

The Investment Supervision Implementation and One-Stop Integrated Services Office on the Implementation of Advertising in Public Spaces Based on the Regulation of the Head of Bekasi Region

Riyadi Saputra Wibowo^{a*}, Waluyo^b, Sapto Hermawan^c

^aUniversitas Sebelas Maret, Surakarta, Indonesia, Riyadisawi@student.uns.ac.id

^bUniversitas Sebelas Maret, Surakarta, Indonesia, waluyo.fh@staff.uns.ac.id

^cUniversitas Sebelas Maret, Surakarta, Indonesia, saptohermawan_fh@staff.uns.ac.id

Article History	Submitted	Revised	Accepted
	2024-04-23	2024-09-01	2024-09-24

Abstract

This research aims to discover the supervision practices carried out by the Bekasi Regency Investment and One-Stop Service Office (PMPTSP Office) and the obstacles faced in implementing billboards in public spaces. This research is descriptive normative research. The sources of legal materials used in this research are primary and secondary legal materials, as well as library study and interview techniques. The analysis method in this research uses qualitative analysis techniques. The results of this study indicate that the supervision carried out by the Bekasi Regency PMPTSP Office on the implementation of billboards in public spaces uses a form of preventive supervision in coordination with the Pamong Praja Police Unit and the Regional Revenue Agency. The obstacles faced by the Bekasi Regency PMPTSP Office in supervising the implementation of billboards in public spaces are the lack of human resources that accommodate the authority, the level of public legal awareness regarding the implementation of billboards, and the development of regulations that are not integrated and develop along with economic growth in the free market era.

Keywords: Advertising, investment, one-stop integrated services office, public space.



© The Author(s) 2024. Published by CV. Strata Persada Academia.

This is an Open Access article distributed under the terms of the [Creative Commons Attribution 4.0 International \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/)

Introduction

Advertisement is one of the media in demand to show a product or brand from a producer to the broader community in public spaces. Bekasi Regency, as an area and center of industrial activities included in the administrative area of West Java Province, has several strategic points in public spaces to organize advertisements. The size of the area and the flow of community mobility in Bekasi Regency attract advertising activists to utilize advertisements as promotions.¹ There need to be regulations that regulate the arrangement and utilization of public spaces in an area. Regulations are formed to prevent violations so that law enforcement can filter existing advertisements, ensure that all meet the procedures, and obtain permits for implementation.²

Referring to the laws and regulations, the district government has the authority to implement spatial planning in the district area with the function as a reference in the utilization of space, a reference to realize development balance, a reference in the preparation of long-term and medium-term development plans, a reference for investment locations, guidelines for the preparation of detailed spatial planning, and as a reference in defense administration.³ The reference in the Law is the reason for the state's presence in forming the legal system. The legal system in Indonesia has a content consisting of components that intersect with each other in several principles.⁴ Furthermore, the Bekasi Regent Regulation Number 15 of 2013 concerning the Procedures for Advertising Organization Permits (Perbup Advertising Organization) explains that "*Reklame adalah media yang menurut bentuk dan corak ragamnya dirancang untuk tujuan komersial, memperkenalkan, dan mempromosikan barang, jasa, orang, atau badan agar menarik perhatian umum*".⁵ The regulation Advertising Organization mandates that advertising organizations in Bekasi Regency must obtain a permit and be supervised by the Investment and One-Stop Integrated Service Office (DPMPTSP).

Furthermore, in Presidential Regulation 97 of 2014 concerning the Implementation of One-Stop Integrated Services, it is stated that one-stop integrated services have the principles of integration, economy, coordination, accountability, and accessibility.⁶ The concept of One-Stop Integrated Services can be understood as one of the activities carried out by the government in the context of licensing efforts, with the management process starting from the application stage to the issuance of permit documents carried out in an integrated manner in one place. Efforts in this concept are helpful to achieving

¹ Wiwin Tarwini Uchaimid Biridlo'i Robby, "Inovasi Pelayanan Transportasi Publik Ramah Penyandang," *Ilmiah Administrasi Publik Dan Pembangunan* 10, no. 2 (2019): 51–57.

² Nandang Najmulmunir, "Pengaruh Partisipasi Masyarakat Terhadap Efektifitas Implementasi Rencana Tata Ruang Wilayah Kabupaten Bekasi," *Jurnal Manusia Dan Lingkungan* 20, no. 2 (2013): 213–20.

³ Kementerian Pekerjaan Umum dan Perumahan Rakyat, "UU No. 26 Tahun 2007 Tentang Penataan Ruang," *Pemerintah Republik Indonesia*, 2007.

⁴ Dedi Hantono and Nike Ariantantrie, "Kajian Ruang Publik Dan Isu Yang Berkembang Di Dalamnya," *Vitruvian* 8, no. 1 (2018): 43, <https://doi.org/10.22441/vitruvian.2018.v8i1.005>.

⁵ Peraturan Bupati (PERBUP), "Perbup Bekasi No. 15 Tahun 2013 Tentang Tata Cara Izin Penyelenggaraan Reklame Di Kabupaten Bekasi.Pdf," 2013.

⁶ peraturan presiden republik indonesia, "Peraturan Presiden Republik Indonesia Nomor 97 Tahun 2014 Tentang Penyelenggaraan Pelayanan Terpadu Satu Pintu," *European Journal of Endocrinology*, 2014.

convenience, transparency, accountability, certainty of costs, time, and legal clarity of legal regulations or procedures.

Licensing and supervision are essential factors in the implementation of advertising. The implementation of advertising is a sequence of activities that are intertwined from licensing, installation, and supervision to regulation if it is not in accordance with procedures or regulations. Supervision is interpreted as an activity or effort to determine and assess the actual reality of implementing activities or tasks according to what they should be.⁷ Therefore, supervision is carried out to measure the implementation of an activity to minimize deviations and take corrective action to resolve them.

Along with the development of the economic sector in Bekasi Regency and the era of free trade, competition has increased for many companies or individuals who have businesses. This condition requires each company to formulate and improve its strategy. Realization in the field found illegal advertisements that do not have permits and do not contribute to the region and haphazard installation that damages the aesthetic value of spatial planning in Bekasi Regency. Other violations that can be found next are the installation of advertisements that exceed the number, the inappropriate media used, and the installation permit deadline being exceeded. Deviations in the implementation of a rule and anticipation carried out in overcoming it are certainly a note for state officials, especially the Bekasi Regency Government, which in this case includes the authority of the PMPTSP Service.

METHOD

This study uses a descriptive normative legal research method with a qualitative approach. Normative legal research produces arguments as prescriptions whose content is full of values. This study mainly uses secondary data sources with primary and secondary legal materials. The primary legal materials in this study are the 1945 Constitution, Law No. 26 of 2007, Law No. 25 of 2009, Bekasi Regent Regulation No. 7 of 2022, Bekasi Regent Regulation No. 15 of 2013, Bekasi Regent Regulation No. 43 of 2017, and Bekasi Regent Regulation No. 91 of 2021. The collection of materials in this study uses literature study and interview techniques. The last method in this research is related to data analysis techniques and legal materials, where this study uses qualitative analysis techniques.

RESULT AND DISCUSSION

The PMPTSP Service Supervision of Advertising Implementation in Public Spaces in Bekasi Regency

Using advertising media in Bekasi Regency as a promotional tool and information dissemination is an effort by small-scale entrepreneurs to large companies. It starts from micro, small, and medium businesses to factory companies with significant turnover. All put up advertisements to promote products, names/brands, or types of businesses that are being

⁷ Syaif Mokhammad and Hananto Widodo, "Pengawasan Terhadap Penyelenggara Reklame Billboard Tanpa Izin Di Kabupaten Pasuruan," *Novum : Jurnal Hukum* 7, no. 4 (2020): 162–72.

developed.⁸ For this reason, there needs to be rules or regulations that bind all applications and supervision regarding the procedures for organizing advertising.

1. The form of supervision of advertising implementation by the Bekasi regency pmptsp service

The supervision standards in this case related to the implementation of advertising in Bekasi Regency are within the authority of the Investment and One-Stop Integrated Service Agency (DPMPTSP). These standards and authorities are in Regent Regulation Number 43 of 2017. The authority of DPMPTSP is applied during the licensing process up to the follow-up of the installation and supervision of advertising.⁹ The standardization in the Regent Regulation is a basis or guideline for implementing advertising in public spaces in the Bekasi Regency.

Related regional apparatuses assist the PMPTSP Service in carrying out supervision. First is the Bekasi Regency Civil Service Police Unit (Satpol PP), which has the authority based on Bekasi Regent Regulation Number 25 of 2013 concerning the Organization and Work Procedures of the Civil Service Police Unit. Satpol PP in carrying out its duties as a supervisor or assisting the scope of the integrated PMPTSP Service's supervisory performance in line with Bekasi Regent Regulation Number 30 of 2018 concerning Guidelines for the Implementation of Advertising Installation Permits. In this regulation, there is a period for installing advertisements according to the period for installing advertisements in Article 7 number (1). According to this Article, the validity period of the advertisement installation permit is a permit, in this case, an advertisement, which is 1 year and can be extended; a warning letter for extending the advertisement is given 14 days to the owner before the advertisement expires. At the latest, the advertisement extension must be extended by the owner of the advertisement, which is 14 days before the expiration of the advertisement. If they do not extend it, they will receive a second warning letter when the advertisement expires. According to information obtained by the author from the statement of Mr. Suhuf, the Head of the PMPTSP Service, there are a lot of applicants for installing advertisements in Bekasi Regency.

On the other hand, there are also many violators of advertisements, almost 30% of applicants for advertisement permits in the period from 2019 to 2022 erected advertisements totaling 170 applicants and the violations were almost 50 advertisements that had been installed. Mr. Suhuf also explained that the procedure for establishing advertisements is clearly stated in the Bekasi Regent Regulation 30 of 2018 concerning Guidelines for implementing Advertisement Installation Permits. The Bekasi Regency Investment and Integrated Services Service only carries out preventive supervision, meaning that supervision is carried out before the permit is issued, and the Satpol PP becomes a derivative in terms of subsequent actions for the execution of violations that occur.

Furthermore, based on the results of the interview with Mr. Aris Hidayat, SHI. as the Licensing Document Analyst of the Bekasi Regency Investment and One-Stop Integrated Service Office (DPMPTSP) who explained the licensing of advertising organizations has a series of methods that

⁸ Luh Putu Suryani et al., "Implementasi Pemasangan Reklame Berdasarkan Peraturan," *Jurnal Kontruksi Hukum* 2, no. 2 (2021): 350–55.

⁹ "Perbup Bekasi No. 43 Tahun 2017 Tentang Tata Cara Pemberian Izin Reklame.Pdf," n.d.

can be done by applicants, namely applicants, both individuals and business entities, can register directly through the website called sijapri (dot) bekasikab (dot) go (dot) id. The next step is for applicants to register for advertising permits through the website. The requirements or required documents are uploaded on the Sijapri website. Then, after it is uploaded, the officer will verify the application file. The Sijapri application automatically integrates with SIMPAD (Regional Tax Application System), which Bapenda owns. The PMPTSP Office often makes appeals or socializations regarding implementing advertising so that business actors and advertising service providers carry out licensing first. This licensing applies to various advertisements that will be installed. Interview conducted with Mr. Doni, Public Order and Public Order Section at the Bekasi Regency Civil Service Police Unit, conducted on January 30, 2023, the interview was conducted by the author to obtain information related to the advertising supervision process in Bekasi Regency. According to information obtained by the author in the field, the supervision process carried out by the Bekasi Regency Civil Service Police Unit against unauthorized advertisements in the sense of fake ones has been carried out as optimally as possible in accordance with Regent Regulation Number 30 of 2018 concerning Guidelines for the Implementation of Advertising Installation Permits. Mr. Doni explained that the Regent Regulation has explained how advertising organizers work. Mr. Doni explained that his party only needs to see if any parties do not carry out the process. The types of advertisements required to obtain permits are Videotron, LED, Megatron, and giant billboard advertisements. This permit will later regulate all activities carried out and advertisements installed.¹⁰

Issuing permits needs to consider the environment's safety around the advertisement, including for road users and pedestrians, meaning that advertisements are not placed in pedestrian circulation or traffic zones.¹¹ Regarding the application for a permit to install new advertisements or through an auction of advertising points, it is not permitted. Advertising companies are not allowed to participate for at least 1 year since the revocation of the advertisement due to the violation.

2. Evaluation of supervision of advertising implementation by the PMPTSP service of Bekasi regency

The elements of the lawmakers look at the legal certainty of the existing rules. Legal certainty is a procedure determined and compiled normatively. In Indonesia, the laws in force have national and local characteristics. The regulation made by the Regional Government in each Regency/City is the applicable law for licensing in organizing advertising. Bekasi Regent Regulation, Number 30 of 2018, concerning Guidelines for Implementing Advertising Installation Permits, clearly shows no conflict or overlap with other regulations. Based on the analysis that the author has carried out, the object or subject of the advertising organization permit in Bekasi Regency is transparent; in this case, the advertising organization permit is the object, and the legal subject is the Bekasi Regency Investment and Integrated Services Office.¹²

¹⁰ Bambang Sudarso dan Arief Laila Nugraha Dyah Widyaningrum, "Analisis Sebaran Reklame Billboard Terhadap Lokasi Dan Nilai Pajak Reklame Berbasis Sistem Informasi Geografis," *Jurnal Geodesi Undip* 6 (2017): 100–109.

¹¹ Uchaimid Biridlo'i Robby, "Inovasi Pelayanan Transportasi Publik Ramah Penyandang."

¹² "Peraturan Bupati Bekasi Nomor 7 Tahun 2022 Tentang Tata Cara Penyelenggaraan Pajak Reklame," n.d.

Mr. Doni, as the secretary of the Bekasi Regency Civil Service Police Unit, believes that his party has worked as hard as possible regarding supervision and demolition; his party admitted that they did not discriminate against advertisements that did not have permits and were still held. The author also interviewed Mr. Yohantio, a Bekasi Regency Investment and Integrated Services Agency representative, his party as the authority to issue advertising permits. Mr. Yohantio explained, "Billboards can be taken down/dismantled by the Regent or appointed Official if they do not have an advertising installation permit, the advertisement has expired and/or have not paid advertising tax, with a prior notification letter to the applicant." Mr. Aris Hidayat explained the supervision carried out by the Bekasi Regency DPMPTSP at the initial stage when the Applicant registers, is verified by DPMPTSP officers, and then sent to Bapenda. Before the tax is set, Bapenda conducts a field survey to see whether the requested size is appropriate; then, the road class is appropriate because the road class will affect the tax value. Bapenda goes to the location to see if it is suitable. If it is appropriate, then the tax will be issued. If not, then the Applicant must adjust it first. Road class: if the road class is wrong, we will fix the road class. But if the size is wrong, the tax cannot be issued yet. It must be fixed according to the conditions in the field.

Based on the results of the Author's interview with Mr. Ipan as a representative of the Bekasi Regency Regional Revenue Agency, he explained the relationship between DPMPTSP, Bapenda, and Satpol PP in organizing advertising in Bekasi Regency. Mr. Ipan explained that the implementation of advertising is actually in addition to the three agencies mentioned; the directly related ones are DPMPTSP and Bapenda. DPMPTSP is related to issuing permits, and Bapenda is related to collecting taxes. Satpol PP is the enforcer of their regulations or supervises the field."

The facts on the ground are also supported by Mr. X's advertisement, which has more than ten advertisement points, and Mr. XX's advertisement, which still stands firmly on the Bekasi Regency highway. On the other hand, the availability of advertising team members, which only number 7 people, makes the Bekasi Regency Civil Service Police Unit less than optimal in carrying out its work in carrying out supervision; Mr. Doni also explained that in the future, the Bekasi Regency Advertising Team will be added so that supervision can be carried out more optimally.

3. The actions of the Bekasi Regency PMPTSP service against violations in advertising implementation.

The function of advertising is increasingly favored by the public, considering that it can also be a medium to convey social messages. For example, that is why its role is so essential today. However, this must be directly proportional to the regularity in its installation, aesthetics and beauty must still be considered, such as forming harmony between the size of the place and its conditions with the advertising used. Authority is central in law and government science, and its implementation is critical. Given that the government runs well with all its functions, it will also run if the authority exists and is obtained. Everything runs based on the authority given to it.¹³

¹³ M S Lubis, *Perencanaan Wilayah Untuk Mendukung Konsep Berkesinambungan" Sustainability Development"*, 2021.

The condition when we can carry out a legal action that later can cause a legal consequence is also related to the emergence and disappearance of a legal consequence; it is called authority. Likewise, the right adheres to the freedom to do or not do a specific action or make an assignment to another person to do something, whereas, on the other hand, the obligation contains something that must and or must not be done.¹⁴ The Regional Work Unit or SKPD of Bekasi Regency, as regulated in the Regent Regulation concerning the implementation of advertising, has been stated that it is indeed the SKPD that has the task of supervising the implementation of advertising in Bekasi Regency, which is a member of the advertising implementation team.

Based on the results of an interview on December 1, 2020, with Mr. Bagus as the Head of the Investigation, Investigation, and Enforcement Section of the Bekasi Regency Civil Service Police Unit, the Bekasi Regency Civil Service Police Unit has the task of dismantling violating advertisements, such as advertisements without permits, advertisements whose permits have been revoked and have not been dismantled by the advertisement organizer, advertisements whose validity period has expired and whose permits have not been extended. The Bekasi Regency Civil Service Police Unit is tasked with dismantling advertisements that do not comply with the permits that have been granted, including changes to the text/content of the advertisement message, changes to the size, and changes to the shape of the advertisement. The changes to the text/content of the message are advertisements initially in the form of food products and then changed to other products, such as cigarette advertisements. It was also mentioned by Mr. Bagus as the Head of the Investigation, Investigation and Enforcement Section of the Bekasi Regency Civil Service Police Unit, in an interview on December 1, 2020, that the One-Stop Integrated Licensing Service and Investment Service has the authority in the requirements for applying for advertising permits, managing advertising permits with extension status or new advertising permit applications, as well as supervision of advertising materials to be published or advertised, and supervision of Advertising Permits (SIPR) that have been issued. Supervising the permit is conforming with the exact point, type, and size of the advertisement installed with the permit issued. It was also stated that the Spatial Planning and Housing Service has the authority to supervise the Advertising Building Permit (MB-R), consisting of ownership of location maps, ownership of construction drawings, and compliance with the IMB-R, as well as supervision and management of 354 extensions to the expiration of the IMB-R validity period.

Furthermore, the Regional Revenue Service supervises taxation for every advertising organization in the Bekasi Regency. About related agencies, DPMPTSP coordinates according to the data and then verifies. Furthermore, when violations regarding the implementation of advertising are found, they will be prosecuted or executed through the following channels:

- a. The PMPTSP Service records advertisements that violate the provisions.
- b. Creates a letter of assignment signed by the Head of Satpol PP.
- c. Satpol PP prepares the equipment for members to use.

¹⁴ Prayanto Widyo Harsanto, *Desain Komunikasi Visual*, and Fakultas Seni Rupa, "(Sebuah Kajian Tentang Estetika Lingkungan)" 7, no. 2 (2014): 45–55.

- d. Satpol PP carries out coordinated control.
- e. Compiles a summary report of the results of the control of advertisements.



Figure 1. Billboard Advertising Regulation Process

Source: <https://satpolpp.bekasikab.go.id/>



Figure 2. Banner Advertising Regulation Process

Source: <https://satpolpp.bekasikab.go.id/>



Figure 3. Billboard Advertising Regulation Process

Source: <https://wartakota.tribunnews.com/2020/11/22/>



Figure 4. Banner Control Process

Source: <https://www.bekasikab.go.id/satpol-pp-kabupaten-bekasi-dorong-tertib-tahapan-pemilu>

The PMPTSP Service Supervision of Advertising Implementation in Public Spaces in Bekasi Regency

The 1945 Constitution of the Republic of Indonesia (UUD NRI 1945) underlines the principle that Indonesia is based on people's sovereignty. This means that the highest power lies in the hands of the people, and all policies and decisions taken must prioritize the welfare of the people. The term "sovereignty" in this context refers to the full right of a country to create laws and regulations that govern the lives of its people. In the Indonesian government system, the principle of decentralization is vigorously implemented. This means that the state gives authority to regions throughout Indonesia to manage local affairs, including advertising regulation. Supervision of the implementation of advertising in public spaces in Bekasi Regency is constrained, or there are obstacles as follows:

1. Human resources

Lack of facilities and infrastructure, especially in mobility and the number of personnel to support the smooth implementation of the activities of the Bekasi Regency Civil Service Police Unit. According to Edward III, although the contents of the policy have been communicated clearly and consistently if the implementer lacks the resources to implement it, the implementation will not run effectively. These resources can be human resources, such as the implementer's competence and financial resources. The resources provided at the Bekasi Regency DPMPTS are excellent and competent, and staff availability is adequate. According to the Head of the Investment and One-Stop Integrated Service Office (DPMPTSP), the staff owned for integrated business licensing services activities carried out online are pretty adequate in quantity and quality. In the sense that the number is sufficient to serve requests for business licensing services. The clarity of the communication conveyed is the material on Integrated Business Licensing Services Electronically Online Single Submission. The material delivery in this new activity uses language the target group can understand. Based on the explanation given by the Head of Socialization, the PMPTSP Service explained the OSS socialization efforts in more detail. According to him, OSS socialization is carried out to Prospective Investors in three ways, first, applicants come to the office directly and are given assistance by Team 13 formed by PTSP. Then, soturnzation is carried out to the Area Manager and entrepreneurs in the Industrial Area. And they also serve consultations both directly and indirectly. In addition, one business actor in Bekasi stated that he got information about OSS from a tenant gathering about cooperation between the private sector and the government.

2. Level of Public Legal Awareness

The values adopted by society are part of one of the sources of law. Supervision itself aims to



Figure 5. DPMPTSP Office, Bekasi Regency

Source: *Personal Documentation*

know and assess the actual reality of the implementation of activities or tasks, whether the tasks

or activities carried out are in accordance with what they should be or not. Manullang explains that society's ignorance of the laws currently in force is caused by:¹⁵

- a. Society often does not understand when its rights are violated.
- b. Society does not understand that there are efforts to protect the rights of society.
- c. Society does not understand that they can utilize efforts to protect their interests.

According to the results of interviews with the Source Advertising Organizers in Bekasi Regency, it can be concluded that some people who understand the rules before holding an advertisement must first obtain a permit. Still, people think the permit that will be carried out is complex and takes a long time. Many people in Bekasi Regency do not understand what steps and requirements are needed to obtain a permit for their advertisement, which makes people feel that it is difficult and takes a long time to process an advertising permit.

3. Continuous Regulatory Development

According to George Edward in Tarwini (2019:27-30), regulatory development means disposition discourse. Disposition, in this case, means the character and characteristics possessed by the implementer, such as commitment, honesty, and democratic nature.¹⁶ If the implementor has a good disposition, then the implementor can implement the policy and the desired policymaker. When the implementor has a different attitude or perspective from the policy maker, the policy implementation process also becomes ineffective. In accordance with what was conveyed to the DPMPSTP service, the spearhead of the implementation of this electronically integrated business licensing service (OSS) is the licensing staff at the DPMPSTP office. They serve prospective investors in the Bekasi district. The staff work according to the standards and procedures that have been set. Commitment and honesty are the attitudes and foremost things that staff must have in carrying out their duties to serve prospective investors and take care of business permits.

The attitude of acceptance or rejection of the policy-implementing agent dramatically influences the success or failure of public policy implementation. This is likely to happen because the policies implemented do not result from the formulation of residents who are very familiar with the problems and issues they feel. However, public policy is usually top-down, making it possible for decision-makers not to know or even be unable to touch the needs, desires, or problems that must be resolved. The attitude of the staff is greatly influenced by their perspective on a policy and how they see the impact of the policy on the interests of their organization and their interests.

DPMPSTP officers of Bekasi Regency who provide Business Licensing Services through Online Single Submission (OSS) are guided by the Regulation regulated in Government Regulation 24 of 2018 concerning Electronically Integrated Business Licensing Services. The accountability or fragmentation of DPMPSTP officers of Bekasi Regency regarding the provision of business

¹⁵ E Fernando M Manullang, "Menggapai Hukum Berkeadilan," *Menggapai Hukum Berkeadilan*, 2007.

¹⁶ Uchaimid Biridlo'i Robby, "Inovasi Pelayanan Transportasi Publik Ramah Penyandang."

licensing services through OSS is in the field of Integrated One-Stop Service (PTSP), which consists of the Business Licensing and Non-Business Licensing Service Section and the Complaints and Information Service Section. Meanwhile, the responsibility of the Business License and Non-Business License Service Section is on every customer or business actor who takes care of their permits through the Bekasi Regency DPMPTSP. The responsibility of the Complaints and Information Service Section is to help provide information related to licensing services to the public and facilitate complaints or problems from the public.

CONCLUSION

The Bekasi Regency Investment and One-Stop Integrated Service Office (DPMPTSP) supervises the implementation of advertising based on the legal basis of Bekasi Regent Regulation Number 91 of 2021 concerning the Authority and Work Procedures of the Bekasi Regency DPMPTSP; Bekasi Regent Regulation Number 15 of 2013 concerning Procedures for Advertising Implementation Permits in Bekasi Regency; and Decree of the Head of the Investment and One-Stop Integrated Service Office Number 03/SK/DPMPTSP/2021. Supervision carried out by the PMPTSP Office on implementing advertising in public spaces in Bekasi Regency is assisted by related agencies, namely the Civil Service Police Unit (Satpol PP) and the Regional Revenue Agency (Bapenda). The form of supervision carried out by the Bekasi Regency DPMPTSP is preventive supervision. This supervision is carried out by taking preventive measures so that the regional government, in making decisions, does not conflict with applicable regulations from licensing, installation, supervision, and control.

There are three obstacles faced by the Bekasi Regency Investment and One-Stop Integrated Service Agency (DPMPTSP) in supervising the implementation of advertising in public spaces. The first obstacle is the lack of human resources to accommodate authority, so the efficiency and flexibility of licensing to supervision and regulation are less than optimal. Second, is the level of public legal awareness regarding the implementation of advertising, from the licensing stage and installation to the time limit imposed. Third, the development of regulations that are made are not integrated and develop along with economic growth in the free market era.

REFERENCES

- Dyah Widyaningrum, Bambang Sudarso dan Arief Laila Nugraha. "Analisis Sebaran Reklame Billboard Terhadap Lokasi Dan Nilai Pajak Reklame Berbasis Sistem Informasi Geografis." *Jurnal Geodesi Undip* 6 (2017): 100-109.
- Hantono, Dedi, and Nike Ariantantrie. "Kajian Ruang Publik Dan Isu Yang Berkembang Di Dalamnya." *Vitruvian* 8, no. 1 (2018): 43. <https://doi.org/10.22441/vitruvian.2018.v8i1.005>.
- Harsanto, Prayanto Widyo, Desain Komunikasi Visual, and Fakultas Seni Rupa. "(Sebuah Kajian Tentang Estetika Lingkungan)" 7, no. 2 (2014): 45-55.
- Kementerian Pekerjaan Umum dan Perumahan Rakyat. "UU No. 26 Tahun 2007 Tentang Penataan Ruang." *Pemerintah Republik Indonesia*, 2007.
- Lubis, M S. *Perencanaan Wilayah Untuk Mendukung Konsep Berkesinambungan" Sustainability Development"*, 2021.
- Manullang, E Fernando M. "Menggapai Hukum Berkeadilan." *Menggapai Hukum Berkeadilan*,

2007.

Mokhammad, Syaif, and Hananto Widodo. "Pengawasan Terhadap Penyelenggara Reklame Billboard Tanpa Izin Di Kabupaten Pasuruan." *Novum : Jurnal Hukum* 7, no. 4 (2020): 162-72.

Najmulmunir, Nandang. "Pengaruh Partisipasi Masyarakat Terhadap Efektifitas Implementasi Rencana Tata Ruang Wilayah Kabupaten Bekasi." *Jurnal Manusia Dan Lingkungan* 20, no. 2 (2013): 213-20.

Peraturan Bupati (PERBUP). "Perbup Bekasi No. 15 Tahun 2013 Tentang Tata Cara Izin Penyelenggaraan Reklame Di Kabupaten Bekasi.Pdf," 2013.

"Peraturan Bupati Bekasi Nomor 7 Tahun 2022 Tentang Tata Cara Penyelenggaraan Pajak Reklame," n.d.

peraturan presiden republik indonesia. "Peraturan Presiden Republik Indonesia Nomor 97 Tahun 2014 Tentang Penyelenggaraan Pelayanan Terpadu Satu Pintu." *European Journal of Endocrinology*, 2014.

"Perbup Bekasi No. 43 Tahun 2017 Tentang Tata Cara Pemberian Izin Reklame.Pdf," n.d.

Suryani, Luh Putu, Fakultas Hukum, Universitas Warmadewa, and Peraturan Walikota. "Implementasi Pemasangan Reklame Berdasarkan Peraturan." *Jurnal Kontruksi Hukum* 2, no. 2 (2021): 350-55.

Uchaimid Biridlo'i Robby, Wiwin Tarwini. "Inovasi Pelayanan Transportasi Publik Ramah Penyandang." *Ilmiah Administrasi Publik Dan Pembangunan* 10, no. 2 (2019): 51-57.