




Police Strategies in Tackling Liquor Abuse: An Analysis of Preemptive, Preventive and Repressive Based Strategies

Putri Nadhia Diannita Laya

Faculty of Law, Gorontalo State University, Indonesia

Article Info	ABSTRACT
<p>Keywords: Abuse of alcohol Police strategy Pre-empti Preventive Repressive</p>	<p>This study aims to analyze the police strategy in tackling liquor abuse in East Bolaang Mongondow Regency with a pre-emptive, preventive, and repressive approach. The method used is qualitative with a case study approach. The results of the study show that pre-emptive efforts carried out through education and counseling through social media aim to increase public awareness about the dangers of alcohol, but are hit by low public awareness and a strong culture of alcohol consumption. Preventive efforts that include patrols and cooperation with related parties also experience obstacles, such as minimal supervision and the influence of the social environment that encourages alcohol consumption behavior. Meanwhile, repressive efforts in the form of cracking down on the circulation of illegal liquor and law enforcement, although necessary, have not been effective enough to reduce the rate of alcohol abuse. This study suggests that law enforcement should be firmer and a more comprehensive approach in educating and changing public behavior related to alcohol.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Putri Nadhia Diannita Laya Faculty of Law, State University of Gorontalo, Jl. Jend. Sudirman No.6, East Dulalowo, Central City District, Gorontalo City, Gorontalo 96128, Indonesia dianlayanadhia@gmail.com</p>

INTRODUCTION

The law is one of the important instruments designed to prevent bad behavior or harmful actions in society. As a tool for regulating the social order, the law aims to create order and protect the rights of each individual. However, in order for the law to run effectively and achieve its goals, support is needed from parties who have the authority to enforce the rules consistently and fairly. Basically, all attempts to theorize law are rooted in the same core, which is to understand the relationship between man and law. This starting point is the foundation for exploring how law functions and is understood in a social context. If the basis of a theory is more inclined to the regulatory aspect alone, then law tends to be seen as a closed, formal, and legalistic system. This approach places the law as a set of rules that stand alone, regardless of the dynamics of society. (Tanya, Simanjuntak & Hage, 2013). Law as a Social Engineering Tool is a concept introduced by Roscoe Pound, which emphasizes the role of law as a means to update and direct change in society. In this view, the law is expected not only to be a regulating tool, but also to be able to change social values, shape behavior patterns, and create a better order in accordance with the needs of a society that continues

to develop.(Lathif, 2017). In order to actualize the law, especially in ordering the community, the police have a central role. The main task of the police can be interpreted as the main function carried out by the police institution in supporting the implementation of the government. Government, in this case, is interpreted as an organ or state institution that has the authority to regulate and administer government, one of which is through maintaining public security and order and the implementation of public services. This function of government is part of the broader task of government institutions to achieve the goals of the state, where the government, as an essential element in the constitutional system, plays a central role in maintaining the stability and welfare of the community. In this context, the main task of the police functions as the main pillar in carrying out government functions, which is specifically directed to realize public security and order.(Denandra, 2012).

There are many problems that occur in society, one of which is often the most common phenomenon is the behavior of people who consume liquor, circulating which is unlawful. The study of liquor or alcohol has been an important part of the history of human civilization, from ancient times to the modern era. At first, alcoholic beverages were used in ritual and social contexts, but over time, the way they were produced evolved, as did their consumption patterns. From the industrial revolution to the implementation of strict regulations, liquor has become an integral element in the culture and economy of various countries. As conveyed by (Anwari, 2015) liquor has become a prominent cultural symbol, especially among urban communities, ranging from elites, ordinary people, to Chinese communities living in the Foreign East. This trend was then adopted by other countries, including Indonesia. Liquor is an alcoholic beverage that, if consumed in excess and continuously, can have a detrimental impact on physical and mental health, affecting behavior and mindset. This impact has the potential to damage relationships in the family and society (Laksana, 2013). Socially, liquor-related problems reflect a serious issue regarding alcohol use in society. Indicators include high levels of excessive alcohol consumption, both individually and in groups, which triggers various problems due to abuse beyond reasonable limits. According to a report from the World Health Organization (WHO), about 3.3 million deaths, or 5.9% of the total global deaths, are caused by low public awareness of the risks associated with alcohol consumption.(Runturambi, Renteng and Simak, 2023).

On the other hand, according to the World Health Organization, (2020) every year, around 1.35 million people around the world lose their lives due to traffic accidents caused by alcoholic beverages. Interestingly, in Indonesia in 2016, Indonesia ranked fifth highest in the world in the number of deaths due to traffic accidents, with 31,282 people dying. According to data from the Traffic Corps of the Republic of Indonesia Police (Korlantas POLRI), between 2014 and 2018, there was an average increase of 3.30% per year in the number of traffic accidents. Then this data has increased in 2021-2022 the number of traffic accidents reached 34.6%, one of the factors causing it was due to the large number of individuals who consumed liquor. (Hulwah *et al.*, 2021). One of the factors that can trigger people to behave badly is due to limited information. (Abdallah *et al.*, 2024).

The problem of liquor in Indonesia has always been an issue that has always reaped pros and cons among the public. The birth of preventive efforts both in terms of pre-emptive, preventive and repressive measures does not seem to be directly proportional to the reality

in the field in the sense that there are still problems in terms of prevention. Laksana, (2013). Claiming in the findings of the study, the lack of effectiveness of these efforts is because some regions still adhere to the customary system and there are no strict sanctions from the police. According to the release of data conducted by IAARD 2019, around 3.3% of the population in Indonesia over the age of 10 consumes alcoholic beverages, where, the five provinces with the highest consumption levels, namely North Sulawesi, East Nusa Tenggara (NTT), Bali, Gorontalo, and Maluku, have a consumption rate above 10% (Hulwah et al., 2021). Although the House of Representatives of the Republic of Indonesia has started the discussion of the Draft Law (RUU) which aims to prohibit the production, distribution and consumption of alcoholic beverages containing an alcohol content of 1% to 55%, it only indicates a discourse without any concrete efforts in terms of its implementation. The strengthening of the claim is in line with the findings by (Uddarojat, 2015) where the results of a household survey conducted by BPS in Indonesia show that the consumption of alcoholic beverages with high alcohol content is found to range from 20% to 55%, reaching five times more than the consumption of alcoholic beverages with low alcohol content, such as beer and wine that have undergone fermentation.

This also indicates that the efforts made by both the central government, the regions, and the lowest level of government, namely the villages, on the one hand, indicate that they have not been able to show maximum efforts regarding the prevention of liquor. This inadequacy makes the government delegate some of its tasks to other institutions. Where, one of the institutions most responsible for the rampant liquor problem is the police. Juridically, the Police has the authority as stipulated in Article 13 of Law Number 2 of 2002 concerning the National Police of the Republic of Indonesia, which includes: (1) maintaining public security and order (Kamtibmas), (2) enforcing the law, and (3) providing protection, protection, and services to the community. From the point of view of rules, the main role of the police institution involves two main aspects, namely maintaining peace and order (Peace and Order Maintenance) and enforcing the law (Law Enforcement). However, it is important to remember that the police also face challenges in handling social issues despite having a legal framework to regulate public order and implement justice. In response to this, the results of initial observations regarding the problems of the police in carrying out efforts to prevent liquor abuse in East Bolaang Mongondow Regency still show that there are preemptive, preventive and repressive actions that have not been implemented properly.

Data on the results of the prosecution of the crime of Countering Liquor Abuse in the East Bolaang Mongondow Regency Area obtained by the East Bolaang Mongondow Police shows that during 2022, there were a total of 93 cases of liquor abuse that were revealed. It can be seen that in January there were 18 cases, February 7 cases, March 8 cases, and April recorded the highest number with 19 cases. The month of May recorded 6 cases, while both June and October had the lowest number of cases, namely 1 case. July recorded 7 cases, while August and September returned with the same number, namely 3 cases. November recorded 4 cases, and December showed a fairly high number with 16 cases of liquor abuse. Even so, the articles that regulate the supervision and control of liquor in East Bolaang Mongondow Regency are contained in Regional Regulation (PD) No. 2 of 2021. Chapter II regarding the scope of this PD is regulated in Article 4 which includes control, supervision, prohibition, and sanctions against liquor. Chapter III, especially in Part One concerning

Business Licenses for Trading in Alcoholic Beverages, is regulated in Article 5. This article stipulates that every sale of alcoholic beverages must have a Regent's SIUP-BM. The Regent has the authority to grant such permits and designate liquor sales places. The second part in Chapter III regarding the types of alcoholic beverages is explained in Article 7, which classifies the types of alcoholic beverages that can be sold by business actors who already have a license, such as alcoholic beverages of groups A, B, and C.

According to Nur Alam (2022), countermeasures against liquor abuse can be classified into three forms of strategies. First, the pre-emptive approach focuses on early prevention efforts through educational activities and counseling to the community. Pre-emptive aims to provide understanding to the community about potential problems or threats that may arise, acting as a first step in anticipating potential problems in the community. Second, preventive strategies are a continuation of the pre-emptive approach, focusing on eliminating opportunities or opportunities to commit crimes. Preventive efforts require the presence of law enforcement in society to create a less favorable environment for potential criminals, and include increasing public awareness of potential threats. Third, repressive efforts are considered the last step after pre-emptive and preventive efforts have not succeeded in preventing a crime. This approach involves enforcement and enforcement of factual threats, including the investigation process for violations of illegal alcoholic beverages by referring to the Criminal Procedure Law and Government Regulation Number 58 of 2010 concerning Implementation. Data on cases of liquor abuse prevention in East Bolaang Mongondow Regency illustrates patterns related to celebrations and social activities. The highlight is that cases of alcohol abuse occurred in April, ahead of the fasting month, with 19 cases, and in December, during Christmas and New Year celebrations, with 16 cases. This illustrates that the fundamental problem of handling prevention occurs during the celebration of big days. This indicates that continuous enforcement is still needed throughout the year to overcome the problem of alcohol abuse, for the sake of public safety and order.

Several dominant factors influence individuals and groups to consume liquor, which are divided into two main categories. First, cultural (internal) factors include norms, values, and traditions in a society that often consider liquor consumption as part of social activities, rituals, or group identities. Peer pressure or social expectations can also encourage individuals to conform to those norms. Second, (external) regulatory factors include regulations that regulate the sale, distribution, and consumption of liquor, such as age restrictions or sales times. Weak regulations can make it easier to access liquor, while strict regulations have the potential to reduce consumption. In this context, Max Weber emphasizes that social action is influenced by social values, norms, and expectations, as well as the influence of others in decision-making.(Weber, 2009). Therefore, it is important to design strategies that are responsive to the social dynamics that affect liquor abuse, as will be analyzed in the study of police efforts in tackling this problem in East Bolaang Mongondow Regency.

METHODS

The method In this study, a type of qualitative research is used using a case study approach. Case studies are part of a type of qualitative research. Qualitative research is research that has the foundation of Postvotivism philosophy which is used to research the

condition of objects in nature.(Sugiyono, 2018). In this study, data sources are collected through two main channels: primary data sources, which are obtained directly from related parties, and secondary data sources, which are sourced from pre-existing information. Primary data was collected through interviews, surveys, and observations involving the Police, Community Leaders, and the Liquor Consuming Community. The semi-structured interview method is used to provide flexibility in the questions. Secondary data is obtained from intermediaries such as books, evidence, or archives, whether they have been published or not. Data collection techniques include observation, where researchers witness live situations, semi-structured interviews, and documentation through imaging. The use of this technique is directed to obtain comprehensive and in-depth data. Observation involves the privacy of relevant documents related to the case in East Bolaang Mongondow Regency. In-depth interviews were conducted with respondents who played a role in the context of the research, and documentation was conducted to reinforce the results of the research.

RESULTS AND DISCUSSION

Pre-emptive Efforts of the Police in Dealing with Alcohol

Pre-emptive is an early prevention effort through educational activities. Where, Preemptive is an approach that aims to prevent problems or threats from an early age through a series of educational activities and counseling to the community. The goal is to provide the public with an understanding of potential problems or threats that may arise and how they can prevent them. This effort acts as a first step in anticipating potential problems that can arise in the community. (Nur Alam, 2012). In this regard, the findings of the research on the Pre-Emptive Efforts of the East Bolaang Mongondow Regency Police in preventing hard drinks include;

1. The dissemination of warnings and appeals through social media with the aim of providing education to the public on how to avoid alcohol abuse.
2. They are also trying to change the role of liquor into an alternative economic source for the local population. However, this effort is faced by a number of obstacles.
3. Internal obstacles include limited police resources, individual stubbornness, and a lack of public awareness and control over liquor sales.
4. External obstacles include the culture of alcohol consumption that has become a habit in the Boltim community and environmental influences that make it difficult for the community to accept the appeal.

Based on these findings, it can be interpreted that Pre-emptive efforts are an early prevention approach through education to the community to prevent problems or threats. Pre-emptive efforts carried out by the East Bolaang Mongondow Regency Police in preventing liquor abuse include warnings through social media and the transformation of liquor into an alternative economic source. In the framework of Max Weber's view on social action, the concept of pre-emptive in efforts to prevent liquor carried out by the East Bolaang Mongondow Regency Police can be interpreted as a personal decision that is integrated with social factors. This effort emphasizes an early prevention approach through educational activities, such as warnings and appeals through social media, to provide understanding to the public about potential problems that may arise due to alcohol consumption. In this analysis, it can be seen that there are efforts to transform liquor into an alternative economic

source, reflecting the integration of values and social norms in pre-emptive actions. The internal and external constraints faced, such as limited police resources, individual stubbornness, and a culture of alcohol consumption, illustrate the complexity of the interaction between individual and social factors. Overall, this pre-emptive effort is a concrete manifestation of the integration of individual or institutional decisions with the social context in order to prevent problems or threats in society.

Through a pre-emptive approach, the East Bolaang Mongondow Regency Police is trying not only to provide warnings, but also to create changes in the role of liquor by designing it as an alternative economic source for local residents. Although the goal is noble, this effort is faced with a number of obstacles that include limited police resources, individual stubbornness, and lack of public awareness and control over the sale of liquor. External obstacles such as the culture of alcohol consumption that has become a habit in the community and environmental influences make it difficult for the community to accept the appeal. The conclusion of these findings is that pre-emptive efforts not only involve proactive preventive measures, but also require adaptation to complex social realities. Taking into account internal and external challenges, the Police need to take a holistic and integrated approach in carrying out pre-emptive efforts to ensure their effectiveness in preventing liquor abuse in the community.

Preventive Efforts of the Police in Dealing with Alcohol

Preventive efforts are a follow-up to preemptive efforts. In preventive efforts, the main concern is to eliminate opportunities or opportunities to commit crimes. Preventive efforts require the presence of law enforcement in society to create an unfavorable environment for potential criminals. This includes increasing public awareness of potential threats, encouraging anticipatory action, keeping vulnerable conditions from being exploited by motivated potential perpetrators, and preventing the community from creating situations that facilitate the occurrence of crime. In other words, a preventive approach aims to reduce the chances of a crime before it actually occurs. (Nur Alam, 2022). The findings of the study show that efforts to prevent alcohol abuse, especially in non-Muslim areas that have high levels of alcohol consumption. This effort involves a number of actions, (1) including counseling, patrols in vulnerable locations, (2) cooperation with local governments and partners from the health sector. Preventive efforts are aimed at eliminating opportunities or opportunities for crime by creating an unfavorable environment for potential criminals. In the context of the research findings, preventive efforts are related to reducing the chance of alcohol abuse before the act actually occurs.

For this reason, the creation of binding regulations can be used as reference material in carrying out preventive measures. Responding to this, R. Soesilo argued that liquor is a drink that contains alcohol and is used for enjoyment. In this context, the term "beverages that contain alcohol and are used for pleasure" refers to the common practice in which individuals who are addicted to alcohol often consume alcoholic beverages as a means to feel more relaxed and overcome their problems. deep (Laksana, 2013). There is a significant correlation between the findings of the study related to preventive efforts in preventing alcohol abuse and the theory described in the context of the text. The findings of the study reflect efforts to increase public awareness and take anticipatory measures to prevent the

abuse of alcohol in line with the concept of preventive efforts aimed at creating a less favorable environment for potential criminals. This shows how a preventive approach seeks to reduce the chances of a problem occurring before it actually occurs.

The definition of liquor by R. Soesilo with the common practice of alcoholics who use alcoholic beverages as a means to overcome their stress and problems. It underscores the relevance of this definition in the context of preventive efforts to address alcohol abuse and how such efforts should understand the motivations and behaviors of individuals related to liquor. In the context of Weber's theory of social action, the analysis of the Police's preventive efforts in tackling liquor abuse in East Bolaang Mongondow Regency illustrates the integration between personal decisions and social factors in crime prevention measures. By detailing the concept of preventive efforts, as explained by Nur Alam, which focuses on eliminating opportunities or opportunities to commit crimes, this analysis reflects a proactive approach in society aimed at creating a less favorable environment for potential criminals. In preventive efforts related to liquor abuse, measures such as counseling, patrols in vulnerable locations, and cooperation with local governments and health partners show responses to social factors that affect alcohol consumption. The findings of the study indicate that this preventive effort aims to reduce the chance of alcohol abuse before the act actually occurs, in accordance with Weber's concept of social action that is influenced by the desired goal.

By detailing the definition of liquor by R. Soesilo, which highlights the common practice of alcoholic-addicted individuals using alcoholic beverages as a means to cope with stress and problems, this analysis attributes individual motivation to preventive measures. Thus, preventive efforts not only involve the presence of law enforcement, but also understand the social and psychological dynamics behind alcohol consumption. The significant correlation between the research findings and Weber's theory confirms the relevance of preventive approaches in creating an unfavorable environment for potential offenders. This analysis highlights the complexity of social action in response to social problems, by creating binding regulations as a reference material for preventive actions. Overall, the preventive approach to tackling liquor abuse in East Bolaang Mongondow Regency reflects the integration of personal decisions, social factors, and an understanding of individual motivation, in line with the principles of Weber's theory.

The preventive approach in tackling liquor abuse in East Bolaang Mongondow Regency shows a deep understanding of Weber's theory regarding social action. An analysis of the Police's preventive efforts reflects the complex interaction between individual decisions, social values, and responses to environmental conditions. In Weber's theory, social action is guided by individual goals and influenced by social factors. The Police's preventive efforts, which include counseling, patrolling vulnerable locations, and cooperation with governments and health partners, reflect a collective decision to eliminate opportunities for alcohol abuse. This action also shows awareness of potential threats and a desire to prevent society from creating situations that facilitate the occurrence of crimes.

The correlation of research findings with Weber's theory emphasizes the importance of creating a disadvantageous environment for potential criminals. In the context of this research, this is realized through prevention efforts before the abuse of alcohol occurs. This preventive effort reflects a proactive policy in tackling social problems. The importance of binding regulation, as suggested in the analysis, illustrates how preventive measures are not

only reactive to the problem, but also take preventive measures based on a deep understanding of the social factors that influence alcohol consumption behavior. Therefore, strict regulatory enforcement can be considered a strategic step in creating a less favorable environment for criminals.

Police Repressive Efforts in Dealing with Alcohol

This effort is the last step and must be taken after preemptive and preventive efforts have not succeeded in preventing a crime and violation. Repressive efforts are enforcement and law enforcement against factual threats. The repressive effort is in the form of an investigation process for violations of illegal alcoholic beverages guided by the Criminal Procedure Code (Criminal Procedure Code) related to the criminal acts that occurred. In accordance with Article 2 of Government Regulation Number 58 of 2010 concerning Implementation. Nur Alam, (2022). The results of the study show that the Repressive Efforts of the East Bolaang Mongondow Regency Police in tackling the prevention of Miras include;

1. Destruction of liquor. This is considered a first step that is not yet effective enough in handling alcohol abuse in East Bolaang Mongondow Regency (Boltim).
2. There are demands for firmer repressive measures and the implementation of heavier sanctions in order to overcome alcohol abuse.
3. A change in approach and more effective education are needed to increase public awareness about the risks and negative impacts of alcohol, as well as to reduce dependence on alcohol production.

For this reason, repressive efforts are the last step in handling crimes and violations, and involve law enforcement and law enforcement against factual threats. In the context of alcohol abuse, repressive efforts include the destruction of illegal alcohol and the application of sanctions based on applicable laws. The findings of the study reflect the application of this theory by showing that the destruction of liquor is considered a first step that is not yet effective enough in handling liquor abuse in Boltim. This shows the gap between the repressive efforts that have been carried out and the results obtained. Furthermore, the findings highlight the demand for more decisive repressive measures and the application of tougher sanctions in response to alcohol abuse. This reflects the desire to increase the effectiveness of repressive efforts in tackling the problem.

In addition, the findings also emphasize the need for a change in approach and more effective education to increase public awareness about the risks and negative impacts of alcohol, as well as to reduce dependence on alcohol production. This is in accordance with the concept of repressive effort theory that considers legal action along with educational approaches and public awareness in overcoming problems. As such, the findings of the study reflect how more effective repressive efforts require a change in a more holistic approach. Of the three indicators of research findings from the Police Efforts in Countering Liquor Abuse in East Bolaang Mongondow Regency identified through Preemptive, Preventive and Repressive Efforts, it indicates a tendency for cultural influences and regulations that contribute to maximizing the efforts made by the Boltim Police Force. This means that even though efforts have been made, the culture that is still embraced by the community will greatly determine the success of prevention itself. Furthermore, if the regulation is only up

to the level of enforcement that is not yet inclusive, it will also encourage the abuse of alcohol itself.

As Laksana, (2013) in the life of the community, where the majority of alcohol consumers occur due to cultural factors. This scope includes norms, values, and traditions that exist in a society. In some cultures, liquor has an important role in social events, rituals, or traditional activities. Alcohol consumption can be considered part of a person's or group's cultural identity. Cultural factors also include peer pressure and social expectations related to liquor. Individuals feel pressure to drink because they want to fit into the social norms in their group. If the perception that is built in the community that alcohol is a primary need, then, in its action it will also not be optimal. Plus the issue of regulations that are not optimal. Laksana, (2013). emphasized that Regulatory factors include legal and regulatory aspects related to the sale, distribution, and consumption of liquor. Regulations such as the minimum age to purchase liquor, restrictions on the time of sale, and liquor tax rates can affect consumption rates. Lack or weak regulation can allow easy access to liquor, especially by vulnerable groups such as teenagers. On the contrary, strict regulations can reduce access to and consumption of liquor.

In the context of the research findings, there is a significant relationship between the theory of repressive efforts and the practice of handling alcohol abuse in East Bolaang Mongondow Regency (Boltim). In theory, repressive efforts should be a last resort after pre-emptive and preventive efforts have failed to prevent criminal acts. Repressive efforts involve legal action and law enforcement against real threats. The results of the study show that the destruction of liquor, which is considered an early stage, has not been effective in dealing with the problem of alcohol abuse in Boltim. This indicates the need to evaluate and modify this initial approach to be more effective. Furthermore, the demand for firmer repressive measures and the application of tougher sanctions reflects the importance of strong repressive efforts in addressing alcohol abuse. This is in line with the theory of repressive efforts that emphasizes law enforcement against factual threats. The findings also highlight the need for a change in approach and more effective education to increase public awareness of the risks and negative impacts of alcohol, as well as to reduce dependence on alcohol production. This reflects the holistic approach emphasized in the theory of repressive effort. In the context of Max Weber's theory of social action, an analysis of the police's repressive efforts in tackling liquor abuse in East Bolaang Mongondow Regency illustrates the complexity of the interaction between personal decisions, social factors, and the integration of community values. Weber's theory emphasizes that social action is guided by individual goals and influenced by social factors. Repressive efforts are considered the last step after pre-emptive and preventive efforts, involving legal action against factual threats.

The findings of the study highlight the mismatch between the effectiveness of alcohol eradication as the first step of repressive efforts and the desired results. In addition, the demand for more assertive repressive measures and a change in approach and more effective education reflects the complexity of the relationship between law enforcement policies, community culture, and regulation. Thus, this analysis reflects how the integration of values and social factors is crucial in designing more holistic and responsive repressive efforts to the dynamics of local communities. In continuing the analysis, there is a significant connection between the research findings regarding the repressive efforts of the Police in tackling liquor

abuse in East Bolaang Mongondow Regency (Boltim) and Max Weber's theory of social action. The concept of repressive efforts as the last step after pre-emptive and preventive efforts reflects Weber's principle of actions that are guided by individual goals and influenced by social factors. The finding that the elimination of liquor, as part of repressive efforts, is considered a first step that is not yet effective enough in dealing with liquor abuse in Boltim highlights the importance of evaluating and modifying the initial approach to better suit social reality.

The application of stricter sanctions in response to alcohol abuse also reflects Weber's understanding of the need for integration between individual decisions and responses to complex social conditions. Furthermore, the findings that a change in approach and more effective education are needed to increase public awareness of the risks and negative impacts of alcohol show how Weber's concept of social factors, values, and societal norms becomes integral in repressive efforts. The holistic approach emphasized by Weber's theory reflects the need to combine legal action with public education and awareness to formulate more effective solutions to the problem of alcohol abuse.

Responding to the problem of the above findings, what is done in terms of police efforts concerns Preemptive, preventive and repressive are one of the ideal legal procedures to be applied in society. This is also very consistent with the results of several studies that question the impact of the implementation of this kind of effort can have a significant impact on society, especially in forming awareness, creating security, and encouraging positive behavior. Consistent outreach helps people understand the risks of hazardous activities, so they can take appropriate precautions. Strict supervision is able to reduce the chance of violations, while strict enforcement provides a deterrent effect for law violators. (Kristiono and Fatmawati, 2023; Wijanarko and Ginting, 2021). This effort also shows the position of the police to provide an early response. Because, legally, the provisions for liquor are also regulated based on the existing provisions of the regulations. Criminal liability for producers who produce oplosan liquor aims to provide a deterrent effect so that they no longer continue production activities that violate the rules. This is done in accordance with the provisions stipulated in the Presidential Regulation of the Republic of Indonesia Number 74 of 2013 concerning the Control and Supervision of Alcoholic Beverages, as well as the Regulation of the Minister of Health of the Republic of Indonesia Number 84/Menkes/Per/IV/77 concerning Liquor. (Accompaniment *et al.*, 2020).

CONCLUSION

This study shows that the efforts of the East Bolaang Mongondow Regency Police in tackling the abuse of liquor (liquor) still face various challenges even though they have implemented various prevention and enforcement approaches. This study identifies three types of efforts carried out by the police, namely pre-emptive, preventive, and repressive efforts, each with varying results. The pre-emptive efforts carried out by the East Bolaang Mongondow Regency Police focus more on public education and counseling, as well as the use of social media to disseminate information about the dangers of alcohol abuse. In addition, there are efforts to change public perception of alcohol, one of which is by proposing to make alcohol an alternative economic source. However, although these efforts aim to prevent problems early, the results have been inadequate. The obstacles faced include

limited police resources, low public awareness, and a strong culture of alcohol consumption that has become part of the social life of the local community. This culture is one of the major obstacles that makes it difficult for educational messages to be well received by the community.

Furthermore, preventive efforts carried out by the police involve patrolling vulnerable locations, further counseling to the community, and cooperation with the local government and the health sector. The purpose of preventive efforts is to eliminate the opportunity for crime or alcohol abuse by creating unfavorable conditions for perpetrators. However, this effort also faces obstacles, one of which is the low supervision of the circulation of liquor, as well as the dependence of the community on liquor consumption in their social and cultural life. In addition, environmental and peer influences that also encourage alcohol consumption behavior make preventive measures less effective. This shows that although counseling and patrols are carried out, social and cultural factors still play an important role in alcohol abuse. Finally, repressive efforts are carried out as a last step after pre-emptive and preventive efforts fail. Legal action in the form of the destruction of illegal liquor has been carried out, but this is considered not effective enough to reduce the number of alcohol abuse. Law enforcement against alcohol abuse is more concentrated on enforcement that does not involve a deep change in people's attitudes and behaviors. Therefore, there are demands for stricter law enforcement and the application of heavier sanctions in order to provide a deterrent effect to perpetrators of alcohol abuse. In addition, there is a need for a change in approach and education that is more effective in increasing public awareness about the dangers of alcohol and its adverse effects.

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