The Development Policy Implementation of Center Point of Indonesia at Indonesia Integrated Global Business Center at Losari Beach in Makassar

Muh. Ikramullah Akmal 1, Aslinda 2, Muhammad Guntur 2, Muhammad Luthfi Siraj 4

1 Public Administration, Hasanuddin University
2, 3 State Administration Science, Makassar State University
4 Business Administration, Makassar State University

Abstract. This research aims to find out how the development policies implementation of Center Point Of Indonesia (CPI) through the Mentality-Approach, Systems-Approach approach among entrepreneurs/Private Sector and Networking- Approach at Losari Beach, Makassar city. This research method is a qualitative type with a phenomenological approach through the MSN-Approach model to analyze and understand the complex implementation of coastal reclamation (CPI) in Makassar City. Sources of data used in this study are interviews with all elements of policy makers as key informants, observations, and documents. This study uses the Losari Multi-Stakeholder Analysis (MSA) procedure, Makassar City. The results of this study found that the implementation of CPI development policies in Makassar City through the MSN-Approach Model approach (Mentality-Approach, Systems-Approach, and Networking-Approach) was considered less effective. This is because the attitude of the actors who are not consistently responsible for the analysis plan on environmental impact analysis (AMDAL) that does not pay attention to marine sustainability and the economic sustainability of coastal communities. So that it is also assessed the role of government, private sector, and civil society which has not materialized to do good cooperation before making planning, development processes to the management of accountable CPI.

Keywords: Policy Implementation, Development, Center Point Of Indonesia.

1 Introduction

Public policy is defined as a process or series or pattern of government activities or decisions designed to solve some public problems (Wilson, 2006). Public policy focuses on the public and its problems. Public policy focuses on how issues and problems are defined and constructed, and how they are placed on the political and policy agenda. Considering that one of the spatial planning development policies in a city is contained in the regulation of law number 27 of 2007 article 34 concerning Spatial Planning, in this case the coastal reclamation policy while the purpose of coastal reclamation is carried out so that it can provide economic benefits greater than the economic costs and social costs. In addition, the expected policy impacts in the implementation of coastal reclamation are: a) The existence of sustainability and community livelihoods; b) balance between the interests of utilization and preservation of the coastal environment; c) meet the technical requirements for material extraction, dredging, and stockpiling.

The policy on coastal reclamation in Makassar City is regulated in Regional Regulation no. 4 of 2015 concerning the Makassar City Spatial Plan, it is stated in article 75 paragraph (1) that “the area for reclamation space is the result of the implementation of reclamation activities carried out by means of eviction, drying of land or drainage which is used to meet development needs and maintain the public interest. Considering the carrying capacity and carrying capacity of the environment.

Regarding the government's policy in reclamation of beaches located on Losari beach or commonly called Center Points Indonesia (CPI). The reclamation project was developed by PT. Ciputra Surya Tbk in collaboration with PT. Yasmin Bumi Asri, where the budget allocated for the beach reclamation work is around Rp. 3.5 trillion. In the CPI reclamation project in the Losari Makassar beach area and there are several facilities to be built in the Center Point of Indonesia reclamation area on a 157 Ha land including state goesthouse, Makassar City Center, 99 Cuba Mosque, Bussiness Park, Coral Park Garden.

Although the government has issued regional regulations and disbursed a very high CPI reclamation budget, the policy for implementing coastal reclamation is still receiving criticism from various parties. For

* Corresponding author: ikramullahbd@gmail.com

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example, this project has caused severe damage to the coast as well as worsening the living conditions of coastal communities, bad impact on the environment, such as pollution, decreased water quality, decreased diversification of marine life due to contamination of heavy metal and organic materials, accumulation of garbage on Losari beach, abrasion on Galesong Beach caused by dredging beach sand for the construction of the CPI mega project.

Based on this phenomenon, the MSN-Approach Policy Implementation Model by Kadji (2015) is considered very appropriate to be used to investigate the phenomenon of coastal reclamation activities in the CPI project in Makassar City because the policy products in this program are in direct contact with three dimensions of policy of stakeholders, namely Government, Private Sector, and Civil Society.

2 Research Methods

This research is a qualitative type with a phenomenological approach through the MSN-Approach model approach to analyze and understand the complex implementation of coastal reclamation (CPI) in Makassar City, (Imperial, 2001). Sources of data used in this study are interviews, observations, and documents. This study uses the Multi-Stakeholder Analysis (MSA) procedure to obtain and analyze valid and reliable data with multi-stakeholder modeling data analysis techniques (Wilson, 2006).

3 Result and Discussion

The implementation of the CPI beach reclamation policy is one of the efforts made by the government in carrying out urban spatial development by making Makassar a world city. Regarding this policy, of course, the results of CPI's coastal reclamation development are able to touch the public interest and can be accepted by the public. In the implementation of coastal reclamation, it is measured

using the MSN Approach (Mentality, System, Networking) approach which is described as follows: Mentality Approach

The attitude and mentality of policy actors in implementing a program is a determinant of the success of policy implementation. The selected and appointed policy implementers put issues on the policy agenda in the CPI coastal reclamation development program in Makassar City related to the spatial development program. Of course, this requires the implementing apparatus to be more responsible with regard to the mentality or attitude of the implementers in carrying out any policies that have been set.

“The CPI beach reclamation development program is an activity that is oriented towards large enough funds and covers the problems of many people. However, the procedure in its implementation is still not good, such as planning an environmental impact analysis (Amdal) on conditions in the waters which result in some coastal communities having to change places to look for fish, the accumulation of garbage around the coast and this is what the implementors should be responsible for, namely the government. Makassar city.” (Interview with AC on 10 June 2022).

The results of interviews with AC informants, the mentality of implementers can be seen from the form of responsibility in carrying out the program which can be seen from the ability to plan, time management with the implementation procedure model that is compiled is considered less effective, so that if in the attitude of policy actors who do not adjust the initial plan, then of course this program cannot run well, this is in accordance with (Schneider and Ingram, in Wilson, 2006) that a policy is different from what has been planned. This is due to the distortion of policy implementation which is an important issue for implementers to overcome in the hope that a policy design can be implemented successfully, namely the CPI beach reclamation program, although in general view it appears that every implementer has coordinated, as well as in the implementation area all have been responsible with the presence of a more beautiful spatial atmosphere in the CPI area, but this condition still does not provide value to many people in Makassar City because the implementation of this program is not fulfilled objectively and transparently in the selection of the quality of the EIA.

The results of field observations related to the mentality of the implementation of the CPI coastal reclamation program are the responsibility of the Makassar City government, an important criterion in policy implementation, four factors can be stated as a source of problems as well as preconditions for the lack of success in the implementation process, namely communication, resources, bureaucratic attitudes or implementers and organizational structure, including bureaucratic workflow. Communication of a program can only be carried out properly if it is clear to the implementers. Research findings related to the mentality of implementing policies on the CPI coastal reclamation program were assessed from several actors lacking a firm attitude in initial planning, especially in the assessment of Amdal and the main needs for the people of Makassar city so that this became a source of invaluable effective CPI implementation processes.

Government has a role and existence as policy makers and policy makers (policy actors) as understood by public policy paying attention to how, why, and with what influence the government develops certain ways of acting and not acting (Parsons, 2005) which of course has collaborating with various corporate sectors in realizing the development of CPI's coastal reclamation which can have a major impact on the economic growth of the community and the income of the city of Makassar. policy makers but also the objectives of the policy.

Through the results of data collection on the CPI coastal reclamation development in Makassar City, which still has not had a large and positive impact on the community's economy and the beauty of the sea panorama, this is certainly a problem for the government and various companies responsible for the program in accordance with the MSN-Approach theory, not in line with AC. Further Kadji (2015) that the Government in its
existence is both as the maker and policy maker (policy actor), as well as the government as the implementing apparatus or policy implementer. The private sector is a party with an interest in policy products that maintain the stability of economic and social life through the creation and provision of employment opportunities.

3.1 System Approach

Public policies in the form of programs to support the welfare of the community cannot be separated from the planning to the evaluation stage. A good system will certainly produce a good policy product. Policy actors first conduct an analysis of the problem and how the problem can be solved then a regulation is formed in accordance with the instructions for formulating a public policy. The Makassar City Government in making the CPI beach reclamation program first raised a focus that became a problem for the community. Starting from the input is the first step that must be taken in implementing the CPI beach reclamation program. Furthermore, the process of how to place policies so that they can touch all layers of the target and outputs related to how the economic growth of the Losari coastal community and also the wider community.

The implementation of CPI coastal reclamation development program refers to Regional Regulation no. 4 of 2015 concerning the Makassar City Spatial Plan. Where in the whole implementation, the implementers have a reference in the implementation system of the CPI coastal reclamation development. In accordance with the applicable system in the implementation system of the CPI coastal reclamation program, the South Sulawesi Provincial Government together with the Makassar City Government first conducted data collection on the total area of the sea, the resilience of the soil in the sea on the shore and environmental impacts as well as the number of coastal communities living around the CPI area which assistance will be given, then it is formulated and determined the amount of budget to be given in accordance with development needs and after that the government conducts and opens auctions for companies that will cooperate to work on CPI development projects.

The results of an interview with Mr. AD as the head of the planning section of the South Sulawesi Province (June 21, 2022) stated that “the system in the CPI development process departs from the analysis, data collection, implementation and evaluation processes. So that the CPI development process can go according to plan, we continue to carry out a transparent coordination and communication system to all parties and to the community regarding the facilities that will be made and the impact of the development.”

The statement by Mr. AD although it is said to have a system that has been running well in the implementation of CPI’s coastal reclamation development, but this is not in line with what was stated by Mrs. NI as a visitor to CPI (interview on 15 June 2022) that “the goodness of a development policy cannot only be seen from the development process but the most important thing is the impact on the community and also the region, of course the presence of CPI will make some coastal communities lose their homes, and with the existence of CPI the government does not allocate labor resources from the local community.”

The two statements of the informants above certainly illustrate that the government’s role in the policy-making system of the CPI reclamation program is not right on target in accordance with the regulation of Regional Regulation No. 4 of 2005 concerning Regional Spatial Planning. Apart from that, the presence of the CPI reclamation program is also considered to have less positive impact on the existing Cultural Val- ue System at sea, where it is known that the development will certainly have a large influence on the growth of coral and fish in the sea and will lead to cleanliness in the waterfront, because with the number of various development facilities in the CPI area, automatically the level of waste consumption will also increase. Although it is also known that in 2021 with the inauguration of the CPI Legos in Makassar which was inaugurated on February 10, 2020, CPI will gradually become the center of Makassar city destinations, a new icon that some people call it the city of the future.

Empirically, the research findings from the aspect of the system approach implemented by the Makassar city government in the CPI coastal reclamation development program are considered less effective, because the coordination and communication carried out by the Makassar city government for the CPI program is only focused on development results, which in fact forgets the system, supervision and management of marine cleanliness which will actually be able to eliminate the image of a sense of comfort for CPI visitors if the beach area looks dirty and filled with garbage. Therefore, to make this CPI beach reclamation program an icon of the beautiful city of Makassar and have the potential to develop community economic growth, the Makassar city government as a policy-making actor should pay attention to the supervisory system for CPI management, as stated by According to Edward III in Suratman (2017) that policy implementation will be effective if it is determined by resources, an organizational structure that is able to communicate and supervise consistently and transparently over the management of the programs that have been made”.

3.2 Networking Approach

The success of a local government policy program cannot be separated from the cooperation carried out by existing stakeholders, in the current era of autonomy demands improvements in the implementation of public services. So that every government agency in the region often cooperates both within the scope of the government sector, the private sector or the public itself.

The implementation of the CPI beach reclamation program in Makassar City cannot be separated from the cooperation of all parties, the tourism office, the spatial planning office admits that the main success is the participation of the community who can understand the
whole system in the implementation of CPI development so that in the implementation process there are no significant obstacles. The statement by Mr. AD as the head of the planning section of South Sulawesi Province (June 21, 2022) stated that “the CPI development process from 2012 to 2022 can not be separated from the initial steps taken, namely making cooperation with all companies and also the entire community in Makassar City and this cooperation is contained in various forms in the form of providing compensation to the people who live in the development era, as well as written agreements with companies that are involved in the construction of CPI.

Partnership or cooperation is very important in realizing a policy because a partnership with other parties will be able to help the policy process be implemented according to the plan, as partnership is actually a necessity for parties with the same orientation who want to save energy and produce multiple benefits, (Sulistiyan, 2004).

The role of the Makassar city government for its cooperation in the development of the CPI is also a form of the concept of good governance in which any policy product that is ready to be implemented, is ensured to lead to or be in direct contact with the three dimensions of policy stakeholders, which Kadji (2015) asserts that in the domain of Good Governance, there are three sectors that are in direct contact with public policy and governance, development and community management, namely Government, Private Sector, and Civil Society. These three actors are the key to the success of a policy that will be made and implemented, including the results of the CPI reclamation development.

Based on research findings related to Network-ing or relations carried out by the Makassar city government, it is considered quite effective in realizing the CPI reclamation development policy. Productive internal cooperation and harmonious partnerships with stakeholders, to produce useful and quality works that are described in the form of sub-systems: Institutional aspects, policy and program budgeting, human resources, data and information, and money strategies for policies and programs, (Aslinda, 2019). The cooperation relationship in the implementation of the CPI coastal reclamation program cannot be separated from cooperation between agencies in the aspect of openness. Starting from the planning process to the implementation stage involving all stakeholders who are interested in supporting the implementation of the CPI beach reclamation development in Makassar.

The networking process in the implementation of CPI’s coastal reclamation development leads to a common goal of improving the quality of the community’s economy and also the Makassar City area, although it is known that in the process of cooperation carried out by the local government, it has faced many challenges, one of which is the presence of some people who refuse to carry out reclamation development. In the implementation of the CPI reclamation development, various very important elements are needed that can support the achievement of development goals. One of the important elements that is considered to be able to determine the success of this goal is the role of all Makassar city government agencies to collaborate with the entire community in providing clear and transparent information from planning to the development process that will be carried out.

Apart from that, the collaboration is not only cooperation in providing information, but in the CPI development process what is needed by the community is the empowerment of workers for the local community and cooperation with company partners who serve as managers can also ensure that it does not pollute the environment around the coast of CPI.

Cooperation networks in supporting the CPI coastal reclamation program must involve all stakeholders who play a role in the implementation of the program. A good relationship between policy makers and the community certainly guarantees the success of policy that is made. The government has the responsibility to be transparent in all forms of programs that are made so that the public can understand and policy can run optimally. As stated by (Sujana, 2012) that one of the important principles in partnership is that both parties must constantly improve the quality of service to the community.

4 Conclusion

Based on the research findings, it can be concluded that the implementation of CPI development policies in Makassar City through the MSN-Approach Model approach (Mentality- Approach, Systems- Approach, and Networking- Approach) is considered less effective. Meanwhile, the synergy of cooperation between the government, private sector, and civil society which is manifested in the framework of building the public interest actually provides an image of an assessment for some people on the CPI development that has not had a real impact on the economic growth of the community and the growth of marine sustainability on the Losari beach, Makassar.

Acknowledgments

Thanks to Makassar State University for funding this research through the Institute for Research and Community Service. Thanks to the Dean of the Faculty of Social Sciences and Law and his staff for all their support during the research. Thank you to all parties, especially the Makassar city government and the community who have helped a lot in this research, so that the CPI development policy can be an important information material for the Makassar city government to evaluate and improve a more accountable and transparent CPI management system.

Reference


