

# Implementation of the Road Agency Policy as a Parking Area for Kayutangan Heritage Malang City

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**Abstract:** The Kayutangan area in Malang City is one of the cultural heritage areas that has historical value and is synonymous with the architecture of interesting old buildings. However, currently the area faces challenges related to the use of the road body as an extensive vehicle parking area. This can damage the beauty and authenticity of the cultural heritage area of Malang City. This study uses Campbell's theory of effectiveness which states that effectiveness measurement includes program success, target achievement, satisfaction, input and output levels, and overall goal achievement. The purpose of this study is to identify and analyze the use of road bodies as parking areas in the Kayutangan Area, as well as their supporting and inhibiting factors. This research method uses a qualitative descriptive approach with data collection through interviews, observations, and documentation studies. The informants in this study are the chief coordinator of EKOSDA Malang City, transportation service partners, the people of Kayutangan Tourism Village, tourist visitors, businessmen, and parking attendants. The results of the study show that the Malang City Government has issued a policy related to the use of road bodies as parking areas, but its implementation has not been optimal, causing the policy to be ineffective and requires follow-up actions.

**Keywords:** Policy, Parking, Road Bodies

## Introduction

The city of Malang, known for its cultural and historical heritage, faces serious challenges related to the management of public spaces, especially in terms of the use of road bodies as parking lots. The Kayutangan Heritage area, which is one of the city's activity centers, often experiences congestion and difficulties in accessibility due to the lack of adequate parking spaces. The overlap of government policies in regulating the use of road bodies for parking lots is aimed at optimizing available space, not providing comfort for road users, and supporting tourism development in the area (Larasati & Rohman, 2020)

With the increasing number of motorized vehicles and the growth of visitors, strategic steps are needed to create a balance between mobility and preservation of historical value, and social problems of the people of Malang City\_(Tenga et al., 2023)

As an effort by the government in formulating this policy, it is also related to the principles of sustainability and social justice in the use of urban space. The policy designed to use the road as a parking lot is expected to not only reduce congestion, but also provide economic benefits for the local community, such as street vendors and small businesses around Kayutangan Heritage (Khakim et al., 2019).

Thus, a clear regulatory framework, community involvement, and consistent law enforcement are needed to ensure that this utilization does not harm the local community or culture. The policy requires continuous evaluation to adapt to the development and needs of the community (Mahfudhotin & Nurfarida, 2020).

Every year the city of Malang has an increasing population growth so that it affects the population of many vehicle uses. The increasing number of vehicles in Malang City itself makes the situation of the road situation increasingly congested, the appearance of the traffic jam itself is not only due to the population that uses vehicles but also due to the presence of those who use the road body as a parking lot (Wijanarko, 2021).

Realizing that there is congestion along the road in Malang City, the Malang City Government took a quick step by issuing a Regional Regulation (RR) which is further regulated by the Regulation of the Mayor of Malang (RM). In order to overcome this problem, the Malang City Government also refers to Law No. 22 of 2009 concerning Road Traffic and Transportation, which is implemented by the Malang City Transportation Office through regulations set by the Mayor. (PERATURAN DAERAH KOTA MALANG NOMOR 4 TAHUN 2016 TENTANG RENCANA DETAIL TATA RUANG DAN PERATURAN ZONASI BAGIAN WILAYAH PERKOTAAN MALANG TIMUR TAHUN 2016-2036, 2016)

Malang City No. 35 of 2013 related to traffic engineering (Hariyanto et al., 2022). The Social Impact of Kayutangan Heritage Malang affects old historical places and buildings in Malang City and is designed into a tourism made by the Malang City Government in collaboration with several circles of people and community communities in Malang City (Armi et al., 2016).

In Campbell J.P.'s view, in general, effectiveness measurement can be seen through several key indicators, including the success of a program, the achievement of the specified goals, the level of satisfaction with the program, and the size of inputs and outputs, in addition to the achievement of the overall goals. (Campbell, 1977).

Therefore, the effectiveness of a program can be achieved through operational capabilities in implementing work plans that are in line with predetermined goals. Overall, effectiveness can be understood as the level of ability of an institution or

organization to carry out all its main tasks or achieve pre-set goals (Campbell, J. P., 1990) quoted in. (Anisah & Soesilowati, 2018).

In a journal, effectiveness refers to the relationship between the results obtained by a center of responsibility and the goals to be achieved. The greater the contribution of the results produced to the achievement of these objectives, the more it can be said that the unit functions effectively (Parhizgari & Ronald Gilbert, 2004).

Therefore, in this study, the researcher revealed the success of the Malang City Government's policy on the use of road bodies as parking lots in Kayutangan Heritage Malang City; Supporting and inhibiting factors in achieving the effectiveness of the Malang City Government's policy on the use of road bodies as parking lots for Kayutangan Heritage Malang City. This research can be developed for future researchers and at the same time can be used as a reference for the city government in taking public policies on the use of road bodies as parking lots at the local government level.

## **Methodology**

This research uses a qualitative approach (Crowther & Lauesen, 2017) with the aim of understanding and analyzing the effectiveness of the Malang City Government's policy regarding the use of road bodies as parking lots at Kayutangan Heritage Malang City; Supporting and inhibiting factors in achieving the effectiveness of the Malang City Government's policy on the use of road bodies as parking lots for Kayutangan Heritage Malang City. Research Design using case studies, research locations in the Kayutangan Heritage Malang area, Data Sources used Official government documents data collection with interviews with resource persons of government officials, communities, entrepreneurs, observations, documents related to reports, statistics. Data analysis techniques with content analysis, interactive analysis of research instruments with interviews, observations, list of questions (Matthew B. Miles, A. Michael Huberman, 2018).

## **Result and Discussion**

### **The effectiveness of the Malang City Government's policy on the use of road bodies as parking lots at Kayutangan Heritage Malang City**

According to (Githa et al., 2020) that Malang becomes "Beautiful Malang", because of the lack of a concept of the kampong model, so with this, in this study the effectiveness of the policies implemented by the Malang City Government, focusing on the implementation of policies related to the use of road bodies as parking lots in the Kayutangan Heritage area. With this, the results of the analysis show that the policy needs to be studied more deeply to determine whether it has been implemented properly and

has a positive impact on the surrounding environment. Considering that Kayutangan is a tourist area that is rich in historical value and has an attraction in the form of old buildings, it is important to understand the extent to which this policy is able to support the revitalization of the area while maintaining the sustainability of environmental functions. Furthermore, the nuances of the presence of the policy are in the context of the interaction between the management of public space and the preservation of cultural heritage.

According to (Lathifaniya, 2023) In measuring that the system is still not running optimally, from the results of this study, the measurement of the effectiveness of an organization can be interpreted in general through several main indicators, including program success, goal achievement, and satisfaction level with the program being implemented. In this context, effectiveness refers to how well an institution or organization is able to carry out its core tasks and achieve pre-set goals. This shows that effectiveness is not only measured by the final result, but also by the process undertaken in achieving these goals. As such, an understanding of effectiveness is essential for evaluating an organization's performance and identifying areas for improvement. The discussion in this study shows that the policy of using the road body as a parking lot in the Kayutangan Heritage area of Malang City, the effectiveness can be seen from various aspects, including its impact on traffic, the comfort of road users, and the socio-economic impact on the surrounding community. By analyzing the success of the program and community satisfaction, we can assess the extent to which this policy meets its goals and provides benefits for the development of the Kayutangan area as a tourist destination. The study aims to provide a comprehensive overview of the effectiveness of these policies and recommend steps that can be taken to improve performance and impact.

In explanation (Rimadevi et al., 2022) that the income of the parker is very helpful to the community, therefore the success and sustainability, the greater the effectiveness seen in the area, the sustainability of a program will continue and can be said to be effective to implement. As in the Kayutangan Heritage area of Malang City. Where we know, the area is included in the Malang City Heritage tourist area which helps the economic life of the community.

Thus the area is a place where everyone gathers and visits. Therefore, all activities are carried out by many people in the area. The activities that the researcher refers to are selling traditional culinary specialties of Malang City, batik shops, and cafes in the past.

Based on the results of research related to the Malang City Government's policy regarding the use of road bodies as parking lots at Kayutangan Heritage Malang City. If we look at the results of observations to interviews and documentation with several

related parties, then its effectiveness can be said to be ineffective because it has not met the indicators that have been mentioned. To be successful in achieving a government policy, it must meet several indicators:

- The success of a Government policy program issued related to the use of road bodies as parking lots.

From the results of the researcher's findings, when conducting research in Kayutangan Heritage Malang City, the researcher found that policies related to the use of road bodies as parking lots did exist, especially in the Heritage area of Malang City. The policy of using the road body as a parking lot was issued considering that the special parking lot at Kayutangan Heritage Malang City was inadequate and the capacity was not wide.

- Satisfaction with the government policy program issued related to the use of road bodies as parking lots.

From the results that the researcher found, it is related to the policy on the use of road bodies as parking lots. Many people as well as visitors and business owners do not agree with the road being used as a parking lot. The reason is because it will cause a slowdown for two-wheeled and four-wheeled drivers as well as irregular parking and also spoil the atmosphere considering that Kayutangan Heritage Malang City is a tourist attraction.

### **Supporting and inhibiting factors in achieving the effectiveness of the Malang City Government's policy on the use of road bodies as parking lots for Kayutangan Heritage Malang City.**

#### **Supporting Factors:**

##### **a. Facilities**

The facility provided is a parking lot, why is that considering that the Malang City Heritage Kayutangan is a tourist attraction, so the parking lot is very necessary because it will support visitors to visit who want to store their vehicles. In addition to parking pockets, special roads are also provided for parking.

##### **b. Parking Attendant**

The presence of a parking attendant is very helpful for the smooth and comfortable drivers of two-wheeled and four-wheeled drivers. Therefore, the supporting factor is related to the effectiveness of the Malang City Government's policy regarding the use of the road body as a parking lot, one of the things that helps its smooth running is the carpenter.

**c. Traffic Engineering**

As we know that, before the wooden hand was raised again as a tourist attraction. The Kayutangan area for the traffic flow uses two currents and after the Kayutangan is lifted as a tourist attraction where what we know now is the Kayutangan Heritage of Malang City, the flow of travel, especially for two-wheelers and four-wheelers, is changed into one flow by considering the Kayutangan Heritage area as a tourist destination.

**Inhibiting factors:**

**a. Parking Lot**

The parking lot itself is a facility to store visitors' vehicles. The existence of parking spaces is very limited and many people, visitors and business owners complain about the existence of inadequate parking lots. The lack of parking pockets is a very big obstacle for tourist areas such as Kayutangan Heritage Malang City itself. The need for good parking pockets and large capacity is the hope of the community so that visitors do not feel disturbed and behind that also so that all visitors who visit enjoy the beautiful atmosphere of Kayutangan Heritage tourism in Malang City.

**b. Lack of Socialization**

Socialization is very important in conveying the purpose and objectives of a program. If the socialization is lacking, it is likely to cause conflicts and misunderstandings. Therefore, the factor that hinders the effectiveness of the Government's policies itself is the lack of socialization.

**c. Lack of supervision and law enforcement**

Regarding supervision and law enforcement itself, it needs to be reaffirmed, because considering that Kayutangan Heritage Malang City is a tourist attraction whose development is very rapid every year. So supervision and law enforcement related to the effectiveness of the Malang City Government's policy on the use of road bodies as parking lots are still many that violate the policies that have been set.

**Conclusion**

Research on the effectiveness of the Malang City Government's policies related to the use of road bodies as parking lots in Kayutangan Heritage shows that the policy has not been effective. Judging from the two indicators of effectiveness that have not been met, namely the success of government policy programs and public satisfaction with the program. Supporting Factors: Adequate parking facilities; A parking attendant who helps with smoothness; Effective traffic engineering; Inhibiting Factors: Limited parking spaces;



Lack of policy socialization; Lack of supervision and law enforcement. With this, it is recommended that the improvement of parking facilities; Intensification of policy socialization; Strengthening supervision and law enforcement. So that the people of Malang City get comfort.

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