

Evaluation Of Jepara Regency Regulation Number 2 Of 2014 On The Existence Of Jepara Furniture Development In The 2021 Covid-19 Pandemic

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ABSTRACT

The purpose of this study is to analyze and evaluate a policy of Jepara Regency Regional Regulation Number 2 of 2014 concerning the Protection, Empowerment, and Development of the Furniture Industry. This study uses a qualitative approach with data collection techniques in the form of interviews through snowball sampling techniques. This study uses William N. Dunn's public policy evaluation theory. The results of the study show that various kinds of problems have arisen, such as a decline in exports due to many destination countries being locked down, the difficulty in finding production workers, the scarcity of wood materials, to the lack of infrastructure and facilities from the government. Through this Regional Regulation, it has not been able to overcome all kinds of problems that occur optimally. Moreover, from the 6 indicators of policy evaluation according to William N. Dunn, this Regional Regulation can only carry out 2 optimal indicators. This study recommends that the government review the effectiveness of regional regulations. In addition, the government must also establish better cooperation with other actors such as furniture business associations and wood-producing regions to provide reciprocity and maintain the existence of Jepara furniture.

Keywords: Evaluation; Regional Regulation; Furniture; Covid-19

ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mengevaluasi suatu kebijakan Peraturan Daerah Kabupaten Jepara Nomor 2 Tahun 2014 Tentang Perlindungan, Pembedayaan, dan Pembinaan Industri Mebel. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara melalui teknik snowball sampling. Penelitian ini menggunakan teori evaluasi kebijakan publik milik William N. Dunn. Hasil penelitian menunjukkan bahwa dari berbagai macam permasalahan yang muncul, melalui Peraturan Daerah ini, belum dapat mengatasi segala macam permasalahan yang terjadi secara optimal. Dari 6 indikator evaluasi kebijakan menurut William N. Dunn, Peraturan Daerah ini hanya dapat melaksanakan 2 indikator optimal. Penelitian ini merekomendasikan agar pemerintah dapat meninjau kembali efektivitas peraturan daerah. Selain itu, pemerintah juga harus menjalin kerjasama lebih baik dengan actor lain seperti asosiasi pelaku usaha mebel dan daerah penghasil kayu agar dapat memberikan timbal balik dan menjaga eksistensi mebel Jepara.

Kata Kunci: Evaluasi, Peraturan Daerah, Mebel, Covid-19

INTRODUCTION

Associations between the business and the political have become commonplace in Indonesia. Relations between the business and the political have resulted in various policies in which entrepreneurs work with encouragement and protection from government power. In line with the concept of regional autonomy which gives a larger portion to each region to manage their respective regions, one of the main factors in realizing the concept of regional autonomy is the legal product in the form of regional regulations.

Indonesia is one of the largest furniture-exporting countries in the world. As one of the strategic values of the furniture commodity, because the furniture industry is a labor-intensive industry that absorbs a large number of workers. Nationally, the furniture industry in Indonesia can absorb a workforce of 500 thousand direct workers and 2.5 million indirect workers or 19.6% of the total industrial sector workforce which contributes 13.3% of the national workforce or reaches 15.3 million people (Salim & Munadi, 2017)

As one of the largest furniture exporting countries in the world, Indonesia's record performance in the furniture industry is explained by the growth in export value. The table below shows the growth in export value from 2019 to 2021.

Tabel 1. Growth in the Value of Indonesian Furniture Exports in 2019-2021

Year	Value (Billion US\$)	Growth (%)
2019	1,77	-
2020	1,91	7,6%
2021	2	8,04%

Source : Official Website The Ministry of Industry <https://kemenperin.go.id/>

From Table 1 Growth in the Value of Indonesian Exports in 2019-2021, it can be seen that the value of Indonesian furniture exports has increased. In 2019 the export value of furniture was USD 1.77 billion. In 2020 it increased by 7.6% of USD 1.91 billion and in 2021 there was an increase of 8.04% compared to the previous year with an export value of USD 2 billion.

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In Indonesia, the furniture industry which processes raw materials in the form of wood to increase added value and higher benefits is spread in almost all provinces. However, the largest concentration of furniture producers is in the Jepara Regency, Central Java (Murdiyani, 2016). Jepara is known for its carvings and furniture industry which is well known both in Indonesia and abroad. So Jepara got the nickname “City of Carving” and “The World Carving Center” (Sofari, 2014).

The furniture and carving industry in Jepara is the backbone of the regional economy and contributes a significant value to the Gross Regional Domestic Product of the Jepara Regency (Murdiyani, 2016). So far, the Regional Government of Jepara Regency has issued a policy that can be used as a guideline for furniture entrepreneurs to empower the furniture industry in Jepara Regency through Jepara Regency Regional Regulation Number 2 of 2014 concerning Protection, Empowerment, and Development of the Furniture Industry. This policy was made by the Regional Government of Jepara Regency to create a condition for the furniture industry business by involving the active participation of the community and active contributions from associations so that active relations between the government and the community can be established to advance the furniture industry in Jepara Regency.

In the Regional Regulation of Jepara Regency Number 2 of 2014 concerning Protection, Empowerment, and Development of the Furniture Industry, there are several definitions of protection, empowerment, and guidance. Protection is an effort to maintain and protect the furniture industry from things that have the potential to hinder and harm its growth and development of the furniture industry. Protection of the furniture industry is carried out to provide business protection as an effort to empower and develop the furniture industry by involving various elements of society and paying attention to elements of fair business competition. Empowerment is an effort in the form of climate growth and business development for the furniture industry. Coaching is an effort to improve the quality, quantity, and competitiveness of the furniture industry. Financing is the provision of funds by the Government, Provincial Governments, Regional Governments, the business community, and the public through financial institutions to develop and strengthen capital for the furniture industry. The protection, empowerment, and development of the furniture industry aims to strengthen the

Evaluation Of Jepara Regency Regulation Number 2 Of 2014 On The Existence Of Jepara Furniture Development In The 2021 Covid-19 Pandemic furniture industry so that it can become a strong, independent, and sustainable business unit, increase the ability of the furniture industry so that it can run its business optimally and obtain maximum business profits, grow and improve the ability of the furniture industry to become a business and increases the ability of the furniture industry business so it can further develop its activities and business scale.

However, the occurrence of the Corona Virus Disease 2019 (Covid-19) pandemic that has infected the whole world including Indonesia has caused many sectors to be hampered. Lockdown and social distancing policies are implemented by various countries affected by the co-19 pandemic to reduce the spread of the virus. With this policy, people cannot interact directly with each other.

The Indonesian government also issued a policy contained in the Instruction of the Minister of Home Affairs Number 13 of 2021 concerning Extending the Implementation of Restrictions on Micro-Based Community Activities and Optimizing Corona Virus Disease 2019 Handling Posts at the Village and Sub-District Levels to Control the Spread of Corona Virus Disease 2019. The Covid-19 pandemic disaster 19 in 2021 is still not finished.

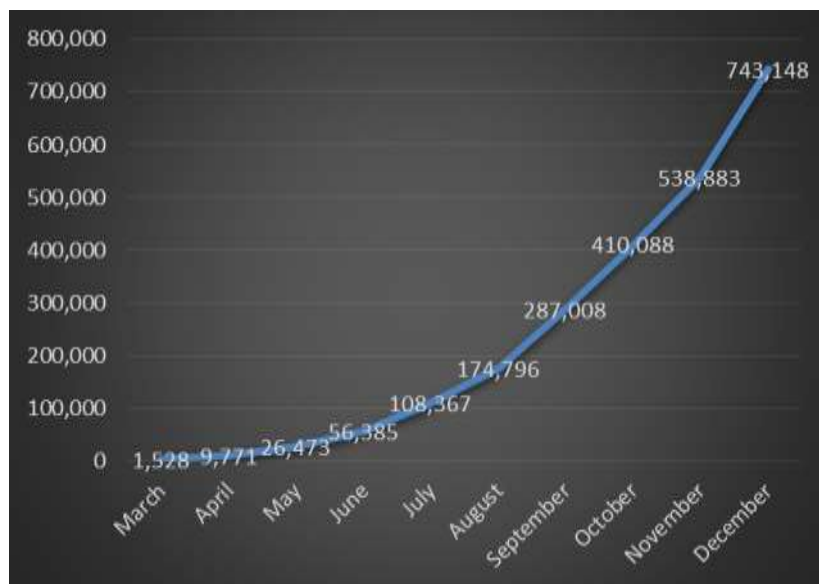


Figure 1 : Covid-19 Data Case for 2020

Based on figure 1, the Covid-19 Case Data for 2021 shows that active cases of Covid-19 in Indonesia have increased continuously until December 2021. This has created various kinds of new problems in the world of the furniture industry in Jepara

Evaluation Of Jepara Regency Regulation Number 2 Of 2014 On The Existence Of Jepara Furniture Development In The 2021 Covid-19 Pandemic Regency. Government intervention in the implementation of Regional Regulation Number 2 of 2014 concerning Industrial Protection, Empowerment, and Development has not run optimally. Lockdown policies in various countries have had an impact on reducing Jepara furniture export shipments to various countries. In addition, some factors hinder the development of the furniture industry and influence the implementation of Regional Regulation No. 2 of 2014, namely the limited raw materials for wood in Jepara so the price of wood is increasing. Therefore, it is necessary to conduct a study to evaluate Jepara Regency Regional Regulation Number 2 of 2014 concerning the Protection, Empowerment, and Development of the Furniture Industry for the Existence of Jepara Furniture Development during the Covid-19 Pandemic in 2021.

LITERATURE REVIEW

Evaluation is the final stage in a policy. Based on the term, evaluation can be interpreted by an appraisal, rating, and assessment, words that express efforts to analyze the results of policies in terms of their value units. Evaluation is related to the production of information about the value or benefits of policy outcomes (Dunn, 2003). When the policy results have reached a meaningful level of performance, it means that the policy problems have been resolved. Evaluation has several main functions in policy analysis, namely providing valid and reliable information regarding policy performance. Evaluation reveals how far the goals of a particular policy are. Evaluation contributes to the clarification and critique of the values that underlie the selection of goals and targets. In addition, policy evaluation contributes to the application of other methods of policy analysis, including problem formulation and recommendations. Evaluation can also help determine new policy options or policy revisions by indicating that the previously favored policy option needs to be improved or replaced with another.

In providing evaluations related to policy performance, there are 6 criteria for assessing policy outcomes. Evaluation criteria according to (Dunn, 2003) :

Tabel 2. Criteria of Policy Evaluation

No	Type Criteria	Description
1	Effectiveness	In this criterion, the emphasis is on the achievement of results. whether the desired result of the existence of a policy has been achieved.
2	Efficiency	The focus of this criterion is the issue of resources, namely how much resources are expended to achieve the desired results.
3	Adequacy	This criterion discusses the adequacy of policy results in overcoming policy problems over how far the achievement of results can solve policy problems.
4	Equity	this criterion analyzes whether costs and benefits have been distributed equally among community groups, particularly the target group and beneficiaries.
5	Responsiveness	This criterion discusses aspects of community satisfaction, especially the target group, about policy outcomes. whether the policy results achieved have satisfied their needs or not.
6	Accuracy	This accuracy criterion analyzes the usefulness of the policy results, namely whether the results achieved are really useful for the community, especially the target group.

Source: Processed by researcher from (Dunn, 2003), 2022

An evaluation is intended to see that the policy that has been formulated can produce the impact that is the goal of the policy. Because not all policy programs can achieve the desired results, evaluation is like a judge who determines the policy is said to be successful or failed in achieving its goals. In the evaluation, there is a process of comparison between the standards and the facts that occur. So this evaluation is the basis of a policy to be continued, revised, or dismissed (Tafiqurakhman, 2014); (Santoso & Tapiheru, 2010); (Ginting & Noor, 2015); (Fathia, 2018);(Safitri, 2015); (Pravitasar, 2018)

RESEARCH METHODS

This study used a qualitative approach (Creswell, 2012) with the research location being in the Jepara Regency furniture industry area. This study used research informants at the Jepara Regency Industry and Trade Office, Chair and Deputy Chair of the Indonesian Furniture and Craft Industry Association (HIMKI) and Chair of the Jepara Wood Craftsmen Association (APKJ) and furniture industry actors, namely

Evaluation Of Jepara Regency Regulation Number 2 Of 2014 On The Existence Of Jepara Furniture Development In The 2021 Covid-19 Pandemic entrepreneurs, and furniture industry craftsmen. The data source used is primary data obtained from interviews and files obtained from informants and uses secondary data sourced from various kinds of literature to complement existing data. This study using data collection techniques in the form of semi-structured interviews with the selection of informants using the snowball sampling method. Then the data obtained were analyzed using triangulation of theory, sources, and methods.

RESULTS AND DISCUSSION

Jepara Regency Regional Regulation Number 2 of 2014 concerning the Protection, Empowerment, and Development of the Furniture Industry is a regional regulation owned by the Jepara Regency government in the framework of protection from the local government to protect the furniture industry. Considering that the regulation discusses industrial protection, it means linking the roles between the government and furniture entrepreneurs, because the majority of Jepara people have businesses in the furniture sector.

However, the presence of Covid-19 was a major disaster for the furniture industry in Jepara Regency. Covid-19 has created new problems in the furniture industry because many destination countries have completely closed their doors to exports and imports due to the Covid-19 pandemic lockdown policy. The high cost of shipping containers from cargo expeditions is also felt by furniture entrepreneurs. Container fees which were originally USD 2,500-USD 3,000 have now increased to USD 8,000-USD 10,000 per container. So, many furniture items that have piled up are not sold in warehouses or at ports.

Jepara furniture entrepreneurs are affected by the scarcity of containers because 95% of their income is export-oriented, especially to European countries. From this condition, many business actors went bankrupt because they could not ship exports.

Table 3. Jepara Regency Furniture Export Data for 2019-2021

Year	Fee (USD)	Export Volumes	Export destination
2019	186.85.000	52.037.000 kg	112 countries
2020	50.939.849,81	12.972.929,10 kg	74 countries
2021	41.097.618,20	9.899.365,63 kg	57 countries

Source: Processed by authors, 2022

Based on the Jepara Regency Furniture Export Data table for 2019-2021, shows that there has been a decline in exports. In 2019, before the Covid-19 pandemic hit, the value of furniture exports reached USD 186.85.000 with an export volume of 52.037.000 kg and 112 exporting countries. However, there was a decline in 2020, the value of furniture exports was USD 50.939.849,81 with an export volume of 12.972.929,10 kg and 74 exporting countries. And it will continue to decline in 2021, the value of furniture exports is USD 41.097.618,20 with an export volume of 9.899.365,63 kg and 57 exporting countries.

Another problem is the difficulty in finding workers for furniture production due to a large number of foreign investors coming to Jepara to set up garment factories. The impact is that furniture industry players have difficulty finding production workers because young people are more interested in working in factories with higher salaries. Labor problems in furniture crafts are now a serious problem for furniture entrepreneurs in Jepara. They find it difficult to develop their business which they have started for years due to not having furniture craftsmen, as a result, many small entrepreneurs are going bankrupt and the furniture industry in Jepara is threatened with extinction. In addition, several policies from the Central Government hinder the furniture industry, namely the Foreign Investment policy and the Log Timber Export Faucet policy. The Foreign Investment Policy aims to create a business climate and create jobs. Meanwhile, the Log Wood Export Faucet policy hurts the availability of wood raw materials in Indonesia, which causes its availability to become rare and expensive. The main materials for furniture production, such as teak wood, are becoming scarce and their prices continue to soar every year. And the last is the issue of special provisions for export which must have SVLK (Timber Legality Assurance System) as the legality of

the production of wood used. However, it is even more difficult because the costs that must be incurred are getting bigger.

Of the various kinds of problems that have arisen, the Jepara Regency Regional Regulation Number 2 of 2014 Concerning the Protection, Empowerment, and Development of the Furniture Industry is felt to be the right solution for the concerns of business actors to maintain the existence of the furniture industry in Jepara Regency. As stated in Article 3 of the Jepara Regency Regional Regulation Number 2 of 2014 Concerning the Protection, Empowerment, and Development of the Furniture Industry, there are objectives of this regional regulation, namely:

- a. Strengthening the furniture industry so that it can become a strong, independent, and sustainable business unit.
- b. Increasing the ability of the furniture industry so that it can run its business optimally and obtain maximum business profits.
- c. grow and improve the ability of the furniture industry business to become a highly competitive business, and
- d. Increasing the ability of the furniture industry business so that it can further develop its activities and business scale.

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According to (Dunn, 2003), 6 criteria can be used to assess the quality and achievement of a policy. First, the effectiveness in which this policy aims to foster and empower the furniture industry so that it can grow, be competitive and independent, and protect the furniture industry so that it becomes a formidable industry. The target to be achieved is to increase the export of the furniture industry for the actors. The process of implementing Jepara Regional Regulation Number 2 of 2014 concerning the Protection, Empowerment, and Development of the Furniture Industry has been running effectively. From the level of effectiveness, the function of coaching services, and empowering the furniture industry has been running well although several aspects of protection services have not been carried out. Several services have been effectively implemented to improve the furniture industry such as training, education, development of marketing

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The second is efficiency includes resources and infrastructure to implement the policy. At the level of the Department of Industry and Trade, they are good at carrying out their duties and roles, it's just that there are still limited human resources related to the availability of employees, and the conditions of the facilities and infrastructure are inadequate because there are no special rooms for exhibitions and training. The lack of facilities and infrastructure is also seen in the condition of the building which is less representative and not good. Meanwhile, at the association level, both HIMKI and APKJ are sufficient in terms of human resources and infrastructure.

The third is Adequacy. The policy outcome of this regional regulation is the achievement of a furniture industry that is competitive, independent, and growing with the existence of several coaching and empowerment services such as the Small and Medium Industry Development Program, the Production System Science and Technology Capacity Building Program, the Potential Industry Centers Development Program and the Improvement Program. and Export Development. In addition, there are also several exhibitions such as IFEX, Jepara Expo, Kartini Expo, and People's Business Credit (KUR). As a result of the implementation of protection in the form of roads and bridges as well as wood raw materials, the establishment of several furniture industries centers in Jepara which became an obstacle during the Covid-19 pandemic has been carried out. Therefore, at this stage, it is good for the implementation of the policy.

The fourth is equity. In carrying out this regional regulation policy there is a coaching and training process. However, the budget provided by the government in the process of coaching, training, and empowerment is minimal so it is not distributed evenly among business actors and there is no definite mechanism in the form of a specific SOP for the implementation of this policy.

The fifth is responsiveness. The positive impact of this policy is an increase in the quality of furniture industry players, ease of obtaining capital, smooth distribution of goods, and availability of raw materials making it easier for furniture industry players to resume their business. However, it cannot solve problems related to labor where there is

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no increase in the number of production workers because people prefer other industrial sectors as a new livelihood. Interest in working in the furniture sector has declined and furniture business players have had difficulty finding new workers. The salaries offered by other industrial sectors are higher than the furniture sector so many people switch professions. The profits obtained by the actors in the furniture industry are not optimal because the prices sold are getting cheaper and the expansion of market share is still lacking because it is not conducive due to the increasingly sluggish or quiet market conditions for the furniture industry in Jepara.

The sixth is Accuracy. The results of this regional regulation policy have not been as expected. This is because knowledge regarding the existence of regional regulations is still lacking. Not all furniture business actors know about the existence of regional regulation due to the lack of socialization carried out by the government to the public. The regional regulations are only known by furniture business actors who are members of associations. Socialization regarding the implementation of these Regional Regulations is still minimal so many do not know about it. However, indirectly the programs that have been carried out, training, and coaching have been carried out by the government.

CONCLUSION AND RECOMMENDATIONS

Regional Regulation of Jepara Regency Number 2 of 2014 Concerning the Protection, Empowerment, and Development of the Furniture Industry has not run optimally in its implementation. Of the 6 indicators of policy evaluation, there are only 2 indicators that have been running properly according to the regional regulations. indicators that have been running optimally are indicators of effectiveness with the function of coaching services, empowering the furniture industry such as training, education, developing marketing facilities, facilitating capital, strengthening institutions for furniture associations, building furniture facilities and infrastructure, and establishing furniture industry centers. The next indicator is related to adequacy with the function of coaching and empowerment through various exhibitions. As a result of the implementation of the protective function in the form of roads and bridges as well as wood raw materials, the establishment of several furniture industries centers in Jepara

Evaluation Of Jepara Regency Regulation Number 2 Of 2014 On The Existence Of Jepara Furniture Development In The 2021 Covid-19 Pandemic which became an obstacle during the Covid-19 pandemic has been carried out. Meanwhile, other problems cannot be resolved through this regional regulation.

This study recommends that the district government be able to formulate and review the effectiveness of this Regional Regulation. In addition, this study also recommends that the Jepara Regency Industry and Trade Service need to provide information about areas that still have abundant sources of wood raw materials and then build cooperation with these regions. The government can also build better relations between organizations, such as relations with furniture associations, namely HIMKI and APKJ, which are more intense because associations are a bridge between the government and furniture business actors. Make a proposal to the Government of Jepara Regency regarding the improvement of facilities and infrastructure owned by the Jepara Regency Industry and Trade Service so that good performance is created and the process of implementing Jepara Regency Regional Regulation Number 2 of 2014 concerning Protection, Empowerment, and Development of the Furniture Industry can run optimally. The Office of Industry and Trade of the Jepara Regency must provide socialization regarding the Regional Regulation of the Jepara Regency Number 2 of 2014 concerning the Protection, Empowerment, and Development of the Furniture Industry to furniture business actors in every education and training program carried out.

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