

Vol.xxxx,
Issue.xxxx,
Month 202x

Article History

Received: 14 Dec 2023

Reviewed: 12 Jan 2024

Accepted: 30 Mar 2024

Published: 10 Apr 2024

Advertising and Campaign Props in the Perspective of Environmental Ethics in West Aceh

Chandra Darusman S¹, Basri Basri², Phoenna Ath Thariq^{3*}, Apri Rotin Djusfi⁴, Anhar Fazri⁵

¹Law Study Program, Teuku Umar University, Indonesia

Email : chandradarusman@utu.ac.id

²Law Study Program, Teuku Umar University, Indonesia

Email : basri@utu.ac.id

³Law Study Program, Teuku Umar University, Indonesia

Email : phoennaaththariq@utu.ac.id

⁴Law Study Program, Teuku Umar University, Indonesia

Email : apriotindjusfi@utu.ac.id

⁵University of Science and Technology, China

Email : anhar.hidra@gmail.com

Correspondence email: phoennaaththariq@utu.ac.id

Abstract: Installation of advertisements and campaign props on trees in West Aceh Regency has begun because the 2024 election campaign. It is suspected to be done because the wider community can easily see them and not require expensive promotional costs. West Aceh Regency Qanun has regulated the provisions prohibiting the installation of symbols, flags, banners, and other attributes in certain places. This study aims to find out and explain the suitability of West Aceh Regency Qanun Number 3 of 2021 with the concept of environmental ethics, find out the basis for exceptions to the installation of advertisements and campaign props on trees can be done with the permission of the Regent and find out how law enforcement against violations of the use of trees as a place to install advertisements and campaign props in West Aceh Regency. This study is an empirical juridical study with a prescriptive method that uses library research as secondary data and field study conducted to obtain primary data through interviews and FGDs with informants. The results show that Article 15, paragraphs (1) and (2) of West Aceh Qanun Number 3 of 2021 still need to follow environmental ethics. Hence, it creates a biased interpretation of whether or not the installation of advertisements and campaign props on tree media certainly impacts the emergence of inconsistencies.

Keywords: Advertisement, Campaign Props, Tree, Environmental Ethics

Abstrak: Pemasangan iklan dan alat peraga kampanye pada pohon di Kabupaten Aceh Barat mulai marak terjadi dikarenakan tahapan kampanye pemilu 2024 telah dimulai. Pemasangan iklan dan alat peraga kampanye pada pohon diduga dilakukan karena mudah dilihat oleh masyarakat luas dan tidak memerlukan biaya promosi yang mahal. Qanun Kabupaten Aceh

Barat telah mengatur ketentuan larangan pemasangan lambang, simbol, bendera, spanduk, umbul-umbul, maupun atribut-atribut lainnya di tempat-tempat tertentu. Penelitian ini bertujuan untuk mengetahui dan menjelaskan kesesuaian Qanun Kabupaten Aceh Barat Nomor 3 Tahun 2021 dengan konsep *environmental ethics*, mengetahui landasan pengecualian pemasangan iklan dan alat peraga kampanye di pohon dapat dilakukan atas izin Bupati serta mengetahui bagaimana penegakan hukum terhadap pelanggaran penggunaan pohon sebagai tempat pemasangan iklan dan alat peraga kampanye di Kabupaten Aceh Barat. Penelitian ini merupakan penelitian yuridis empiris dengan metode preskriptif yang menggunakan data kepustakaan (*library research*) sebagai data sekunder dan penelitian lapangan dilakukan untuk memperoleh data primer melalui wawancara dan FGD dengan informan. Adapun hasil dari penelitian ini adalah, Pasal 15 ayat (1) dan (2) Qanun Aceh Barat Nomor 3 Tahun 2021 belum sesuai dengan konsep *environmental ethics* sehingga menimbulkan bias tafsir terhadap boleh atau tidaknya pemasangan iklan dan alat peraga kampanye pada media pohon yang tentu berdampak pada munculnya inkonsistensi norma hukum. Izin untuk pemasangan iklan dan alat peraga kampanye pada media pohon dapat diberikan dengan beberapa alasan, berupa iklan tersebut merupakan iklan untuk kegiatan yang dilaksanakan oleh Pemerintah Daerah, iklan tersebut dipasang hanya untuk jangka waktu sementara atau bersifat temporer serta tidak menggunakan paku dan/atau alat perekat lain yang menyebabkan terganggunya perkembangan pohon. Serta, terhadap iklan dan alat peraga kampanye yang ditempatkan pada pohon di Aceh Barat, telah dilakukan penertiban oleh Satpol PP sebagai aparat penegak peraturan daerah.

Kata Kunci : Iklan, Alat Peraga Kampanye, Pohon, *Environmental Ethics*

INTRODUCTION

The global warming has an increasingly visible impact on humans. It can be seen that global warming has an impact on human life. One of the efforts that can be made to prevent this from happening is to preserve and plant trees. With more trees planted, it is hoped that the rate of increase in the earth's temperature will be reduced¹. The existence of trees is one of the things that determine the sustainability of life. However, if trees are not preserved, they will undoubtedly negatively impact human life and other living things.

Then, the trees on the roadside function as carbon monoxide absorbers and oxygen providers. However, sometimes, trees are still used as a place to install advertisements and campaign props on the roadside so that the general public can see them. Greening on public roads is done by planting trees so that the trees planted have a positive impact².

Installing advertisements and campaign props that are nailed to trees or wires wrapped around trees can damage the tree and even potentially inhibit growth or make the tree die. The existence of advertisements and campaign props posted on trees can also

¹Rosianty Y, Lensari D, Syachroni S Altifani. Memotivasi Masyarakat untuk Menanam Pohon dalam Mendukung Terbentuknya Kota Hijau di Kelurahan Sukamulya Kecamatan Sematang Borang Kota Palembang. *Journal: International Journal of Community Engagement* (2020) 1(1) 40-45. DOI: <https://doi.org/10.32502/altifani.v1i1.3009>

² Puswati D, Devita Y, Nita Y, Alfianur A, Yanti N. Pembuatan Dekorasi Ruangan, Bros, Bunga Papan dari Sampah Plastik sebagai Upaya Mengurangi Pencemaran Lingkungan. *ADMA: Jurnal Pengabdian dan Pemberdayaan Masyarakat* (2023) 4(1) 11-16. DOI: <https://doi.org/10.30812/adma.v4i1.2817>

damage the beauty and function of the tree. The existence of trees around us certainly provides positive value for the survival of living things. Trees are beneficial as suppliers of oxygen needs that we can feel directly.

Besides, the installation of advertisements and campaign props on trees in West Aceh Regency is starting. Specifically, campaign props were installed on trees before the campaign period began. It is thought to be done because the public quickly sees it and can save on publication costs.

Thus, it is contrary with the existing regulations. Through its law products in the form of Qanun, the West Aceh Regency has regulated provisions on the prohibition of installing advertisements and campaign props in certain places, one of which is on trees. The Public Order and Peace prohibition is regulated in Article 15, paragraph (1) of West Aceh Regency Qanun Number 3 of 2021. However, advertisements and campaign props can be placed and installed on trees after obtaining them from the authorized party. It is as referred to in Article 15, paragraph (2) of West Aceh Regency Qanun Number 3 of 2021.

Based on the provisions above, it is clear and known that, in principle, installing advertisements, campaign props and other attributes on trees in the jurisdiction of West Aceh Regency is prohibited. However, this can only be done with the permission of the authorities. The penalty for violating the regulation is punishable by imprisonment or a fine³.

Trees located in specific locations, especially those on the main roads of West Aceh Regency, are potential places for installing advertisements and campaign props. Apart from being regulated in West Aceh Regency Qanun Number 3 of 2021, the prohibition of installing campaign props on trees is also regulated in the General Election Commission Regulation 15 of 2021.

Article 70 paragraph (1) letter h PKPU Number 15 of 2023 states that campaign materials such as stickers are prohibited from being pasted in public places. One of the public places referred to is parks and trees. This provision reaffirms that trees are not to be used as a place for promotional media in any form.

The locations for the installation of campaign props will be determined by a decision of the Independent Election Commission in Aceh at its level⁴ after coordinating with the local government.⁵ Campaign props are installed by prioritizing ethical values, cleanliness, aesthetics, and the beauty of the city or local area.⁶

Then, from the description above, the focal point of this study is whether the provisions of Article 15 paragraph (2) of West Aceh Regency Qanun Number 3 of 2021 follow the perspective of environmental ethics, then what basis is the exception for the installation of advertisements and campaign props on trees can be done with the permission of the authorized party, and how is law enforcement against the use of trees as a place to

³ Qanun Kabupaten Aceh Barat Nomor 3 Tahun 2021 tentang Ketentraman Masyarakat Dan Ketertiban Umum

⁴ Peraturan Komisi Pemilihan Umum Nomor 15 Tahun 2023 Tentang Kampanye Pemilihan Umum

⁵ Ibid,

⁶ Ibid,

install advertisements and campaign props in West Aceh Regency.

Hence, based on observations and searches conducted by researchers, the study entitled "Advertising and Campaign Props in the Perspective of Environmental Ethics in West Aceh" has never been conducted by other researchers. However, several previous studies have been conducted related to the same object as this study, including the study conducted by Choirul Anam entitled "*Pengaturan Alat Peraga Kampanye Dalam Pelaksanaan Pemilihan Kepala Daerah*" in Journal of Public Policy and Management Volume 6 Issue 2 September 2018. The similarity between the current study with the previous study is that both studies are related to campaign props. Meanwhile, the difference between the research conducted and the previous research is that the previous research focused on the authority of the General Election Commission in procuring, distributing and installing campaign props. In contrast, this study focuses on using trees as a place to install campaign props in review from an environmental ethics perspective.

Furthermore, the study conducted by Asnaniah, Bruce Anzward, Galuh Praharafi Rizqia entitled "*Penegakan Hukum Terhadap Pelanggaran Pemasangan Alat Peraga Kampanye Pada Pemilihan Gubernur Dan Wakil Gubernur Kalimantan Timur Tahun 2018 di Kota Balikpapan*" in Lex Suprema Journal, Volume 1 Number II September 2019. The similarity is that both make campaign props as the object of the study. The differences between the current study with the previous study is that the previous study focused on describing law enforcement against violations of campaign props installation in Balikpapan. At the same time, this study not only examines the use of trees as a place to install campaign props from an environmental ethics perspective but also examines the norms in the provisions of West Aceh Regency Qanun Number 3 of 2021 as a novelty of the study.

METHOD

This empirical legal study with a prescriptive method examines and analyzes the use of trees as advertising place and campaign props in terms of environmental ethics perspectives that focus on aspects of sensitivity to the environment, especially on the use of trees as advertising sites and campaign props. This study has primary data that obtained by interviewing respondents and informants. Secondary data is obtained from regulations and references related to the study object. Then, the existing data is analyzed qualitatively. The study is located in West Aceh.

DISCUSSION

A. The Review of West Aceh Regency Qanun Number 3 of 2021 on the Perspective of Environmental Ethics

Environmental ethics take into the balance of all living things in the universe. All living things, especially humans, must always be able to preserve the environment⁷. Environmental

⁷ Said M, Nurhayati Y. Paradigma filsafat etika lingkungan dalam menentukan arah politik hukum lingkungan. Al-

ethics guides how to behave based on balanced values to preserve the environment⁸. It can also be understood as a reference in thinking in order to formulate issues related to the environment⁹

Public knowledge of the environment will allow us to describe the situation in which humans cannot continue to explore and exploit the environment without considering the negative impacts on the sustainability of life in the future. In addition, to increase their economic opinion, humans should not ignore the impact of environmental damage. Thus, if public awareness is higher in protecting the environment, public knowledge of environmental sustainability variables that cannot be exchanged for their material abundance will be better¹⁰.

The general principles of environmental ethics are sustainability, balance, and responsibility. Harmony of the environment is the responsibility of all parties, and it is also a challenge for scientists and environmentalists to continue to be active in providing scientific-based opinions on environmental sustainability and balance. Another challenge to environmental sustainability and balance is changing the old perspective that tends to exploit the environment. Thus, there should be a new paradigm in the economic system that integrates the economy and the environment in the development process¹¹.

The results show that West Aceh Qanun Number 3 of 2021 must comprehensively accommodate the perspective of environmental ethics. There are still law norms that are ambiguous and cause multiple interpretations, which have an impact on the effectiveness of law enforcement. It is seen in the formulation of Article 15, paragraph (1) and paragraph (2). Article 15, paragraph (1) regulates the prohibition for every subject of law to perform actions by installing or placing advertisements, campaign props and other attributes in places prohibited by this Qanun. In contrast, one of the places designated as prohibited places is a tree. However, Article 15 paragraph (2), in principle, provides space for law subjects to install or place advertisements, campaign props and other attributes in prohibited places, including on trees, as long as the action has obtained permission from the authorized party.

Then, from the interview with the Head of the Law Department of West Aceh Regency, Mirsal, S. Sos, MSP said that basically, West Aceh Qanun Number 3 of 2021 was prepared to become a law basic for regulating and organizing public order and community tranquillity.

Adl: Jurnal Hukum (2020) 12(1) 39-60. DOI: <http://dx.doi.org/10.31602/al-adl.v12i1.2598>

⁸ Faizah U. Etika lingkungan dan aplikasinya dalam pendidikan menurut perspektif aksiologi. *Jurnal Filsafat Indonesia* (2020) 3(1) 14-22. DOI: <https://doi.org/10.23887/jfi.v3i1.22446>

⁹ Al Munir M. Corak Paradigma Etika Lingkungan: Antroposentrisme, Biosentrisme dan Ekosentrisme. *JURNAL YAQZHAN: Analisis Filsafat, Agama dan Kemanusiaan* (2023) 9(1) 19-35. DOI: 10.24235/jy.v9i1.10000

¹⁰ Suparta I. ENVIRONMENTAL ETHICS DALAM BUDAYA AIR MASYARAKAT BALI (Perspektif Hukum Hindu). *Pariksa: Jurnal Hukum Agama Hindu* (2021) 5(2) 57-64. DOI: <https://doi.org/10.55115/pariksa.v5i2.1752>

¹¹ Armayani R, Lubis H, Sari N Sinomika. Hubungan Antara Ekonomi dengan Lingkungan Hidup: Suatu Kajian Literatur. *Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi* (2022) 1(2) 175-182. DOI: <https://doi.org/10.54443/sinomika.v1i2.181>

Regulations related to public order must be regulated through regional law products so that the region has guidelines that regulate specifically related to public order.

As a law of regional product that is used as the primary reference in regulating the implementation of public order, the normative purposes of the West Aceh Qanun Number 3 of 2021 are as follows;

- a. To facilitate the apparatus to obtain guidelines and references in the operationalization of their duties;
- b. To improve the quality of government institutional performance and;
- c. To create an orderly society in the operationalization of activities/businesses.

Mirsal, S. Sos, MSP, also explained that orderly billboards are a scope of public order regulated in West Aceh Qanun Number 3 of 2021. It follows the draft of Article 5, Letter O of the Qanun a *quo*. Thus, it is important to have a law norm that specifically prohibits the use of trees as a place to install advertisements, campaign props, and campaign materials in the form of advertisements, campaign props and other attributes by considering the preservation of tree functions, public order, environmental, aesthetic values, and public comfort. Thus, this underlies the birth of the law norm as referred to in Article 15, paragraph (1) of West Aceh Qanun Number 3 of 2021.

According to Aan Muhammadi, Chairman of the Bumoe Indatu Ceudah LSM West Aceh, efforts to care for and protect trees in West Aceh still need to be improved and more optimal. It can be seen from the many uses of trees to install advertising media, materials and campaign props scattered at several points in West Aceh Regency. In fact, in August and September 2023, trees were cut down on several roads by the local government without considering several things: age, diameter, position and benefits of the trees¹².

In principle, living things, including humans, need space to sustain their lives. The space referred to is the living environment of living things themselves. Thus, humans will always be in contact with their environment, influencing and interacting with their environment. Humans must understand this principle in the hope of avoiding anthropocentric understanding¹³.

In addition, in his statement delivered during the interview, Aan explained that the West Aceh Bumoe Indatu Ceudah LSM often tries to coordinate and build cooperation with the relevant members of regional work to jointly carry out maintenance and rejuvenation of trees on roads and in public places so that existing trees become better maintained. However, the expected cooperation has yet to be implemented on various occasions¹⁴.

Humans have a moral responsibility to preserve the nature around them. Moral responsibility can be done through concern for the environment, hoping humans can carry out their role in environmental conservation. Thus, a good relationship pattern between

¹² Wawancara dengan Aan Muhammadi selaku Ketua LSM Bumoe Indatu Ceudah Aceh Barat

¹³ Nanlohy D. Pembangunan Dan Lingkungan Hidup: Dilema Etis Manusia. *Tangkoleh Putai* (2021) 18(2) 129-144. DOI: <https://doi.org/10.37196/tp.v18i2.132>

¹⁴ Wawancara dengan Aan Muhammadi selaku Ketua LSM Bumoe Indatu Ceudah Aceh Barat

environmental awareness and the role of environmental preservation can be implemented¹⁵.

On the one hand, the draft of law norms, as referred to in Article 15 paragraph (1) of West Aceh Qanun Number 3 of 2021, shows that, in principle, the West Aceh Regency government has considered the perspective of Environmental Ethics in the preparation of regional law products. However, the formulation of law norms as stipulated in Article 15 paragraph (2) of West Aceh Qanun Number 3 of 2021 creates a biased interpretation of whether or not the installation of advertisements and campaign props on tree media is allowed, which certainly has an impact on the emergence of problems in the context of the consistency of law norms regulated in West Aceh Qanun Number 3 of 2021. For this reason, the West Aceh Qanun Number 3 of 2021 should be reviewed so that the Environmental Ethics principle is indeed implemented according to expectations

B. Permission from the Regent for Advertising and Campaign Props on Trees

Licensing is an agreement between policymakers based on applicable law provisions¹⁶. It can be interpreted as a form of application of functions based on supervision of order. This form of supervision helps provide certainty to permit activities running according to plan and can avoid negative impacts regulated by regulation. Licensing is also needed to ensure an activity can be carried out correctly to achieve a goal¹⁷.

The study shows that advertisements and campaign props on tree media can be installed based on permits granted by regional heads or designated officials. According to Arsil, S.H., as the Head of the West Aceh Trantib Division, permission to install advertisements and campaign props on tree media can be given for several reasons, such as the advertisement is an advertisement for activities carried out by the Regional Government, the advertisement is installed only for a temporary period or is temporary and does not use nails and/or other adhesive tools that disrupt tree development. So far, the permission given is only in the form of verbal permission and is not made in written¹⁸.

The trees should not be used as a place to install advertisements, campaign props or other attributes by the local government or other parties for any reason. As is known, the law norms in Article 15 of West Aceh Qanun Number 3 of 2021 do not specifically regulate who the law subjects are who can be granted permission to use trees as advertising sites. In fact, in principle, the formulation of Article 15 of West Aceh Qanun Number 3 of 2021 expressly

¹⁵ Jegalus N. Hak dan Tanggung Jawab Atas Lingkungan Hidup (Sebuah Pendekatan Etika Lingkungan Hidup). *Lumen Veritatis: Jurnal Filsafat dan Teologi* (2021) 11(2) 199-217. DOI: <https://doi.org/10.30822/lumenveritatis.v11i2.1114>

¹⁶ Siagian T. PERANAN BADAN PELAYANAN PERIZINAN TERPADU KOTA MEDAN TERHADAP PENGELOLAAN PENGEBORAN, PENGAMBILAN DAN PEMANFAATAN AIR BAWAH TANAH DALAM PENINGKATAN PENDAPATAN ASLI DAERAH KOTA MEDAN. *Jurnal Lex Justitia* (2019) 1(1) 88-100. DOI: <http://dx.doi.org/10.22303/lex%20justitia.1.1>

¹⁷ Nugraha A, Widodo H. Penegakan Hukum Terhadap Pelanggaran Izin Reklame di Kota Surabaya. *NOVUM: JURNAL HUKUM* (2020) 7(3). DOI: <https://doi.org/10.2674/novum.v7i3.32586>

¹⁸ Wawancara dengan Arsil selaku Kepala Bidang Trantib Satpol PP

prohibits all law subjects from using trees as advertising places. As a law norm containing a prohibition, placing advertisements on trees is considered an unlawful act that can be subject to criminal sanctions in the form of imprisonment for a maximum of 3 (three) months or a maximum fine of Rp. 50,000,000,- by the provisions of Article 57 paragraph (1) of West Aceh Qanun Number 3 of 2021.

In addition to contradicting the perspective of environmental ethics and violating law provisions, if trees are used as a place to install advertisements, campaign props or other attributes, it will damage aesthetic values, potentially disrupt public order and comfort and potentially disrupt traffic flow if, at any time advertisements, campaign props or other attributes fall.

C. The Law Enforcement on the Use of Trees as Places for Advertising and Campaign Props in West Aceh Regency

Law enforcement is an effort to overcome crimes committed by every law subject that aims to protect the community, which leads to prosperity¹⁹. Law enforcement is a process carried out to maintain order and security in society by enforcing regulations to realize peace in society²⁰.

As government officials, *Satpol PP* and *WH* of West Aceh Regency have a strategic role in creating a peaceful, orderly and organized regional condition. Thus, *Satpol PP* and *WH* of West Aceh Regency have the role of law enforcement and other local government policies. Installing advertisements and campaign props in West Aceh Regency by unscrupulous individuals contradicts West Aceh Qanun Number 3 of 2021.

Satpol PP and *WH* of West Aceh Regency as government officials, have the authority to enforce the law. Regarding the existence of trees in the West Aceh region used as a place to install advertisements and campaign props by specific individuals, the West Aceh Regency *Satpol PP* and *WH* have taken decisive action through curbing. In addition to the enforcement action, *Satpol PP* and *WH* also conduct routine patrols in the context of Qanun enforcement.

The lack of awareness of the law by specific individuals about maintaining trees has resulted in trees being used for advertising and campaign props in the West Aceh area. Based on this, the West Aceh Regency *Satpol PP* and *WH* have limitations in terms of the number of personnel, so they have not been able to thoroughly monitor the potential installation of advertisements and campaign props on trees, as stated by Mr. Arsil, S.H., Head of *Trantib* Division of West Aceh *Satpol PP-WH*²¹. Law enforcement carried out on individuals who place advertisements or campaign props on trees has only been limited to verbal

¹⁹ Alam K. IMPLEMENTASI UNDANG-UNDANG NOMOR 32 TAHUN 2009 TENTANG PENGELOLAAN LINGKUNGAN HIDUP TERHADAP PENCEMARAN LIMBAH AIR OLEH PABRIK KRUPUK DESA KENANGA KABUPATEN INDRAMAYU. *HERMENEUTIKA: Jurnal Ilmu Hukum* (2019) 3(1). DOI: <http://dx.doi.org/10.33603/hermeneutika.v3i1.2002>

²⁰ Moho H. Penegakan Hukum di Indonesia Menurut Aspek Kepastian Hukum, Keadilan dan Kemanfaatan. *Warta Dharmawangsa* (2019) 13(1). DOI: <https://doi.org/10.46576/wdw.v0i159.349>

²¹ Wawancara dengan Arsil selaku Kepala Bidang *Trantib* *Satpol PP*

warnings. There has been no further action up to the stages of investigation, investigation and prosecution²².

Entering the elections and regional head elections in 2024, the potential for trees to be used to installation campaign props or materials is huge. Satpol PP and WH will certainly coordinate further with the West Aceh Regency Election Supervisory Committee to overcome or prevent this potential. However, another challenge faced by the West Aceh Regency Satpol PP and WH is that if the campaign stage has not entered the specified schedule, law enforcement related to the installation of campaign props or campaign materials on trees cannot be carried out by the West Aceh Regency Election Supervisory Committee. For this reason, law enforcement related to prohibiting installing campaign props or campaign materials can only be carried out *by Satpol PP and WH*.

The West Aceh Regency Election Supervisory Committee also has a central role in ensuring that trees are not misused for the installation of campaign props or campaign materials. The prohibition of using trees as a place to install campaign props and materials is regulated in the General Election Commission Regulation Number 15 of 2023 on General Election Campaigns. For this reason, the West Aceh Regency Election Supervisory Committee has made preventive efforts, including appeals to election participants as stated by the Coordinator of the Law, Supervision, *Humas* and *Parmas Panwaslih* of the West Aceh Regency Panwaslih, Mr. Haswandi²³.

An appeal to election participants not to place campaign props and campaign materials on trees has also been conveyed by the West Aceh Independent Election Commission. In addition, the West Aceh Independent Election Commission has also conducted socialization with election participants regarding the General Election Commission Regulation Number 15 of 2023 on General Election Campaign and Number 20 of 2023 on Amendments to the General Election Commission Regulation Number 15 of 2023 on General Election Campaign. It was conveyed by Ms. Cici Darmayanti, S.E., M.Si, Chairperson of the Independent Election Commission of West Aceh Regency²⁴.

Then, an appeal regarding the installation of campaign props in various places and disturbing public peace and order was again made by the West Aceh Regency Panwaslih through letter number 164/PM.00.02/K.AC-01/10/2023, dated October 31, 2023, was addressed to the heads of political parties participating in the 2024 West Aceh Regency level elections. The appeal contains several things, including political parties carrying out socialization as stipulated in *KPU* Regulation Number 15 of 2023 on General Election Campaigns and *KPU* Regulation Number 20 of 2023 on Amendments to General Election Commission Regulation Number 15 of 2023 on General Election Campaigns, not carrying out campaigns outside the 2024 election campaign stages; independently controlling/lowering campaign props that have been installed and have the potential to disturb public peace and

²² Ibid.,

²³ Wawancara dengan Haswandi selaku Koordinator Divisi Hukum

²⁴ Wawancara dengan Cici Darmayanti selaku Ketua Komisi Independen Pemilihan Kabupaten Aceh Barat

order no later than November 4, 2023; and if the campaign props are not taken down / disciplined, *Panwaslih* together with relevant authorized stakeholders will carry out curbs following the provisions of applicable laws and regulations.

In addition, installating advertisements and campaign props on trees is a form of violation as stipulated in the provisions of laws and regulations. Based on the reason, prevention and control are necessary. In addition to *Satpol PP* and *WH*, the authority to prevent and control the installation of advertisements, campaign props and other attributes on trees also lies with the village government through *Satlinmas*. It follows the provisions of the Minister of Home Affairs Regulation Number 26 of 2020 on Implementing Public Order and Community Peace and Community Protection.

Furthermore, Article 3 paragraph (2) of the Regulation of the Minister of Home Affairs Number 26 of 2020 states that the village head/lurch, through *Satlinmas*, assists in organizing public order and community peace in the village/kelurahan. So far, based on the analysis, several are more knowledgeable but still need to be made aware of the provisions that give the village head by *Satlinmas* the authority to prevent and control the installation of advertisements, campaign props and other attributes on trees.

Besides, based on an interview with Kurnia, the Village Secretary of Peunaga Rayeuk, West Aceh Regency, shows that *Satlinmas* in the local village is unaware of the Minister of Home Affairs Regulation No. 26 of 2020. Then, stakeholders are expected to conduct socialization and technical guidance for *Satlinmas* officers in villages so that *Satlinmas* can carry out their duties and functions²⁵.

The implementation of law enforcement is one form of realization of law certainty. It can be done by ensuring the implementation of the functions, duties and authority of the body enforcing the law. These bodies are formed to carry out the law per the scope of their primary duties and functions in society²⁶. In the context of the Implementation of Public Order and Community Peace, the institutions in charge of enforcing the Regional Qanun of West Aceh Regency are not only *Satpol PP* and *WH* but also assisted by *Satlinmas* in the villages.

The development of public awareness where the law is applied will provide feedback on law enforcement patterns, and this can be seen from the fact that there are still specific individuals in the West Aceh area who do not obey and comply with law provisions related to the prohibition of advertising and campaign props on trees.

In addition, the effectiveness of law enforcement will theoretically be realized if the 5 pillars of law support it. The five pillars include law instruments, law enforcement officials, subjects charged and bound by law norms, law culture in society and supporting facilities and infrastructure factors from implementing the law²⁷.

²⁵ Wawancara dengan Kurnia selaku Sekretaris Desa Peunaga Rayeuk Kabupaten Aceh Barat

²⁶ Jalil, Abdul. "Penegakan Hukum Di Pengadilan Dan Dimensi Spiritualitasnya (Aspek Yang Sering Terlupakan)." *Administrative Law and Governance Journal* 4, no. 2 (2021): 313 - 325. Accessed : March 27, 2024. DOI: [https://doi.org/10.14710/alj.v4i2.313 - 325](https://doi.org/10.14710/alj.v4i2.313-325)

²⁷ Ibid.,

CONCLUSION

To sum up, Article 15 paragraph (2) of West Aceh Qanun Number 3 of 2021 creates a biased interpretation of whether or not the installation of advertisements and campaign props on tree media is allowed, which certainly has an impact on the emergence of problems in the context of the consistency of law norms regulated in West Aceh Qanun Number 3 of 2021. The installation of advertisements and campaign props on tree media can be carried out based on permits granted by the regional head or a designated official. Permission for the installation of advertisements and campaign props on tree media can be given for several reasons, such as if the advertisement is an advertisement for activities carried out by the regional government, the advertisement is installed only for a temporary period or is temporary and does not use nails and/or other adhesive tools that disrupt tree development. All this time, the permission given is only in the form of verbal permission and is not written.

Regarding the existence of trees in the West Aceh region, they were used as a place to install advertisements and campaign props by specific individuals; *Satpol PP* and *WH* of West Aceh Regency have taken firm action through curbing. The prohibition of using trees as a place to install campaign props and materials is regulated in the General Election Commission Regulation Number 15 of 2023 on General Election Campaigns. For this reason, the West Aceh Regency Election Supervisory Committee has taken preventive measures, including appeals to election participants as stated by the Coordinator of the Law Division, Supervision, Public Relations and Public Relations of *Panwaslih* West Aceh Regency.

ACKNOWLEDGEMENT

By the grace of Allah, SWT has provided health care for the study team so they can complete this study. Further, the researcher would like to thank Rector of Universitas Teuku Umar, Director of Research and Community Services Institute for supporting. This work has been funded by internal research assignment grant funding following the study center assignment study implementation agreement letter number: 153/UN.59.7/SPK-PPK/2023.

REFERENCE

- Alam, Kodrat. 2019. "IMPLEMENTASI UNDANG-UNDANG NOMOR 32 TAHUN 2009 TENTANG PENGELOLAAN LINGKUNGAN HIDUP TERHADAP PENCEMARAN LIMBAH AIR OLEH PABRIK KRUPUK DESA KENANGA KABUPATEN INDRAMAYU." *HERMENEUTIKA: Jurnal Ilmu Hukum* 3 (1).
- Armayani, Reni Ria, Hilma Kholilah Lubis, dan Novita Sari. 2022. "Hubungan Antara Ekonomi dengan Lingkungan Hidup: Suatu Kajian Literatur." *Sinomika Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi* 1 (2): 175–82.
- Faizah, Ulfi. 2020. "Etika lingkungan dan aplikasinya dalam pendidikan menurut perspektif aksiologi." *Jurnal Filsafat Indonesia* 3 (1): 14–22.
- Hudha, Atok Miftachul, dan Abdulkadir Rahardjanto. 2018. *Etika Lingkungan (Teori dan praktik pembelajarannya)*. Vol. 1. UMMPress.
- Jalil, Abdul. 2021. "Penegakan Hukum Di Pengadilan Dan Dimensi Spiritualitasnya (Aspek

- Yang Sering Terlupakan)." *Administrative Law and Governance Journal* 4 (2): 313–25.
- Jegalus, Norbertus. 2021. "Hak dan Tanggung Jawab Atas Lingkungan Hidup (Sebuah Pendekatan Etika Lingkungan Hidup)." *Lumen Veritatis: Jurnal Filsafat dan Teologi* 11 (2): 199–217.
- Moho, Hasaziduhu. 2019. "Penegakan Hukum di Indonesia Menurut Aspek Kepastian Hukum, Keadilan dan Kemanfaatan." *Warta Dharmawangsa* 13 (1).
- Munir, M Ied Al. 2023. "Corak Paradigma Etika Lingkungan: Antroposentrisme, Biosentrisme dan Ekosentrisme." *JURNAL YAQZHAN: Analisis Filsafat, Agama dan Kemanusiaan* 9 (1): 19–35.
- Nanlohy, Dian. 2021. "Pembangunan Dan Lingkungan Hidup: Dilema Etis Manusia." *Tangkoleh Putai* 18 (2): 129–44.
- Nugraha, Albar Prastya, dan Hananto Widodo. 2020. "Penegakan Hukum Terhadap Pelanggaran Izin Reklame di Kota Surabaya." *NOVUM: JURNAL HUKUM* 7 (3).
- Peraturan Komisi Pemilihan Umum Nomor 15 Tahun 2023 Tentang Kampanye Pemilihan Umum*. t.t.
- Puswati, Desti, Yeni Devita, Yureya Nita, Alfianur Alfianur, dan Novi Yanti. 2023. "Pembuatan Dekorasi Ruang, Bros, Bunga Papan dari Sampah Plastik sebagai Upaya Mengurangi Pencemaran Lingkungan." *ADMA: Jurnal Pengabdian dan Pemberdayaan Masyarakat* 4 (1): 11–16.
- Qanun Kabupaten Aceh Barat Nomor 3 Tahun 2021 tentang Ketentraman Masyarakat Dan Ketertiban Umum*. t.t.
- Rosianty, Yuli, Delfy Lensari, dan Sasua Hustati Syachroni. 2020. "Memotivasi Masyarakat untuk Menanam Pohon dalam Mendukung Terbentuknya Kota Hijau di Kelurahan Sukamulya Kecamatan Sematang Borang Kota Palembang." *Altifani Journal: International Journal of Community Engagement* 1 (1): 40–45.
- Said, M Yasir, dan Yati Nurhayati. 2020. "Paradigma filsafat etika lingkungan dalam menentukan arah politik hukum lingkungan." *Al-Adl: Jurnal Hukum* 12 (1): 39–60.
- Sanyoto, Sanyoto. 2008. "Penegakan hukum di indonesia." *Jurnal Dinamika Hukum* 8 (3): 199–204.
- Siagian, Tiopan. 2019. "PERANAN BADAN PELAYANAN PERIZINAN TERPADU KOTA MEDAN TERHADAP PENGELOLAAN PENGEBORAN, PENGAMBILAN DAN PEMANFAATAN AIR BAWAH TANAH DALAM PENINGKATAN PENDAPATAN ASLI DAERAH KOTA MEDAN." *Jurnal Lex Justitia* 1 (1): 88–100.
- Suparta, I Gede Agus. 2021. "ENVIROMENTAL ETHICS DALAM BUDAYA AIR MASYARAKAT BALI (Perspektif Hukum Hindu)." *Pariksa: Jurnal Hukum Agama Hindu* 5 (2): 57–64.