

## THE ROLES OF THE REGIONAL DRINKING WATER COMPANY OF TIRTA BENING IN PROMOTING THE HEALTH SERVICE AND LEVEL OF DRINKING WATER CUSTOMERS IN PATI REGENCY

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### ABSTRACT

*The Republic of Indonesia is an archipelagic country with ± 17,500 islands. The potential of natural resources in Indonesia which is known as an agrarian country is in land and sea. The lands in Indonesia partly are in the form of forests. The natural resource wealth flows through ± 5,590 large and small rivers. Therefore, the planning, development and management of natural resources is implemented through river approach so that rivers should be seen as a unity from upstream to downstream. In Pati Regency, clean water management has been pursued by various policies; one of which is the establishment of PDAM Tirta Bening. The research problem was: how are PDAM Tirta Bening efforts to promote its health service and level of clean water user for customers (community)? Then, the researchers were interested in conducting the research entitled "Roles of the Regional Drinking Water Company of Tirta Bening in Promoting the Health Service and Level of Clean Water Users in Pati Regency". Due to the vastness of the object to be studied, the researchers focused on the efforts of PDAM Tirta Bening in promoting the health service and level of clean water users in Pati Regency. In order to get accurate results, the research determined the problem on how the role of PDAM Tirta Bening in its effort to promote health service and level of clean water users in Pati Regency and what obstacles that arised in its effort to promote the health service and level of clean water users in Pati Regency. The type of research used by the researchers was socio legal research with descriptive analysis specification. The data source used was secondary data containing primary and secondary legal materials and supported by primary data. The data collection method was library study, observation, and interview. The collected data was then analyzed qualitatively and presented systematically.*

**Keywords:** Service, Clean Water, PDAM

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### A. Introduction

The Republic of Indonesia is an archipelagic country with ± 17,500 islands. The potential of natural resources in Indonesia which is known as an agrarian country is in land and sea. The lands in Indonesia partly are in the form of forests. The natural resource wealth flows through ± 5,590 large and small rivers. Therefore, the planning, development and management of natural resources is implemented through river approach so that rivers should be seen as a unity from upstream to downstream.

In relation with the implementation of Law No. 7 of 2004 on Water Resources (the substitution of Law No. 11 of 1974 on Irrigation), in line with the implementation of the series of Regional Autonomy Laws in the context of natural resource management to support the success of national development, there are some fundamental questions to answer: **First**, can water resources as one of dynamic natural resources be categorized as strategic natural resources that can be treated as economic commodities like other static natural resources? What and how are the criteria? **Second**, can water and natural resources be seen as economic commodities while almost 80% of their uses still concerns social functions? What are the forms of tenure, right to ownership, right to use, right to use and utilize, licensing mechanisms, and obligations and responsibilities of relevant parties? Can water resource be physically isolated to be viewed and applied as a potential commodity to support increased local revenues? **Third**, in accordance with the shape, form, and existence of water resource, is it possible that the management is carried out in "fragmented" way following the jurisdiction of government administration (autonomous regions)? How is the handling strategy? **Fourth**, how is the strategy of applying Law No. 7 of 2004, in line with Law No. 32 of 2004 and other related laws as the statute instruments to optimize the contribution of water resource sector in improving people's welfare in terms of social, economic, cultural, and environmental sustainability aspects? How the strategy to accommodate universally applicable water resource management of "One river, one plan, and one integrated management"? **Fifth**, can the development and management of water resource be

carried out with the approximation of "privatization"? And how does it relate to water use rights, good governance and sustainable development?

In Pati Regency, water management has pursued various policies; one of which was the establishment of PDAM Tirta Bening. How is the effort of PDAM Tirta Bening to promote the health service and level of clean water users for the customers (community)? Therefore, the researchers were interested in conducting a research entitled "Roles of the Regional Drinking Water Company of Tirta Bening in Promoting the Health Service and Level of Clean Water Users in Pati".

#### B. Problems

Referring to the descriptions above, the problems discussed in the paper were:

1. What are the roles of PDAM Tirta Bening in its effort to promote the health service and level of clean water users in Pati Regency?
2. What are the obstacles that arise in its effort to promote the health service and level of clean water users in Pati Regency?

#### C. Discussion

##### a. Roles of PDAM Tirta Bening in Promoting Health Service and Level of Clean Water Users in Pati Regency.

The efforts of PDAM in improving its services to public are as follows:

##### a. Raw and Clean Water Productions

The ability of clean water service to customers highly depends on the availability of water source or raw water that meets the quality standard determined by the laws. The provision of raw water is the responsibility of the government along with the supervision. The detail of the services as described in the table below

Table : 1  
*The Technical Data of PDAM Tirta Bening*  
September 2015 - September 2016

No.	Description	Unit	2015	2016	±
1.	Capacity of Installed/ Used Water	Ltr/s	301/205,59	318/233,42	17/27,83
2.	Production Capacity of Raw Water (Treatment/DW/ Spring)	Ltr/s	84,52/98,57/22,5	80,42/133,7/19,3	(4,41)/35,13/(3,2)
3.	Production Capacity of Clean Water (Treatment/DW/ Spring)	Ltr/s	84,09/98,57/22,5	79,60/133,7/19,3	(4,49)/35,13/(3,2)
4.	Distribution Capacity (Treatment/DW/ Spring)	Ltr/s	82,42/98,57/22,5	76,93/126,9/19,3	(9,98)/28,33/(3,2)
5.	Number of Installed/ active SR connection	SR	18.137/17.940	18.688/18.490	551.550
6.	Number of Installed/ active HU connection	HU	172/170	136/135	(36)/(35)
7.	Number of new connections	Conn.	11	154	143
8.	Number of closed connections	Conn.	-	-	-
9.	Number of opened connections	Bh	-	-	-
10.	Number of cut connections	Bh	30	10	(20)
11.	Number of rehabilitation/ SR HU connections	Bh	-	-	-

Data source: PDAM Tirta Bening, Pati Regency, 2016

**Table: 2**  
**Operational Data of PDAM Tirta Bening**  
September 2015 - September 2016

No.	Description	Unit	2015	2016	±
1.	Operational Hours	Hrs.	706	720	14
2.	Raw water for operation	M <sup>3</sup>	1.551	2.230	652
3.	Clean water for operation	M <sup>3</sup>	2.658	7.140	4.482
4.	Raw water production	M <sup>3</sup>	462.019	514.461	52.442
5.	Clean water production	M <sup>3</sup>	460.926	512.258	51.332
6.	Water distributed	M <sup>3</sup>	456.681	481.971	25.290
7.	Water sold	M <sup>3</sup>		348.755	
	- Water Meter	M <sup>3</sup>	322.902	348.755	25.853
	- Non Meter	M <sup>3</sup>	1.587	192	(1.395)
8.	Number of water loss:	M <sup>3</sup> /%	132.504/29,01	133.215/27,64	711/(1,37)
	- Leakage	M <sup>3</sup> /%	128.511/28,14	132.020/27,39	3.509/(0,75)
	- Wash Out	M <sup>3</sup> /%	1.335/0,29	1,195/0,24	(140)/(0,05)
	- Filter (filter washing)	M <sup>3</sup> /%	2.658/0,58	6.849/1,42	4.191/0,84

Data source: PDAM Tirta Bening, Pati Regency, 2016

b. Customer's Rights and Obligations

Raw water is required to meet the quality standards set for drinking water supply in accordance with the laws and regulations. Local Government shall ensure the availability of raw water and supervise the utilization of raw water. In the implementation of such supervision, the Regional Government involves PDAM. In terms of the efficient utilization of raw water, the Regional Government may cooperate with other regions.

Every drinking water customer has the right:

- 1) to get the drinking water services that meet the quality, quantity and continuity requirements in accordance with established standards;
- 2) to obtain the information on the structure and amount of rate and bill;
- 3) to submit oral and written complaints on the services that harm them; and
- 4) to get adequate compensation as a result of service negligence.

Every drinking water customer also has the obligations:

- 1) To pay the bills for services;
- 2) To use service products wisely;
- 3) To participate in maintaining and keeping drinking water facilities;
- 4) To follow the instructions and procedures established by the organizer; and
- 5) To follow and comply with legal remedies in the event of a dispute.

Each organizer has the rights:

- 1) to acquire land to build and operate the facilities in accordance with laws and regulations;
- 2) to receive payment of services in accordance with the rate of services;
- 3) to establish and impose penalties on late payment of bills;
- 4) to obtain the quantity of raw water continuously in accordance with the established permit;
- 5) to disconnect subscribers to the customers/ users who do not fulfill their obligations; and
- 6) to sue the public or other organizations that engage in the activities and cause damage or disruption of facilities and services infrastructure.

Each organizer is also obliged:

- 1) to ensure the services that meet the established standards;
- 2) to provide the necessary information to all relevant parties in specific event or circumstances and will potentially lead to changes in the quality and quantity of services;
- 3) to operate the facilities and to provide services to all eligible users/ customers, except in the case of force;
- 4) to provide information on the implementation of services;
- 5) to provide reasonable compensation to customers for any losses suffered;
- 6) to follow and comply with legal remedies in the event of a dispute; and

- 7) To participate in the efforts to protect and conserve water resources in the context of environmental conservation.

The violations and sanctions to the violations performed by PDAM customers and/ or non customers of PDAM are regulated further under Regent Regulation.

The determination of rate is based on the principles of:

- 1) accessibility and justice;
- 2) service quality;
- 3) cost recovery;
- 4) water use efficiency;
- 5) transparency and accountability; and
- 6) raw water protection.

PDAM may determine the policy on the types of customers in each group based on the objective condition and customer characteristics as long as it does not change the number of customer groups.

PDAM customers are grouped into 4 (four) groups:

- 1) Group I is the group of customers charged low rate, including:
  - a) Public hydrant/ tap
  - b) Religious places and orphanage
  - c) Household I A
- 2) Group II is the group of customers charged basic rate, including:
  - a) school
  - b) household I B
  - c) government agencies
- 3) Group III is the group of customers charged full rate, including
- 4) Group IV is the group of customers charged agreement rate, including:
  - a) Large commerce
  - b) Big industries
  - c) Harbors

The consumption block of PDAM customers is divided into:

- 1) Block I  
It is a block of drinking water consumption to meet the standard of basic need with the maximum of 10 m<sup>3</sup>.
- 2) Blok II  
It is a block of drinking water consumption for the use more than the standard of basic need over 10 m<sup>3</sup>.

Each new customer bears the connection cost. PDAM imposes monthly fixed charge to every customer's connection for meter maintenance cost and account administration cost. PDAM may charge fixed monthly charge to passive customers. The connection cost and monthly fixed cost are set forth under the Regent Regulation by the proposition of the Board of Directors along with the approval of the Supervisory Council.

PDAM rate is divided into 4 (four) types:

- 1) Low Rate;  
Low rate has more value than basic cost.
- 2) Basic Rate;  
The rate has the same value or higher than basic cost but not able to reach fair profit.
- 3) Full Rate; and  
Full rate has higher value than basic cost plus fair profit and contra cross subsidy
- 4) Agreement Rate  
Agreement Rate has the value based on an agreement between PDAM and customers; at least the same as full rate

The rate of drinking water and other rates related to drinking water service shall be determined by the Regent based on the proposal of the Board of Directors which has been approved by the Supervisory Council. Proposed Rates, prior to submission

to the Regent, are consulted first with the representative or a customer forum to get feedback. Proposed rates and feedback from representatives or customer forums are sent to the Regent via the Supervisory Council to obtain the Stipulation. The Regent is obliged to make a decision to approve or reject in writing to the Board of Directors on the proposed Rates accompanied by feedback from a representative or a customer forum no later than 2 (two) months after the receipt of the proposal. Further Terms of Rates shall be governed by a Regent's Regulation. The Board of Directors shall disseminate the decision on the amount of Rates to the customer community through mass media no later than 30 (thirty) days before the new Rate is effective.

Annual rate adjustments are made by indexing formula taking into account:

- 1) the value of annual inflation index in the relevant year issued by an authorized government agency;
- 2) loan interest expense; and / or
- 3) other parameters according to the cooperation agreement contract.

Rate adjustment is proposed by the Board of Directors to the Regent through the Supervisory Council to be established. Rate review periodically can be made in extraordinary circumstances which results in the need for changes in corporate plans. For the sustainability of PDAM service within 5 (five) years, the Board of Directors can conduct a review of the Rate. The Rate Review is proposed by the Board of Directors to the Regent through the Supervisory Council to be established.

If the Regent rejects the proposal of the rate determination submitted and approved by the Board of Directors and Supervisory Council based on a transparent and accountable the calculation that results the average rate is lower than the basic cost, the Regional Government seeks subsidy to cover its shortcomings through the Regional Budget in accordance with the law..

**b. the Obstructions that Emerge in the Effort to Improve the Service and Health Level of Clean Water Customers in Pati Regency**

Berdasarkan analisis SWOT sesungguhnya tidak semua kelemahan yang ada menjadikan pelayanan tidak optimal. Oleh karena itu kekuatan, kelemahan, peluang dan ancaman harus kita lalui kalau kita ingin bertahan. Based on SWOT analysis, actually, the weakness are not the only factors that make service not optimal. Therefore, we must pass the strengths, weaknesses, opportunities and threats if we want to survive.

a. *Strength*

- 1) The main office and IPA are located at the strategic location of Pati-Juwana main street.
- 2) There is enough land for development.
- 3) HR has the experience to operate the facility so as to produce a quality (water) product.
- 4) The number of human resources is more than enough that can be utilized for business development.

b. *Weakness*

- 1) Production and transmission capacity pipes have been maximal.
- 2) Good corporate management principles have not been implemented.
- 3) High operational cost (PLN electricity).
- 4) The PDAM service areas managed by unit / branch offices are always deficit.
- 5) The facilities operated have been old.
- 6) Some facilities (well, network) could not be utilized.
- 7) High debt and low fund availability.
- 8) Low water rates lead to low incomes.
- 9) Poor employee's work ethic.
- 10) Inadequate employee's welfare.

c. *Opportunity*

- 1) Kemampuan/daya beli konsumen cukup tinggi.
- 2) Loyalitas konsumen tinggi, karena tidak ada alternatif lain.
- 3) Banyak dibangun pemukiman baru.
- 4) Kesadaran masyarakat untuk hidup sehat.
- 5) Daerah pelayanan dekat jaringan.

d. *Threat (Ancaman)*

- 1) Limited source of raw water.
- 2) The demand of the village community of the source location to get compensation.

- 3) Dependence on PLN sources.
- 4) The emergence of community's clean water service units.
- 5) There is no clarity of the government's debt settlement policy.
- 6) Increased consumer awareness with the implementation of Law No. 8 of 1999 on Consumer Protection.

#### D. Closing

##### 1. Conclusion

- a. The effort to promote the health service and level of clean water users in Pati Regency was to maintain and increase the supply of clean water to the public (consumers). The step was performed by checking the piping to minimize leakage level, preparing to anticipate blackout or down voltages using ready-to-use gensets, socializing wise use of water, cooperating with relevant agencies in the protection to springs, and seeking or finding potential sources of raw water.
- b. There are various obstacles that arised in the effort to promote health service and level of clean water users in Pati Regency, such as limited raw water source, the demands of the villagers in the source location to get compensation, dependence on PLN sources, the emergence of community's water service unit, clarity of the government's debt settlement policy, and increasing public awareness (consumer) with the enforcement of Law No. 8 of 1999 on Consumer Protection.

##### 2. Recommendation

To be able to optimize the duties and functions of PDAM in Pati regency, the authors suggested the following aspects:

- a. The need for improving the branches/ units that always lose/ deficit.
- b. The need for the maintenance of old networks.
- c. The need to seek alternative energy out of PLN.
- d. The need for a rate review to be adjusted to the people's purchasing power.
- e. The need for solving the debt with the central government.
- f. The need for the search for new sources of raw water.
- g. The need for the improvement of employee's work ethic.

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