THE EFFECTIVENESS OF THE IMPLEMENTATION OF BANTUL REGENCY REGIONAL REGULATION NO. 4/2019 ON THE CONTROL, SUPERVISION OF ALCOHOLIC BEVERAGES, AND PROHIBITION OF OPLOSAN DRINKS IN KAPANEWON PANDAK

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Article Info

Abstract: This study aims to evaluate the effectiveness of the implementation of Bantul Regency Regional Regulation No. 4/2019 on the Control, Supervision of Alcoholic Beverages, and Prohibition of Oplosan Drinks in Kapanewon Pandak. In mid-2023, a student residing in Kapanewon Pandak passed away due to oplosan drinks. This has garnered attention from various parties including the Badan Narkotika Nasional, the police, and local government. The approach used is descriptive qualitative with data collection methods through in-depth interviews, observation, and documentation. The results showed that despite a 23% decrease in alcohol poisoning cases, supervision is still limited by human resources, budget, and the absence of a clear technical Standard Operating Procedure. Inter-agency coordination is in place, but not yet optimal. Public participation in monitoring is also low, which is a major obstacle to effective policy implementation. This research contributes to the development of alcohol supervision policy, by suggesting increased supervisory capacity, updated regulations, and more active community involvement. Limited resources and budget are the main obstacles that need to be addressed to achieve optimal policy implementation in the future.

Abstrak: Penelitian ini bertujuan untuk mengevaluasi efektivitas implementasi Peraturan Daerah Kabupaten Bantul Nomor 4 Tahun 2019 tentang Pengendalian, Pengawasan Minuman Beralkohol, dan Pelarangan Minuman Oplosan di Kapanewon Pandak. Pada pertengahan tahun 2023 seorang pelajar yang beralamat di Kapanewon Pandak telah meninggal dunia karena minuman oplosan. Hal ini menjadi perhatian dari berbagai pihak yakni dari Badan Narkotika Nasional, kepolisian dan pemerintah daerah. Pendekatan yang digunakan adalah kualitatif deskriptif dengan metode pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa meskipun terdapat penurunan kasus keracunan alkohol sebesar 23%, pengawasan masih terbatas oleh faktor keterbatasan sumber daya manusia, anggaran, dan belum adanya Standard Operating Procedue teknis yang jelas. Koordinasi antar instansi sudah berjalan, tetapi belum optimal. Partisipasi masyarakat dalam pengawasan juga masih rendah, yang menjadi hambatan utama dalam efektivitas implementasi kebijakan. Penelitian ini memberikan kontribusi dalam

pengembangan kebijakan pengawasan minuman beralkohol, dengan menyarankan peningkatan kapasitas pengawasan, pembaruan regulasi, dan pelibatan lebih aktif masyarakat. Terbatasnya sumber daya dan anggaran menjadi kendala utama yang perlu diperbaiki untuk mencapai keberhasilan implementasi kebijakan yang lebih optimal di masa mendatang.

INTRODUCTION

The consumption of alcoholic beverages and oplosan in Indonesia has become a serious issue that affects many aspects of life, including health, social and legal aspects. The uncontrolled circulation of alcoholic beverages, especially in rural and peripheral areas, has a significant negative impact on society. Excessive alcohol consumption has the potential to cause health problems in vital organs, such as the liver, heart and brain. It is also associated with increased rates of traffic accidents, violence and chronic diseases (Kementerian Kesehatan RI, 2019). This is further exacerbated by the widespread circulation of oplosan drinks that often contain dangerous and non-standardised chemicals, which can be life-threatening to the consumers (Badan Narkotika Nasional, 2020).

Although alcohol consumption in Indonesia is low according to data from the World Health Organization (WHO, 2023), uncontrolled consumption patterns, especially among adolescents and young adults, are a threat that needs serious attention. In Bantul district of Yogyakarta, especially in Kapanewon Pandak, the negative impact of alcohol consumption and oplosan drinks is a problem that needs to be addressed. Based on reports from the Kementerian Kesehatan RI and the Badan Narkotika Nasional, alcohol contributes to an increase in traffic accidents and mental disorders, while oplosan drinks risk causing poisoning that leads to death (Hasyim et al., 2023).

In June 2023, there was a shocking incident in Kapanewon Pandak. The incident began when a vocational school student brought two bottles of alcoholic beverages, each containing 500 and 600 ml, and invited his friend to drink them at their shared residence in Gilangharjo Pandak. The beverages purchased by the victim were then mixed with soda and energy drinks. The next day, the victim vomited from morning until afternoon and complained of feeling unwell. As a result, the victim was taken to the hospital in Pandak, where they were pronounced dead. Three months after the incident in Gilangharjo Pandak, in early October 2023, five residents of Bantul died, reportedly due to alcoholic beverages. Police are still investigating whether there is a connection between the cases of adulterated alcoholic beverages in Srandakan and Palbapang that claimed the lives of the five victims, one of whom was a resident of Wijirejo Pandak who died from the alcoholic beverage. This has drawn the attention of the local government regarding the supervision of the circulation of alcoholic beverages and the *oplosan* drink.

In an effort to address this problem, the Bantul Regency Government issued Regional Regulation No. 4/2019 on the Control, Supervision of Alcoholic Beverages and Prohibition of Oplosan Drinks which aims to control the circulation and supervision of alcoholic beverages, as well as prohibit the circulation of oplosan drinks. This regulation is a response to a social phenomenon that harms the community, both in terms of health and economy. Since its implementation, the regulation is expected to reduce the number of alcohol poisonings and improve supervision of the distribution of alcoholic beverages that do not comply with regulations. However, despite the implementation of this regulation, challenges still arise, especially in terms of implementation and supervision in the field (Hermawan, 2020).

This research aims to evaluate the effectiveness of the implementation of Bantul Regency Regional Regulation Number 4 of 2019 in Kapanewon Pandak. The purpose of this research is to

identify the obstacles faced by the government and the community in implementing the regulation, and to find solutions that can improve the success of this policy implementation. Based on the results of previous research, it is known that the main obstacles in implementing this policy are weak supervision, limited human resources, and lack of active community participation (Kusuma & Suparnyo, 2024). Therefore, it is important to conduct a more in-depth analysis of the effectiveness of this policy so that a clearer picture of the successes and challenges can be obtained.

This research is expected to contribute to the development of similar policies in other regions facing similar problems, as well as strengthen efforts to control the consumption of alcoholic beverages and oplosan in Bantul district. By evaluating the effectiveness of the implementation of this local regulation, it is hoped that more appropriate and effective solutions can be found to improve the supervision and control of alcoholic beverage distribution in the region, as well as raising public awareness of the dangers posed by excessive alcohol consumption.

The references used in this study include relevant research that has examined local regulations and public policies related to alcoholic beverage supervision and oplosan control (Hasyim et al., 2023; Hermawan, 2020; Kusuma & Suparnyo, 2024). This study focuses on the policies that have been implemented in Kapanewon Pandak and aims to provide recommendations that can be used by the local government in improving the effectiveness of supervision as well as overcoming the challenges faced.

RESEARCH METHOD

This study uses a qualitative descriptive approach to analyze the implementation of Perda No. 4 Tahun 2019 concerning the control and supervision of alcoholic beverages and the prohibition of oplosan in Kabupaten Bantul, with a specific focus on Kapanewon Pandak. The qualitative method was chosen because it allows for an in-depth understanding of field realities, capturing the behaviors, perceptions, and experiences of stakeholders directly involved in the policy implementation. The research was conducted in Kapanewon Pandak, one of the sub-districts significantly affected by the circulation of alcoholic beverages and oplosan. This location was selected purposively because it represents an area where enforcement challenges are acute, supervision capacity is limited, and cases of alcohol-related poisoning have repeatedly occurred.

Data were collected using a triangulation technique, which combined observation, in-depth interviews, and documentation (Meydan & Akkaş, 2024). A total of 6 informants were interviewed, consisting of: 2 government officials from Dinas Koperasi Usaha Kecil dan Menengah Perindustrian dan Perdagangan Kabupaten Bantul and Kapanewon Pandak, 3 law enforcement officers from Satpol PP Kabupaten Bantul, Polres Bantul, and Polsek Pandak, a community representative, local forum member.

The informants were selected using purposive sampling, targeting actors directly involved in the supervision of alcoholic beverages, while snowball sampling was applied to identify additional relevant participants. Data collection took place between January and March 2025, ensuring sufficient coverage to capture the dynamics of supervision and enforcement in the field. The interviews were conducted with semi-structured questions to allow flexibility in exploring participants' perspectives. Sample key questions included: "What are the main challenges you face in supervising alcoholic beverages in Kapanewon Pandak?" and "How effective do you consider the implementation of Perda No. 4 Tahun 2019 in addressing alcohol-related problems in your community?"

To ensure the validity of the findings, the study applied triangulation of sources, methods, and time. Interview data were cross-checked with official documents and direct field observations. In addition, the perspectives of different informants from government, law enforcement, and community representatives were compared to strengthen the reliability of the conclusions. Ethical considerations were observed throughout the research process. All

participants were provided with information regarding the purpose, procedures, and voluntary nature of their participation. Informed consent was obtained prior to the interviews, and confidentiality of responses was guaranteed to protect the identity and security of the informants.

The data analysis followed the Miles and Huberman model, which consists of three stages: data reduction, data display, and conclusion drawing. In the reduction stage, irrelevant data were filtered and important information was summarized. In the display stage, the data were organized into coherent narratives and tables to facilitate interpretation. Finally, the conclusion drawing stage involved identifying emerging patterns, verifying them against theories, and confirming them through triangulation, ensuring that the findings were robust and credible.

RESULT AND DICUSSION

Regional Regulation (Perda) No. 4/2019 on the Control, Supervision of Alcoholic Beverages, and Prohibition of Oplosan Drinks was made with the aim of protecting the public from the negative impact of alcoholic beverages and providing legal certainty on their circulation. Despite this regulation, the supervision of alcoholic beverages, especially oplosan, still faces major obstacles such as inadequate human resources and the absence of a clear technical SOP *(Standard Operating Procedure)*. Regarding distribution and trade, alcohol sellers do not have clearly defined locations, and to date, supervision still refers to existing regulations without a supporting information system.

In implementing supervision, there are social and technical challenges. Based on an interview with the Kasi Penindakan Satuan Polisi Pamong Praja Kabupaten Bantul, Sri Hartati, it was found that supervision is constrained by the attitude of people who are not fully compliant with regulations. This often leads to some business actors seeking support from local officials, which hinders decisive action in the field. In addition, the licensing system, which should be done through the *online* application *Single Submission*, is still not optimal in Bantul Regency. This slows down the legalization process for businesses that want to comply with existing regulations. Law enforcement, although well established, still faces constraints in terms of budget and training for enforcement operations.

Coordination between relevant agencies such as the Polsek, Satuan Polisi Pamong Praja and Badan Narkotika Nasional is good in some aspects, but the reporting mechanisms between agencies are still separate and not well coordinated. In addition, social and economic issues, such as high unemployment rates, contribute to the increase in illegal alcohol circulation. The research also revealed that despite the public's participation in surveillance, awareness of the dangers of alcoholic beverages is still very low. Therefore, an increased budget for socialisation is needed, as well as revisions to local regulations to be more responsive to social and technological dynamics, such as online sales *and Cash on Delivery* transactions.

A. The Effectiveness of Supervision of Alcohol Distribution in Kapanewon Pandak

The results showed that the effectiveness of supervision of alcoholic beverage distribution in Kapanewon Pandak, Bantul Regency, still faces various challenges despite significant efforts from various related parties. Based on interviews with officials from the Dinas Koperasi Usaha Kecil dan Menengah Perindustrian dan Perdagangan Kabupaten Bantul, supervision is quite effective in monitoring the circulation of alcoholic beverages at the district level. However, in Kapanewon Pandak, supervision is not yet optimal due to limited human resources, especially uncertified supervisors. The decrease in the number of alcohol poisoning cases recorded since the implementation of the local regulation, by 23%, shows progress in controlling alcohol consumption. However, supervision that is limited to certain times and locations indicates that there are loopholes that can be exploited by businesses, such as online sales or *Cash on Delivery* transactions.

The difference between these findings and previous research, such as that conducted by Kusuma and Suparnyo (2024), shows that although regulations are in place, supervisory

challenges remain significant, particularly in the face of changing public behaviour and the dynamics of technology-driven illegal trade. This suggests that the implementation of this policy has not been fully effective and requires regulatory updates and increased supervisory capacity.

B. *The Role of the Public in Alcoholic Beverage Supervision*

The research also found that the active role of the community in alcohol monitoring in Kapanewon Pandak is limited. While there are local forums such as the Child Welfare and Protection Committee and pedukuhan-level forums that provide information related to the local regulations, the awareness of the community to report alcohol violations or misuse is still low. This is due to the community's lack of understanding of the importance of their involvement in supporting wider supervision.

Research by Aprellia et al. (2024) shows that community participation in monitoring similar policies has a significant impact on their effectiveness. In Bantul district, despite efforts to involve the community through forums, community awareness at the basic level such as RT and Dukuh is still lacking, which limits community-based supervision. In addition, social barriers such as community non-compliance with regulations are also factors that reduce the effectiveness of supervision.

C. *Barriers in the Implementation of Regional Regulation No. 4/2019*

In terms of the implementation of Regional Regulation No. 4/2019, the research results show that there are a number of obstacles, especially in terms of budget limitations and infrastructure that supports supervision. Although there is a budget allocation for supervision, the budget is not always sufficient, and in certain years it experiences efficiency due to political agendas such as the Regional Head Election. Another obstacle is the unpreparedness of some technical tools, such as the digital-based licensing system *Online Single Submission*, which has not run optimally in Bantul Regency.

These results differ from the findings in the study by Hasyim et al. (2023), who noted that effective implementation of local regulations is highly dependent on the availability of adequate budgets and infrastructure. In addition, although coordination between relevant agencies is in place, the process is still often *ad-hoc* and less structured, which hinders regular evaluation and consistency of policy implementation.

The implementation of public policy, in this case Bantul District Regulation No. 4/2019 on the Control and Supervision of Alcoholic Beverages, can be analysed more sharply through Van Meter and Van Horn's implementation theory approach. This theory emphasises the importance of clear and measurable policy standards and objectives. The objectives of this local regulation have been established, namely to protect the public from the negative impact of alcoholic beverages, maintain public order, and provide legal certainty against its circulation (Septiana et al., 2023) . However, the reality on the ground is that there is a lack of operational guidelines, such as detailed and structured SOPs. This absence of technical implementation standards creates a diversity of interpretations among implementers, making policy implementation non-uniform and prone to administrative and procedural errors.

The availability of human and non-human resources is a fundamental aspect of policy implementation. Dinas Koperasi Usaha Kecil dan Menengah Perindustrian dan Perdagangan Kabupaten Bantul, for example, has only one trade supervisor who is not even a certified Civil Servant Investigator, while alcohol monitoring requires a high level of legal understanding and technical competence. The police force in the Pandak area is better equipped structurally, but is not supported by a special budget or additional training, which ultimately affects the effectiveness of enforcement. On the other hand, the existence of socialisation billboards and operational vehicles is not enough without an integrated information system that can support continuous monitoring. The weakness in this aspect shows that the success of the policy is not only determined by the presence of human resources, but also the completeness of supporting tools and the sustainability of training (Aboellah, 2016) .

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Coordination between implementing agencies is another variable in Van Meter and Van Horn's theory that influences policy implementation. In the context of Bantul Regency, coordination between the Dinas Koperasi Usaha Kecil dan Menengah Perindustrian dan Perdangangan Kabupaten Bantul, Polres Bantul, Polsek Pandak, Satuan Polisi Pamong Praja Kabupaten Bantul, and related agencies has been carried out, but it is still incidental and not yet supported by a sustainable reporting system. The formation of monitoring teams is often done only when there is a specific agenda, not as part of a structured routine cycle. This irregularity makes inter-agency communication informal, and sometimes poorly documented, hindering regular policy evaluation. Efforts to unify working mechanisms across sectors still require a clear collaborative framework to improve overall oversight effectiveness.

The bureaucratic characteristics of each implementing agency are also a factor that needs to be considered. Related agencies such as the Bantul Regency Investment and One-Stop Integrated Service Office are not fully prepared to implement the OSS *Online Single Submission* system for licensing alcoholic beverage sales. These administrative and technical barriers show that the bureaucratic structure has not been adaptive enough to the latest technology and regulatory demands. The police in the Pandak area also do not have a specific *Standard Operating Procedure* related to enforcement, so law enforcement activities are casuistic. An organisational structure that relies too much on routine functions and is not equipped with a special unit for monitoring local regulations also indicates stagnation in the implementation system. An inflexible bureaucracy is an obstacle to implementation, even though social dynamics in society demand fast, measurable, and targeted actions (Andi Cudai Nur & Muhammad Gruntur, 2019) .

The social, political and economic aspects of the local community have a significant influence on policy implementation. The presence of business actors who seek protection from local political figures, as well as the phenomenon of people continuing to consume alcoholic beverages despite knowing the prohibition, are major challenges in law enforcement. Unstable economic activities, high unemployment, and low incomes create space for the illegal trade of alcoholic baverages. Businesses tend to take shortcuts by selling clandestinely due to stable demand. This condition is exacerbated by the absence of regulations that regulate in detail the sale of alcoholic baverages online, such as through the *Cash on Delivery* method, which makes the legal space vague and difficult to reach supervision.

Implementers' response to the policy also plays an important role in successful implementation. Some officers from the Polsek Pandak showed a good commitment and understanding of the local regulations. The task of curbing is carried out with full responsibility, and there is a spirit to maintain the integrity of law enforcement. However, this spirit is often hampered by limited operational funds and the absence of additional training related to mihol monitoring techniques. On the other hand, implementers from the Bantul Regency Office of Cooperatives, Small and Medium Enterprises, Industry and Trade face constraints in terms of capability and time availability, because the limited number of personnel means that supervision can only be carried out on a small scale and at certain times. This situation makes the spirit of implementation not aligned with the actual capabilities in the field.

Technical understanding of the content of the Perda and its supporting regulations is also uneven among policy implementers. The police and the Civil Service Police Unit (Satuan Polisi Pamong Praja) have demonstrated mastery of the regulations related to alcohol control alcoholic baverages, but the absence of SOPs and lack of formal training means that knowledge does not translate into systematic action. Executives from related agencies even still have difficulties in operating the OSS *Online Single Submission* system, even though this system is crucial to ensure the legality of the sale of mi alcoholic beverages. This technical unpreparedness not only makes it difficult for implementers to carry out their duties, but also affects public confidence in the quality of local government services in enforcing the law professionally.

The value preference of implementers in the enforcement of local regulations appears to be quite consistent, at least from the willingness of agencies such as the Satuan Polisi Pamong

Praja, Kepolisian, and Jawatan Keamanan to be actively involved in the monitoring and socialisation process. This shows that the value of protecting the public from the dangers of alcoholic beverages has become part of their daily working principles. However, the intensity of this preference has not fully materialised into tangible impact on the ground, as it is not accompanied by special budget planning, routine schedules, and clear technical regulatory support. The values embraced by implementers seem to rest solely on personal motivation or institutional morale without an established support system from the policy side.

Technical weaknesses in policy implementation can also be seen from the lack of optimisation of the digital-based licensing system, which in this case is OSS *(Online Single Submission)*. The slow and unfamiliar process of applying for permits for some business actors has made the legalisation mechanism not run smoothly. In addition, there is no *Standard Operating Procedure for* supervision or a special information system that can serve as a reference for implementers in their daily activities. Supervision activities become highly dependent on leadership policies and are *ad-hoc*, which in turn creates a gap between policy objectives and actual implementation. These technical barriers show that technology-based system support has not received serious enough attention in the context of policy implementation in Bantul (Engkus, 2022) .

Community participation is also an important variable in Van Meter and Van Horn's approach. Public awareness in reporting violations is still limited to certain neighbourhoods, such as RT or dusun that are active in community programmes. The lack of even distribution of information and the low intensity of socialisation means that most people do not understand the substance of the local regulation, let alone its legal implications. Socialisation by the Badan Narkotika Nasional and forums such as the Child Welfare and Protection Committee has not reached all groups, especially the younger generation and informal communities that are vulnerable to alcohol consumption. When people do not feel they have a role in alcohol control, the implementation of local regulations will continue to face social resistance and low compliance.

The factor of political support also has an influence that cannot be ignored in the implementation of local policies. To date, there are no derivative regulations that specify the location or zone of alcohol sales, as well as strict and binding penalties. This shows that the legislative process has not fully supported the spirit of comprehensive alcohol control. Differences of interest at the legislative level, as well as potential interventions from certain politically powerful groups, often become stumbling blocks in strengthening the legal basis for enforcement. Although field officers are committed to not bowing to political pressure, without firm regulatory support, the room for manoeuvre for implementation is limited.

Reflection on the entire implementation process shows that this policy has been running, but has not yet reached the maximum level of effectiveness. The understanding and enthusiasm of implementers has indeed begun to form, and there are cross-sector coordination efforts that show positive signals. However, obstacles such as the absence of SOPs, limited human resource capacity, unpreparedness of technical tools, and the complexity of the community's social and economic conditions continue to be a challenge. In this context, strategic measures are needed that not only improve technical and structural aspects, but also strengthen synergies between stakeholders, increase community involvement, and ensure sustainable political support for effective and equitable alcoholic baverages control in Kabupaten Bantul. To summarize the barriers and provide corresponding recommendations, the following table is presented:

Table 1. The barriers and corresponding recommendations

Category of Barriers	Details of Barriers	Recommendations
Budgetary Constraints	Annual budget allocation for supervision is limited and often reduced during political cycles (e.g., regional elections).	Secure consistent and sufficient budget allocations; establish special funds

Category of Barriers	Details of Barriers	Recommendations
	This restricts the frequency and scope of operations.	dedicated to alcohol supervision and enforcement.
Human Resource Limitations	Only one trade supervisor at the district level; many officers are uncertified and lack training.	Increase the number of trained and certified officers; provide continuous training and specialized enforcement skills.
Institutional and Technical Weaknesses	Absence of clear SOPs; lack of integrated reporting systems; OSS (Online Single Submission) not fully functional, leaving businesses unregistered.	Develop standardized SOPs; implement integrated digital monitoring systems; optimize OSS for licensing and monitoring alcohol-related businesses.
Socio-Economic Factors	High unemployment and low incomes drive demand for *oplosan*; illegal small-scale sellers exploit this demand.	Combine regulation with socio-economic programs: job creation, community empowerment, and public awareness campaigns on alcohol risks.
Community Participation	Only around 20% of residents actively involved in reporting or monitoring; many view supervision as government's responsibility.	Expand awareness programs; incentivize community reporting; strengthen grassroots forums (RT, youth groups) for alcohol monitoring.
Political Influence	Some business actors seek protection from local elites; lack of derivative regulations specifying zones of sale and penalties.	Strengthen political support; issue derivative regulations for zoning and stricter penalties; safeguard enforcement from political interference.

CONCLUSION

Key Findings

This study evaluated the implementation Perda No. 4 Tahun 2019 on the control and supervision of alcoholic beverages and the prohibition of oplosan in Kapanewon Pandak, Kabupaten Bantul. The findings indicate that while the regulation has produced positive outcomes, particularly a 23% decrease in alcohol poisoning cases, its overall effectiveness remains limited. Supervision is hindered by insufficient human resources, inadequate budget allocations, the absence of standardized technical Standard Operating Procedures (SOPs), and the underperformance of the OSS (Online Single Submission) licensing system.

The study also shows that community participation is weak, with only around 20% of residents actively involved in monitoring or reporting alcohol violations. Socio-economic pressures, such as high unemployment and low income levels, contribute to persistent demand for oplosan, while the supply side is reinforced by small-scale illegal producers. Furthermore, political influences and the lack of derivative regulations specifying zones of sale and penalty mechanisms have created ambiguity in enforcement. These findings confirm that although the regulation has achieved partial success, it has not yet reached a level of sustainable and comprehensive policy implementation. These findings directly address the research objectives by evaluating both the effectiveness and the obstacles in implementing the regulation

Recommendations

Based on these findings, several recommendations are proposed to improve the effectiveness of Perda No. 4 Tahun 2019. First, it is necessary to increase supervisory capacity by expanding the number of trained and certified officers, providing continuous training, and strengthening inter-agency coordination between Satpol PP, Polsek Pandak, Polres Bantul, and Dinas Perdagangan. In addition, sufficient and consistent budget allocations must be ensured so

that supervisory operations are not disrupted by political cycles such as local elections; this can be supported through the establishment of special funds dedicated to alcohol monitoring. Another important step is the development of clear and comprehensive Standard Operating Procedures (SOPs) for supervision and enforcement, which should be integrated with a digital information system that connects local agencies and enables real-time monitoring.

The effectiveness of the regulation also depends on the improvement of the OSS (Online Single Submission) licensing system to ensure that all alcohol-related businesses are properly registered, while the regulatory framework must be updated to address emerging challenges such as online sales and Cash on Delivery (COD) transactions that are not yet covered. Furthermore, community participation needs to be strengthened by expanding awareness campaigns, creating incentives for public reporting, and integrating neighborhood-level organizations into monitoring activities. To address the socio-economic drivers of illegal alcohol circulation, regulatory enforcement should be combined with poverty alleviation programs, job creation, and community-based economic empowerment initiatives. Finally, stronger political support is required through the formulation of derivative regulations that designate clear sales zones, enforce stricter penalties, and prevent political interference in law enforcement.

Contribution

This study contributes both theoretically and practically. From a theoretical perspective, it applies Van Meter and Van Horn's framework to highlight how policy standards, resources, organizational structures, implementers' attitudes, inter-agency communication, and socio-political conditions interact in shaping local policy outcomes. Practically, it provides actionable recommendations for the Pemerintah Kabupaten Bantul to enhance policy implementation and enforcement, while also offering insights that can be replicated by other regions facing similar challenges in controlling the circulation of alcoholic beverages and oplosan.

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