Policy Advocacy: A Process that Sometimes Being Forgotten by the Motorbike Riders?

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Abstract – Advocacy can also be seen as an activity that involves organizing communities to strengthen their voice and interests in decision-making that affects their lives. This is important not only in the context of government but also in non-profit organizations, corporations, and various other institutions.It is an effort to improve or change a policy in accordance with the desires or interests of those who are pushing for such improvements or changes.However, in certain policies, there is still lack of advocacy policy, hence occurs bad policy and bad implementation. For example: canceling motorbike lamps to reduce accidents. This research uses descriptive analysis and qualitative methods. Data and information gained by deep interviews and literature studies.The result of this research is a model of effective policy advocacy combined with information technology and the use of social media such as whats app, whats app group and instagram is strategically important to make more effective policy advocacy. Some recommendations proposed by this research are more training in negotiation skill for policy advocator as a democratic model, the use of IT for all stakeholders and put policy advocacy in the curriculum of higher-level students.

Keywords: Indonesia, Effective policy, Advocacy

1. INTRODUCTION

Advocacy can also be seen as an activity that involves organizing communities to strengthen their voice and interests in decision-making that affects their lives. This is important not only in the context of government but also in non-profit organizations, corporations, and various other institutions. Advocacy is an effort to influence public policy through various forms of communication or the establishment of a movement determined by authoritative parties to guide or control the behavior of institutions, communities, and individuals (Hopkins, J in Pratomo, 2013). The regulation is stated in Article 107 Paragraph 2 of Law Number 22 of 2009 concerning Traffic and Road Transportation. It is believed that a functioning light can help drivers concentrate. It reduces the accident rate it conforms to international safety standards. The regulation requiring motorcycle headlights to be turned on during the day is motivated by the high number of traffic accidents caused by motorcycle riders. The number of fatal traffic accident victims caused by motorcycle riders accounts for more than 60% (year 2023).

In Article 107 Paragraph (1), it is stated that "motor vehicle drivers are required to turn on the headlights of motor vehicles used on the road at night and under certain conditions." Paragraph (2) stipulates that "motorcycle riders, in addition to complying with the provisions mentioned in paragraph (1), are required to turn on their headlights during the daytime." While Article 293 Paragraph (2) states, "Anyone who rides a motorcycle on the road without turning on the headlights during the daytime as referred to in Article 107 Paragraph (2) shall be punished with imprisonment for a maximum of 15 (fifteen) days or a fine of up to Rp 100,000.00 (one hundred thousand rupiahs)."

In his file, Eliadi also argued why he was the only one ticketed, while President Joko Widodo, who engaged in similar behavior, was not ticketed. "President Joko Widodo on Sunday, November 4, 2018, at 6:20 AM WIB rode a motorcycle on Jalan Sudirman, Kebun Nanas, Tangerang, Banten, and did not turn on the motorcycle's headlights; however, there was no direct action (ticketing) taken by the police," said Eliadi (detik.com, 2023). Eliadi also argued that the obligation to turn on the motorcycle headlights during the day can drain the battery. According to him, this is disadvantageous

for online drivers who earn a living using motorcycles on a daily basis (detik.com, 2023). In response to the lawsuit, the Head of the National Police Traffic Corps (Korlantas Polri) Inspector General (Pol) Istiono stated that the regulation requiring motorcycles to have their headlights on during the day is part of efforts to improve road safety. Based on those conditions, there is a need for policy advocacy in enacting effective policy to reduce motor bike accidents in the street. The policy does not drain the motorbike's battery but can reduce accidents. This article is to analyze the most effective advocacy to gain effective policy to reduce motorbikes in the street.

2. METHOD

The method is descriptive analysis and the approach is qualitative. This research employs a descriptive analysis approach and qualitative methods, as well as utilizing digital library research, library analysis and deep interview. Library research is used to gather data and information. This study uses a descriptive qualitative approach and a qualitative approach. The qualitative descriptive approach is suitable for providing an overview of the research problem in determining policy advocacy. In this regard, the phenomena of processes and the explanation of meanings become the primary methods in this research.

The consideration for using a descriptive qualitative approach in this research is to obtain complete, comprehensive, and in-depth data on how and why various versions may emerge in determining the pillars of digital governance. By utilizing a qualitative approach, the reformulation and reconceptualization of policy implementation theory will be achieved, both from the perspective of the studied object and the researcher's viewpoint, combining both etic and emic approaches as seen in modern qualitative paradigms. Ultimately, a new hypothetical proposition will be obtained through the interaction of attributes and properties, which will then be necessary as a foundation for the development of categories and explanations of the research phenomenon.

Theory
Policy Advocacy
The definition of advocacy you provided encompasses various important aspects of the process aimed at influencing decision-making and changing policies. In this context, advocacy involves various methods such as lobbying, social marketing, as well as communication and education to the public. Advocacy can also be seen as an activity that involves organizing communities to strengthen their voice and interests in decision-making that affects their lives. This is important not only in the context of government but also in non-profit organizations, corporations, and various other institutions. In general, the objectives of advocacy are to:
1. Raise Awareness: Educate the public about specific issues so that they can better understand and engage with them.
2. Empower Communities: Help communities understand their rights and how to express their interests.
3. Influence Policy: Draw policymakers' attention to consider the perspectives and needs of the community.
4. Build Alliances: Gather support from various stakeholders to collectively create the desired change.

Moreover, effective advocacy can succeed in influencing decision-making and policy, as well as its implementation, through:
1. Educating leaders, policymakers, and those involved in the policymaking process.
2. Reforming policies, laws, and finances, and developing new programs.
3. Creating more democratic, open, and accountable decision-making procedures and structures. (Ritu R Sharma in Pratomo 2013)

These effective advocacy principles will be used as the theory in this research. It is because of advocacy in policy of implementing the light on in motorbike in day time as basic or foundation of effective advocacy policy implementation.

3. RESULT AND DISCUSSION

Advocacy becomes an important tool in striving for better social and political change, as well as creating a more just and empowered society. Policy advocacy can also be seen as an activity that

involves organizing communities to strengthen their voice and interests in decision making that affects their lives. Effective advocacy implementation in regulation to light on a motorbike in daytime analysis is as follow:

1. Educating leaders, policymakers, and those involved in the policymaking process.

Education is the primary factor in improving effective policy advocacy. It can be formal and informal, and also depends on actors and who is involved. Advocacy is a continuous process. Continuity clarifies long-term goals, maintains the function of coalitions, and adjusts argumentation data in line with changes that occur. It involves evaluating the resulting situation and monitoring the implementation of policies to see if the desired changes take place. Review existing strategies and activities if the desired policy changes do not occur. Based on Sharma advocacy model below, advocacy should be based on data and clear message, moreover audiences or people of the object of its advocacy. Therefore, the implementation of light on motorbike riders should gain more data, effective messages to convey and clear audiences. Inefficiency of battery use as the opposite of the policy, albeit significant in numbers, however with effective advocacy will perpetually gain its objective. It can be by educating society through mass media, and a clear message to have other policies that have the same objective, namely reduce motorbike accidents.

Source: (Ritu R Sharma in Pratomo 2013)

2. Reforming policies, laws, and finances, and developing new programs.

Policy advocacy in the implementation level should embrace local value and use IT as a tool to simplify the process. Types of policy advocacy also have an important role in achieving effective goals of policy advocacy.This is necessary due to:

-   The presence of injustice
-   The existence of individuals who are unable and/or unwilling to advocate for their own rights/interests
-   The need for facilitators and transformers in the public to drive changes in public policy. (Ritu R Sharma in Pratomo 2013)

Reforming policy is an art and unique process. The technique can vary. Namely, lobbying, sending messages through social media, lobbying, having podcasts, and moreover conducting another policy agenda. Lobbying is the process of influencing others so that they think and act in ways that we desire. Lobbying is to seek policy changes (accompanied by reasons and ideas for change); to help politicians and policymakers remain aware of the complaints occurring in society; to keep officials mindful of the views and needs of voters in general without mentioning or emphasizing any specific issue.

Lobbying can happen individually or institutionally. It can be by personal meetings, telephone conversations, Personal written letters, Individual letters to several people separately, open letters, flooding with electronic messages, statements through whatsapp and whats app. Moreover, campaigns also function as advocacy. The types are as follows: mass media campaigns, targeted political campaigns, media stings, seeking professional assistance, through community organizations, through political parties, mass protests or even creating a political party of one's own.

Whilst negotiation is a process that occurs voluntarily among parties who meet face-to-face to reach a mutually accepted agreement on a specific issue or problem. In public policy advocacy,

negotiation is oriented towards reaching an agreement between the frontline working group and the political and bureaucratic authorities who create and implement policies

The implementation of the policy of putting light motorbikes on use lobbying through newspaper and other media, namely whats app and whatsapp group and also instagram. It is quite effective, due to the pros and cons through newspaper editorial can create public opinion. Hence, evidence based on batteries tends to run out faster (majority opinions). In fact, in several areas this policy is terminated.

Based on interview and researcher experience, using a bright color of jacket and or helmet is more efficient and effective. For example in Melbourne Australia, a Victoria state part, all bicycle riders should use a bright jacket- bright green color. Hence, it will make awareness of other riders or drivers and reduce accidents.
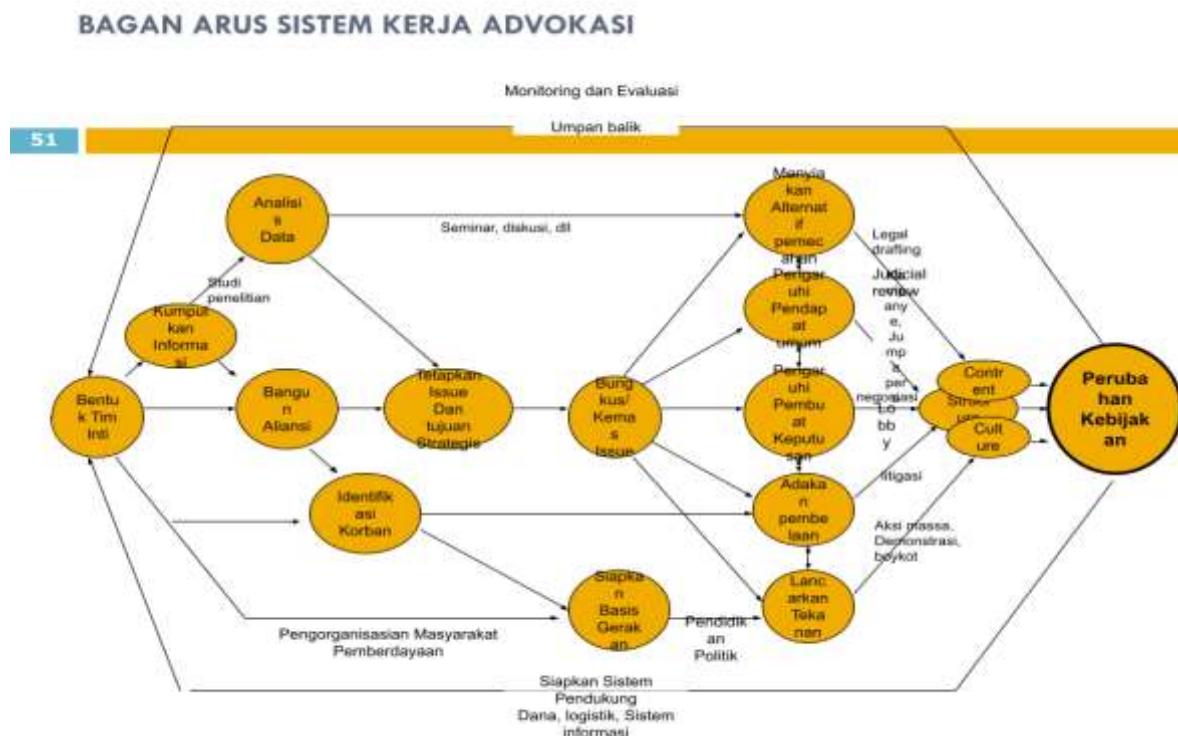
3. Creating more democratic, open, and accountable decision-making procedures and structures. in some policies i.e. connecting with poverty reducing policy advocacy still not democratic and accountable structure and system. Top down policy type is coloring the implementation.

By democrating mechanisms in the policy process of agenda setting, policy formulation, and policy analysis therefore will result in effective policy. Albeit, there are not perfect procedures of advocacy and actors that involve not many, however democratic ways will create effective policy. The policy of using lights in the street for motorbike, can democratically be discussed through newspapers, or other social media to have the best policy. Democracy advocacy process has key components. Here are some key components in the advocacy process:

1. Choosing and Setting Advocacy Goals
2. Utilizing Data and Research for Advocacy
3. Identifying the Target Audience for Advocacy
4. Developing and Delivering Advocacy Messages
5. Building Coalitions, Alliances, or Networks
6. Creating Effective Presentations
7. Fundraising and Securing Other Resources to Support Advocacy
8. Refining and Improving Advocacy Strategies (Evaluation) (Ritu R Sharma in Pratomo 2013)

These components are essential for ensuring that advocacy efforts are well-structured and impactful, ultimately leading to meaningful change, especially in creating the best policy.
Advocacy works based on this scheme procedures:

Source: (Ritu R Sharma in Pratomo 2013)

It is the frontline work within an advocacy network, serving as a method used to influence decisions at the policy-making level. Based on that scheme, the use of light on motorbikes to reduce accidents at daylight, should be better at the level of democracy or lobbying at mass media to influence better policy and give pressure for an agenda setting.

4. CONCLUSION

The result of this research is a model of effective policy advocacy namely: 1). Educating leaders, policymakers, and those involved in the policymaking process: formal and informal ways; 2). Reforming policies, laws, and finances, and developing new programs: agenda setting for other policies, such as bright helmet color standard for motorbike riders; 3). Creating more democratic, open, and accountable decision-making procedures and structures. For example, combining Information technology and the use of social media such as whats app, whats app group and instagram is strategically important to make more effective policy advocacy.

Some recommendations proposed by this research are more training in negotiation skill for policy advocator, the use of IT for all stakeholders and put policy advocacy in the curriculum of higher level students. Embrace social media and AI to enhance Policy advocacy. Multi helix actors in policy advocacy. Choose local values also in implementing policy advocacy techniques.

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