

Management Drink Alcohol in Supermarket in Denpasar City From the Department of Industry and Trade

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ABSTRACT

The purpose of this research is to analyze the management of alcoholic beverages in supermarkets in Denpasar City, focusing on regulation, supervision, and social and health impacts. The research method employed is a qualitative approach using in-depth interviews and observations with business actors, government officials, and the public. The findings reveal that although regulations on the sale of alcoholic beverages are in place, their implementation faces various challenges, particularly in terms of supervision and law enforcement. Many supermarket have not completely complied with the regulations, and public awareness of the dangers of alcohol remains low. In conclusion, there is a need for stronger regulations, enhanced supervision, and more intensive public education to create a safe and healthy environment regarding alcohol consumption in Denpasar.

ARTICLE INFO

Article History:

Submitted/Received 15 Aug 2024

First Revised 5 Sep 2024

Accepted 6 Sep 2024

First Available online 21 Oct 2024

Publication Date 21 Oct 2024

Keyword:

*Alcoholic Beverage Management,
Supermarket
Regulation*

INTRODUCTION

The beverage industry is a significant sector in the local economy, particularly in the retail and hospitality sectors. Supermarkets in city This provide various type drink alcohol, from product domestic to import, to meet the diverse needs of consumers. The Department of Industry and Trade has an important role in regulating the distribution and sale of alcoholic beverages, ensuring that management practices comply regulation Which applicable, including license and age restrictions. Effective management is needed to maintain a balance between consumer accessibility and efforts to reduce the negative impacts of alcohol consumption, while ensuring compliance with public health and safety standards.

Alcoholic beverages (miras) have been known and consumed by humans since ancient times. The history of their use includes various cultural, religious, and social contexts in various parts of the world. Alcohol is usually produced through the fermentation of ingredients such as fruit, grains, or sugar by yeast or other microorganisms. The alcohol content in these drinks has a psychoactive effect on humans, which can have good or bad effects depending on the amount of consumption and usage patterns (Alfianti, 2018).

Alcoholic beverages were first introduced to Indonesia by European traders during the colonial period, who brought beer, wine, and other spirits as part of the commodity trade. Although alcoholic beverages had existed in local cultures such as tuak, arak, or sopi before, the introduction of modern alcoholic beverages by Europeans influenced consumption patterns and perceptions of alcohol in Indonesian society (Daim, 2019).

The introduction of alcoholic beverages by Europe had a significant impact on the culture and society of Indonesian society. The use of alcohol was not only limited to social activities or traditional ceremonies, but also began to be adopted in a broader context in everyday life (Kansil et al., 2022).

Government Indonesia arrange use And sale alcoholic beverage through various policy And regulation. Wrong One for example is a ban on the sale of alcoholic beverages in minimarkets that was implemented in 2015 by the Ministry of Trade. This policy aims to arrange And control distribution drink alcoholic for the sake of maintaining public order and security (Mokosoalang et al., 2020).

Management of alcoholic beverages in supermarkets in Denpasar City is an important aspect in the context of regulation and supervision. from the Department of Industry and Trade of Denpasar City. Denpasar City as Wrong One center trading main in Island Bali show increasing trend significant in consumption drink alcohol. Matter This requires serious attention to the regulation of sales and distribution of these drinks to ensure consumer safety and comply with existing regulations (Setiadi, 2018).

According to the latest report issued by the Denpasar City Industry and Trade Agency: "Sales of alcoholic beverages in supermarkets in Denpasar City increased by 12% in 2023, indicating stable growth but needing to be balanced with tighter supervision." (Denpasar City Industry and Trade Agency, 2024). This increase reflects the important role of the Industry and Trade Agency in managing and supervising sales practices. drink alcohol in supermarket, For minimize risk related to uncontrolled alcohol consumption. Although there are clear regulations regarding the management of alcoholic beverages, implementation in the field often faces challenges. Some of the main problems include supervision age sale Which No consistent, compliance to standard quality product, And management waste from packaging product environmentally unfriendly alcoholic beverages.

This study aims to conduct an in-depth analysis of the management of alcoholic beverages in supermarkets located in Denpasar City from the perspective of the Department of Industry and Trade. Specific objectives include:

- Evaluating supermarket compliance to applicable regulations and policies.
- Analyze effectiveness system supervision And control implemented by the Department of Industry and Trade.
- Understand impact economy And social from activity management of alcoholic beverages in supermarkets for the people of Denpasar City.

METHOD

The research method used in this study is a qualitative approach with data collection techniques through in-depth interviews and observations. Interviews were conducted with various related parties, including supermarket managers, government officials, and the general public, to gain an understanding deep about implementation regulation And management alcoholic beverages in Denpasar City. Direct observation in several supermarkets was also carried out For identify compliance to rule And order location alcoholic products. The data obtained were analyzed thematically to reveal challenges, opportunity, And impact from practice management the.

Room The scope of this study includes supermarkets that sell alcoholic beverages in Denpasar City. The study will focus on analyzing compliance with regulations, evaluating existing monitoring systems, and study of the economic and social impacts of alcohol management activities in supermarkets.

RESULTS AND DISCUSSION

The Denpasar City Industry and Trade Service (Disperindag) has history Which close the relation with development economy And industry in Denpasar City. Initially, Disperindag was formed as a response to the need to manage and supervise the rapidly growing trade and industry sectors in the city. Along with the rapid growth of the city, especially after becoming the capital of Bali Province, the need for the institution that able to organize and develop potential industry and trade became very important.

Management of alcoholic beverages in supermarkets in Denpasar City is a major concern for the Department of Industry and Trade (Disperindag) in order to... guard balance between interest business and compliance against the applicable regulations. The Department of Industry and Trade is responsible for ensuring that the sale of alcoholic beverages is carried out in accordance with the regulations that have been set by government center and also area. This including ensure that only supermarkets with official permits are allowed to sell alcoholic beverages, and that these products are classified and placed in special areas that comply with established standards (Rantung, 2019).



FIGURE 1. Types of Alcoholic Beverages

From the perspective of the Department of Industry and Trade, routine supervision of supermarkets sell drink alcoholic is step crucial For ensure that no violations occur, such as sales to underage consumers or violations of sales permits (Palit, 2022). The Trade and Industry Service also plays a role in provide education to supermarket owners and managers about the importance of complying with existing regulations, including in terms of installing clear and transparent labels regarding alcohol content and other important information. In addition, Disperindag also encourages cooperation with law enforcement officers to take firm action against violations that occur.

The sustainability of the management of alcoholic beverages in supermarkets is also influenced by the efforts of the Trade and Industry Agency in socializing related regulations and policies to the public. With a good understanding of the rules for the sale and consumption of alcoholic beverages, it is hoped that a safer and more orderly environment can be created in Denpasar City. The Trade and Industry Agency is also committed to continuing to monitor and evaluate the effectiveness of this policy, as well as do adjustment If required so that sale drink Alcohol does not have a negative impact on society.

The following is a table of alcoholic beverage management in supermarkets in Denpasar City based on the perspective of the Department of Industry and Trade (Disperindag):

TABLE 1. Management Drink Alcoholic

Aspect Management	Information
Licensing	Supermarket Which sell drink alcoholic must have official permission from the government.
Placement Product	Drink alcoholic must placed in area specifically that meets regulatory standards.
Supervision and Compliance	The Department of Industry and Trade carries out routine supervision to ensure there are no violations of permits or sales to underage consumers.
Education and Socialization	Education is provided to supermarket managers regarding the importance of complying with sales regulations and clear labeling.
Cooperation with Law Enforcement Officers	The Department of Industry and Trade is working with law enforcement officers to take firm action against violations related to the sale of alcoholic beverages.
Socialization to the Community	Department of Industry and Trade socialize regulation And policy related to the community to create a safe and orderly environment.
Evaluation and Policy Adjustment	The Department of Industry and Trade periodically monitors and evaluates policies management drink alcoholic And make adjustments if necessary.

▪ **Licensing and Placement Product**

Department of Industry and Trade ensure that only supermarket Which has meet the licensing requirements that can sell alcoholic beverages. Proper product placement in a special area is an important step to prevent access by unauthorized consumers, such as minors. This shows that good management starts from a strict licensing process and product placement that complies with regulations.

▪ **Supervision and Cooperation with Apparatus**

Disperindag plays an active role in conducting supervision to ensure that no violations occur in supermarkets. Cooperation with law enforcement officers is also carried out to ensure that any violations can be dealt with firmly. This underlines the importance of collaboration between government agencies and law enforcement in maintaining compliance with regulations.

▪ **Education and Socialization**

In addition to supervision, Disperindag also focuses on educating supermarket managers and socializing to the community. By providing a clear understanding of the regulations and the impacts of violations, Disperindag hope can create environment sale Which orderly and safe. Policy evaluation and adjustment are also part of the effort to maintain the relevance of regulations to conditions on the ground.

The management of alcoholic beverages in supermarkets in Denpasar City from the perspective of the Department of Industry and Trade (Disperindag) faces several challenges. challenge significant. Wrong One problem main is effective supervision of the sale of alcoholic beverages, especially in ensuring that sales are only made to consumers who meet the requirements condition and in the right place with regulation (Nurwijaya et al., 2010). Although the Department of Industry and Trade has set strict regulations regarding licensing And placement product, violation Still Possible happen, such as sales to minors or supermarkets that do not have complete permits. This shows the need for improvements in the monitoring system and the application of stricter sanctions to prevent violations that harm the community (Hajawiyah dkk., 2022).

Another problem is the lack of awareness and understanding from supermarkets and the public regarding the importance of complying with related regulations. sale drink alcoholic. Education And socialization carried out by the Department of Industry and Trade often does not reach all levels of society and business actors evenly, so that there is still confusion or ignorance about rule Which applies. Department of Industry and Trade need enhance more effective education and communication efforts to ensure that all parties understand and comply with the rules, and are aware of the consequences of violations. This also requires support from various parties, including local governments and law enforcement, to jointly create a safe and compliant sales environment.

Discussion

Management drink alcoholic in supermarket in City Denpasar becomes issue important Which must set up with strict, remember impact social and legal matters related to alcohol consumption. The local government through the Department of Industry and Trading own major responsibility to ensure that the sale of alcoholic beverages is carried out in accordance with applicable regulations. This involves monitoring business permits Which given to supermarket, enforcement rule about minimum age of purchasers, as well as restrictions on operating hours for the sale of alcoholic beverages. These steps are necessary to prevent alcohol abuse that can have a negative impact on society.



FIGURE 2. Alcoholic Drinks Available in Supermarkets

Besides That, in management drink alcoholic, supermarket must comply with strict regulations regarding places of sale, promotion and advertising. Placement drink alcoholic in area Which separated And clearly given sign is Wrong One step preventive For ensure that this product is not easily accessible to minors. In addition, sales promotions must be carried out carefully to avoid excessive encouragement to the public to consume alcohol. This supervision is not only carried out by the supermarket, but also involves cooperation with the police and related institutions to ensure that all regulations are complied

with.

The main challenge in managing alcoholic beverages in supermarkets in Denpasar City is balancing business interests and social responsibility. Although the sale of alcoholic beverages can be a significant source of income for supermarkets, it is important to consider impact social which are more wide, like increasing crime rates, accidents, and health problems due to excessive consumption. Therefore, strict supervision and increased awareness public will danger consumption alcohol Which irresponsible answer. With management Which appropriate, expected can creating a safe and healthy environment for the people of Denpasar.

Problem Solution

Local governments, especially the Department of Industry and Trade, can tighten supervision of licensing and implementation of regulations on the sale of alcoholic beverages. This includes increasing the frequency of inspections of supermarkets to ensure compliance with regulations, such as age restrictions for buyers, appropriate product placement, and control over sales hours. In addition, there needs to be strict sanctions for violations to provide a deterrent effect on business actors who do not comply with the regulations.

In addition to supervision, educate the public about the negative impacts of consumption alcohol Which No under control Also very important. Government can work together with various parties, including educational institutions, community organizations, and the media, to campaign against the dangers of abuse alcohol. Campaign This Can covers programs which targets teenagers and families, provides information about health risks, and promotes a healthy lifestyle without alcohol.

CONCLUSION

Management drink alcoholic in supermarket in City Denpasar is aspect important Which must handled with Serious For avoid adverse social and health impacts. Strict regulations, such as restrictions on age buyer, placement product Which safe, And control sales hours, are vital steps that must be implemented by the government through the Department of Industry and Trade. The challenge of maintaining a balance between business interests and social responsibility requires consistent supervision and strict enforcement of regulations against violations.

Besides supervision, education public become key in responsible management of alcohol consumption. By increasing awareness of danger abuse alcohol through campaign And program Which right on target, public can more understand risk Which related with excessive alcohol consumption. An integrated approach between regulation, supervision and education. expected can create environment Which more safe And Healthy in Denpasar City, as well as reducing the potential negative impacts of selling alcoholic beverages in supermarkets.

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