

## Implementation of Gender Mainstreaming (PUG) in the Clean and Creative City Program in Lhokseumawe

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### ABSTRACT

To promote and effectively implement gender mainstreaming in a coordinated manner, Presidential Instruction no. 9 of 2000 was issued. This instruction mandates the improvement of gender equality and justice in all aspects of human life through policies and programs that consider the experiences, aspirations, needs, and problems of both women and men. In the city of Lhokseumawe, the mayor's government has also issued regulations with Mayor Regulation Number 22 of 2018 concerning gender mainstreaming. The method used to complete this research is qualitative research with a sociological-empirical/juridical approach. Producing descriptive data in the form of written or spoken words or observed behavior, the stages of this research include collecting primary and secondary data through interviews determined by purposive sampling by selecting certain people who can represent the relevance of this research. The implementation of gender mainstreaming in the Clean and Creative City Program is to provide equal space for men and women, carry out monitoring, and program. Obstacles faced in implementing the Gender Mainstreaming model in the Clean and Creative City Program in Lhokseumawe City include: the lack of a sense of concern among individuals, which has become a habit since childhood, and ethics and morals are increasingly being eroded, there is no Standard Operating Procedure (SOP). A budget is not gender-responsive. Furthermore, as well as low human resources (HR). Meanwhile, efforts made in implementing gender mainstreaming in the Clean and Creative City Program in Lhokseumawe City include creating a website related to gender issues, starting from the program preparation stage, implementing activities, maintaining infrastructure, forming a women's community, and activating Friday clean-up activities that have long been abandoned. It is recommended that in drafting SOPs regarding the Implementation of Hygiene Programs and morals

**Keywords:** Implementation of Gender Mainstreaming (PUG), Clean and Creative City Program.

### 1. Introduction

This research is motivated by the Gender Mainstreaming Implementation Program (PUG) in the Clean and Creative City Program in Lhokseumawe City. Cleanliness is very important to pay attention to because with a clean city, city residents will always remain healthy and enthusiastic in carrying out their daily life activities. Everyone has the same rights and obligations to a clean and healthy environment. Based on estimates by the Lhokseumawe City Cleaning Service, annual waste production reaches 131,400 M3. Waste is one of the sources that causes a clean and healthy environment to not be created.

In implementing cleanliness management, which includes sweeping rubbish when necessary, collecting rubbish from residential areas / shops / offices / hotels and restaurants and other units to TPS (temporary disposal site), transporting rubbish to TPA (final disposal site), and other necessary activities, are the responsibility of the Cleaning Department. In accordance with the vision and Mission. The Mayor of Lhokseumawe is "Faithful and Creative, namely becoming the city clean, beautiful, comfortable, creative, and Innovative", so waste management must be carried out consciously, integrated, and directed between each individual, government, community, and all stakeholders or for short Draiver<sup>7</sup>.

Implementation of Gender Mainstreaming in the Program. This is very important to pay attention to, including the balanced involvement of men and women in development. However, in its implementation, due to social norms and gender structural inequality, women are often marginalized in access and governance of each program.

The definition of gender is closely related to social sex which differentiates men and women not based on biological differences, but based on socio-cultural relations which are influenced by the broader structure of society. Haspels and Suriyasarn (2005) define gender as a social variable that analyzes differences between men and women related to roles, responsibilities, needs as well as opportunities, and obstacles (Nasution & Marthalina, 2018). Gender Responsive Activities are planned by taking into account the condition of the gap in relations between men and women by accommodating different problems, experiences, aspirations, and needs between men and women, Lhokseumawe Mayor Regulation Number 12 of 2018 provides guidelines for implementing City Gender Mainstreaming Lhokseumawe. Gender Mainstreaming (PUG) is a strategy carried out rationally and systematically to achieve gender equality and justice in aspects of human life through policies and programs that take into account the experiences, aspirations, needs, and problems of women and men to empower women.

However, the fact is that women's involvement or gender mainstreaming is still felt to be very minimal. In its implementation, due to social norms and gender inequality, women are often marginalized in accessing and governing K3 programs, this results in the goal of achieving a clean and well-ordered city is not optimally implemented. In general, the success of an activity, program, or work plan should involve all levels of society, especially women. In the women's K3 program, it is hoped that it can increase success to the maximum, so that the government's goals in this case can be carried out well in accordance with what is mandated by

the government.

This research aims to analyze how Gender Mainstreaming (PUG) is implemented in the Clean and Creative City Program in Lhokseumawe City, as well as looking at the obstacles and efforts made in implementing Gender Mainstreaming (PUG) in the Clean and Creative City Program in Lhokseumawe City.

## **2. Literature Review and Hypothesis**

The issue of gender equality and gender justice has become a world issue that is increasingly receiving attention and has become part of world agreements regarding human rights, because in reality, women have been discriminated against in violation of human rights and respect for women as human beings. . Until now, demands for women's representation in various decision-making institutions are still developing and are considered important. Due to the fact that various problems that arise in various fields and in various parts of the world cannot be separated from the problem of still dominant discriminatory treatment of women so that poverty, education, health, unemployment, and even various acts of violence are very vulnerable to making women victims of this discrimination.

According to Rahman (2002: 120), "Participation is determining the attitude and involvement of the desires of each individual in the situation and conditions of the organization, so that in the end it encourages the individual to participate in every shared responsibility. Participation is literally interpreted as taking part or joining (Echols, 1996:419). Jean-Jacques Rousseau in his book *The Social Contract* said that participation is very important for the self-development and independence of citizens."

This was also emphasized by John Stuart Mill in Miriam Budiarjo's (1982) work, that without participation, almost everyone would be swallowed up by personal interests and the personal needs of those in power. Here, participation, in other words, is a measure of the independence and maturity of individuals (citizens) in recognizing the boundaries between private and public interests. Public affairs have their own laws and values that cannot be confused with private affairs.

The word "gender" comes from English, which means sex. According to Oakley (1972) in Fakhri (2013: 71), gender is defined as differences in behavior between men and women that are socially constructed, namely differences that are not natural or God's provisions but are created by humans through long social and cultural processes. Meanwhile, according to Fakhri in *Gender Analysis and Social Transformation* (2013: 8) gender means a characteristic inherent in men and women that is socially and culturally constructed.

Soejipto (2010: 48) gender mainstreaming as a strategy to achieve gender equality and justice through policies and programs that take into account the experiences, aspirations, needs, and problems of women and men in the planning, implementation, monitoring, and evaluation of all policies and programs in various areas of life and development. Soejipto, in Gender Mainstreaming in parliament, studied the DPR and DPD (2010: 86) Gender equality refers to equal conditions for men and women to obtain opportunities and rights as human beings, so that they are able to play a role and participate in political, legal, economic, social, cultural, defense, and national security (HANKAMNAS) activities, as well as enjoying the results of development. The realization of gender equality is characterized by the absence of discrimination between women and men, providing thus they have access and opportunities to participate, control over development, and obtain equal and fair benefits in development. Access is an opportunity or opportunity to obtain or use certain resources (T. Yulianto et al., 2020)

Cleanliness is a crucial element in social life, starting from the family, community, village, city, and even the country. Cleanliness can be achieved if all components are aware of its importance, as it is always coupled with access and order. In order to realize the desired goals and objectives, efforts are needed to develop all these components and government officials, so that they can work professionally and implement public service management can be implemented effectively, efficiently, and accountably (Tanjung Djamaludin, 2004: 17).

Opinion from (Immanuel Kant; 2022), beauty is aesthetics that are not related to the object or object itself, but rather the feeling of pleasure felt when looking at the object.

The K3 program is a program to achieve targets or goals that have been set in terms of handling cleanliness, beauty, and order. Motivation so motivation is needed so that these goals are carried out effectively. According to French (1997:23.5), he defines motivation as a person's desire or willingness to increase efforts to achieve targets or results.

### **3. Research and Method**

**Research Methods** The type of research used is juridical sociological research, also known as field research (Kartini Kartono, 21), which examines applicable legal provisions and real-life situations in society. This approach is used because this study will describe the strengthening of gender equality in the K3 program (Beauty, Cleanliness, and Order) in Lhokseumawe City. The data collection method involves primary and secondary data, including interviews with relevant agencies, the secondary data is obtained through literature materials. The primary legal material used is Lhokseumawe Mayor Regulation Number 22 of

2018 concerning Guidelines for the Implementation of Gender Mainstreaming in Lhokseumawe City. Secondary legal materials include books, journals, and other scientific writings that are in accordance with the research problem.

#### **4. Result and Discussion**

Lhokseumawe becomes an Administrative City. With an official note from the Regent of the Regional Head of Kindergarten. II North Aceh Number 125/50/80 dated May 12 1980. Mahyiddin AR was appointed as Chair of the Lhokseumawe City Planning Team to become an Administrative City under the direction of the Regent of North Aceh Colonel H.Ali Basyah. On August 14 1986, the formation of the Lhokseumawe Administrative City (Kotif) was signed by President Soeharto, which was inaugurated by the Minister of Home Affairs Soeparjo Roestam on August 31 1987, with the first mayor, Drs. H. Mahyid. in AR, who was appointed by the Governor of the Special Region of Aceh Province, Prof. DR Ibrahim Hasan, MBA.

With the inauguration of the Mayor, Lhokseumawe has de facto become an Administrative City of Lhokseumawe City, consisting of 4 (four) Districts with 68 assisted Villages. The number of Improvement Subdistricts consists of 19 subdistricts, and Prevention Subdistricts are 49 subdistricts. Lhokseumawe City has an area of 18,106 Ha, with a population of 188,221 people, and a density of 1040/km. Lhoksemawe City is the second-largest city in Aceh Province, where the city center is located in the lowlands and close to the sea. 60% of city center settlements are located on the shores of the sea and rivers. Settlements along the seashore are growing rapidly and uncontrolled. Traces of land disputes from the expansion of North Aceh Regency have left a tendency for irregular settlements, and the level of beauty, cleanliness, and order needs to be handled in a comprehensive and integrated manner.

The Road Map for Implementing Gender Mainstreaming 2020-2024 is a reference for all leaders and ranks in the Ministry of Public Works and Public Housing at the Central and Regional levels in implementing gender mainstreaming as an inherent and inseparable part of infrastructure implementation activities to realize gender equality in development. With Regent's Decree Number 08/Renstra-PP, PA, PP& KB /2022 concerning the Department of Women's Empowerment, Child Protection, Population Control, and Family Planning in Lhokseumawe City.

The aim of gender mainstreaming is to ensure that women and men:

1. Obtain equal access to development resources;

2. Participate equally in the development process, including the decision-making process;
3. Have equal control over development resources;
4. Obtain the same benefits from development results.

Gender mainstreaming can be implemented inseparably from the existence of a Gender-Responsive Budget in each technical OPD. To ensure gender-responsive budgeting, it will be measured using the Gender Analysis Pathway (GAP) and Gender Budget Statement (GBS) in each technical agency. Providing gender and child disaggregated data is a crucial factor in efforts to improve community welfare. Having data available can make it easier to plan and budget according to needs.

Based on this, Lhokseumawe City Qanun Number 1 of 2014 concerning Lhokseumawe City Regional Spatial Planning, Article 67, states the implementation of spatial planning is carried out by the government by involving various elements such as the community, the private sector, the business world, professional groups, NGOs, hereinafter referred to as the role of the community, has rights and obligations in spatial planning, both at the stage of preparing spatial planning, space utilization, and the stage of controlling space utilization.

(Dahriana : 2023) The implementation model for gender mainstreaming in the K3 program in Lhokseumawe City is;

- a. Formulate and establish general policies and operational guidelines for implementing PUG in Lhokseumawe City;
- b. bridging the prerequisites and implementation of PUG in all sectors within the PD and Village/subdistrict Government;
- c. allocate a budget for implementing PUG as the government's commitment to monitoring PUG
- d. coordination and synchronize policies and programs with stakeholders related to PUG implementation; And
- e. Monitoring, evaluating the program.

One of the important points made by local governments in implementing gender mainstreaming is by carrying out supervision, both directly and indirectly. Direct supervision is supervision carried out directly by leaders or supervisors by observing, researching, investigating, checking themselves "in the workplace" and getting reports personally and from implementing gender-responsive development programs, and these gender responsive

programs continue to increase from year to year. to year. Indirect supervision is supervision carried out by authorized officials from a distance. This supervision is carried out through reports submitted by subordinates, namely by studying reports, both oral reports, and written reports relating to the implementation of equal involvement of men and women.

In this regard, the City Government is obliged to formulate gender-responsive development policies, programs, and activities as outlined in the RPJMD, SKPK Strategic Plan, RKPD, and SKPK Renja.

Gender mainstreaming in K3 programs varies, background is closely related to a person's individual characteristics. Such as the level of education, age, cosmopolitanism, and suitability of activities to needs. These factors can influence a person's participation in carrying out activities. Community involvement, either directly or indirectly, whether in the form of donations of energy, thoughts, or property they own, the results of which they will later enjoy for themselves in the environment where the brand is located.

The next thing to be done (Nurleli: 2023) is by means of intensive socialization in the implementation of the K3 program in the community and carrying out direct monitoring (control) of activities related to K3. From this control, a leader can see directly what has been implemented and what needs to be improved as material for program evaluation. (3) Providing rewards and sanctions. Leaders can give awards to the community by adding supporting facilities for the K3 program, such as providing rubbish bins, providing green trees, promoting cleanliness, and best effectiveness. Meanwhile, (M Nurdin: 2023) said that: "According to scientific studies, littering is not permitted, but because of the local community's habit of throwing rubbish in illegal places, rubbish containers/places are provided, so that when local people throw rubbish, they are expected to throw rubbish into the space that has been provided. also makes it easier for officers to transport rubbish and rubbish so that it doesn't get scattered." (Raslina: 2023).

Constraints and efforts of the Gender Mainstreaming Implementation Model in the K3 Program (Beauty, Cleanliness, and Order in Lhokseumawe City). One of the main tasks and functions of the relevant services that has not been implemented well in Lhokseumawe City, the latest findings, are the following obstacles:

1. have not been able to fully reinterpret, reactualize, and revitalize traditional cultural values related to gender equality and justice and spread them to all levels of society;
2. it has not been able to accommodate efforts to improve the quality of women's

- participation in all aspects of national and state life;
3. it has not been fully implemented to empower institutions managing women's progress to be more active, qualified, and independent in carrying out their roles;
  4. not yet able to mainstream gender as a strategy in planning, implementing, monitoring, and evaluating policies and programs in all development sectors

Cases of indiscriminate dumping of rubbish, which are increasing day by day in Lhokseumawe City, are very ironic in terms of values and morals. The increasing number of indiscriminate rubbish dumping will make local people accustomed to throwing rubbish in illegal rubbish dumps. Therefore, monitoring of careless rubbish dumping will continue to be carried out by involving all elements of society. However, the main obstacle currently is the problem of a budget that is not gender-responsive.

## **5. Conclusion**

1. Implementation of Gender Mainstreaming (PUG) in the Clean and Creative City Program in Lhokseumawe City, in accordance with applicable laws and regulations, carrying out the preparation of the K3 program plan in a deliberative manner, the preparation of the K3 program in Lhokseumawe City involves men and women in equal numbers, although women's participation is very minimal in bookkeeping or financial duties, control or supervision, and evaluation of K3 programs, handling slum areas, and handling cleanliness and beauty
2. Meanwhile, the obstacle experienced is that we have not been able to fully reinterpret, reactualize, and revitalize traditional cultural values related to gender equality and justice for all levels of society; has not been able to accommodate efforts to improve the quality of women's participation in all aspects of national and state life. The lack of concern from individuals, due to character and habits, The absence of Standard Operating Procedures (SOP) which causes difficulties in monitoring littering, There are no shelters for beggars in the city of Lhokseumawe. Meanwhile, the efforts made in the Implementation of Gender Mainstreaming in the K3 Program (Beauty, Cleanliness, and Order in Lhokseumawe City) include creating a website relating to gender mainstreaming issues or programs to encourage the participation of the relevant community in activities from the program preparation stage, implementation of activities, infrastructure maintenance stages, forming a women's community so that there is a bargaining position so that women can take part in the K3 program, activating



Friday clean-up activities that have long been abandoned, and reducing slum cities to clean cities.

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