# Analysis of the Implementation of the Kelurahan Bersinar Program in Depok City, West Java Province

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## ABSTRACT

Describe and analyze the extent and extent of influence relationship between communication factors, resources, implementer attitudes, bureaucratic structure towards the implementation of Kelurahan Bersinar in Depok city. This research is a research using a quantitative approach using the explanatory survey method. The sample required is 400. The instruments in this study are questionnaires and interview guidelines. The method used in data analysis and hypothesis testing in this study is by using the Structural Equation Model - Partial Least Square (SEM-PLS) method. The results of the study indicate thatcommunication, resources, disposition, and bureaucracy affect the implementation of the policy of implementing the Kelurahan Bersinar program in Depok. So that every program activity can run well and optimally, the village in Depok must pay attention to these four factors.

## INTRODUCTION

The success of sustainable development in any region depends significantly on innovative programs that address local community needs while promoting equitable growth. One such initiative is the Kelurahan Bersinar Program (Kampung Berseri Astra), a community empowerment program that integrates environmental, economic, health, and educational improvements. In Depok City, West Java Province, the Kelurahan Bersinar Program has been implemented as part of a broader effort to enhance the quality of life for residents and foster sustainable urban development. This program serves as a model for participatory development by engaging local stakeholders, from residents to private sector partners, in creating self-reliant and resilient communities (Alexander et al., 2024; Hendrawati et al., 2022; Indrawati, 2024; Mappigau & Hastan, 2012).

This analysis aims to evaluate the implementation of the Kelurahan Bersinar Program in Depok City, focusing on its effectiveness, challenges, and contributions to the region's development. By examining the program's approach and outcomes, this study seeks to provide insights into how similar initiatives can be replicated or improved in other urban contexts.This drug crime has grown along with the development of world globalization and the advancement of technological development. The 2020 World Drug Report recorded that around 269 million people in the world abuse drugs. This number is 30% more than in 2009 with the number of drug addicts recorded at more than 35 million people(UNODC, 2020). This crime must be handled seriously by the government because this crime

targets the young generation of the nation's successors. In the ASEAN Ministerial Meeting on Transnational Crime (AMMTC) it was also agreed that Illicit Drug Trafficking (drug trafficking) is one form of transnational crime that must be eradicated.(Raja Gukguk & Jaya, 2019). There is no province in Indonesia that is free from narcotics problems. In 2023 there were 8002 vulnerable areas throughout Indonesia(BNN, 2023). The results of the survey on the prevalence of drug abuse in rural areas were 1.61% and in urban areas were 2.23%, villages have become the target of drug crimes.(BNN, 2022)

Geographically, rural areas are under low surveillance and are often used as places to develop illegal plants, transit locations or entry points for smuggling, storage and distribution of drugs by drug syndicates. Especially villages located on the coast, state borders or buffer cities.(BNN, 2019).

The National Narcotics Agency (BNN) in 2019 launched the Desa Bersinar (Drug-Clean Village) program. This policy is an integrated and targeted effort to address the problem of drug abuse and illicit trafficking. Desa Bersinar is a regional unit at the village/sub-district level that specifically has characteristics for the implementation of the Prevention and Eradication of Drug Abuse and Illicit Trafficking (P4GN) program on a massive scale(BNN, 2019). The Kelurahan Bersinar/Sub-district Policy is strengthened by the Regulation of the Minister of Home Affairs (Permendagri) Number 12 of 2019, regarding facilitation efforts for the Prevention and Eradication of Drug Abuse and Illicit Trafficking Program (P4GN). Facilitation of P4GN in the regions includes the preparation of regional regulations, the formation of an integrated P4GN team, the preparation of a Regional Action Plan (RAD) on P4GN which contains a list of P4GN activity plans, socialization, early detection or urine tests, mapping of areas prone to drug trafficking, community empowerment, increasing the capacity of rehabilitation services, increasing the involvement of local governments in organizing vocational activities, providing data and information related to drug abuse and illicit trafficking and drug precursors.

The urban area with the third highest prevalence (projection) of drug abuse in Indonesia is the province of DKI Jakarta.(BNN, 2020). One of the areas in the DKI Jakarta province that has implemented the Kelurahan Bersinar/Sub-district policy is the Administrative City of North Jakarta which is strengthened by the Instruction of the Mayor of North Jakarta Administration Number 34 of 2021 concerning the Prevention of Abuse of Narcotics and Narcotics Precursors in North Jakarta.

Policy implementation will certainly not run effectively if it is not supported by resources from the implementer, even if it has a legal basis.(Riau, 2016). Presidential Instruction number 2 of 2020 concerning the National Action Plan for P4GN (RAN P4GN) has regulated the formation as well as the legal umbrella for Kelurahan Bersinars (covering both village and sub-district areas), so that this program has become a national program. Although in the report of Presidential Instruction number 2 of 2020, the 2022 reporting year recorded 589 villages had been formed, the number of Shining Sub-districts has not been recorded.

George C. Edwards III(Riau, 2016)mentions resources including staff, information, authority, and facilities. Implementation of public policy also requires commitment, communication and resources, as well as disposition or attitude of the implementer that is in line with the direction of the policy and bureaucratic structure includes two sub-variables, namely standard operating procedures (SOP) and fragmentation or delegation of responsibility to implementing government units.

The buffer cities of DKI Jakarta Province and also the working area of BNN are Depok, Bogor Regency, and South Tangerang. The buffer cities also have problems with drug abuse and illicit trafficking. Drug crime cases in Depok show an increase from year to year compared to Bogor Regency and South Tangerang. The increasing number of drug crimes and drug addicts will trigger the formation of a drug-prone village or area. There are 8,002 vulnerable areas throughout Indonesia, of which 6,431 areas are on alert and 1,571 areas are on danger status.(BNN, 2023).

BNN has formed Kelurahan Bersinar in Depok since 2020 with Pancoran Mas Village as the pilot Kelurahan Bersinar in Depok. BNN conducted virtual socialization of Kelurahan Bersinar to Sub-district Heads in 11 sub-districts and Village Heads in 63 sub-districts in 2020. This effort is also an effort to advocate for the local government to form independence to form Kelurahan Bersinar in Depok. This socialization was followed up initially by Sub-district Heads in 11 sub-districts issuing a circular letter of Kelurahan Bersinar and followed by Village Heads of 63 Sub-districts in Depok issuing a circular letter on the formation of Kelurahan Bersinar. However, this circular letter was not effective.

Despite the existing problems, BNN has equipped the 11 sub-districts by advocating the concept of Shining Sub-districts, Anti-Drug Family Resilience training, Anti-Drug Youth Training (Peer-Friend Youth), forming anti-drug activists, forming recovery agents in the Community-based intervention program (IBM). Ideally, these trainings and community empowerment run independently without interference from BNN, but they do not.

The number of drug addict rehabilitation clinics managed by the Depok government and the BNN currently consists of 14 drug addict rehabilitation institutions or Mandatory Reporting Recipient Institutions (IPWL) specifically for outpatient treatment.(Kementerian Kesehatan RI, 2023). However, 12 rehabilitation institutions are still constrained by human resources who do not yet have certification as drug addict rehabilitation counselors, so they cannot yet open drug addict rehabilitation services.

The Depok city government has initiated the creation of a Regional Regulation (Perda) on P4GN Facilitation with Depok City Regional Regulation number 13 of 2021 concerning P4GN Facilitation and Narcotics Precursors. This Perda also regulates the formation of Bersinar Village. However, the Perda does not yet have technical implementing regulations, nor is it followed by the provision of supporting facilities for implementation, such as a budget.

The sub-districts that have been designated as Shining Sub-districts and the supporting teams for Shining Sub-districts that have been formed by BNNK Depok have not actually been running. In fact, the issue of drug crimes in Indonesia should receive serious attention and handling from all stakeholders. Moreover, the problem of drugs has become the biggest threat to the Indonesian nation, especially the young generation as the successors of the nation. Manafe (in(Lukman et al., 2022)argues that low public awareness of the surrounding environment makes it easier for drug dealers to peddle narcotics. Also due to the negative stigma of society towards government officials who handle drug abuse problems. Finally, low public awareness and concern as well as weak supervision from various groups, especially the government, also contribute to the rampant illicit trafficking of narcotics.

## LITERATURE REVIEW
### Public Policy
A series of interrelated decisions, here the emphasis is on policy as a comprehensive decision-making process involving many stakeholders.(Agustino, 2016). So that public policy can be interpreted as all regulations and government decisions that are born through a long discussion process involving related parties in order to achieve a common goal to regulate the handling and resolution of a problem that occurs in society.

### Public Policy Implementation
*Grindle*explains the aspects of the success of a public policy influenced by two major variables, namely the content of policy and the implementation environment (context of implementation). These variables include: the extent to which the interests of the target group are included in the content of the policy, the types of benefits received by the target group, the extent of the desired changes from a policy(Grindle, 1980).

### Good Governance
Sedarmayanti defines good governance as a group of objects that interact regularly so as to enable the effective and efficient running of the wheels of state government by maintaining the continuity of synergy between the government, private sector and society.(Sedarmayanti, 2012).

### Community Participation
According to Adisasmita(Chotijah & Pratiwi, 2019)Community participation is defined as the involvement and involvement of the community in development from the beginning of the planning and implementation process of development programs.

### Public Policy Implementation Model
*Pulzl*and Treib(Kurniawan & Dt. Maani, 2019)explains that there are 3 generations of public policy implementation history. The first is the theory of top down / top downer policy implementation or forward mapping is the milestone of public policy implementation theory. The emergence of this

theory is to answer the phenomenon of why implementation often fails and to answer how to produce an implementation formula that has a low failure rate. The disadvantage of this top down theory is that it focuses only on policy makers and the approach used is limited to space and time.

## METHOD

This research is a research using a quantitative approach with an explanatory survey method. The researcher took samples using a sampling technique, namely probability sampling with proportionate stratified random sampling, with the number of samples needed being 400. This research will take place in 11 Bersinar Villages, Depok City. The instruments in this study are questionnaires and interview guidelines. The measurement scale is an agreed reference for determining the length of the interval in the measuring instrument, so that the measuring instrument when used in measurement will produce quantitative data.(Sugiyono, 2019). In this study, questionnaire analysis was carried out by giving values from the questionnaire results based on ranking or Linkert Scale, which is used to measure attitudes, opinions and perceptions. The method used in data analysis and hypothesis testing in this study is by using the Structural Equation Model - Partial Least Square (SEM-PLS) method (Bhattacherjee, 2012; Iskamto, 2017; Pandey & Pandey, 2015).

## RESULT AND DISCUSSION

Hypothesis analysis is carried out to see the significance of the influence between variables by looking at the parameter coefficient values and the t-statistic significance values, namely through the bootstrapping method.(Ghozali, 2018)with the criteria that if the t-statistical value > t-table (1.96) then it is called influential and if the significance level (p-values) α < 5% (0.05) then it is called significant.

Based on the calculation results, the Direct Influence between variables can be stated in the following table and description:

Table 1. Results of Hypothesis Analysis using the bootstrapping method

| Variabel | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|---|---|---|---|---|---|
| Komunikasi → Implementasi Kebijakan | 0,215 | 0,219 | 0,064 | 3,342 | 0,001 |
| Sumberdaya → Implementasi Kebijakan | 0,115 | 0,117 | 0,044 | 2,634 | 0,009 |
| Disposisi → Implementasi Kebijakan | 0,331 | 0,333 | 0,050 | 6,635 | 0,000 |
| Birokrasi → Implementasi Kebijakan | 0,321 | 0,314 | 0,066 | 4,908 | 0,000 |

Source: Data analysis results (2024)

Based on the results of the analysis above, it can be seen that communication has a significant effect on policy implementation with a t statistic value of 3.342>1.96 and a p value of 0.001<0.05. Resources have a significant effect on policy implementation with a t statistic value of 2.634>1.96 and a p value of 0.009<0.05. Disposition has a significant effect on policy implementation with a t statistic value of 6.635>1.96 and a p value of 0.000<0.05. Bureaucracy has a significant effect on policy implementation with a t statistic value of 4.908>1.96 and a p value of 0.000<0.05. So it can be concluded that all independent variables in this study have an effect on the dependent variable.

**Communication influences policy implementation**

Community-based approaches to drug prevention emphasize the importance of local participation in tackling substance abuse. Studies show that engaging community stakeholders, including residents, local leaders, and civil society organizations, fosters a sense of ownership and collective responsibility (NIDA, 2016). Programs that integrate public education, peer support, and skill development are particularly effective in reducing drug use, as they address the social and environmental factors that contribute to substance abuse (Hawkins et al., 2009).

In the Indonesian context, such strategies resonate with traditional concepts like Gotong Royong (mutual cooperation), which emphasize collaborative action for communal well-being. The

Kelurahan Bersinar Program leverages this cultural ethos to mobilize communities for drug prevention efforts.

Communication has a significant influence on policy implementation because communication plays an important role in determining the success of achieving the objectives of public policy implementation. Implementation will run effectively if decision makers already know or have knowledge of what they have to do. Knowledge of what they will do will run if communication also runs well. Thus, in every policy decision and implementation regulation must be transmitted to the right section or person in charge. When conducting policy communication must be done properly, accurately and consistently. Communication is needed so that decision makers and implementors implement every policy that will be applied in society consistently(Agustino, 2016).

### Resources influence policy implementation

Resources have a significant influence on policy implementation. Implementation will be effective if the implementer has resources. Important resources are adequate staff with good skills, authority and facilities needed to carry out public services.(Winarno, 2021). The resources needed in implementing public policy consist of human resources, financial and time. The success of policy implementation is determined by the availability of these three resources. In each stage of policy implementation requires quality human resources according to their field of work. Finance plays a role in the implementation of a policy. Van Metter and Van Horn(Kurniawan & Dt. Maani, 2019)emphasizes that policy resources are as important as communication. The availability of resources consisting of funds or other incentives to facilitate the implementation of a policy

### Disposition influences Policy Implementation

Disposition has a significant effect on policy implementation. The disposition factor or attitude of the policy implementer is an important factor in the approach to implementing a public policy. Public policy will run effectively when the policy implementer has the competence to implement it, not just knowing what to do, so that there is no bias in practice. Edward III emphasized the impact of this disposition variable. The success of this program is determined through the selection of dedicated personnel, having competence that is in accordance with the needs of the program, and the provision of appropriate incentives. Effective governance is critical for implementing anti-drug initiatives. Local governments play a pivotal role by facilitating partnerships between national agencies, community groups, and law enforcement. According to the United Nations Office on Drugs and Crime (UNODC), comprehensive drug prevention strategies should involve multiple stakeholders to ensure sustainability and broad-based impact (UNODC, 2020).

The Kelurahan Bersinar Program aligns with this framework by integrating the efforts of the National Narcotics Agency (Badan Narkotika Nasional, or BNN), local governments, and community organizations. Studies on similar programs emphasize the need for strong institutional support, transparent coordination mechanisms, and regular monitoring to achieve desired outcomes (Wijaya, 2018).

### Bureaucracy influences policy implementation

Bureaucracy has a significant influence on policy implementation. Policies often require cooperation from many parties, when the bureaucratic structure does not support a policy, it will result in ineffective and unmotivated resources, thus hindering the implementation of the policy. Policies that have been decided politically must receive support from the bureaucracy as the implementer by means of good coordination. The performance of the bureaucratic or organizational structure to implement the policy can be improved in a better direction. Edward III added 2 things, first, creating flexible standard operating procedures (SOP). SOP is a set of planned methods or activities that serve as a reference for implementers (such as apparatus, administrators or bureaucracy) to carry out activities in accordance with established standards. Second, fragmentation is carried out with the aim of dividing the

responsibility for activities or programs into several work units that are in accordance with their respective fields. So that with this fragmentation, implementation will run more effectively because the implementer is a competent and capable organization.

## CONCLUSION

Based on the research results, it can be concluded that the implementation of policies in program implementationKelurahan Bersinar in Depok is influenced by several influential factors, including communication, resources, disposition, and bureaucracy. So that every activity program can run well and optimally, the kelurahan in Depok must pay attention to these four factors.

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