



International Conference Green and Clean Politic



29-30 October 2015
at Maejo University, Chiang Mai, Thailand



Full Paper

International Conference on Green and Clean Politic (ICGCP)

October 29-30, 2015

School of Administrative Studies,

Maejo University

Chiang Mai, THAILAND

Copyright © 2015

Published by:

School of Administrative Studies (SAS), Maejo University

63 Moo 4, Nonghan, Sansai, Chiang Mai 50290 Thailand.

<http://www.icird.mju.ac.th/greenandclean/>



Preface

Presently, the context of world society has the dynamism which has changed dramatically; economic, politics, society, culture, technology, natural resources and environment. There are effect to society's people needs change. Therefore, the effort of worldwide nations cooperates to create the balance for this world. The creation of clean clear politics without abuse of power and to remove corruption problem for creating participatory democracy that has responsibility to other nations with to keep the balance of technology using.

The research process (methodology), learning and study program arrangement in university focus on supporting society and country by system and dynamism for developing leaning process from the research which can adapt and apply practically in the society. This needs multi knowledge both politics and public administration by science of country development is called **"Political Science and Public Administration"**. When they are applied to be the tools of politics and administration by using policy and public administration, which serve and respond people's needs and people's satisfactions.

The knowledge from research process (methodology) will be presented the concept idea and guideline to practice and develop clean and clear politics, to create the balance of natural resources, environment and good quality society. School of Administrative Studies, Graduate School, Faculty of Liberal Arts, Maejo University cooperate with networks also government and private sections. The activity is set up which are research paper presentation of graduate students, academics, scholars and experts in the international level. This also can be benefits to develop country, ASEAN region and world civil society which aims to develop knowledge **"Administrative Sciences"**. This year, School of Administrative Studies has 10th year anniversary celebration under the **theme; Green and Clean Politic**. We will synthesis and analyst knowledge from conclusion and synopsis for applying in the future both academic and policy and for international level as well.

Somkid Kaewtip

Dr. Somkid Kaew-tip

Director, School of Administrative Studies



Organizers

Main Organizer

School of Administrative Studies, Maejo University

Co-organizers

Faculty of Liberal Arts, Maejo University

Graduate School, Maejo University

Inter-Disciplined Committee for Research and, Office of the Royal

Society

Inter-Disciplined Foundation for Research and, Office of the Royal

Society

ASEAN Institute for Health Development, Mahidol University

Faculty of Public Health, Naresuan University

National Research Council of Thailand, Division of Political Science and

Public Administration

Benefits

1. Academics and participants can exchange the academic knowledge involve with Political Science and Public. They are the science of inter-disciplined administration which is applied effectively.
2. To achieve the cooperation between Thai and international academics
3. To gain the concept idea for solving the problem and community developing to society by Green and Clean Politic
4. To get the guideline for developing the curriculum of Political Science and Public Administration which is administrative science and can serve Thai society and world civil society needs



Table of Contents

Preface.....	ii
General Information.....	iii
Table of contents.....	v
Conference Committees.....	vii
ICGCP Conference Program.....	viii
Green and Clean Politic in Indonesia	xi
THE SUCCESS OF INTEREST GROUP COALITION IN INFLUENCING THE DECISION MAKING PROCESS IN A LOCAL GOVERNMENT: CASE STUDIES OF CONSTITUTIONAL FOLK COALITION (KORSI) IN SUBANG REGENCY, INDONESIA	1
<i>Rijal Ramdani and Eko Priyo Purnomo</i>	
TOWARDS A NORMALISED PATH: POLITICAL ISLAM IN CONTEMPORARY INDONESIA	18
<i>Ridho Al-Hamdi</i>	
Green and Clean Politic in Lao People’s Democratic Republic	
THE RESULT OF POLICY IMPLEMENTATION ON SAMSANG POLICY IN LAO PEOPLE’S DEMOCRATIC REPUBLIC: A CASE STUDY OF BUILDING DEVELOPMENT VILLAGE IN LOUANGPRABANG PROVINCE	42
<i>Malavanh Chanthavongsin</i>	
THE EFFECTS OF IMPLEMENTATION ON STRUCTURAL CHANGE POLICY IN MINISTRY OF HOME AFFAIRS, LAOS PEOPLE'S DEMOCRATIC REPUBLIC	48
<i>Phonepaseuth Koulavong</i>	
THE CORE COMPETENCY DETERMINATION OF CIVIL SERVICE FOR MINISTRY OF HOME AFFAIR, LAO PEOPLE’S DEMOCRATIC REPUBLIC	54
<i>Sanlasern Latsaarnh</i>	
Green and Clean Politic in Thailand	
GUIDELINE DEVELOPMENT FOR CITIZENSHIP ENHANCEMENT ON POLITICS AND LIFE ISSUE	62
<i>Veera Lertsomporn</i>	
STRATEGIC PLANING OF SUSTAINABLE THAI MASSAGE BUSINESS	66
<i>Lukkhana Punsasensri</i>	



SITUATIONS AND IMPACTS OF TOURISM ON TEMPLES AT THAPAE WALKING STREET, CHIANGMAI PROVINCE	72
<i>Wanthana Sanusit</i>	
DEVELOPMENT OF HOLISTIC HEALTH CARE FOR THE ELDERLY IN PHRAE PROVINCE	81
<i>Warunyoo Reerom</i>	
LACK OF JOINT OF COOPERATION BETWEEN LOCAL ADMINISTRATIVE ORGANIZATION AND CIVIL SOCIETY AS KEY PROBLEM IN DEVELOPMENT OF THAI LOCAL GOVERNMENT	89
<i>Rujadon Nuntacharuks</i>	
ORGANIC NETWORK MANAGENT IN MEKONG REGION: CASE STUDY OF TOWARDS ORGANIC ASIA NETWORK	98
<i>Anocha Parameesak</i>	
THE DEVELOPMENT FOR AN APPROPRIATE THAI INSTRUCTIONAL MODEL IN THE 21ST CENTURY: THE CASE STUDY OF BASIC EDUCATOINAL INSTITUTIONS IN MUEANG DISTRICT, UTTARADIT PROVINCE	108
<i>Manat Pimsarn</i>	
STRATEGY FOR ALLEVIATION IMPACTS OF BIG SCALE RETAILERS ON SMALL SCALE LOCAL RETAILERS IN LOCAL GOVERNMENT ORGANIZATIONS IN MUEANG DISTRICT, UTTARADIT PROVINCE	120
<i>Chaiwat Kittti</i>	
BRINGING GOOD GOVERNANCE IN POLICY MAKING OF COMMUNITY DEVELOPMENT AT LOCAL ADMINISTRATION ORGANIZATION NAMDIB SUBDISTRICT, PASANG DISTRICT, LAMPHUN PROVINCE	131
<i>Thammarat Na Lamphun</i>	
DRIVEN STRATEGY FOR ALTERNATIVE EDUCATION MANAGEMENT TO FORMAL EDUCATION, A CASE STUDY OF LANNA WISDOM SCHOOL CHIANG MAI PROVINCE	138
<i>Preeyaporn Kawpomma</i>	
THE POLICY FOR THE DEVELOPMENT OF TEACHERS AND THE EDUCATIONAL OFFICERS OF THE 21ST CENTURY IN A BILINGUAL SCHOOL	143
<i>Narinrat Yuenyong</i>	



THE SUCCESS OF INTEREST GROUP COALITION IN INFLUENCING THE DECISION MAKING PROCESS IN A LOCAL GOVERNMENT: CASE STUDIES OF CONSTITUTIONAL FOLK COALITION (KORSI) IN SUBANG REGENCY, INDONESIA

Rijal Ramdani¹ and Eko Priyo Purnomo²

¹ Lecturer at the Department of Governmental Studies-JK School of Government, Universitas Muhammadiyah Yogyakarta (UMY), Indonesia. E-mail: rijalgarsel@gmail.com

² Senior Lecturer and currently is the Director of International Program of Governmental Studies-JK School of Government, Universitas Muhammadiyah Yogyakarta (UMY), Indonesia. E-mail: eko@umy.ac.id.

ABSTRACT

The aim of this paper is to elaborate the strength of interest group coalition in influencing public decision making by a coalition strategy. In terms of stakeholders' analysis in public policy formulation, there are many influential actors divided into two groups which are the official policy makers (executive, legislative, administration and judicial branches) and non-governmental participants (political parties, interest groups, think tanks, mass media and citizens). However, regarding to some views of scholars, political parties are more able to influence than interest groups in decision making process. Parties are formal institutions that could place their members as lawmakers in a legislative branch. Nevertheless, in terms of this research, it could be concluded that interest groups are willing to be more powerful if they have own strategies by developing a coalition among other civil societies. There are two critical aspects that must be discussed in this research. The first is to describe the stages of coalition development and the core values of coalition engagement. The second is to elaborate the strength capacity of coalition in running some various ways both conventional and non-conventional to influence the final decision making. The research was conducted by a qualitative method while the data are collected by interview and analyzing various documents.

Keywords: Interest Groups, Coalition, Policy Formulation and Decision Making

A. BACKGROUND

1.1 The Background of Problems

One of the most critical issues in the legislative process of a new proposal regulation of spatial planning (Raperda RTRW) in Subang³ Regency Indonesia from 2011-2031 was an addition of industrial zone from seven districts to be ten districts

³Subang regency is located in West Java Province, in the northern, in Java island, declared as the area of main food sovereignty in Indonesia by national government

proposed by the fraction of Indonesian Democratic Struggle Party (PDIP) supported by some fractions of political parties in a local legislative branch which were the fraction of Golkar Party, Great Indonesia Movement Faction (GERINDRA-Party), the Consciousness Society Party (HANURA-Party), the National Awakening Party (PKB) and The National Democrat Party (PDK). However, in the opposition of this proposal there was also a rejection from other parties mainly from the fraction of Democratic Party supported by the fraction of Prosperous Justice Party (PKS), Concern for Unity National Party (PKPB), the National Mandate Party (PAN) and the United of Indonesian Development Party (PPP) who tended to keep the industrial zones to be protected in 7 districts like what was written in the local rule of spatial planning (Perda) No. 2/2004.

In the outside of legislative process, there was also a hard rejection came from a coalition of citizen movement that consisted of 23 interest groups named themselves as “Constitutional Folk Coalition” (KORSI) who did some protests regularly by demonstrations. This coalition was moved by some organization elements that were community organizations, youth organizations, non-governmental organizations (NGOs), labor organizations and student movement organizations (radar-karawang.com, 07/13/2012). Several times KORSI did demonstrations in the front of the local legislative assembly building to pressure the fraction of political parties that proposed new additional industry areas to be pulled out from the proposal (inilah.com, 06/11/2012; 07/22/2012; 08/16/2012; formatnews.com, 07/18/2012).

As a result of the rejection, several times, the new proposal regulation of spatial planning (Raperda RTRW) could not be regulated by the local legislative assembly meanwhile in the end of legislative process it was decided that industrial zones were consistent exist in 7 industrial sub-district areas which were sub-district Pabuaran, Cipeundeuy, Kalijati, Purwadadi, Cibogo, Pagaden and Cipunagara. It was a clear victory of KORSI’s movement that tried to protect agricultural areas from land conversion to become industrial areas because Subang is one of basic important areas of main food sovereignty in West Java Indonesia besides the regencies of Karawang and Indramayu and 90 percent of sub-districts Patokbeusi, Ciasem and Dawuan proposed as new three industrial zones are fertile agricultural areas that should be maintained (BPS, 2011; BPS, 2012; Soegeng Sarjadi *Syndicated*, 2001). Without KORSI’s movement and pressure, it was difficult for opposition parties to reject PDIP’s proposal on account of that the faction was the majority in the local legislative assembly.

1.2 Problem Formulation

In the study of *stakeholders* in the public policy process and public policy formulation, political parties and interest groups have a tremendous ability to influence the process of public policy making (Burstein & Linton, 2002:381). However, interest groups do not have any formal representatives to place their members in the legislative branches while Political Parties are formal institutions that could put their represents as a lawmaker of legislative members (Wood et.al., 1988: xviii; Act No. 2/2008). Consequently, in the process of policy formulation, Political parties are

more powerful and more capable to dictate the process of public policy formulation (Wood et.al., 1988; Burstein & Linton, 2002).

Regarding to that theory, ideally, although legitimacy, power and resources had by PDIP and their faction, they must be able to encourage their proposal to propose 3 new districts as additional industrial zones in Subang regency. Nevertheless, in the end of decision process, the local legislative assembly decided that in the new regulation of spatial

planning (Raperda RTRW) there is going to be consistent by 7 districts of industrial zones like what was defended by the faction of Democrat Party. Even though the faction

only had 21 sets in the local legislative assembly while the total sets had by the faction of PDIP were more with 29 sets. PDIP as the initiator of the proposal was the winner party of General Election in 2009 with 14 seats or gains contributed almost 30 percent of the total seats in the local legislative assembly.

The table 1; the fraction of parties in the issue of additional industrial zones

The supporting faction parties	Sets	The refusing faction parties	Sets
The fraction of Democratic Struge Party of Indonesia (PDIP)	14	The fraction of Democratic Party (PD)	9
The Fraction of Golkar (PG)	6	The fraction of Prosperous Justice Party (PKS)	7
The Fraction of Nationalist Conscience Movement (GNK) which were consist of GERINDRA Party, HANURA Party, the National Awakening Party (PKB) and the Democratic Nationalist Party (PDK)	9	The Fraction of KPAP which were consist of PKPB, the National Mandate Party (PAN), and Indonesian Development Party (PPP)	5
Total sets	29		21

Source: the legislative administration office of Subang regency

This was the important thing of movement activities of KORSI due to that if there were not any political pressures by the interest group coalition, the alternative aggregation proposed by Democrat Party faction (PD) should be impossible to be accepted. By political activities of KORSI, the composition of faction in the legislative assembly developed by PDIP could be switched. Consequently, the final decision of public policy was the articulation of KORSI in protecting land conversion from agriculture areas to be industrial zones.

Based on this concern, the problem formulation in this research is **"Why KORSI could affect the final policy making process of industrial zones in Subang Regency, consequently the industrial areas in Subang Regency on Raperda RTRW 2011-2031 are still only in 7 districts?"**

The problem formulation will be sent into several questions: *How was the KORSI formed and what values that could engage the 23 interest groups with different background in a coalition? How KORSI did their lobies to influence all of the fractions in the local legislative brance and local mass media? What key factors of KORSI's suces in influencing the final decision of industrial zone policy in Raperda RTRW Subang 2011-2031?*

1.3 The Aims of the Research

The purpose of this research is to explore:

1. The formation process of KORSI and the value encouraging of 23 interest groups with different background in a coalition.
2. The political activities run by KORSI to influence all of the fractions and factions in the local legislative assembly and local mass medias.
3. The key success factors of KORSI in influencing the final decion making

B. THEORETICAL FRAMEWORK

1.1 Interest groups

Berry (1995: 616), Zeigler (1992: 377) and Martini & Hodess (2012: 2) define that interest groups are each organization that tries to influence policy decisions that will be carried out by government. While Heike Kluver (2010:3) by quoting Beyers, Eising and Maloney (2008) define that interest group is the whole social actors who have political interests but they did not have contributed expectations for formal public positions. Finally, interest groups are every organization who has an orientation to get common goals of their members rationally.

Regarding to the whole of definitions it could be concluded that interest groups are every organization that tries to influence policy-making process that will be decided by government in a particular issue that is going to affect their political interests, but it does not mean that they have an ambition to control and to run governmental processes.

1.2 The Coalition of Interest Groups

The experts explain that there are a lot of causes developing a coalition among interest groups which are; there is an ultimate purpose and interest in a strategic issues; a regular interaction among them; a condition of some interest groups who are less of capacities; increasing process of capacity building and being more *powerful*; a closeness factor of ideology of them; a commonality and togetherness; and a way to exchange information to be more dynamic and innovative of the movement (Heaney, 2004; Mahoney & Baumgartner, 2004; Beamish & Luebbers, 2009).

1.3 The Methods and the Alternatives

Regarding to an expert, the only one way of interest groups to achieve their interests is by lobby mechanism. Lobby could be established through a number of ways such as: (1) direct contact with policy makers, (2) establishing a relationship with officials from the political parties and (3) making an indirect relationship by either



demonstrations or protests. Besides, lobby could be practiced through either a formal public hearing or informal mechanism like protests, demonstrations, spreading a petition, and building a coalition with other organizations (Thomas, 2004:6).

There were various many institutions that could be lobbied by interest groups in articulating their political interests which are Government, administrations, Political parties, Legislative, and mass media (Heaney, 2010; (Haryanto, 1982; mentioned by Parsons, 2011).

1.4 The Key factors of Success Coalition

In term of some finding by experts, it could be concluded that there are some theories about the success of coalition in influencing public policy making. First of all, there must be a common goal and a commitment to the coalition from the members (Carmichael & Hamilton (1967); Beamish & Lubbers, 2009). Secondly, there must be rules of the game formulated by them when the coalition has been established. The third, there also must be a commitment of loyalty, an ideological closeness, and a motivation from every leaders of interest groups to motivate their members to struggle with the coalition (Beamish & Lubbers, 2009). Finally, it is also important that there must be a common identity such as resemblance organizational structure and the agreement of collective goals, lobby alternatives, symbol of coalition identity, conflict management, resources, strategies, and decision making in the coalition (Krinsky & Reeses, 2011).

On the other hand, the success of coalition in influencing public decision making is affected by struggling movement of coalition members with some various ways continuously (Beamish & Lubbers, 2009); the wide range of networking in conducting campaigns (Krinsky & Reeses, 2011); the dynamics of coalition members to exchange the important information to be more innovative in the political activities (Wang, 2011); the capacity building of coalition tends to be more powerful (Mahoney & Baumgartner, 2004; Canola, 1976; Kluver, 2010); the profitable information had by coalition for formal decision makers (Hebda, 2010); the openness factor of political system (Almond, 1976); and the formal and non-network had by the coalition to the elites of political parties or administrations (Heaney, 2006).

that Subang was in the critical situation of environment failure mainly in the land conversation because of that PDIP with their fraction in the local legislative assembly proposed to add 3 new sub-districts of industrial zones. Consequently, it was important for them to establish a movement of civil society to defend agriculture areas to be protected.

The *Consolidation stage* was started after the first demonstration conducted by KORSI in the *initiation stage* because both environmentalist activists and the activists of GPII realized to strengthen the capacity of coalition to be more powerful to achieve their goals by asking some organizations in Subang who have a closeness relation with them to join the coalition. Finally, this stage was run after the conduction of value's agreement among the element engaged in the coalition to protect land conversion. In this phase, both environmentalist and youth activists could recruit 14 organizations to join the coalition to be 18 elements of interest groups.

The table. 4.1. The elements of interest involving in the Consolidation Stage

Lobbyers	Indra Gumilang (LAM)	Yaya Sudarya Committee of DAS and LH	Fauzan Faruq Fasya and Ujang Mahmuda (GPII)
The element of interest groups	GIVAL	Compilation of Pineapple Farmers	HMI
	LIAR	GAPOKTAN	AMUD Subang
	JARANG	MAPAS (the care community to the nature)	BEM UNSUB
	GOSP	- Marginal community	Subang Society Forum
	WALHI		Karangtaruna Cibogo

Source: notes of Representatives GPI, Note of KORSI, an interview with Indra Gumilang, 07/15/2013 and Fauzan Faruq Fasya, 07/13/2013

Finally, the *stage of movement* was a phase after the consolidation of 18 organizations that could develop the coalition to be more solid and powerful to gain the protest and to lobby governmental and non-governmental organizations. In this stage, there were also new comers of interest group organizations involved to the coalition who were Student Activits Front (FAM-Subang), Student Executive Organization of STIESA, justice organization (GEMA Keadilan), the Association of Labor (KASBI Subang) and Youth Initiative Movement of Siliwangi (GIBAS).

1.2 Core values of Coalition Engagement

Based on the result of analysis, there are several factors of the values developing KORSI to be solid and powerful.

The first is the factor of issue encouraged by KORSI established in the *initiation stage* and strengthened in the *consolidation stage*. Regarding to an assessment conducted by the whole elements of coalition, all of the organizations involving in KORSI were aware to own the issue. On the other hand, the basic argumentations of



the issue proposed by KORSI become more arguable due to the information had by all of the coalition members who have basic mass in the grass root levels.

Like what was written by many scholars, the issue is the most influential aspect draw out all of the interest groups to join the coalition (Heaney, 2004). Besides, the issue proposed by KORSI did not have a tremendous conflict meanwhile it had a huge effect to protect public interest (Beamish & Lubbers, 2009). Consequently, the whole elements of KORSI did not have any objections to join the coalition. Furthermore, KORSI also reproduced the issue to accommodate all of the political interests of new comers of the coalition in the *consolidation* and *movement stages* (Carmichael & Hamilton, 1967).

The second is the factor of emotional closeness among the organizational members of coalition because it could be seen clearly that all of the elements had a network and a connection with the funding coalition namely the environment organizations (WALHI-Purwasuka) and the Islamic youth movement organization (GPII). The emotional closeness was developed for long time since they met in some agendas of movement activities not only personally but also organizationally held in Subang regency. It is the important think of fact that one of the most valuable values in a coalition is formal and non-formal interactions among members of organization in the coalition (Heaney, 2004).

The third factor is trust value among organizational elites of coalition members while each element also realized that they had any weaknesses in understanding the main point of issue, in collecting the data and the in taking the information needed, in building the capacity of organization, and in developing network connections. Every element of organization in the coalition was aware that there was not every single thing needed had by them while others had. Heaney (2004), Mahoney & Baumgartner (2004) mentioned that to develop the capacity building of a coalition in influencing public policy making process will be realize if there were any awareness from every interest group that no every single thing needed was had by them, consequently they need to collaborate with other organizations.

On the other hand, it is no doubt that every organization engaged to KORSI did not have any hidden agendas or hidden political interests meanwhile all of them believed that every organization were independent without any pressures from political parties. They also were trust when they straggled to take what was conducted in the coalition is the best way to maintenance a public interest.

The fourth is egalitarianism factor because the structure of KORSI developed by presidium system in regards to that every interest group organization placed their leaders as a part of coalition chamber so there were no members of KORSI who were more superior among others. Moreover, the coalition not only could accommodate the whole of member interests but also could block the ego of them. According to Heaney (2004), it is important to be noticed that the egalitarian position among coalition members in the chamber system must be critical to be implemented to make the coalition to be more solid and stable.

The fifth is common agreement factor of KORSI as a basic value that could be protected the coalition from conflict of interest. They decided that every decision made must be agreed by all of chamber members. If there were any chamber



represents who did not agree to the points, the majority of the views will be decided to be implemented and it must be achieved by the whole of coalition members. This is what was noticed by Beamish & Lubbers (2009) that one of the key factors of coalition success is the ability to anticipate and to protect the conflict of interest.

Finally, the final key factor of the coalition capacity engagement were the fairness and the openness to accept all of interest groups who were interested to involve the coalition with the only one requirement that they had to coincide with the interest of coalition. Event thought there were some organizations of interest groups who involve the coalition either for their political interest and their networks or to develop their political images, all of the groups agreed with the value of KORSI to be boosted. Because of both fairness and openness, the coalition could accommodate all of interest group needs (Charmichael & Hamilton, 1967),.

1.3 Key Factors of Success

In terms of the analysis, there are several key factors that could be mentioned in the success of KORSI movement in influencing public decision making which are:

First of all, in the institutional perspective, the most important thing is that KORSI could develop the organization with affective solidarity and strong capacity. Regarding to Gabriel A Almond (1974), the key factor of the success in political articulation of interest groups is mainly affected by how they run their resources, capacities and support from the whole of coalition members. Because of the solidity and the strong capacity of coalition, KORSI was very powerful in the lobby processes (Mahoney & Baumgartner, 2004; Kluver, 2010). Besides, it is also noticeable that KORSI could develop the networking capacities not only with other interest groups but also with some elites of political parties in Subang regency (Heaney, 2006).

Secondly, the issue proposed by KORSI was very arguable with the real data taken from grass root that was very important and needed by government, so the information should be considered by policy makers. The information was accumulated from the whole of coalition members who are active in different issues of advocating. In terms of Wang (2011) theory, the exchange of information among interest groups in a coalition could encourage the organization to be more innovative either in reproduce the common issue or in their political activities to influence public policy making process.

Thirdly, another main key factor is the spirit of victory and the sustainable of struggle that have been encouraged continuously. It is in accordance with what has been mentioned by Beamish & Lubbers (2009) that the key factor of coalition success in achieving their interests is affected by the hard work of movement activities to try to many kinds of ways in influencing the final decision, not only by protest activities but also by other lobbying activities. The struggle of KORSI was implemented strongly by some various activities sustainably until they achieved the main target of coalition movement.

Fourthly, there was the factor of political mapping mapped by KORSI to communicate with other interest groups, political parties, mass media and governmental institutions. The political mapping has been mapped by the initiators of coalition who were not only Indra Gumilang from Yaya Sudarya from environment

organizations (WALHI-Purwasuka), but also Fauzan Faruqi Fasya and Ujang Mahmud from Islamic youth organizations (GPII) after the first demonstration. Political mapping was demonstrated to elaborate the strength of each fraction in the local legislative assembly to be influenced and to be split, to communicate with the owners and the reporters of mass media in dealing public opinion strengthening the movement of KORSI and to get supports from other interest groups. Based on the political mapping to the fractions of political parties, the chambers of KORSI could summarize that there are several fractions in the local legislative assembly who do not agree to the additional proposal proposed by PDIP while in the inside of PDIP itself there were two factions of elite members who were both inline and not inline.

Fifthly, there was a bravery of KORSI to make a deal of political transaction with some political elites. However, the purpose of transaction was not to get material targets but to open several gates in lobby activities. The first transaction had been conducted by KORSI with GIBAS and Justice movement (Gema Keadilan) because of that the chairmen of GIBAS was a leader of PAN and the organization of Gema Keadilan is one of political elements of PKS. By both organizations, KORSI could make a relation to communicate with the elites of the political parties.

Finally, there was a political situation in Subang regency that profitable for KORSI movement because when the discussion of additional proposal of industrial zones held in the local legislative assembly, it was a period of leadership transition from Eep Hidayat as the previous regent to Ojang Suhandi as a new leader of Subang regency. Eep Hidayat should put his position due to that he was a suspect of corruption case. When Ojang took the position, many loyalists of Eep in PDIP and administration agencies did not support Ojang as a new leader of them. Consequently, it was important for Ojang to make a closed relation with KORSI to bargain his position with the faction of Eep. Nevertheless, for KORSI, Ojang could be used to split the lawmakers of PDIP fraction in the local legislative assembly.

E. CONCLUSION AND THEORETICAL IMPLICATION

1.1 Conclusion

The establishment of KORSI developed into three stages which are *initiation*, *consolidation* and *movement stages*. In the *initiation* phase, there were four interest group organizations who had been involved into the coalition and they declared their name as KORSI while in the consolidation phase, there were 14 interest group elements joining the movement. Finally, in the stage of movement, there also five new comers of interest group organizations involving KORSI.

Besides, there were some values of coalition engagement that could make the capacity of institutional coalition to be more solid and powerful such as the issue proposed by KORSI, the closeness of coalition members among their activists, the trust value among the organizations, the egalitarianism of the coalition structure by presidium system, and the openness factor of coalition. Regarding to the capacity building of coalition, KORSI did some various ways to influence the end of decision making in the local legislative assembly which were by demonstrations, hearings, threats and terrors, building public opinions on mass media, splitting the fractions of political parties in the local legislative assembly, and lobbying activities to one of PDIP



opposition factions. Because of those activities, KORSI could influence the end of decision making process regulated by the local legislative assembly by deciding that in Subang regency there were willing to be maintenance for 7 sub-districts of industrial zones and the additional proposal of PDIP for three new sub-districts of industrial areas were not accepted.

1.2 Theoretical Implication

In the theoretical approach, this finding of research could develop some new thesis statements of articulation process in influencing public decision making to be success which are:

1. The coalition must be able to map all of the political actors to communicate with them in developing process of capacity building of the coalition and to make sure that they could help the coalition in the lobby activities
2. The coalition must have a bravery to open the communication with the influential elites of either political parties or local leaders to take some resources in the building capacities of coalition
3. There must be a political situation that might be profitable for coalition to take some opportunities in the articulation process

Besides, it is also important to be noticed that there are several ways to develop the solidity and the strength of coalition which are:

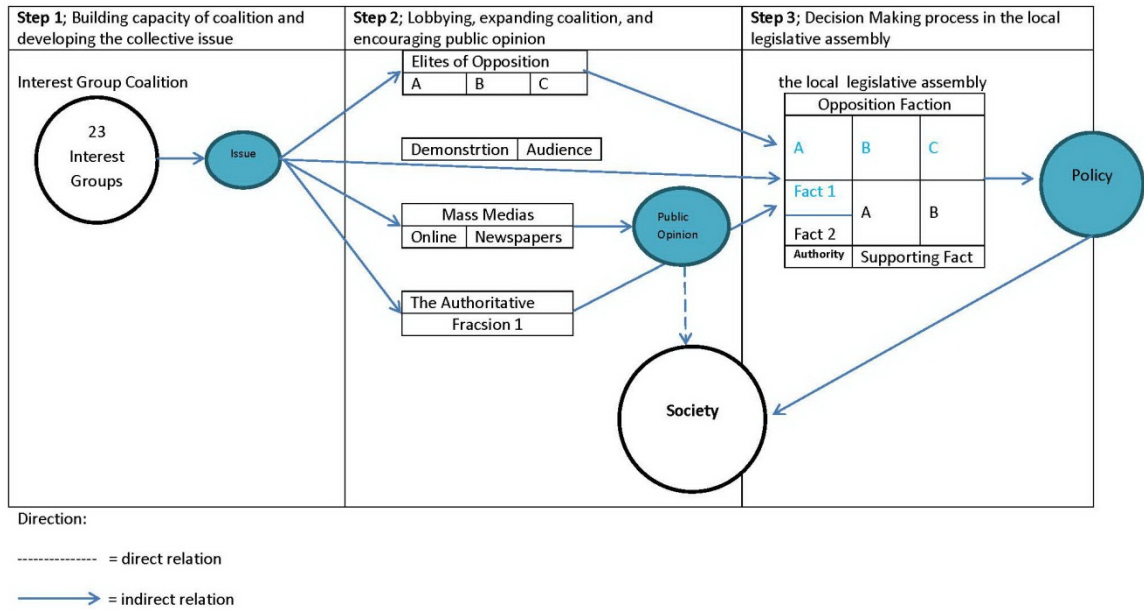
1. Every member of coalition must be trust that all of the elements in the coalition standing in the independent foot without any pressures from political interests dictated by political elites of parties or administrations
2. Every member of coalition must be aware that it is impossible for them for taking their goals without engagement to the coalition because every organizations have a lack capacity
3. Finally, the whole of coalition members must be trust that what are struggling by the coalition is independent

All of the summaries could be described in the figure above:



Figure 2

How to articulate public interest by the Interest Group Coalition



References

Adams, Brian, C. 2007. *Citizen Lobbyists: Local Efforts to Influence Public Policy*. Philadelphia: Temple University Press.

Alvarado, Joel & Jaret, Charles. 2009. *Building Black-Brown Coalition in the Southeast: Four African American-Latino Collaboration*. New York: Southern Regional Council.

Anderson, James. 2003. *Public Policy Making*. Texas A&M University: Houghton Mifflin Company.

Anonim. 2003. *Strength in Numbers: A Guide to Building Community Coalition*. Boston: Community Catalyst. Inc.

Beamish, Thomas D & Luebbers Amy J. Alliance Building across Social Movement: Bridging Difference in a Peace and Justice. *Journal of Social Problems*, Vol. 56, No. 4 (November 2009). PP- 647-676

Berry. M. Jeffry. 1995. *Interest Group*. "the Encyclopedia of Democracy. Volume II." Washington DC: Congressional Quarterly Inc. (Lipster, M. Seymour: editor).

Bruce L. Smith. 2003. *Public Policy and Public Participation Engaging Citizens and Community in the Development of Public Policy*. Population and Public Health Branch Atlantic Regional Office Health Canada.

Burstein, Paul & Linton, April. The Impact of Political Parties, Interest Group, and Social Movement Organization on Public Policy: Some Recent Evidance and Theoretical Concern. *Journal of Social Forces*; Dec 2002; 81,2; ProQuest pg. 381

- Center for Political Studies Soengeng Sarjadi Syndicated, 2001. *Potensi Kabupaten Subang; Dalam "Otonomi Potensi Masa Depan Republik Indonesia."* Jakarta: Gramedia.
- Chemma, Shabbir G. & Rondinelli, A. Dennis. 1983. *Decentralization and Development: Policy Implementation in Developing Countries.* Beverly Hills/ London/ New Delhi: Sage Publications.
- Christiansen, Jhonathan. 2009. *Social Movements and Collective Behavior: Four Stages of Social Movements.* EBSCO Research Starters EBSCO Publishing Inc.
- Creswell, W. John. 2009. *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed.* Yogyakarta: Pustaka Pelajar. (Edisi Indonesia).
- Cole, Andre, C. Lobbying and the Public Interest. *Canadian Parliamentary Review. Autumm 2006; 29.3: ProQuest Political Science. Pg. 29*
- Dye, R. Thomas. 1972. *Understanding Public Policy.* New Jersey. Prentice-Hall, Inc., Englewood Cliffs.
- Gerdes, Felix. 2011. *A New Era of Inclusive Ownership or Old Wine in New Bottles.* Hamburg: Institut für Politikwissenschaft. (<http://www.wiso.uni-hamburg.de>).
- Gould, C. Carol. 1993. *Demokrasi Ditinjau Kembali.* Yogyakarta: Tiara Wacana.
- Heaney, Michael T. Linking Political Parties and Interest Group. *The Oxford Handbook of American Political Parties and Interest Group, pp. 568-587.*
- Issue Networks, Information, and Interest Group Alliances: The Case of Wisconsin Welfare Politics, 1993-1999. *Journal of State Politics & Policy Quarterly, Vol. 4, No. 3 (Fall, 2004), pp. 237-270*
- Brokering Health Policy: Coalition, Parties, and Interest Group Influence. *Journal of Health Politics, Policy, and Law, Vol. 31, No. 5, October 2006.*
- Hebda, Kasia. 2012. *Interest Group Coalition and Information Transmission.* New Jersey: Princeton University.
- Hill, Michael. 2005. *The Public Policy Process.* UK: Pearson Longman. (Fourth Edition).
- Jhonston, J. David (et.al.). 2001. *Citizens as Partners: Information, Consultation and Public Participation in Policy-Making.* OECD Publications, 2, rue Andre-Pascal, France.
- Kluver, Heike. 2010. *Lobbying Coalition and Policy-Making How Interest Group can Shape Policy Formulation in The European Union.* University of Mennheim.
- Krinsky, Jhon & Reese, Ellen. Forging and Sustaining Labor-Community Coalitions: The Workforce Justice Movement in Three Cities. *Journal of Sociological Forum, Vol. 21. No. 4 (Dec., 2006), pp. 623-65*
- Lapalombara, Joseph & Anderson, Jeffery. 1992. Political Parties. *Encyclopedia of Government and Politics. Volume I.* London and New York: Routledge.
- Lester. P. James and Jr, Stewart, James. 2000. *Public Policy: An Evolutionary Approach (Second Edition).* Belmont USA: Wadsworth Thomson Learning.
- Mahoney, Christine & Baumgartner, Frank R. 2004. *The Determinants and Effect of Interest Group Coallition.* Chicago: Copyright by American Political Science Association.
- Martini, Maira & Hodess, Robin. 2012. *Influence of Interest Group on Policy-Making.* Transparency International: transparency.org.

- Millar, Ronal B. 2005. *Coalition Network and Policy Learning: Interest Group on the Losing Side of Legal Change*. <http://scholar.lib.vt.edu/theses/available/etd-12132005154554/unrestricted/MillarDissFinal02-03-06.pdf>
- Nichersu, Iuliana & Iacohoea, Cristina. Systematic Spatial Planning. *Journal of Theoretical and Urban Management*. Vol. 6. Issue 2/May. 2011
- Nugroho, Riant. 2008. *Public Policy*. Jakarta: Elex Media Komputindo.
- Peterson. A. Steven. *Public Policy: Encyclopedia of Public Administration and Public Policy* (Rabin, Jack (editor)). New York: Marcel Dekker, Inc.
- Ranney, Austin. 1996. *Governing: An Introduction to Political Science*. London. Printice-Hall International, Inc.
- Thomas, Clive S. 2004. *Research Guide to U.S. and International Interest Groups*. London: Praeger Publishers.
- United Nations Economic Commisoion For Europe (UNECE). 2008. *Spatial Planning: Key Instrument For Development and Effective Governance with Spetial Reference to Countries in Transtition*. Swizerland: UN Publication.
- Wang, Dan J. 2011. *Social Movement Collaboration: Networks of Learning and The Diffusion of Protest Tactics, 1960-1995*. Stanford University.
- Zeigler, Harmon. 1992. *Interest Group*. "Encyclopedia of Government and Politics. Volume I." London and New York: Routledge.

Books in Bahasa:

- Amal, Ichlasul (et.al.). 1988. *Teori-Teori Mutakhir Partai Politik*. Yogyakarta: Tiara Wacana.
- Dardak, A Hermanto. 2006. Perencanaan Tata Ruang Bervisi Lingkungan Sebagai Upaya Mewujudkan Ruang yang Nyaman, Produktif dan Berkelanjutan: *Makalah disampaikan dalam Lokakarya "Revitalisasi Tata Ruang Dalam Rangka Pengendalian Bencana Longsor dan Banjir", Kementerian Negara Lingkungan Hidup, Yogyakarta 28 Februari 2006*
- Haryanto. 1982. *Sistem Politik: Suatu Pengantar*. Yogyakarta: Liberty.
- Mas'ood, Mohtar & MacAndrew, Colin. 2001. *Perbandingan Sistem Politik*. Yogyakarta: Gadjah Mada University Press. (Cetakan ke-16).
- Purnomo, Eko, Priyo. Sistem Politik Indonesia: *Modul Mata Kuliah Sistem Politik Indonesia Jurusan Ilmu Pemerintahan Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Yogyakarta. 2007. (Tidak Diterbitkan)*
- Rustiadi, Ernan, Et.all,. 2009. *Perencanaan dan Pengembangan Wilayah*. Jakarta: Crestpent Press dan Yayasan Oboro Indonesia.
- Wibawa, Samodra. 1994. *Kebijakan Publik Proses dan Analisis*. Jakarta: Intermedia.
- Wibawa, Samodra. 2011. *Politik Perumusan Kebijakan Publik*. Yogyakarta: Graha Ilmu.
- Winarno, Budi. 2007. *Kebijakan Publik: Teori dan Proses*. Yogyakarta: Media Pressindo.

Website/ Mass Media:

- bantulkab.go.id, "Pansus DPRD Subang Kunker Ke Bantul", 24 Mei 2012
- formatnews.com, "KORSI Desak DPRD Subang Bentuk Baligate", 18 Juli 2012
- gspradio.com, "Investor di Subang Harus Urus Izin Pembangunan Pabrik", 29 Mei 2012
- gspradio.com, "Raperda RTRW Subang Gagal Disahkan", 29 Juni 2012
- inilah.com, 28 Maret 2012

- inilah.com*, “DPRD Minta Izin Pabrik di Zona Hijau Dcabut”, 11 Juni 2012
- inilah.com*, “9 Pabrik di Subang Dinilai Langgar Aturan”, 11 Juni 2012
- inilah.com*, “Atin Tak Akan Hasil Penetapan Bupati Subang”, 14 Juni 2012
- inilah.com*, “5 Ribu Lahan Pertanian Tergerus Industri”, 19 Juni 2012
- inilah.com*, “Petani Subang Ancam Class Action,” 26 Juni 2012
- inilah.com*, “Di Luar Zona Industri, Pabrik Harus Dibongkar”, 10 Juli 2012
- inilah.com*, “GIBAS Ancam Sweeping Pabrik Bermasalah di Subang”, 22 Juli 2012
- inilah.com*, “Paripurna RTRW Subang Diwarnai Penolakan”, 16 Agustus 2012
- inilah.com*, “Perda RTRW Subang Akhirnya Disahkan”, 16 Agustus 2012
- jabarkita.com*, “3 Fraksi DPRD Subang Tolak Penambahan Zona Industri”, 29 Juni 2012
- jurnas.com*, “Jangan Merusak Lahan Teknis Sawah di Subang”, 4 Juli 2012
- kemendagri.go.id*, 16 April 2012
- mediagivalonline.com*, “Tolak Penambahan Zona Industri KORSI Satroni Gedung Rakyat”, 18 Juli 2012
- pasundanekspres.co.id*, 8 Pebruari 2012
- pikiranrakyat.com*, “Pansus RTRW Subang Prioritaskan Lahan Pertanian Produktive”, 1 Juni 2012
- pikiranrakyat.com*, “Industri Cibogo dan Patokbeusi Kab. Subang Melanggar RTRW”, 19 Juni 2012
- pikiranrakyat.com*, “Massa Tolak Pengesahan RTRW oleh DPRD Kab. Subang”, 5 Juli 2012
- tempo.com*, 17 Juni 2012
- tintahijau.com*, “Membongkar Subang dari Pelataran Wisma Karya”, 10 September 2011
- tintahijau.com*, “DPRD akan Laporkan Pemkab Subang ke Pusat”, 12 Juni 2012
- tintahijau.com*, “9 Pabrik di Subang Dinilai Langgar Aturan”, 12 Juni 2012
- tintahijau.com*, “Tawar-Menawar Perluasan Zona Industri”, 2 Juli 2012
- tintahijau.com*, “Aksi Penolakan Revisi RTRW Subang Menguat”, 7 Juli 2012
- tintahijau.com*, “PAN Perintahkan Kader di DPRD Tolak RTRW”, 16 Juli 2012
- tintahijau.com*, “Paripurna Molor, Budaya Baru DPRD Subang?”, 17 Juli 2012
- tintahijau.com*, “Subang Terancam Denda Miliaran Rupiah”, 19 Juli 2012
- tintahijau.com*, “Tembak Mati Penjahat Lingkungan di Subang”, 19 Juli 2012
- tintahijau.com*, “Imas: DPRD Subang Harus Peka Aspirasi Rakyat”, 20 Juli 2012
- tintahijau.com*, “Pengesahan RTRW Subang Tunggu Lebaran”, 23 Juli 2012
- tintahijau.com*, “GIBAS Subang Bakal Sweeping Pabrik Bermasalah”, 23 Juli 2012
- tintahijau.com*, “Ramadan, DPRD Subang Hingga Dini Hari”, 27 Juli 2012
- tintahijau.com*, “Warga Subang Tolak Pembangunan Pabrik”, 30 Juli 2012
- tintahijau.com*, “Aksi Massa Warnai Paripurna RTRW Subang”, 16 Agustus 2012
- radarkarawang.cpm*, “Paripurna Raperda RTRW Digelar Selasa Depan”, 13 Juli 2012
- radarkarawang.com*, “KORSI Tolak Penambahan Zona Raperda RTRW”, 20 Juli 2012
- radarkarawang.com*, “KORSI Tolak Raperda RTRW”, 19 Juli 2012
- radarkarawang.com*, “Politisi Tolak Raperda RTRW”, 23 Juli 2012
- radarkarawang.com*, “Rencana Pembangunan Pabrik Garmen di Subang Ditolak”, 29 Juli 2012

Documents:

- Bagian Risalah Sekretariat DPRD Kabupaten Subang, 2012. *Naskah Raperda RTRW Kabupaten Subang 2011-2031.*
- Bagian Risalah Sekretariat DPRD Kabupaten Subang, 2012. *Mekanisme Pemberian Rekomendasi Gubernur Tentang Persetujuan Substansi Raperda RTRW Kabupaten/ Kota.*
- Bagian Risalah Sekretariat DPRD Kabupaten Subang, 2012. *Arahan Penataan Ruang Provinsi Jabar Perda No. 22 Tahun 2010 tentang RTRW Provinsi Jabar Tahun 2009-2029 dalam Subtansi Raperda tentang RTRW Kabupaten Subang.*
- Bagian Risalah Sekretariat DPRD Kabupaten Subang, 2012. *Arahan Pengembangan Kawasan Industri dalam RTRW Provinsi Jawa Barat 2009-2029.*
- Bagian Risalah Sekretariat DPRD Kabupaten Subang, 2012. *Daftar Hadir Rapat PANSUS RTRW Kabupaten Subang, 2012*
- BPS, *PDRB Kabupaten Subang 2007-2009*
- BPS, *Jawa Barat Dalam Angka 2011*
- BPS, *Subang Dalam Angka 2012*
- Catatan Pribadi Ketua Lembaga Advokasi Masyarakat (LAM) Kabupaten Subang. 2012*
- Catatan Pribadi Sekjen DPD. GPI Kabupaten Subang. 2012*
- Catatan Pribadi Ketua Front Aktivistis Mahasiswa Subang (FAM). 2012*
- Catatan Pribadi Ketua Gerakan Investigasi Antar Lembaga (GIVAL). 2012*
- Daftar Hadir Forum SATIUNG (Sora Ti Urang Subang), 2011-2012. DPD. GPI Kabupaten Subang*
- Daftar Nama-Nama Pembicara Forum SATIUNG (Sora Ti Urang Subang), 2011-2012. DPD. GPI Kabupaten Subang*
- Kliping Berita Laporan Tahunan DPD. GPI Kabupaten Subang. 2012.*
- Laporan Panitia Khusus Raperda RTRW Kabupaten Subang 2011-2031. Bagian Risalah Sekretariat DPRD Kab. Subang

Regulations/ Laws:

- UU No. 32 Tahun 2004 tentang Pemerintahan Daerah
- UU No. 37 Tahun 2007 tentang Tata Ruang Nasional
- UU No. 32 tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup
- UU No. 41 tahun 2009 tentang Perlindungan Lahan Pertanian Pangan Berkelanjutan
- Keppres No. 53 tahun 1989 tentang Kawasan Industri
- Keppres No. 41 tahun 1996 tentang Kawasan Industri
- PP No. 68 tahun 2002 tentang Ketahanan Pangan
- PP No. 38 tahun 2007 tentang Pembagian Urusan Pemerintahan
- PP No. 24 tahun 2009 tentang Kawasan Industri
- PP No. 1 tahun 2011 tentang Penetapan dan Alih Fungsi Lahan Pangan Berkelanjutan
- PP No. 12 tahun 2012 tentang Insentive Lahan Pertanian Pangan Berkelanjutan
- PP No. 25 tahun 2012 tentang Sistem Informasi Lahan Pertanian Pangan Berkelanjutan
- PP No. 30 tahun 2012 tentang Pembiayaan Perlindungan Lahan Pertanian Pangan Berkelanjutan

Perda Jabar No. 27 tahun 2010 tentang Perlindungan Lahan Pertanian Pangan Berkelanjutan

Perda Kabupaten Subang No. 2 tahun 2004 tentang Rencana Tata Ruang Wilayah Kabupaten Subang

Keputusan DPRD Kabupaten Subang No. 21 tahun 2012 tentang Persetujuan Penetapan 2 (Dua) Buah Peraturan Daerah tentang Tata Ruang dan Wilayah (RTRW) dan Penyidik Pegawai Negri Sipil (PPNS).