

## **Policy Sociology as a Management Method for Coastal Areas**

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### **ABSTRACT**

Policy is a dimension in the science of public administration which has a role as a mechanistic action of the government in providing services and overcoming public problems. The policy contains 3 (three) components which include actions, strategies and solutions. The three components will be implemented in government actions in the form of services and programs aimed at addressing public problems. One of these policies can be used as a means to manage coastal areas. Problems that occur in coastal areas have their own uniqueness. Coastal characteristics store conflicting potentials and problems. The potential of coastal resources that tend to be productive is faced with the potential of poverty maintained in people's lives. Therefore, to manage coastal areas, a policy method that can reach all available access in coastal areas is needed. The policy method that can be used to manage coastal areas is the Policy Sociology Method. Policy Sociology has an Access to reach every aspect in the coastal area, both the Potential and Problem aspects. The combination of Sociology and Policy approaches provides a more comprehensive analysis space to disentangle individual and group sociological conditions, until that can be sufficient capital to design actions, strategies and solutions that will be included in the management of coastal areas.

**Keywords:** *policy sociology, coastal areas*

### **INTRODUCTION**

The Coastal Region is characteristic of the territory of Indonesia as an Maritime country. The characteristics of the Coastal region have various kinds of implications for Indonesia in terms of physical territorial, economic and social aspects. The implication holds various potentials such as tourism, fisheries and marine affairs, as well as transportation in the form of people and goods. All of these potentials can of course be used to realize prosperity for the country and the people who live in the Coastal region. Therefore, to achieve this the government, both on a national and local scale, is trying to design a variety of policies aimed at maximizing the management of the Coastal region. However, ironically, the various policies have not been able to be implemented well. This can be proven by the chaotic management of the area and the high poverty rate of the people in the coastal area.

According to the author, the management of territorial management and poverty maintained in coastal areas is caused by the design of policies that have not been able to make strategic actions to be a solution of various kinds of problems that exist in coastal areas. The policies that have been designed at this time cannot be adapted to the conditions and problems that exist in the coastal areas. As a result, the objectives of the policy are difficult to achieve.

Poverty that occurs in Indonesia's coastal areas has its own uniqueness. This poverty condition actually occurs in people who have jobs and regular income and subsidies provided by the government to develop the region and improve the standard of living of the people living in the Coastal region. This shows that the policies that have been implemented have not been able to overcome the problems that exist in the coastal areas. Therefore, the author considers the need for a comprehensive sociological approach to design policies that exist in coastal areas.

## **METHOD**

According to Anderson Policy is the direction of action that has the intention set by an actor or a number of actors in overcoming a problem or problem. This concept explains that policy focuses on what is actually done and not on what is proposed or intended, so that the policy is not just a decision taken from several alternatives. Based on this understanding Anderson mentioned several public policy implications which include. First, the focal point in public policy is oriented towards intentions or goals and not gratuitous behavior. Policy is not something that just happens (accidentally) but is planned by actors involved in the political system. Second, the policy is the direction or pattern of action taken by government officials and is not a separate decision. This emphasizes that policy does not only cover decisions contained in a regulation or law but also covers the way in which those decisions can be implemented in their entirety. Third, the Policy is what actions the government should or actually do to overcome various kinds of public problems. So these actions must influence and impact as a solution to problems experienced by the public. Fourth, public policy can be either positive or negative. Public policy in a positive form is interpreted as a reactive government action on problems experienced by the public. Whereas negative public policy is interpreted as the government's decision not to take a direct role in the problems that occur in the public sphere.

According to Sorokin Sociology is a study of:

1. Relationships and mutual influence between various kinds of social phenomena (for example between economic symptoms with religion, family with morals, law with religion, etc.)
2. Relationships and mutual effects between social phenomena and non-social phenomena (eg geographical, biological, etc.)
3. Characteristics - general characteristics of all types of symptoms - Social symptoms.

Soemardjan and Soemardi that Sociology or the science of society is the study of social structure including social changes. Furthermore Soemardjan and Soemardi stated that the social structure is the whole interlocking between the basic social elements, namely social rules (social norms), social institutions, groups and social strata. The social process is a mutual influence between various aspects of shared life.

## **RESULT AND DISCUSSION**

Within the scope of government work public policy becomes a means to serve the interests of the public (general) and determine the development strategy for the welfare of the people. Public policy is a series of actions determined and implemented by the government with specific objectives in the interest of the state. State institutions (public institutions) are responsible for designing strategies that are able to serve people who are public needs (public needs) and public orientation (across the public). Thus through public policy activities, the government acts as the organizer of public services that serve the needs and interests of the public (public servants).

This public policy dimension is intended to analyze the process of forming problems that arise in the order of government and society, the determination of solutions, the application of policies (implementation), and evaluation. Therefore public policy must be combined with other approaches, one of which is the policy sociology. Policy sociology is intended to provide a sociological analysis of three policy components, namely actions, strategies and solutions. The sociology approach will work in the early stages of the policy making process which includes the preparation of agendas and policy formulations. In both phases the sociological approach will identify problems that arise in the public and adapt them to solutions or alternatives that might be chosen to overcome those problems. These problems and solutions are arranged using the characteristics and principles of sociology that involve the functions and roles of every social

structure that applies in society. So that the policy is not impressed just to take or set a decision, but more than that the policy will be actions and strategies that can reach every social structure of society and ultimately the solutions posed by the policy will solve problems that are felt by the public.

The problems that arise in the management of the Coastal region certainly continue to develop in accordance with the growth and dynamics that continue to occur, so that the problem becomes more complicated and complex and requires a very urgent solution. These problems are interrelated and some are contradictory, so the solution to the problem becomes complicated. Through sociology, coastal management policies will be easier to do. Policy sociology does not examine the subject or object of the policy by seeing these two things as a unity that forms the pattern of policy action. In practice the subject or object of the policy is part of the public (community). The public or community is institutionalized as a government, group, community, institutionalized as a profession, occupation, religion, gender and so on. Policy sociology views this fact as interrelated and has a reciprocal relationship. Therefore the effects caused by policies must include every individual, group and institution, not separate based on the subject or object of the policy, all that exists in the social structure has the functions and roles that drive actions, strategies and produce solutions.

## **CONCLUSION**

Policy sociology is a scientific method that can be used as a scientific method in managing coastal areas. As a scientific method, policy sociology is more prioritizing research approaches in practice. Through this scientific research approach it is hoped that various actions aimed at coastal area management will be able to be carried out appropriately and provide solutions to problems that often occur in coastal areas.

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