

Implementasi kebijakan Standar Nasional Indonesia (SNI) wajib terhadap industri air minum dalam kemasan (AMDK) di Sumatera Barat = the Implementation of the compulsory Indonesian National Standard (SNI) on the packaged drinking water (AMDK) industry of West Sumatra

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Abstrak

Packaged Drinking Water (AMDK) is a type of industrial products that has been well-known in Indonesia and has even become a potential export commodity. Good market condition and good prospect for AMDK industry have invited many investors to take part in this business. This has made AMDK industry develop rapidly. In line with such development, in order to make the product competitive in the market and also to be able to protect consumers, the technical requirements of AMDK industry needs to be well observed so that the product is safe to be consumed. To support such things, it is urgent that AMDK industry implement the imposed quality standard. AMDK companies operating in West Sumatra also have to do the same thing. However, in practice, many problems and violations in the implementation of such requirements can be found.

This research is aimed at making clear of the implementation of the compulsory Indonesian National Standard (SNI) imposed on AMDK companies operating in West Sumatra, in order to find out factors that can hinder the implementation of such SNI policies. The research method applied was qualitative descriptive which was based on explanations, that technically focusing attention on phenomena of the factual implementation of the compulsory SNI imposed on AMDK companies operating in West Sumatra.

The research found that the compulsory Indonesian National Standard (SNI) imposed on AMDK companies operating in West Sumatra has been implemented but not optimally, as indicated by some violations of the implementation of the compulsory Indonesian National Standard (SNI) imposed on AMDK companies operating in West Sumatra, i.e. there are still unregistered products sold in the market and the faking of products. Obedience and responsibility of the AMDK companies in West Sumatra is still low because optimal law enforcement and control have not been carried out by local officials who have authorization to follow up violations. While the aspect of context of policy shows that the compulsory SNI for AMDK is facing the fact of unmatch between the data of AMDK companies found in the field and the data of AMDK companies registered at related regional offices that causes problems because the implementation of the compulsory SNI for AMDK, anyhow, involves regional level officials. The possible factors that can influence the implementation of the compulsory SNI on AMDK operating in West Sumatra, among others: coordination, obedience and responsibility of the AMDK companies, characteristics of institutions, roles and functions in implementing the policies of the compulsory SNI for AMDK.

The rules mentioned in the Industry and Trade Ministers Decision Number 705/MPP/Kep/11/2003 on Technical Requirements for Packaged Drinking Water and its trade should be well implemented by the

related regional and local officials because the decision of the minister can be used as a reference in giving guidance to AMDK companies. To realize this, socialization is needed to be carried out by national level related offices to regional and local officials so that there will be no more misunderstandings on the contents, goals and purposes of such policies. For that, capability improvement of the officials in charge of guiding industrial and trading sectors needs to be done by carrying out technical and managerial courses and trainings as well as through completion of supporting means. To make the controlling tasks easy to carry out by related offices, SNI number for each industry needs different code, so that violation of the use of SNI can be traced quickly. Continuous campaign and socialization on product standardization is expected to be carried out by regional government in order to improve the perception of West Sumatra people on products that have SNI.