the services. The facility is an indispensable factor in the implementation of a policy. Facilities can be in the form of offices, tools/equipment, and vehicles. Facilities or facilities and infrastructure is one of the influential factors in policy implementation.

The observations show that the presence of experienced personnel in the Control and Supervision of the Distribution and Sales of Alcoholic Beverages in the Sangatta Region, East Kutai Regency, has supported the resource factor in implementing health insurance for the community. Control and Supervision of Distribution and Sales of Alcoholic Beverages in the Sangatta Region of Kutai Regency East are also supported by the resources of the owned operational vehicle facilities. However, on the regulatory resources, it still needs to be determined what types of traditional drinks are controlled for their distribution. This shows that providing resources in the health sector is not enough to have an adequate number of implementers or adequate facilities to implement a policy.

According to Edward, in addition to human resources and infrastructure, budgetary resources are also significant in supporting the successful implementation of a policy or program. From the results of data analysis, the budget resources for the Control and Supervision of the Circulation and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency provided by the government are by

existing needs as stipulated and outlined in the APBD in each fiscal year. Based on this opinion, it can be said that the resource factor in controlling and supervising the distribution and sale of alcoholic drinks in the Sangatta area of East Kutai Regency, as seen from the human resources and facilities used, is adequate.

Researchers analyzed this problem in several factors, including the first factor, communication. The communication factor in the implementation of Regent Regulation Number 2 of 2016 concerning Control and Supervision of the Circulation and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency is inseparable from coaching or socialization, which is very important to reduce violations that often occur as a result of a lack of information conveyed to society related to existing regulations, especially regarding the rules of trade in alcoholic beverages. Communication in the form of socialization policy includes several critical dimensions, namely information transformation (transmission), information clarity (clarity), and information consistency (consistency). The transformation dimension requires that information is conveyed to policy implementers, the target group, and related parties. The dimension of clarity requires clear and easy-to-understand information, in addition to avoiding misinterpretation by policy implementers, target groups, and parties involved in policy implementation. Meanwhile, the dimension of consistency requires that the information conveyed must be consistent so as not to confuse policy implementers, target groups, and related parties.

Based on the results of the interviews, it is known that the transmission or process of conveying information is carried out by the relevant agencies, in this case only during coaching and counseling in the District, so that the policy objectives have not been carried out optimally to the community by the government. Socialization activities are essential in explaining the policy's contents, objectives, and benefits so that the public, especially farmers and alcoholic beverage entrepreneurs, can understand the regulations for controlling and supervising alcoholic beverages, both regarding distribution and licensing. Information dissemination on the policy of controlling and supervising alcoholic beverages is the main task of the department concerned with implementing the policy because it only focuses on guidance and counseling in the sub-district. However, not everyone understands this policy of controlling and supervising alcoholic beverages. This proves that there is still a lack of socialization regarding the policy of controlling and supervising alcoholic beverages. Meanwhile, the police said they only gave directions regarding the policy of controlling and supervising alcoholic beverages and then being directed to making a permit.

This communication process carried out in the implementation of Control and Supervision of the

Circulation and Sales of Alcoholic Beverages in the Sangatta Area of East Kutai Regency has been carried out in the form of outreach to the public about the importance of Control and Supervision of the Circulation and Sales of Alcoholic Beverages in the Sangatta Area of East Kutai Regency for them as well as actively coordinating with the sub-district and village parties to go directly to the community as a target for implementation. However, in its implementation, it is sometimes constrained by time problems that are not routine. According to George C. Edward III in Tangkilisan (2003:11), communication will significantly determine the success of achieving the goals of policy implementation. Effective implementation occurs when decision-makers already know what they are going to do. Knowledge of what they will do can work if communication goes well so that every policy decision and implementation regulation must be transmitted (or communicated) to the correct department. In addition, the policies communicated must be precise, accurate, and consistent. Communication (or transmission of information) is needed so that decision-makers, namely implementers, will be more consistent in carrying out any policies implemented in society.

Therefore, communication is one of the main factors in policy implementation. The communication factor is the primary channel for the implementation of each policy when it is implemented. This is related to the question of how to convey a policy that is to be carried out both to implementers and policy targets, then how to find out the response of the implementers of that policy. To convey the policy decisions taken, it is necessary to have policy communication that aims to change attitudes, change opinions or opinions, change behavior, and create shared understanding because communication is an interaction between communicators and communications that exchange and give the same meaning to information for a particular purpose through media, techniques or ways that have been determined.

If referring to this view, one is very aware of the magnitude of the role of communication because it is related to the process of interaction between the sender of the message and the recipient message, it is not uncommon for a message to be understood by the contents of the message, but it is undeniable that sometimes the recipient of the message cannot correctly capture the contents of the message. Likewise, in policy implementation, many decisions need to be addressed, and even misunderstandings about the decisions that are issued. Therefore the executor/implementor must know the policy's contents and understand its intent and purpose before implementing it and communicating it further to the leadership. Several things make it so. This is related to integrated administrative service communication, which is said to be successful or not successful of course, it can be seen from, first, whether

the purpose of the message conveyed is achieved or not, second, whether the administrative communication tool or information materials that have been symbolized in symbols can regulate the message or not third, whether the recipient of the message can understand what was ordered or not.

Based on this opinion, it can be said that this communication process carried out in the implementation of control and supervision of the distribution and sale of alcoholic beverages in the Sangatta area of East Kutai Regency has been carried out in the form of outreach to the community and actively coordinates with the sub-district and village parties to go directly to the community as a target. Implementation, but its implementation, is sometimes constrained by time problems that are not yet routine, so not all of the targets for implementing this policy are successfully reached.

The second factor is disposition which is one of the factors that influence policy implementation is the attitude of the implementer. Behavioral tendencies or characteristics of policy implementers play an essential role in realizing policy implementation by the goals or objectives. Policy implementers, such honesty and high commitment must possess essential characteristics. Based on the research data, it can be observed from the informants' statements who stated that the attitude toward implementation in the Implementation of the Control and Supervision of Alcoholic Beverages Policy in Sangata was quite good. However, the attitude of the executors was not firm in imposing sanctions.

In addition, the police must protect and protect the community and assist local governments in carrying out their main tasks and functions that have become their authority in the Supervision and Control of the Sales of Alcoholic Beverages. Itself, but regarding coordination with the local government in the Supervision and Control of Sales of Alcoholic Beverages in East Kutai Regency carried out by the local government. Based on the explanation above, the authority to Supervise and Control the Sales of Alcoholic Beverages in East Kutai Regency is known that the police are assisting the East Kutai regional government, in this case, the Civil Service Police Unit and the East Kutai Regency Trade Service, which in the Regent Regulation Number 2 of 2016 concerning Control and Supervision of Circulation And Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency has the authority to cover, discipline and take action against any person and entity that violates this Regional Regulation. Examine every person and entity that violates this Regional Regulation. Closing and or dismantling places used for activities related to alcoholic beverages. Confiscate and or secure drinks containing alcohol. Accept drinks containing alcohol voluntarily submitted by the owner.

The results of the study show that the dispositions of the implementors in East Kutai Regency in implementing the Control and Supervision Program on the Circulation and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency have a commitment that is realized with the support and attention to program implementation so that it can run better in meeting community needs for security in their environment.

Based on the above, if the implementers have a good attitude towards a specific policy, in this case, it means there is support, and it is likely that they will implement the policy as intended and desired by policymakers. Likewise, if the behavior or perspectives of implementers are different from those of decision-makers, then implementing a policy becomes more difficult. However, when a policy is implemented, there must be careful planning from policymakers and must seriously address the problems that are obstacles to the implementation of the policy on the Control and Supervision of Alcoholic Beverages in East Kutai Regency because the public's views may differ from those of policymakers and implementers. Because the implications that will occur in implementing the Control and Supervision of Alcoholic Beverages policy in the future, if this is allowed, will become a bad tradition of implementing officials and cause public distrust of policy implementers.

In implementing public policy, the disposition is crucial because it relates to the attitudes and characteristics of the implementer, such as commitment, honesty, consistency, etc. If the implementor has a good disposition, then the implementor can carry out the policy and what the policymakers want. Edward III stated that the attitude of the executor sometimes causes problems if the attitude or point of view differs from that of the policymaker. Therefore, to anticipate it, you can consider or pay attention to aspects of staffing (implementers) and incentives. Attitude or behavior also determines the success of implementing Control and Supervision of the Circulation and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency.

Based on this opinion, the disposition in the form of attitude and commitment from the parties involved is felt to commit consistently to carrying out their duties.

The third factor is Bureaucratic Structure, where The bureaucratic Structure that is owned in implementing the policy of controlling and supervising alcoholic beverages is well provided by the central government. This means that the bureaucratic structure is available from the highest level, namely the province, to the lowest level, namely the village. The availability of these institutions is intended so that each designated

institution has its duties and authorities in carrying out the policy of controlling and supervising alcoholic beverages. Because the clarity of tasks and workload of each agency will make it easier for other agencies to carry out their duties. Using the Standard Operating Procedure (SOP) is a necessary structural aspect of every organization.

The bureaucratic structure is the last of the four previous processes used to measure the success of a program. A bureaucratic structure that fits the needs will be more likely to provide success in policy implementation than having to adjust to the number of personnel. This will result in a fat bureaucratic structure. This bureaucratic structure is an arrangement of work components (units) within the organization, which indicates the division of labor and the clarity of how different functions or activities are integrated or coordinated by standard operating procedures (SOPs).), which is an organizational aspect that has been defined. In addition, the organizational structure also shows work specialization, command channels, and reporting.

The desired expectation is the realization of control and supervision of alcoholic beverages. Based on the informant's explanation, this can be done by using standard operating procedures in the form of technical implementation of the program that already understands and understands Standard Operating Procedures (SOP). Thus it can be concluded that the SOP in implementing the Control and Supervision of Alcoholic Beverages Policy in Sangata, East Kutai Regency, is quite good from the SOP aspect. It means that with the complete SOP regarding implementing the policy for controlling and supervising alcoholic beverages, it is hoped that the actions within the organization will be consistent.

Based on this, implementing the Alcoholic Beverage Control and Supervision Policy in East Kutai Regency is appropriate in terms of roles and duties as well as coordination between implementing parties. The division of roles is intended to facilitate the implementation of this policy. However, even though each policy-implementing apparatus has different tasks, coordination is needed between policy-implementing officers so that the policy's goal of controlling and supervising alcoholic beverages can be achieved.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This chapter contains the conclusions of the research that has been done. In the previous chapter, it has been explained regarding the Control and Supervision of the Distribution and Sales of Alcoholic Beverages in the Sangatta Area of East Kutai Regency, where the conclusion of this research is, firstly, the implementation of control and distribution of alcoholic beverages in the Sangatta area of East Kutai Regency is influenced by several factors, including Resources in

Control And Supervision of the Distribution and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency as seen from the human resources and facilities used are sufficient. However, in the field of resources, the existing rules cannot accommodate traditional alcoholic beverages in their supervision, circulation, and sales. The second factor is communication where this communication process is carried out in the implementation of controlling and supervising the distribution and sale of alcoholic beverages in the Sangatta area of East Kutai Regency, which has been carried out in the form of outreach to the community and actively coordinates with the sub-district and village parties to go directly to the community as the target of its implementation. However, its implementation is sometimes constrained by time problems that are not yet routine, so not all targets for implementing this policy are successfully reached. Next is the Disposition factor, which is in the form of attitude and commitment from the parties involved who are felt to have a consistent commitment to carrying out their duties.

Moreover, the last is the Bureaucratic Structure where Next is the Disposition factor which is in the form of attitude and commitment from the parties involved who are felt to have a consistent commitment to carrying out their duties. Moreover, the last is the Bureaucratic structure, where Next is the Disposition factor which is in the form of attitude and commitment from the parties involved who are felt to have a consistent commitment to carrying out their duties. Moreover the last is the Bureaucratic Structure, where bureaucratic Structure with a complete SOP on implementing policies for controlling and supervising alcoholic beverages. It is hoped that the actions within the organization will be consistent.

The factors that hinder the control and circulation of alcoholic beverages in the Sangatta area of East Kutai Regency are the behavior of people consuming alcoholic beverages having almost the same background as respecting friendship, curiosity, wanting to make more acquaintances or even wanting to be considered mature and respected in groups and drinking alcohol is considered a lifestyle, the culture of consuming alcoholic beverages in several regions in Indonesia has become a habit and culture. It is considered to have become a drink that can strengthen brotherhood and is always served at traditional party celebrations. Means of Control in terms of primary duties and functions, police have standard facilities, infrastructure, and equipment, especially patrol vehicles that are always ready whenever control is carried out. However, the existence of unclear types of alcohol will still complicate this control task.

Recommendations

The advice given by researchers is that in carrying out supervision and the government

immediately makes clear rules to accommodate traditional types of alcohol in their supervision, distribution, and sales. Also, the government, together with the Indonesian National Police, is making efforts to do it more routinely so that what is the target of implementing the policy on the Circulation and Sales of Alcoholic Beverages in the Sangatta Region of East Kutai Regency is successfully reached and right on target.

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