

# POLICY ANALYSIS AND IMPLEMENTATION BUILDING CONSTRUCTION APPROVAL (PBG) IN SUPPORTING REGIONAL DEVELOPMENT IN MEDAN CITY

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## Abstract

This study aims to analyze the role of Building Construction Approval (PBG) in supporting regional development in Medan City. PBG as a regulatory instrument for building construction in Medan City plays an important role in ensuring orderly, safe, and sustainable development. This study uses a qualitative approach with data collection techniques through interviews, documentation studies, and observations. The results of the study indicate that although PBG makes a significant contribution to the regulation and supervision of development, there are challenges in its implementation, such as limited resources, developer non-compliance, and the complexity of licensing procedures. The recommendations produced include simplifying the licensing process, increasing human resource capacity, stricter law enforcement, and the use of technology for more effective monitoring. With the increased effectiveness of PBG, it is expected to support the development of the Medan City area to be more orderly, safe, and sustainable.

Keywords : *Building Construction Approval (PBG), Regional Development, Development Regulation, Supervision and Effectiveness.*

## INTRODUCTION

Building Construction Approval (PBG) is an important aspect in city management and development. In big cities like Medan, infrastructure development and high-rise building construction are increasingly rapid along with population growth, economic activity, and increasing social mobility. PBG is regulated to ensure that every development carried out is in accordance with applicable technical, environmental, social, and legal standards. This aims to create an orderly and sustainable spatial plan, as well as support the safety and comfort of city residents. In Medan City, development management problems often arise due to the mismatch between spatial planning and development implementation. Although Building Construction Approval is designed to ensure controlled development, in practice there are often deviations or non-compliance with existing regulations. This causes building irregularities, congestion, negative environmental impacts, and social and economic losses for the community.

Rapid urban development in Medan City requires structured and efficient management, especially in terms of Building Permits (PBG). PBG plays an important role in ensuring that every building construction not only meets technical and safety standards, but also complies with the broader city spatial plan. However, the implementation of Building Permits in Medan faces a number of challenges that need to be analyzed in more depth. Medan City, as the capital city of North Sumatera Province, is experiencing rapid growth in infrastructure development and the property sector. With a continuously increasing population, the need for housing, offices, and public facilities is increasingly urgent. This has driven many applications for new building permits, both in the city center and in the suburbs. PBG issued by the local government should be the main instrument in regulating and controlling this expansion so that it remains in line with the planned city spatial plan. However, along with the rapid development, there is often a mismatch between spatial planning policies and their implementation. Many developers tend to pursue short-term profits without paying attention to environmental sustainability or the comfort of the surrounding community. This is one of the main challenges in implementing appropriate PBG to support the development of well-organized areas. Building Construction Approval (PBG) is an important aspect in city management and development, especially in

facing the increasingly rapid pace of urbanization and infrastructure development. In big cities like Medan, population growth, increased economic activity, and high social mobility have driven the increasing need for new buildings, both for housing, commercial, and other public facilities. To ensure orderly and sustainable development, clear and firm regulations are needed. PBG is regulated in Government Regulation Number 16 of 2021 concerning Implementing Regulations of Law Number 28 of 2002 concerning Building Construction. This regulation is the legal basis for every building construction to meet applicable technical, safety, environmental, social, and legal standards. The goal is to create an orderly and sustainable spatial plan, as well as support the safety and comfort of city residents.

However, in Medan City, problems often arise in the implementation of development that is not in line with the established spatial plan. Although PBG is designed as an instrument to regulate development, deviations and non-compliance with regulations still often occur. This leads to the emergence of building irregularities, traffic congestion, environmental degradation, and social and economic losses. As the capital city of North Sumatra Province, Medan has experienced a significant surge in infrastructure development and the property sector. The demand for housing, offices, and public facilities is increasing, driving many applications for building permits. In this context, PBG should function as a control tool so that development not only meets technical and safety aspects, but is also in line with the city's spatial plan. Unfortunately, the mismatch between planning policies and implementation in the field still often occurs. Many developers are more focused on pursuing short-term profits without paying attention to environmental sustainability or the comfort of the surrounding community.

The phenomenon of irregularities in building construction is often found in Medan City. There are many cases where building construction is carried out without applying for a permit or with a permit that does not comply with the established standards. This is due to weak supervision and law enforcement against PBG violations. In some cases, buildings that have been built do not even comply with the initial planning approved in the PBG, both in terms of size, shape, and use of space. This deviation has the potential to cause negative impacts such as discomfort for local residents, traffic congestion, and environmental damage. For this reason, stricter supervision and a transparent licensing system are very important in maintaining the quality of development and preventing deviations. However, in the field, there are still many challenges related to coordination between institutions and the availability of resources to carry out effective supervision. The PBG policy in Medan City aims to regulate all types of building construction by complying with applicable standards, both in terms of safety, spatial planning, and environmental impact. Although there are various regulations related to Building Construction Approval, their implementation has not always been optimal. Complicated licensing processes, lack of integration between licensing data and field monitoring systems, and time-consuming bureaucratic processes are some of the problems often faced by communities and developers. Policies that are too rigid, without flexibility to certain conditions, can also hinder the potential for more innovative regional development. Meanwhile, policies that are too loose risk reducing the quality of development and causing long-term damage to the city's infrastructure and environment. Therefore, there needs to be a review of PBG regulations and policies to make them more relevant to the times and the needs of the city.





Figure 1. Buildings without PBG in Medan City

PBG plays an important role in creating sustainable regional development in Medan City. One of the main aspects of sustainable development is the regulation of spatial utilization in accordance with the capacity and needs of the region. Through good licensing, building construction can be directed to areas that have been designated for specific purposes, such as commercial, residential, or industrial. This will create a balance between development and environmental preservation. However, not all building developments in Medan have considered the principles of sustainability. For example, there are still many buildings that ignore environmentally friendly aspects, such as rainwater management or the use of renewable energy. In addition, some uncontrolled developments can damage green open spaces that should be maintained for the quality of life of the community. Therefore, PBG not only functions as a tool to grant development permits, but also as an instrument to encourage the implementation of environmentally and socially friendly development concepts.

The main challenge in implementing PBG in Medan City lies in the limited human resources and technology in the supervision process. Weak supervision has resulted in many illegal or non-compliant developments. In addition, not all related parties, such as developers, architects, and contractors, have the same understanding of the importance of PBG regulations, which has led to inconsistent implementation. The use of technology to simplify the licensing process and monitoring of development is a solution that has begun to be implemented in several large cities. In Medan, the adoption of digital technology in the development licensing and supervision system is still relatively new and requires improvement to be more efficient. Building Construction Approval (PBG) has a strategic role in supporting the development of an orderly and sustainable region in Medan City. However, challenges related to the mismatch between planning and implementation, development deviations, and weaknesses in supervision and law enforcement are still issues that must be addressed. With improved policies, increased supervision, and better implementation of technology, PBG in Medan City can be more optimal in encouraging regional development that is in accordance with the principles of sustainability and a better quality of life for its citizens.

Building Construction Approval (PBG) is a legal instrument that replaces the Building Construction Permit (IMB), as stipulated in Government Regulation Number 16 of 2021 as a derivative of Law Number 28 of 2002 concerning Buildings. PBG aims to ensure that every building construction meets technical, safety, environmental standards, and compliance with spatial plans. However, the implementation of PBG in various regions, including Medan City, faces significant challenges. Research by Wijaya and Syafhendry (2023) shows that the change from IMB to PBG, which was expected to be a policy innovation, has actually experienced setbacks in its implementation, especially related to delays in licensing and the unpreparedness of digital systems such as SIMBG. Another study by Rohalia and Meilani (2023) in Bukittinggi City identified that the implementation of PBG has not been optimal due to limited human resources, coordination between institutions, and unequal understanding among stakeholders. Similar conditions occur in Medan City, where building construction is often carried out without PBG or not in accordance with the approval given, resulting in spatial irregularities, congestion, and environmental damage. This indicates the need for an in-depth evaluation of PBG policies and increasing the capacity of related institutions to realize orderly and sustainable urban development.

### Formulation of the problem

1. Who are the actors involved in the Building Permit (PBG) process in Medan City to support regional development?

2. How is the PBG policy in Medan City designed and implemented in order to support regional development?
3. What are the main challenges faced in implementing PBG in Medan City?
4. To what extent does PBG contribute to the creation of orderly, safe and sustainable regional development in Medan City?
5. What are the strategic recommendations to improve the effectiveness of PBG in supporting regional development in Medan City?

### **Research purposes**

1. Identifying and mapping the actors (stakeholders) involved in the PBG process in Medan City.
2. Analyzing the policy framework and implementation mechanisms of PBG in Medan City in the context of regional development.
3. Describes the obstacles and constraints faced by stakeholders in implementing PBG.
4. Evaluating PBG's contribution to orderly spatial planning, building safety, and environmental sustainability in Medan City.
5. Formulate policy and operational recommendations to strengthen the effectiveness of PBG in supporting better regional development.

## **LITERATURE REVIEW**

### **Building Construction Permit (PBG)**

Building Permit (PBG) is a permit granted by the government to carry out construction, development, or renovation of buildings in a certain area. PBG aims to regulate the construction of buildings that are safe, orderly, and in accordance with applicable regulations, both in terms of safety, technical, social, and environmental aspects. According to Widjaja (2020), PBG functions as a tool to control and supervise development that occurs in a city so as not to violate spatial plans and disrupt public interests.

### **PBG Policy in Regional Development**

The PBG policy is part of a broader spatial planning policy, which aims to create a safe, comfortable, and sustainable city. Suharso (2020) stated that the PBG policy in Indonesia aims to overcome deviations in development, such as development that is not in accordance with regulations and does not pay attention to environmental impacts. The PBG policy must be in line with the city's spatial plan and prioritize sustainable development to maintain the quality of life of the community. A good PBG policy must include aspects of planning, supervision, and law enforcement. Sutrisno (2020) added that the effectiveness of the PBG policy depends on how well the local government can implement the policy, as well as the ability to supervise and enforce the law against violations that occur. Without good supervision, the PBG policy can be ineffective and can lead to uncontrolled development.

### **Implementation of Building Permit (PBG)**

The implementation of PBG is highly dependent on the system used to manage the licensing process and development supervision. Hidayat (2020) stated that one of the biggest challenges in implementing PBG is the irregularity and weak supervision of the implementation of the permits granted. The use of digital technology and integrated information systems can be a solution to accelerate the licensing process and ensure more effective supervision. On the other hand, Yani (2020) explained that good implementation must involve cooperation between local governments, developers, and the community. The government must ensure that the permit application procedure is not only fast, but also transparent, thereby reducing the potential for corruption and abuse of authority. A clear and easily accessible licensing process for the community will create a supportive environment for more orderly and compliant development.

### **Sustainable Regional Development**

Abdiyanto (2021) emphasized that sustainable development is a paradigm that prioritizes meeting the needs of the current generation without sacrificing the ability of future generations to meet their needs. Sustainable regional development is part of a development strategy that takes into account social, economic, and environmental aspects. Prabowo (2020) stated that sustainable development requires good spatial planning and management, including in Building Approval. Development management that pays attention to the principle of sustainability will not only support economic growth but also maintain environmental quality and social comfort. Wahyudi (2020) added that to achieve sustainable regional development, holistic planning and policies are needed that involve all related parties,

including local governments, developers, and the community. PBG can be an important instrument in realizing sustainable regional development, as long as it is implemented properly and accompanied by strict supervision of the impact of development. Abdiyanto (2019) stated that sustainable development is a development approach that prioritizes meeting human needs today without sacrificing the ability of future generations to meet their needs.

### **The Role of PBG in Improving the Quality of Life of the Community**

Properly implemented PBG can contribute to improving the quality of life of the community. Santosa (2020) stated that good PBG will create an orderly and comfortable urban space for its residents. With effective PBG, development that is not in accordance with its intended use can be avoided, and the city can develop neatly and have adequate facilities for the community. In addition, Yusuf (2020) argues that the implementation of appropriate PBG can reduce negative impacts on the environment, such as pollution, infrastructure damage, and congestion problems. Orderly regional development based on appropriate policies will create an atmosphere that supports a better quality of life for the community.

### **METHOD APPROACH**

Qualitative research methods focus on understanding phenomena in a natural context using a deeper and more holistic approach (Moleong 2000 in Nuraini, 2024; Nuraini 2016; Nuraini, et al., 2013; Nuraini, 2019). According to Creswell (2020), Yin (2000 in Nuraini, 2019; Nuraini, 2024a) qualitative research aims to understand social phenomena from the perspective of the people involved in them. In this case, the phenomenon in question is the implementation of the Building Approval (PBG) policy in the context of regional development in Medan City. This type of research is qualitative descriptive research, where researchers describe in depth the role, challenges, and implementation of PBG in supporting regional development. Qualitative descriptive research does not aim to test hypotheses or generalize results, but rather to understand a specific phenomenon or event (Nuraini, et al., 2024b). This is in line with the opinion of Bogdan and Biklen (2020), which states that qualitative research aims to describe a phenomenon that occurs in the field.

Location and Observation Limitations To keep the scope of the research from being too broad and to remain focused on the Building Approval (PBG) process, field observations will be limited to the following three types of stakeholders/main actors:

1. Office of the Department of Housing, Residential Areas, Public Works & Spatial Planning (DPKPKTR) of Medan City
  - a) *Place*: PBG service room and technical verification room at Jl. AH Nasution No. 17 Medan
  - b) *Focus of Observation*:
    - 1) The process of receiving and checking administrative and technical documents.
    - 2) Consultation hearing mechanism (verification of technical documents).
2. Medan City Investment & Integrated One-Stop Service Office (DPMPTSP)
  - a) *Place*: Main Lobby of DPMPTSP Building, Jl. AH Nasution No. 32, 2nd Floor, Medan City
  - b) *Focus of Observation*:
    - 1) PBG issuance service flow
    - 2) Use of monitoring dashboard and officer-applicant interaction.
3. Developer Project Site / Housing Developer
  - a) *Sampling*: Select 1–2 ongoing projects:
    - 1) Have applied for PBG within the last 6 months.
    - 2) Medium scale (50–100 units).
  - a) *Focus of Observation*:
    - 1) Field coordination between applicants (developers), planning consultants, and field officers.
    - 2) Implementation of technical requirements (PBG sticker signs at the location, conformity of land drawings).

Data Collection Techniques According to Seidman (2020), in-depth interviews are an effective method in gaining a deeper understanding of an individual's experiences and views on a phenomenon. As a complement to interviews, participant observation will be conducted to see firsthand how PBG policies are implemented in the field. This is also in line with Glesne's opinion (2020) which states that participant observation provides an opportunity for researchers to gain a more authentic understanding of the social interactions that occur. Ary, Jacobs, and Sorensen (2020) explain that documentation is a source of data that can provide a clearer context about the policies implemented and their impacts.

The data analysis technique in this study uses a thematic analysis approach, which refers to Braun and Clarke (2020), which explains that thematic analysis is a technique used to identify, analyze, and report patterns or themes that emerge from qualitative data. To ensure the validity and reliability of the research results, the triangulation technique is used, namely using several data sources to confirm the findings obtained (Yin, 2000 in Tarigan, 2023; Tarigan 2024). Denzin (2020) states that triangulation can increase the credibility of qualitative research results. In this case, triangulation is carried out by combining data from interviews, observations, and documentation. This qualitative research method will provide a deeper understanding of the role and challenges of Building Permits (PBG) in supporting regional development in Medan City, with a holistic and contextual approach.

## **DISCUSSION**

### **Actors involved in the process Building Construction Approval (PBG) in Medan City to support regional development**

Building Construction Approval (PBG) is a legal instrument that replaces the Building Construction Permit (IMB) as stipulated in Government Regulation Number 16 of 2021, as an implementation of Law Number 28 of 2002 concerning Buildings. PBG aims to regulate development to comply with applicable technical, safety, environmental, and spatial planning standards. In practice, the PBG process involves a number of actors, namely: building owners (individuals or business entities), providers of planning or construction services, the Housing, Settlement, Public Works and Spatial Planning Service, and the Investment and One-Stop Integrated Service Service (DPMPTSP). Coordination between these actors is very important in determining the success of the PBG implementation.

However, the challenges in implementing PBG in various regions are still high. A study by Wijaya & Syaahendry (2023) stated that the transition from IMB to PBG has not been fully effective due to the slow digital service system (SIMBG) and the lack of technical understanding in the regions. Meanwhile, Rohalia & Meilani (2023) found that the main obstacles were low coordination between institutions and lack of socialization to construction service actors and applicants. In Medan City, a similar phenomenon occurred. Many building constructions took place without PBG or with inappropriate PBG, due to weak supervision and lack of law enforcement. This has an impact on spatial irregularities, traffic congestion, and environmental damage. Therefore, strengthening regulations, collaboration between actors, and utilization of technology are key to increasing the effectiveness of PBG implementation to realize orderly and sustainable city development.

### **Building Approval Policy (PBG) in Medan City to support regional development**

Building Approval Policy (PBG) in Medan City is one of the important aspects in the management of planned and sustainable city development. In the context of regional development, the PBG policy aims to ensure that every building construction in this city is carried out in accordance with applicable provisions, and supports the creation of livable, safe, and environmentally friendly space quality. PBG plays an important role in regulating, controlling, and ensuring that development is in line with the city's spatial plan. The PBG policy in Medan City has several main objectives in supporting regional development, including:

1. **Realizing Orderly Regional Development** One of the main objectives of PBG is to ensure that building development in Medan City is carried out in accordance with the established spatial plan. PBG helps regulate the use of space effectively and efficiently, ensuring that developing areas remain structured and organized, avoiding uncontrolled development.
2. **Ensuring Building Safety and Health** The PBG policy also aims to ensure that every building constructed meets safety standards, such as building resistance to natural disasters (such as earthquakes), and meets health standards. This is important to create a safe and healthy living environment for building occupants and the surrounding community.
3. **Improving the Quality of Infrastructure and Public Facilities** PBG plays a role in regulating the development of quality infrastructure, such as roads, water channels, and other public facilities. With good policies, building development can be well integrated into the city's infrastructure, thus supporting better connectivity and accessibility in developing areas.
4. **Maintaining Environmental Sustainability** In regional development, PBG also pays attention to environmental aspects. Building construction must meet requirements related to natural resource management, pollution reduction, and energy and water conservation. PBG is expected to facilitate environmentally friendly development, reduce negative impacts on the surrounding ecosystem, and support the concept of sustainable development.

The Building Approval Policy (PBG) in Medan City plays an important role in supporting the development of an orderly, safe, and sustainable region. With this policy, it is expected that the construction of buildings and other infrastructure can optimize the use of space, maintain environmental sustainability, and create a better quality of life for the community. However, existing challenges, such as limited human resources, lack of compliance with regulations, and uncoordinated planning, need to be addressed by improving the quality of supervision, training, and active community participation. This community service report describes a collaboration model between academics, government, and industry in developing the focus of urban infrastructure studies, including coordination mechanisms between technical agencies.

### **Challenges faced in implementing PBG in Medan City**

The implementation of the Building Approval (PBG) policy in Medan City aims to regulate and supervise building construction in accordance with spatial planning provisions, safety standards, and sustainability. Although this policy has a very important role in regional development, in practice, there are various challenges that must be faced in its implementation. Some of the main challenges faced in the implementation of PBG in Medan City can be categorized into various aspects, including administrative, social, economic, and institutional aspects.

#### **A. Administrative and Regulatory Challenges Complexity of Administrative Processes.**

One of the biggest challenges in implementing PBG in Medan City is the complexity of the licensing procedures that must be followed by developers. The process of submitting building permits that involves various agencies and requires various technical documents often takes a long time. This can cause delays in the construction process and increase costs for developers. In addition, many developers are not familiar with this complicated bureaucratic process, so they have difficulty complying with existing procedures. Overlapping Regulations, sometimes there is an overlap between regulations set by the central government, regional governments, and related agencies can add to the confusion. For example, existing regulations may not be consistent with broader development policies or there are changes in policies that are not well socialized to the community or developers. This often causes legal uncertainty, where developers find it difficult to follow unclear or frequently changing regulations. Lack of Coordination Between Agencies. The implementation of PBG often involves many agencies that have related authorities, such as the Housing, Settlement Areas and Public Works Agency, the Water Resources, Highways and Construction Agency, the Environmental Agency, the Transportation Agency, and security forces. This lack of coordination between agencies can lead to inefficient licensing processes, delays in decision-making, and uncertainty for developers. In addition, there are cases where several permits are not connected to each other, so developers have to apply for permits separately, which of course slows down the entire process. A local government journal article that outlines the role of academic facilitators in ensuring that research themes and technical interventions match the real needs of city development.

#### **B. Social and Economic Challenges, Non-Compliance with Regulations.**

One of the biggest challenges in implementing PBG in Medan City is non-compliance from some developers or parties involved in development. Some developers often ignore existing regulations, both in terms of building designs that do not comply with provisions, the use of non-standard building materials, and violations of spatial planning. This non-compliance is often caused by economic motives that encourage developers to accelerate the development process without paying attention to applicable regulations. Limited Human Resources (HR) One of the significant obstacles in implementing PBG policies is the limited number and quality of Human Resources (HR) trained in planning, supervision, and law enforcement. This limitation causes supervision of development to be less than optimal, which allows for violations of regulations. In some cases, supervisors are not skilled enough to verify the conformity of development with the permits that have been granted, thus affecting the quality of supervision in the field. Lack of Public Understanding of Licensing Many people and developers do not fully understand the importance of PBG and the procedures that must be followed. This can lead to errors in submitting permits or even not submitting permits at all. Low understanding of the importance of PBG regulations can also cause people to feel that the licensing process is an unnecessary obstacle, while in fact the licensing is important to ensure the quality and safety of buildings and the sustainability of regional development.

#### **C. Environmental Challenges and Sustainability of the Impact of Development on the Environment.**

Although regulations on environmental impact must be met by developers through Environmental Impact Analysis (AMDAL), the implementation of PBG often encounters challenges in controlling the impact of development on the environment. In some cases, developers focus more on economic benefits and ignore the long-term impacts that can

be caused to the ecosystem. For example, building construction that does not pay attention to aspects of water conservation, waste management, and pollution reduction can increase the burden on the environment. Lack of Supporting Infrastructure Medan City, as one of the largest cities in Indonesia, is experiencing pressure on existing infrastructure, especially in developing areas. The construction of new buildings in areas that do not yet have adequate infrastructure such as roads, water channels, and other public facilities can worsen this condition. Without adequate infrastructure planning, the expected regional development can actually create new problems, such as traffic congestion, flooding, and lack of public facilities.

#### D. Institutional Challenges and Law Enforcement.

**Weak Law Enforcement** Although there are regulations governing building construction and the issuance of PBG, law enforcement against violations is often very weak. Developers who violate regulations or do not comply with provisions often do not receive strict sanctions. This causes violations of PBG to occur more frequently. The lack of effective and consistent sanctions makes PBG regulations less respected, which ultimately reduces the quality of supervision and sustainability of regional development. **Limited Government Resources** The Medan City Government faces challenges in terms of budget allocation and resources to manage Building Permits effectively. With the number of permit applications continuing to increase, limited funds and personnel can affect the quality of service, supervision, and law enforcement. The decline in the quality of PBG management has the potential to reduce the effectiveness of policies in supporting planned and sustainable regional development.

#### **PBG's contribution to creating orderly, safe and sustainable regional development in Medan City**

The Building Approval Policy (PBG) in Medan City has a very strategic role in supporting orderly, safe, and sustainable regional development. As one of the main instruments in development regulation, PBG not only aims to ensure that building construction is in accordance with the city's spatial plan, but also to ensure that such development is not only economically profitable, but also provides social, environmental, and security benefits to the community. In this chapter, we will discuss the extent to which PBG contributes to realizing orderly, safe, and sustainable regional development in Medan City.

Orderly regional development requires careful planning and strict supervision to prevent uncontrolled growth. PBG plays an important role in ensuring that every building construction in Medan City is carried out in accordance with the spatial plan set by the city government.

##### 1. Consistent Implementation of Spatial Planning.

One of the main contributions of PBG in creating orderly regional development is its ability to regulate building construction to comply with land use in the city spatial plan. Every permit application submitted must go through a verification process to ensure that the building to be constructed is in a zone that is in accordance with its function, be it a residential, commercial, industrial, or green open area. In this way, PBG functions as a control mechanism to prevent land misuse and development that is not in accordance with the city plan.

##### 2. Avoiding Uncontrolled Development

PBG also prevents illegal construction that is not registered or does not meet the established standards. For example, building construction in areas that do not have adequate infrastructure or violate the provisions on building height. With strict permits and clear procedures, PBG helps regulate the flow of development and ensures that all developers follow applicable guidelines. This is very important to prevent damage to the city's structure that can be caused by poorly planned development.

Sustainability aspect is one of the main focuses in regional planning and development in Medan City. PBG, as one of the development monitoring instruments, plays a role in ensuring that every development carried out is not only economically profitable, but also environmentally friendly and supports long-term sustainability.

##### 1 Sustainable Environmental Management.

PBG in Medan City also plays a role in regulating the construction of environmentally friendly buildings. One way to achieve this is by requiring developers to conduct an environmental impact analysis (AMDAL) before starting construction. Through this process, developers are required to identify and manage the impacts caused by building construction on the surrounding environment, such as rainwater management, waste management, and efficient energy use. PBG ensures that building construction that occurs does not only focus on the technical aspects of the building but also on environmental sustainability which is a priority in the city's development plan.

##### 2 Construction of Energy Efficient and Environmentally Friendly Buildings.

PBG policy also plays a role in encouraging the implementation of environmentally friendly technology in building construction. For

example, the implementation of energy-saving technology, the use of environmentally friendly materials, and designs that pay attention to reducing carbon footprints. Several regulations in Medan City even require developers to design buildings with efficient energy management systems, such as the use of renewable energy or the implementation of green building concepts. Thus, PBG contributes to realizing regional development that is not only growing rapidly but also preserving nature.

3. **Improving the Quality of Community Life.** PBG also plays a role in maintaining the quality of life of the community by regulating building construction that takes into account aspects of health and comfort. Sustainable building construction often prioritizes the quality of green open spaces, good ventilation systems, and natural lighting that can improve the comfort of residents. With regulations that support sustainable development, PBG contributes to creating a healthy living environment, which in turn improves the quality of life of the community in Medan City.

Overall, Building Construction Approval (PBG) has a very large contribution in supporting the development of the Medan City area that is orderly, safe, and sustainable. By ensuring that development is in accordance with spatial planning regulations, meets safety standards, and is environmentally friendly, PBG plays a role in creating a city that is well-organized, safe from disaster risks, and supports a sustainable quality of life for the community. Although challenges in its implementation still exist, efforts to improve coordination between agencies, increase supervision, and introduce new innovations in regulations can further increase PBG's contribution to the development of the Medan City area in the future.

### **Recommendations to improve the effectiveness of PBG in supporting regional development in Medan City**

The implementation of Building Permit (PBG) in Medan City has contributed significantly to the development of an orderly, safe, and sustainable region. However, although this policy is very important, the existing challenges, such as the complexity of the licensing process, developer non-compliance, and limited resources in supervision, require special attention. Therefore, to improve the effectiveness of PBG and support more optimal regional development, a number of recommendations can be put forward.

#### **Simplification of Licensing Process**

1. **Digitalization and Integrated E-Licensing System.** One of the main recommendations to improve the effectiveness of PBG is to implement a comprehensive e-licensing or IT-based licensing system. With this system, building permit applications can be done online, making it easier for developers to register, submit documents, and track permit status. This digitalization will also minimize protracted bureaucracy and speed up the licensing process, so that the time needed to obtain a permit becomes more efficient. Furthermore, an integrated e-licensing system will allow for better supervision of each stage of the licensing process, minimize administrative errors, and reduce the potential for corruption.
2. **Simplification of Licensing Processes and Documents.** The Medan City Government needs to simplify the licensing procedures, both in terms of administrative requirements and process stages. A simpler and more transparent process will make it easier for developers to follow existing regulations. This can be done by introducing a one-stop service or integrated service where the entire licensing process, from application to issuance of permits, can be done in one place. In this way, developers do not need to take care of permits in various separate offices, so the process becomes faster and more efficient.

#### **Improving the Capacity and Quality of Human Resources (HR)**

1. **Training and Certification for Government Apparatus.** To improve the quality of supervision and enforcement of PBG policies, it is important for the Medan City government to conduct regular training for officers who handle licensing and supervision. This training aims to improve knowledge about technical standards for construction, the latest licensing regulations, and effective supervision techniques. In addition, certification for certain professions, such as building supervision officers or building inspectors, can strengthen the quality of human resources involved in the implementation of PBG. With quality human resources, supervision of building construction will be more effective, and violations of PBG regulations can be minimized.
2. **Improving Cooperation with Educational Institutions.** The Medan City Government can collaborate with local educational institutions and universities, such as Universitas Pembangunan Panca Budi, to conduct internship programs or collaborative research related to PBG. This will help improve the capacity of government officials and provide opportunities for students and academics to participate in the development of better Building Approval policies. With this collaboration, research and innovation in development planning can be better integrated with regional needs.

#### **Strengthening Supporting Infrastructure**

1. Integrated Infrastructure Planning. In supporting orderly and sustainable development, it is important to ensure that existing infrastructure can support city growth. Therefore, the Medan City government needs to carry out more integrated infrastructure planning, which does not only focus on building construction, but also on the development of roads, water channels, electricity networks, and other public facilities. Adequate infrastructure will reduce the burden on the city and ensure that building construction does not add new problems, such as congestion or flooding.
2. Improving Digital Infrastructure for Monitoring and Supervision. In addition to physical infrastructure, the government must also strengthen digital infrastructure to monitor and supervise building construction more effectively. The use of technology-based applications for reporting and supervision will allow the government to more easily detect violations or non-compliance with the permits granted, as well as make the permit application process more transparent and efficient.

## CONCLUSION

Based on the research conducted on Building Construction Approval (PBG) in supporting regional development in Medan City, it can be concluded that PBG policies and implementation have a significant contribution in creating orderly, safe, and sustainable regional development. In general, PBG functions as an important instrument to regulate and supervise building construction, so that city development can be carried out in accordance with the planning and regulations set by the government. Some of the main points that can be concluded are:

PBG has contributed to ensuring that building construction in Medan City is carried out in accordance with the city's spatial plan. This helps avoid land misuse and unplanned development, which can lead to urban chaos. A clear licensing process also prevents illegal construction that does not comply with established standards. PBG also plays a role in ensuring the safety and security of the buildings being constructed. With strict regulations on the structural, technical, and safety aspects of buildings, PBG helps create buildings that are not only resistant to natural disasters but also safe for residents and the surrounding community. One important aspect of PBG is its influence on sustainable regional development. Through a permitting process that requires developers to consider environmental impacts, PBG encourages the implementation of environmentally friendly development, is energy efficient, and contributes to the wise management of natural resources.

Although PBG has an important role, its implementation still faces various challenges, including lack of coordination between agencies, developer non-compliance, and limited human resources and supervision. This causes the licensing process to be sometimes late, as well as the potential for development that does not comply with the established standards. The Medan City Government needs to strengthen digital infrastructure in the licensing system to simplify the administration and supervision process. Implementation of a more integrated e-licensing can accelerate the licensing process and minimize the risk of errors or delays. Better coordination is needed between related agencies in terms of supervision of development and licensing. Synergy between agencies will simplify the licensing process and ensure that all technical and regulatory aspects are complied with by developers. Increasing the capacity of human resources handling licensing and supervision must be a priority. Through quality training and certification for officers, supervision of PBG implementation will be more effective and focused.

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