

IMPLEMENTATION OF REGIONAL REGULATION NUMBER 13 OF 2002 CONCERNING THE PROHIBITION OF THE ALCOHOLIC BEVERAGES CIRCULATION IN MALINAU REGENCY

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ABSTRACT

Regional Regulation Number 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages in Malinau Regency serves as a guideline for maintaining public order and protecting citizens from the harmful effects of alcohol consumption. The regulation aims to prevent the abuse of alcoholic beverages in social life, particularly within Malinau Regency. This research seeks to examine the implementation of the regulation, identify obstacles encountered by the local government, and propose solutions to improve enforcement efforts. A qualitative descriptive research approach was employed, using a sample population to assess the extent to which the regulation has been enforced within the community. Data collection methods included library studies, field research, observations, interviews, and documentation. The data analysis followed an interactive qualitative model, involving data collection, reduction, presentation, and conclusion drawing. The findings reveal several challenges in the enforcement of the regulations. One significant issue is the limited socialization efforts by the Regional Government, leading to a lack of awareness among the community. Additionally, the lack of financial support for implementing agencies hampers the effectiveness of the regulation. The number of enforcement officers is also inadequate given the vast geographical area, which further complicates the implementation process. The study suggests that bureaucratic reforms are necessary to enhance the effectiveness of the regulation, along with increased funding and better public outreach. These improvements would ensure that the objectives of the prohibition are met more effectively, contributing to a healthier and safer social environment in Malinau Regency.

Keywords: *Policy implementation, influence of alcohol*

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INTRODUCTION

Designing a public policy whose legal products are in the form of Regional Regulations (PERDA), especially the Liquor Regulation (MIRAS), it is very necessary to pay attention to the things that are the focus of the design, such as the special conditions of a region and laws and regulations that are at a higher level. Based on the Presidential Decree related to Alcoholic Beverages (Presidential Decree Number 74 of 2013 concerning the Control and Supervision of Alcoholic Beverages, 2013), (Regulation of the Minister of Health Number 86/Men.Kes/Per/II/1982 concerning the Prohibition of the Circulation, Production and Import of Liquor Not Registered with the Ministry of Health, 1982), and (Regulation of the Minister of Trade Number 06/M-DAG/PER/1/2015 concerning the Second Amendment to the Regulation of the Minister of Trade Number 20/M-DAG/PER/2014 concerning Control and Supervision of the Procurement, Circulation, and Sales of Alcoholic Beverages, 2015), it is necessary to consider several materials that regulate the class of alcoholic beverages, quality standards, distribution places of the sales system, and places to consume alcoholic beverages.

The imposition of certain prohibitions on consuming alcoholic beverages and buying (such as age limits), storage permits, without a license to produce or without a license to

distribute, sell and distribute alcoholic beverages will be subject to sanctions against violators. According to (Oktavian Balang, 2020) Another thing that causes the emergence of activities that use alcohol consumption among the people of Malinau Regency is that there is still a community culture/culture in several Dayak tribes, one example is the Bulusu Tribe, coming from a group of Dayak tribes who live in villages such as Sesua Village (Malinau Regency), Seputuk, Rian/Kapuak, Sedulun, Limbu Sedulun, Sebidai, Sekawang, Seludau, Mendopo Bebakung of Tana Tidung and Sekatak Regencies, Sekatak Bengara, Mentadau and Pimping (Bulungan Regency) who have the same ancestry history.

The Belusu or Berusu tribe uses alcohol as part of traditional rituals such as death ceremonies, harvests, welcoming guests, and other ceremonies that take place in the community, this activity and tradition has been going on for a long time from generation to generation. Because it is known that the local community does this thing or ritual to respect the guests/invitees and also be part of the ceremony held as a bond of brotherhood and togetherness among certain sub-tribes/communities in the Malinau Regency area.

The presentation of the composition and procedures for making the sweet drink consists of the main ingredients of cassava, by the process of boiling, then cut into pieces and mixed with yeast made by yourself, then the next process is mixed with ginger, lemongrass and pepper and mixed with the main ingredient, namely cassava, after the process, the drink is stored in a jar for two to three weeks

Regional Regulations (PERDA) are a further provision of higher laws and regulations, Regional Regulations are made by paying attention to the characteristics of an area that is different in terms of its culture, by paying attention to the aspirations of the community in more detail in sanctioning violators in accordance with the local norms and wisdom of the area; quoted in his writing (Saputra et al., 2020). The Malinau Regency Government is competent in regulations and policies related to liquor/alcoholic beverages contained in PERDA Number 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages in Malinau Regency, as a form of legal source strength in Malinau Regency. These regulations and policies are legal umbrellas based on the interests of the public and at large in Malinau Regency, as well as residents located and located in the Malinau Regency area, with these regulations, state legal norms and customary norms can go hand in hand, without having to become a polemic in society in general

Consideration of regional regulations as a form of rules in religious tolerance as well as legal rules that apply strictly in the Republic of Indonesia, differences and diversity in responding to cultural differences in racial, tribal and religious activities as the most important part in the problem of liquor/alcoholic beverages, because the state of Indonesia is a multicultural country and protects every religious believer. The importance in regional regulations related to PERDA Number 13 of 2002, to maintain general order and provide restrictions on the use/consumption of alcoholic beverages with the impact caused by eliminating awareness that can threaten the safety of oneself and others, as well as maintaining comfort and security from the behavior of consuming alcohol to lead to committing criminal acts and crimes.

Factors that can hinder the implementation of the Regional Regulation on Alcoholic Beverages become ineffective are due to the lack of supporting facilities for the implementation of policies and regulations of the Regional Government in the process of socializing Regional

Regulation Number 13 of 2003 concerning the Prohibition of Alcoholic Beverages in Malinau Regency. The limitation of the provision of infrastructure and facilities in the socialization process includes mobilization facilities in the form of vehicles, presentation equipment and other supporting equipment, this condition is caused by the condition of Malinau Regency geographically has a diverse area both swamp areas, land, mountain forests and rivers, which administratively is also scoped as a border area between Indonesia and the State of Malaysia.

Natural conditions and hilly areas whose access can only be reached by land using a four-wheel drive vehicle (*Four Wheel Drive*), road access conditions and locations have different levels of difficulty, in addition to the main factor of mobilization in socialization is the attitude of the implementer which is not in line with the policy to be implemented so that what is wanted to be conveyed to the community does not run as it should Expected. The lack of competence or quality of the implementers of the activity along with the number of personnel makes the implementation difficult to achieve, the condition of the lack of quality and quantity of implementers who are the target of the entire group is not in accordance with the target and is not met, then the socialization target is not met on *time*.

Other failures in the implementation of policies and rules are caused by the low understanding of substantial material related to Regional Regulation No. 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages, the lack of knowledge of personnel/resources related to the Regional Regulation and not in accordance with the competence in their fields. There is no regulation or *Standard Operating Procedure (SOP)* system in the implementation of the program mechanism for handling the problem of alcohol prohibition in Malinau Regency which is understood by the implementation in the field and the process of handling violations, the understanding of standard procedures as a plan or step in the implementation that is useful to avoid mistakes in the implementation of George C. Edward III policies in (Agustino, 2008). The implementation of SOPs is a routine activity that allows employees or policy implementers to carry out the initial routine in carrying out activities, mechanisms that are in accordance with the standards that have been set to minimize errors in implementation in activities in the field.

References in the implementation of good SOPs include a clear, systematic, implementable and unconvoluted framework for anyone because it will be a reference in the work of the implementer, while the implementing organizational structure in the official and field that implements SOPs properly and correctly will minimize complicated processes and procedures. The person in charge in the implementing organizational structure is a guarantor in decision-making for several incidents and problems and obstacles both in the official and in the field, the handling of multi-dimensional and multi-sectoral problems can be solved quickly and accurately, so that the goals and targets in efforts to enforce regulations and policies can run according to the expectations of the Malinau Regency Regional Government. The communication system is a liaison in the process of implementing activities with an understanding in the implementation of procedural steps and management in the process of implementing activities can be done properly if there is efficient and effective communication between program implementers (policies) and target *groups*.

The goals and objectives of the program/policy can be properly socialized so that there can be no distortion (misunderstanding) of the policy and program, with an understanding of the mechanism for implementing activities is important because the higher the knowledge of

the target group of the program, the lower the level of rejection and mistake in applying programs and policies in the real realm. The adequacy of investment capital for a program/policy also needs to be the main concern because these conditions are related to the program to be implemented and can be mutually sustainable, both important things must be considered in the implementation of government programs/policies, without the reliability of the implementer, the policy runs slowly and temporarily.

While financial resources ensure the sustainability of the program/policy, without adequate financial support, the program cannot run effectively and sustainably according to George C. Edward III in (Indiahono, 2009), disposition is showing characteristics that are closely related to the policy/program implementer. The most important character possessed by implementers is to foster a sense of honesty, commitment, and democracy. Implementers who have high commitment and honesty will always survive among the obstacles and obstacles encountered in the implementation of programs/policies. Honesty directs the implementer to stay in the direction of the program that has been set in the program guideline (framework), the commitment and honesty of the implementer will foster high enthusiasm, loyalty and dedication in carrying out the stages of the program consistently.

A democratic attitude will increase the firm impression of the implementer in enforcing rules and policies in front of the members of the target group, this condition will reduce resistance from the community and foster the trust and concern of the target group towards the implementer and programs and policies. The phenomenon of the free sale of alcoholic beverages that continues to occur in Malinau Regency makes it difficult for the local government to eradicate the development and control of liquor, regulations/regulations on the prohibition of the circulation of alcoholic beverages in Malinau Regency have been issued for more than nineteen years, through (Regional Regulation Number 13 of 2002 concerning the Prohibition of Circulation of Alcoholic Beverages in Malinau Regency, 2002) but does not create or exert any effect and influence. significant for the community, especially violators of the Malinau Regency Regional Government policy rules.

The fact that occurs in the lives of residents and people of Malinau Regency is still found in the abuse of consuming alcoholic beverages of various legal and illegal brands that are freely and openly in the general public which provides a sense of discomfort for the community in general, this condition is carried out by several members of the community from various age groups ranging from children to adults and the elderly.

Based on data and information on the results of alcoholic beverage seizures from the Malinau Regency Civil Service Police Unit, especially at the entrance and borders between regions and areas bordering neighboring Malaysia, alcoholic beverages are still found that are consumed and traded freely to the public in large quantities from various legal and illegal trademarks.

This condition is also triggered by other conditions in some communities/certain groups that use alcoholic beverages as traditional ritual activities that become local wisdom of local culture, but in deceiving the enforcement of legal norms, it is often abused by some community members to use as a reason for the form of the part of the customary event in question, by including products or goods in the form of liquor/alcoholic beverages produced manufacturers with high alcohol levels for customary activities so that it becomes a concern for the people of Malinau Regency by indicating that it leads to a high level of crime and safety of public facility

infrastructure users, a high number of traffic accidents or negligence in the use of motor vehicles that result in accident victims.

The scope of public health is addicted to consuming alcoholic beverages excessively and

NO	NAMA MINUMAN ALKOHOL	TAHUN						KETERANGAN
		2016	2017	2018	2019	2020	2021	
1	DIABLO	374	1235	1385	5244	4534	-	KALENG
2	BEER BINTANG	1754	2900	63	1644	1839	432	KALENG
3	REED BULL	312	2900	-	-	-	-	KALENG
4	3 HORSES	1670	1318	144	-	-	-	KALENG
5	LABOUR 5	82	-	25	-	-	-	KALENG
6	CIU	359	63	8	-	-	-	KALENG
7	GOLDEN BOTOL	-	1549	-	-	-	-	KALENG
8	TRIO TURBO	-	1384	-	-	-	-	KALENG
9	ANGGUR MERAH BOTOL	-	-	-	-	600	420	KALENG
10	STOUT BOTOL	-	-	-	-	504	-	KALENG
11	CHIVAS REGAL BOTOL	-	-	-	-	24	-	KALENG
12	ANGGUR MERAH TRAVELLA	-	-	-	-	20	-	LITER
13	HUSTER	-	-	-	-	-	264	KALENG
14	BLACK JACK BOTOL	-	-	-	-	-	64	KALENG
15	ANGGUR KOLESOM BOTOL	-	-	-	-	-	2	DUS
16	GUINNESS BEER	-	-	-	-	-	7	DUS
17	R & B LIKJER	-	-	-	-	-	1	DUS
18	DEBAK SOJU LEMON	-	-	-	-	-	2	DUS
19	ANGGUR MERAH MC DONAL	-	-	-	-	-	14	DUS
20	ANGGUR KAWA KAWA	-	-	-	-	-	4	DUS
21	ANGGUR MALAGA	-	-	-	-	-	1	DUS
22	ANKER BEER	-	-	-	-	-	148	DUS
23	PROST BEER	-	-	-	-	-	100	DUS
24	DRAFT BEER	-	-	-	-	-	30	DUS
25	HUSTER BEER	-	-	-	-	-	25	DUS
26	ANGGUR PUTIH	-	-	-	-	-	2	DUS
TOTAL		4551	11349	1625	6888	7521	1516	

triggering the habit of consuming alcohol/alcoholic beverages that can interfere with the health of human organs and affect the health of the womb and fetus of pregnant women.

Table 1 List of Liquor Catch Recordings

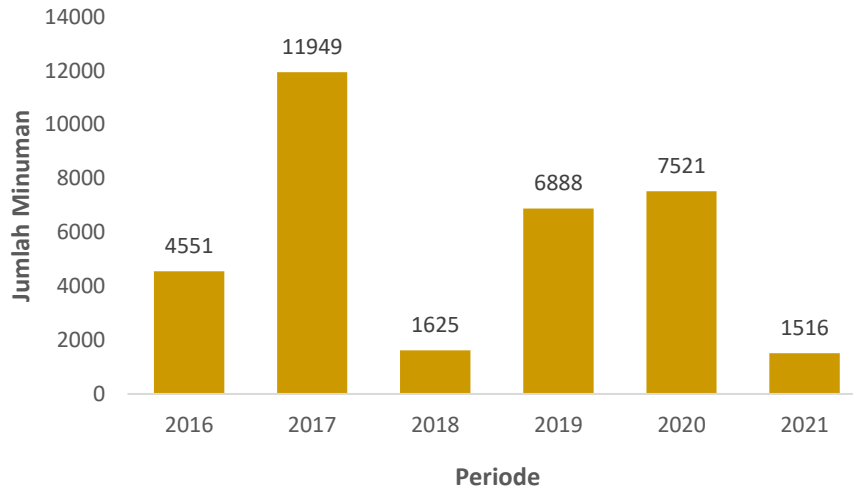


Table 2 Diagram of Liquor Catch Satpol PP Malinau Regency

Source: Satpol PP Malinau Regency in 2021

The importance of the attention of all residents of Malinau Regency to the dangers of abuse in consuming liquor/alcoholic beverages above the normal and excessive threshold can cause criminal behavior and danger to health, as well as have an impact on the declining quality of the next generation of the nation's relay. Regulations and policies related to the prohibition of alcoholic beverages need to be addressed wisely and wisely, because if the people who are currently consumers of liquor cannot protect themselves and their families, it will not be long before the young generation of Malinau Regency and the next generation of the nation's relay who are expected to continue the development of this nation slowly and surely their mentality

and morals will be damaged because they are influenced by the habit of consuming drinks hard or alcoholic beverages contain this alcohol excessively and without rules and understand the impact and consequences.

Electronic media information related to liquor, (halosehat.com, 2018) Consuming alcoholic beverages can be caused by several factors, including:

1. Individual factors, this factor can grow from within the human being because of a high motivation, wanting to try and can also be because the person is in a state of severe stress;
2. Drug factors, this factor can arise due to pharmacological properties, psychological states or individual personalities so that the person must be forced to consume alcoholic beverages;
3. Environmental factors, this factor can occur due to external influences, for example from daily associations, lifestyles, cultural values in the community and others.

Alcoholic beverages also have side effects that can harm others and can even be damaging to the person who consumes them, with this impact there are still many people who still consume alcohol and sell alcoholic beverages freely.

The spread of the sale of alcoholic beverages no longer considers social, economic status and age groups so that alcoholic beverages can be consumed not only by adults but by minors/school-age children can also consume these drinks freely. This condition is the result of the absence of restrictions and supervision of alcoholic beverage traders because their sales are carried out freely and openly without any warnings or prohibitions and the lack of awareness of the people of Malinau Regency about the impact of alcoholic beverages.

The author responded by choosing Malinau Regency as the object of research because this condition is a form of concern in the process of enforcing government rules and policies that are still not massive and do not provide legal force for enforcement in errors and violations of the rules for the implementation of the ban on alcoholic beverages in Malinau Regency, the author dedicates the importance of implementing law enforcement from the dangers of alcoholic beverages so that citizens Malinau Regency is beginning to be aware and understand the adverse effects of consuming alcoholic beverages.

The sociological basis is related to empirical problems, and the needs experienced by the community, which are related to the regulation and control of alcoholic beverages, therefore sociologically, the Law on the Prohibition of Alcoholic Beverages must provide answers or solutions to problems related to the handling of dangers caused by alcohol. Quoted from (Rijkschroeff et al., 2001).

The implementation of supervision and control of liquor circulating in the Malinau Regency Area, the local government has compiled regulations to provide comfort and order for all levels of society, especially in the Malinau Regency area. The Malinau Regency Government has issued (Regional Regulation Number 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages in Malinau Regency, 2002) as a condition Rules/laws are an absolute requirement to ensure order in society.

Regulations that are binding, clear, and implementable will create an atmosphere of safety, peace, peace and prosperity in accordance with the expectations of the local government of Malinau Regency as 'BUMI INTIMUNG' with the meaning of Beautiful, Orderly, Prosperous and Superior, but if the mechanism and non-implementation of regulations and policies related to the prohibition of alcoholic beverages, Malinau Regency will slowly arise

chaos or disorder in people's lives, Therefore, regulations and policies must be seen as a means that can provide hope to achieve certain goals.

The Malinau Regency Government established (Regional Regulation Number 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages in Malinau Regency, 2002) concerning the Prohibition of the Circulation of Alcoholic Beverages is used as a form of controlling and supervising the circulation and sale of alcoholic beverages in the community. The impact of alcoholic beverages causes losses to human health and disturbs public order and peace, so it is necessary to supervise and regulate their production, circulation, and sales, the implementation of the Regional Regulation (Perda) must also involve and play the role of the community directly so that the regulations can run effectively.

The lack of effectiveness in the implementation of Regional Regulation (Perda) No. 13 of 2002 concerning the Prohibition of Alcoholic Drinks in Malinau Regency in fact is still encountered and there are still many circulation and sales of alcoholic beverages that occur freely and openly, this condition is inversely proportional to the existence of regional regulations/policies issued by the Government, which are under the legal umbrella of the Regional Government or the Central Government.

Hopefully, the first step of this research study can provide education and dedication to the creation of a comfortable, safe and harmonious environment, so that with the implementation of regional regulation Number 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages, the residents of Malinau Regency have awareness and compliance with the dangers of alcohol-containing beverages. Some secondary data related to the Laka Lantas incident in Malinau Regency which is one of the causes/triggers as a result of the abuse of alcohol consumption or alcoholic beverages.

Table 3

List of Traffic Accident Recordings in Malinau Regency

It	Year	Police Report	Die on the spot	Severe Injuries	Minor Injuries	Rugi Material
1.	2022	20	7	16	5	Rp 38.750.000,
2.	2021	34	7	21	15	Rp 192.300.000,
3.	2020	20	7	11	8	Rp 89.800.000,
4.	2019	32	8	20	28	Rp 236.000.000,
5.	2018	7	4	3	0	Rp 108.300.000,

Source of Malinau Regency Police 2022

Based on the background conditions of the dangers and impacts caused by the abuse of alcoholic beverages, the author tries to analyze it in the form of a research entitled "**Implementation of Regional Regulation Number 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages in Malinau Regency**".

METHOD

This research method employs a qualitative descriptive approach, as outlined by (Sugiyono, 2008). Qualitative descriptive research is used to describe and analyze phenomena in their natural settings, aiming to provide a detailed understanding of the variables involved. In this type of research, the focus is on gathering comprehensive information about a specific

phenomenon, event, or process. Descriptive research does not manipulate the variables but rather seeks to understand their nature and interactions through systematic observation and analysis.

In this study, the researcher seeks to explore and describe the implementation of Regional Regulation Number 13 of 2002, which prohibits the circulation of alcoholic beverages in Malinau Regency. Regulation enforcement, carried out by the Pamong Praja Police Unit, is the main focus of this research. By applying a qualitative descriptive method, the study aims to gather as much information as possible on how this regulation is enforced in practice, how it impacts the community, and the challenges faced by the Pamong Praja Police Unit in Malinau Regency, North Kalimantan Province.

This research involves in-depth interviews, direct observations, and document analysis to gather data related to regulation's enforcement. Through this approach, the researcher seeks to provide a nuanced understanding of the processes and outcomes associated with the prohibition of alcoholic beverages, as well as the social, legal, and practical implications of the enforcement efforts in the region. By adopting this qualitative method, the study aims to reveal the complexity of regulatory enforcement and the contextual factors that influence its effectiveness

RESULTS AND DISCUSSION

The design of public policies that produce legal products such as Regional Regulations (PERDA) requires special attention to various important aspects, including region-specific conditions and higher regulations. One relevant example is the PERDA related to liquor control (MIRAS). In its preparation, PERDA must refer to various higher national regulations, such as Presidential Decree No. 74 of 2013 concerning the Control and Supervision of Alcoholic Beverages, Regulation of the Minister of Health No. 86/Menkes/Per/II/1982 concerning the Prohibition of the Circulation of Unregistered Liquor, as well as the Regulation of the Minister of Trade No. 06/M-DAG/PER/2015 concerning Procurement Control and Supervision, Circulation, and Sales of Alcoholic Beverages. These regulations regulate the class of alcoholic beverages, quality standards, distribution systems, sales, and places of consumption of alcoholic beverages.

Alcohol control through these regulations is essential, given its impact on public health, public safety, and potential criminality. The enforcement of prohibitions on the consumption and distribution of alcoholic beverages without a permit, the age limit for buying and consuming alcohol, and sanctions for violators are at the core of this policy. However, in Malinau Regency, North Kalimantan, there are still big challenges in its implementation.

The Influence of Local Culture on Alcohol Consumption

In Malinau Regency, there are still several community groups, especially from the Dayak Bulusu tribe, who make alcohol part of traditional traditions and rituals. Alcohol is used in a variety of traditional ceremonies, such as death ceremonies, harvest celebrations, welcoming guests, and other ceremonies. This tradition has been going on for a long time and has been passed down from generation to generation. These rituals, although part of the local culture, often lead to misunderstandings between law enforcement and the public, especially regarding the use of large amounts of alcohol during traditional ceremonies.

The process of making traditional alcoholic beverages in this area, such as the loving drink, involves the main ingredient cassava being boiled and mixed with yeast, ginger, lemongrass, and pepper. After fermenting for several weeks, the drink is served in traditional ceremonies. Although these drinks are part of the culture, their use must be regulated to ensure that there is no abuse that has the potential to harm the wider community.

Regional Regulations as a Control Tool

Regional Regulations (PERDA) are legal instruments that are prepared by taking into account the characteristics of the local area. In Malinau Regency, PERDA No. 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages aims to control the circulation and consumption of alcoholic beverages. This PERDA is a legal umbrella for local governments to maintain public order and protect the public from the negative impact of alcohol consumption.

However, even though the PERDA has been implemented for more than 19 years, its effectiveness still needs to be questioned. There are still many people who consume alcohol freely, both legal and illegal alcoholic beverages. This fact shows that existing regulations have not been able to fully control the circulation and consumption of alcohol in Malinau. The main cause is the lack of public understanding of the adverse effects of alcohol, as well as the lack of socialization and strict law enforcement.

Obstacles in the Implementation of PERDA

Several factors hinder the effectiveness of the Miras PERDA in Malinau Regency. First, the lack of supporting facilities and infrastructure to carry out socialization and enforcement of PERDA. Malinau Regency has diverse geographical conditions, ranging from swamps, land, to mountains, which are difficult to reach. This affects the mobilization of law enforcement teams in conducting socialization and control.

The limitations of facilities such as vehicles, presentation equipment, and other supporting facilities are also an obstacle in the process of enforcing the PERDA. Difficult road access and remote conditions make it difficult for local governments to reach out to the entire community to convey important messages about the dangers of alcohol.

In addition, the attitude and competence of policy implementers are also a problem. Many implementers do not have a deep understanding of the substance of PERDA, so the law enforcement process often does not run effectively. The lack of competent personnel in an adequate number causes the socialization target to not be achieved, and law enforcement programs are often delayed.

Supervision and Law Enforcement

Another failure in the implementation of the Miras PERDA is the lack of a clear regulatory system, such as the Standard Operating Procedure (SOP) that must be followed by implementers in the field. Without good SOPs, the law enforcement process becomes undirected, and often leads to errors in policy implementation.

According to the policy implementation theory of George C. Edward III, policy implementation must be supported by systematic and implementable SOPs. A good SOP should include clear and uncomplicated work guidelines, making it easier for implementers to carry out their duties in the field. A good organizational structure, with regular SOPs, can minimize errors in the implementation of policy programs and help law enforcement run more effectively.

In addition, good communication between policy implementers and target groups (communities) is very important. Effective socialization can reduce people's resistance to policies and increase their compliance with regulations. Direct community involvement is also needed to ensure that the policies implemented are truly effective and on target.

The Phenomenon of Free Sale of Alcohol in Malinau

Although the PERDA has been enforced since 2002, the facts on the ground show that the sale and consumption of alcoholic beverages in Malinau is still very free. Alcoholic beverages, both legal and illegal, are sold openly in various places, including at entrances and borders with neighboring Malaysia. The sale of alcoholic beverages involves various groups, ranging from children to adults.

Data from the Malinau Regency Pamong Praja Police Unit shows that arrests for alcohol trafficking continue to be made, but there are still many alcoholic beverages that have managed to enter the area. This shows that supervision of alcohol circulation is still not optimal. In addition, some community groups often abuse cultural reasons to evade law enforcement. For example, liquor with a high alcohol content is often used in traditional ceremonies, even if it is not part of the original tradition. This phenomenon creates unrest in society, as it is often associated with increasing crime rates, traffic accidents, and health problems.

Health and Social Impact

Excessive alcohol consumption not only has an impact on public order, but also poses serious health problems. Alcohol addiction can damage human organs, especially the liver and brain, and adversely affect the fetus and the health of pregnant women. In addition, alcohol can also cause fatal traffic accidents, as reflected in accident data in Malinau Regency. The social impact of alcohol abuse is also significant. Alcohol is often a trigger for criminal acts and violent behavior in society. Therefore, controlling alcohol consumption through PERDA is very important to maintain public safety and health.

PERDA No. 13 of 2002 concerning the Prohibition of the Circulation of Alcoholic Beverages in Malinau Regency is an important step in efforts to control alcohol and maintain public order and health. However, its implementation still faces various challenges, ranging from the lack of supporting infrastructure to the lack of understanding of the public and implementers of this policy.

Therefore, further efforts are needed to increase the effectiveness of this PERDA, including through more intensive socialization, stricter supervision, and increasing the competence of implementers in the field. With the support of all parties, it is hoped that this regulation can truly protect the community from the adverse effects of alcohol consumption and create a safer and healthier environment in Malinau Regency.

CONCLUSION

Implementation of Regional Regulation number 13 of 2002 concerning the Prohibition of Alcohol Circulation in Malinau Regency Facing various complex challenges. Using Edward III and Grindle's Policy Implementation Framework and Theory, we can identify some of the key factors that influence the success or failure of the implementation of these policies as follows, 1) Communication, 2) Resources, 3) Disposition of implementers, 4) Bureaucratic structure, 5) Political and economic context. To increase the effectiveness of the

implementation of this regional regulation, holistic and integrated efforts are needed, including increasing socialization, increasing resources, bureaucratic reform, and strong political support so that our desire to make Malinau Regency a beautiful, orderly, prosperous and superior district can be created thanks to the awareness and participation of all of us at the level as a society that is aware of the dangers of alcoholic beverages.

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