

Formulation of Policy on Investment Potential and Opportunity to Increase Investment Interest and Realization in East Java

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Abstract

Investment climate development any activities in the context of improving the current and expected policy, institutional and behavioral environments (Regulation of the Head of BKPM (Investment Coordinating Board) Number 9 of 2017 concerning guidelines and procedures for implementation of investment climate development activities). There are 3 (three) scopes in developing the investment climate, including 1). Investment deregulation, 2). Investment potential and opportunity development and 3). Business empowerment. Interest in foreign investment and domestic investment in the first quarter of 2018 in East Java province was centered on Ring I (Surabaya City, Gresik Regency, Sidoarjo Regency, Pasuruan Regency, and Mojokerto Regency). One of the factors causing the centered investment interest in Ring I area is the problem that the business actors face in reading the valid and correct investment potential and opportunity in regency/city areas. The purpose of this policy formulation is to formulate the problems experienced in developing regional investment potential and opportunity and to formulate policy recommendations to facilitate information education on investment potential and opportunity for investment stakeholders and encourage investment interest in areas other than Ring I. Based on the policy analysis result, the most appropriate step to be taken is to establish Guidelines for Preparation of Investment Potential and Opportunity Map.

Keywords: Investment Climate, Investment Interest, Potential and Opportunities

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1. Introduction

Investment constitutes any investment activities, both by domestic investors and foreign investors to conduct business in the territory of the Republic of Indonesia (Law Number 25 of 2007). The investment in the economic and development sectors plays a role as a component that has a positive correlation with Gross Domestic Product (GDP), which means that the higher the investment, the higher the GDP is, in addition the investment also creates more job fields, implementation of import and export substitution to increase foreign exchange, development of facilities and infrastructure for underdeveloped regions, and industrialization or technology transfer. To increase investment, a conducive investment climate is required. Based on Law Number 23 of 2014 concerning regional government, the local government has authority in the sub-affairs of investment climate development, to determine the provision of facilities/incentives in the investment sector and prepare an investment potential map in regency/city.

Table 1. Distribution Authority Affairs Investment

NO	SUB AFFAIRS	CENTRAL GOVERNMENT	PROVINCIAL AREA	REGENCY/CITY GOVERNMENT
1	Investment Climate Development	a. Determine closed and open business with requirements. b. Determine provision of facilities / incentives in investment being the authority of Central Government. c. Prepare national investment potential map. d. Develop Small-Scale and Medium Businesses (SME) partnership in collaboration with foreign investors.	a. Determine provision of facilities / incentives in investment being authority of provincial government. b. Prepare provincial investment potential map.	a. Determine provision of facilities / incentives in investment being authority of regency / city government. b. Prepare regency/city investment potential map.

Investment climate development is all activities in the context of improving current and expected policy, institutional and behavioral environments (Regulation of the Head of BKPM (Investment Coordinating Board) Number 9 of 2017 concerning guidelines and procedures for implementation of investment climate development activities). There are 3 (three) scopes in developing the investment climate, including 1). Investment deregulation through formulation, proposal and implementation of policy and/or legislation related to investment, incentive system, and simplification of business licensing, and delivery of information on policies and legislations on investment. 2). Investment potential and opportunity development in the regions through identification and mapping of investment potential and opportunity, availability of land, investment support facilities and infrastructure as well as electronic documentation. 3). Business empowerment by giving facilities for business actors development, partnership implementation, competitiveness increase, and business services to create creativity and healthy business competition as well as disseminating information as widely as possible within the scope of investment.

Until the first quarter of 2018, investment interest in East Java Province was recorded at 33.62 trillion rupiah, consisting of 19.71 trillion rupiah of foreign investment interest and 13.91 trillion rupiah of domestic investment interest. The realization of investment in the first quarter of 2018 was 8.57 trillion rupiah or 25.49% of investment realization from investment interest. Investment interest in Foreign Investment and Domestic Investment in Q1 of 2018 was centered on Ring I (Surabaya City, Gresik Regency, Sidoarjo Regency, Pasuruan Regency, and Mojokerto Regency). One of the factors causing the centered investment interest in Ring I is the difficulty for business actors to reading the valid and correct investment potential and opportunity in regencies/cities. Investment potential is the availability of unexplored resources in an area that has economic value. While investment opportunity is investment potential that is ready to be offered to prospective investors.

The problems in which the business actors face in correctly reading the investment potential and opportunity in the regency/city area is the low understanding of the state civil apparatus (ASN) of the Regency/City Investment Office in preparing Investment potential and opportunity map, unavailability of clear and correct guidelines for determining investment potential and opportunity, insufficient distribution of required supporting data and the need to involve many sectors in formulating local potentials and opportunities. The purpose of this policy formulation is to formulate the problems experienced in developing local investment potential and opportunity and to formulate policy recommendations to facilitate education of information on investment potential and opportunity of stakeholders and encourage investment interest in areas other than Ring I.

2. Theoretical Analysis

2.1 Policy Formulation

Public policy formulation is a part of a series of processes for making and implementing a public policy. According to Dunn (2000:132), policy formulation is the development and synthesis of problem-solving alternatives. Winarno (2002:29) states that each alternative competes to be chosen as a policy in order to solve problems.

Islamy in his book *Public Policy Formulation Principles* (2000:77-101) expressed his opinion that there are four steps in the public policy-making process, namely:

- a. Defining problem. Understanding the problem can help to find out hidden assumptions, diagnose causes, map possible goals, integrate conflicting views and design new policy opportunities. Defining problem is the source of public policy, with a good understanding and identification of problems, policy planning can be drawn up, defining problem is carried out by the affected parties or other in-charge parties and policy makers must have the capacity for it.
- b. Policy Agenda. From many common problems, only a few have received attention from public policy makers. The choice and tendency of policy makers' attention leads to the emergence of a policy agenda. Before potentially entering the policy agenda, these competing problems will compete with other problems which will eventually enter the policy agenda.
- c. Selection of Policy Alternatives to Solve Problems. After the public problems are well defined and policy makers have agreed to include these problems on the policy agenda, the next step is to make problem solving. According to Winarno (2002:83) in this stage the policy makers will be faced with alternative policy options to solve the problem.
- d. Policy Determination Stage. After defining one of the alternative policy alternatives to be a way to solve policy problems, the final stage in policy making is to determine a policy to be a binding one. The policy-making process cannot be separated from the process of establishing or ratifying policies. According to Islamy (2000: 100) policy ratification is a process of mutual adjustment and acceptance of recognized principles and accepted standards.

2.2 Potential and Opportunities

Investment potential is the availability of unexplored resources in an area that has economic value. The notion of

potential is something that can be used as a material or resource to be managed either through human efforts or machine power where in the process, potential can also be interpreted as a resource that is around us. (Kartasapoetra, 1987: 56).

Investment Opportunity is Investment Potential that is ready to be offered to prospective investors.

2.3 Investment

Investment is all types of investment activities, both by Domestic Investors and Foreign Investors, to conduct business in the territory of the Republic of Indonesia. Dhanieswara K Harjono argues that investment is the delivery of a sum of money used as capital in a company or project with the aim of obtaining profit or income (Dhanieswara K Harjono, 2007:10).

Based on the source of capital, the Capital Market Law classifies investment into 2 (two) parts, namely domestic investment and foreign investment.

- a. Domestic investment is an investment activity to conduct business in the territory of the Republic of Indonesia which is carried out by domestic investors using domestic capital. Domestic investor is Indonesian individual, Indonesian business entity, the government of the Republic of Indonesia, or local government.
- b. Foreign investment is an investment activity to conduct business in the territory of the Republic of Indonesia carried out by foreign investors, both those who use foreign capital wholly or in joint ventures with domestic investors. Foreign investors are foreign citizens, foreign business entities, and/or foreign governments.

3. Research Methodology

3.1 Research Approach

This research adopts a mixed research method. This research is a step by which two existing research methods, i.e qualitative research and quantitative research are combined. According to Creswell (2010: 5), mixed research method is a research approach that combines qualitative research and quantitative research methods. The qualitative research in this study is to formulate problems in the preparation of investment potential and opportunity in the area obtained from key informants. While the quantitative approach in this study is the determination of policy recommendations obtained based on the results, scoring.

3.2 Subject and Object

The research subject means people, place, or object that is observed in the context of machining as target (Indonesian Dictionary, 1989: 862). The research subjects in this study are:

Table 2. Research Subjects

Investment Stakeholders	Business Actors Group
a. Head of East Java DPMPTSP Services	a. Head of East Java's Chamber of Commerce
b. Head of Division	b. Head of Surabaya City's Chamber of Commerce
c. Head of Sub Division	c. Head of Sidoarjo Regency's Chamber of Commerce
d. Head of Surabaya City DPMPTSP Office	d. Head of Gresik Regency's Chamber of Commerce`
e. Head of Sidoarjo Regency DPMPTSP Office	e. Head of Probolinggo Regency's Chamber of Commerce
f. Head of Gresik Regency DPMPTSP Office	f. Head of Pasuruan Regency's Chamber of Commerce
g. Head of Probolinggo Regency DPMPTSP Office	g. Head of Malang Regency's Chamber of Commerce
h. Head of Pasuruan Regency DPMPTSP Office	h. Head of Kediri Regency's Chamber of Commerce
i. Head of Malang Regency DPMPTSP Office	i. Head of Tuban Regency's Chamber of Commerce
j. Head of Kediri Regency DPMPTSP Office	j. Head of Pamekasan Regency's
k. Head Tuban Regency DPMPTSP Office	k. Head of HIPMI
l. Head of Pamekasan Regency DPMPTSP Office	

The object of this study constitutes the main issue to be studied in order to obtain more focused data. The object of this study is a recommendation to educate information on investment potential and opportunity to business actors and encourage investment interest in the region.

3.3 Data Analysis Technique

Mustofadidjaja (2003) suggests that there are seven steps in conducting policy analysis.

3.3.1 Problem Assessment Stage

At this stage, the goal is to find and understand the nature of the identified problems faced by the organization. This stage, "requires the need to clearly and firmly formulate the problems faced by the organization". If necessary, show the causal relationship of the problems that have been identified previously.

3.3.2 Determination of Policy Goals and Objectives

Goals are outcome that we consciously want to achieve or want to avoid. Each policy usually aims to achieve more benefits and prevent the emergence of bad or harm as much as possible. The goals and objectives of the intervention policy must be clearly and unambiguously formulated. The goals and objectives to be achieved from the intervention activities of the problems faced by the organization have been determined earlier. These goals and targets need to be determined beforehand, in addition to being used as a basis for formulating what alternative interventions are needed, they can also be used as a standard for assessing whether the intervention steps taken are "successful or failed". If a policy made by the organization on the problems to be intervened is able to achieve or realize the goals and objectives, the interventions carried out by the organization is successful, otherwise, it is failure.

3.3.3 Modeling

Each of these intervention policy alternatives must be made or stated in the form of a causal relationship between the problems faced by the organization and formulated in a simple way. Simplifying the causal relationship of problems faced by organizations is called "modeling". The model is a manifestation of the simplification of the reality of the problems faced by organization in the form of causal or functional relationships. This model can be expressed in various forms, but it is often expressed in schematic models, such as flow charts and arrow diagrams.

The design of this model is intended to facilitate analysis and to choose which alternative intervention policy should be chosen. After successfully establishing this model, the next step is to choose alternative policy intervention for problems faced by the organization.

3.3.4 Formulation of Policy Alternatives

Alternative policy interventions are a number of tools or methods that can be used to achieve directly or indirectly a number of goals and objectives that have been determined in the previous stage. Each alternative policy to intervene in the problems faced by the organization must begin with an explanation of the logical framework relating to the possibilities that will arise in the framework of intervening in organizational problems that have been determined. These possibilities are both positive (intended impacts) and negative (unintended impacts). After successfully identifying the alternative interventions, the next step is to select and determine alternative intervention policy that provides the most opportunities to achieve or realize the goals and objectives of the intervention to the problems faced by the organization that have been set.

3.3.5 Determination of Criteria for Selection of Policy Alternatives

Selecting and determining alternative intervention steps require a parameter or criteria. Many parameters or criteria can be used to select alternative intervention steps. One of the parameters or criteria used consists of:

1. technical feasibility, which is an assessment criteria to find out the extent to which alternative intervention steps can achieve the prescribed goals and targets. This criteria emphasizes the effectiveness of an alternative intervention step in achieving the set goals and objectives.
2. economic and financial feasibility, which an assessment to find out the cost to be incurred in performing the alternative intervention step and how much profit can be obtained from the intervention step. This criteria emphasizes the efficiency aspect of the alternative intervention steps in achieving its objectives. This criterion can use cost and benefit analysis method.
3. political viability, which is criteria to identify how far the political effects and impacts will be caused by each alternative intervention step. The political impact of this alternative policy will be identified from the level of accessibility, compatibility with values in society, responsiveness, conformity with laws and regulations, and equity. This criteria is essentially to gain political support for the alternative intervention step to be selected and determined.
4. administrative operability, which is a criteria to find out probability of an alternative policy can be successfully implemented in the prevailing political, economic, social, and administrative contexts. This criteria will identify at the dimensions of the implementing agency authority, institutional commitment, staff capability and funding, and organizational support.

3.3.6 Policy Alternative Assessment

Each alternative intervention step is assessed using the parameter or criteria above-mentioned. The purpose of this alternative assessment is to get a further picture of the level of effectiveness, efficiency, and visibility of each proposed alternative in achieving the prescribed goals and objectives. Through this assessment, the most effective, efficient, and visible alternative interventions will be found in solving problems faced by the organization, or in achieving the goals and objectives of the intervention activities for problems faced by the organization. For example, from technical parameter it can be seen which alternative intervention policy is most

effective in achieving the set goals and objectives. From the economic parameter, it can be seen which alternative is the most efficient or which provides the greatest benefit with the lowest cost. From the political parameter, it can be seen which alternative is the most acceptable. Meanwhile, from the administrative operability parameter it can be seen whether each alternative intervention policy can be implemented institutionally and whether the administrative requirements can be met, if institutionally it can be implemented.

However, it is necessary to take into account ethical and philosophical aspects, for example, the alternative is technically capable of achieving the goals and objectives, economically profitable, politically supported and administratively feasible. However, it is necessary to ensure whether this consideration is contrary to certain social values applicable in the community, leading to a great chance of resistance and no consensus from stakeholders to accept it.

Alternative intervention steps that have major contribution to achieving the set goals and objectives are given a high value. This assessment can use the numbers 1-5, 1-10 and 1-100. The assessment of each alternative will be shown in the table below:

Table 3. Feasibility Criteria Assessment

No	Criteria	Alternatives		
		A	B	C
1	Technical feasibility			
2	Economic and Financial Feasibility			
3	Political viability			
4	Administrative operability			
Total				
Ranking				

The alternative intervention step with higher score using the assessment criteria should be chosen or adopted.

3.3.7 Policy Recommendation Formulation

Once the policy alternative with highest score was obtained, the next step is to formulate recommendations for alternative policy interventions for problems faced by the organization. The policy alternative with highest score based on the assessment criteria is an alternative policy that should be chosen or adopted. This means that the policy is technically visible in achieving the policy goals and objectives (effectiveness), economically does not require large costs and can bring big results or profits (efficiency), politically gets the most political support (political sponsorship), and administratively very possible to be implemented (administrative operability).

In addition to being determined and legalized to be binding, the recommended alternative intervention policies must also be implemented seriously and consistently in order to really achieve the set goals and objectives.

Before proposing what intervention policy alternatives should be chosen, further comprehensive, holistic, integrative, and prospective considerations are needed. Therefore, it is necessary to think about potential problems that potentially affect the implementation of alternative intervention policy for public service problems.

4. Discussion

4.1 Problem Determination and Alternative Policy Formulation

Based on the result of interview with key informants, it can be seen that the problem of centralized investment in Ring I is caused by business actors' difficulty in reading valid and correct investment potential and opportunity in regency/city areas. Factors that cause the problems include the insufficient competence of Civil Servants (ASN) in preparing the investment potential and opportunity map, the absence of guidelines for preparing investment potential and opportunity map in the regions and the poor distribution of the necessary supporting data. The following will explain clearly the problems and alternative research policies.

Table 4. Formulation of Problem and Alternative Policy

No	Description	Analysis Results						
1	Stage assessment problem	Business actors' difficulty in reading valid and correct investment potential and opportunity in regency/city. Formal issues: <ol style="list-style-type: none"> Insufficient competence of Civil Servants (ASN) in preparing the investment potential and opportunity map Unavailability of guidelines for preparation of investment potential and opportunity map in the region Insufficient distribution of data on investment potential and opportunity 						
2	Determination of goals and objectives	<ul style="list-style-type: none"> - Facilitating education of information about investment potential and opportunity to business actors - Encourage investment interest in the region 						
3	Alternative policy formulation	<ol style="list-style-type: none"> Policy on guidelines for preparation of investment potential and opportunity map Policy on training for ASN dealing with investment Policy on operating application of investment potential and opportunity 						
4	Policy modeling	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Negative</th> <th style="text-align: center;">Policy</th> <th style="text-align: center;">Positive</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Low interest in investment • Area disparity • Low understanding on investment potential and opportunity • Low competence of government staffs (ASN) </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Establishment of PPPM Guidelines • Training for Investment ASN • Establishment of PPPM Application </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Reduced centralization of investment interest in Ring I • Encouraging investment interest in region • Facilitating education of information on PPPM to business </td> </tr> </tbody> </table> <p>The obtained model is as follows: $Y = f(X1)+(X2)+(X3)$ Where: y = low understanding of investment potential and opportunity; X1 = the establishment of guidelines for preparation of investment potential and opportunity map; X2 = Training for ASN dealing with investment; and X3 = Establishment of application of investment potential and opportunity The more intensively the policy is implemented, the lower the understanding of investment potential and opportunity is.</p>	Negative	Policy	Positive	<ul style="list-style-type: none"> • Low interest in investment • Area disparity • Low understanding on investment potential and opportunity • Low competence of government staffs (ASN) 	<ul style="list-style-type: none"> • Establishment of PPPM Guidelines • Training for Investment ASN • Establishment of PPPM Application 	<ul style="list-style-type: none"> • Reduced centralization of investment interest in Ring I • Encouraging investment interest in region • Facilitating education of information on PPPM to business
Negative	Policy	Positive						
<ul style="list-style-type: none"> • Low interest in investment • Area disparity • Low understanding on investment potential and opportunity • Low competence of government staffs (ASN) 	<ul style="list-style-type: none"> • Establishment of PPPM Guidelines • Training for Investment ASN • Establishment of PPPM Application 	<ul style="list-style-type: none"> • Reduced centralization of investment interest in Ring I • Encouraging investment interest in region • Facilitating education of information on PPPM to business 						

4.2 Determine Policy Recommendations

To rank and recommend the best alternative policies to solve the problem of difficulty for business actors to validly and accurately read investment potential and opportunity in regencies/cities, there are 3 (three) alternatives that can be used including the policy on preparing Governor Regulation on Technical Guidelines for Preparation of Investment potential and opportunity Map, Training for ASN dealing with Investment and establishment of Applications of Investment potential and opportunity. Several assessment criteria (considerations) used in assessing the proposed alternative policies include the criteria for technical feasibility, economic and financial feasibility, political viability, and administrative operability. The analysis of each criterion for several proposed alternative policies can be described below.

a. Technical Feasibility

It is a criteria to find out the extent to which the proposed alternative policy can achieve the prescribed goals and objectives. This criteria emphasizes the effectiveness of an alternative policy in achieving the goals and objectives. The goal to be achieved from this policy is "to facilitate education of information on investment potential and opportunity to investment stakeholders". This efficiency measure is required because there are still many business actors facing difficulty in finding investment potential and opportunity in an area due to the low competence of ASN in preparing investment potential and opportunity map, the absence of technical instructions and the insufficient distribution of supporting data

on investment potential and opportunity. The problem the business actors face in finding investment potential and opportunity in a region can reduce investment interest in the area.

Viewed from the policy goal achievement, the first alternative policy is more effective in achieving the objectives compared to the second and third alternative policies. With the technical guidelines for the preparation of investment potential and opportunity map, investment potential and opportunity in the regions can be formulated validly and correctly in accordance with existing data. In addition, the change in personnel of the investment stakeholders is not a problem because of the availability of the technical guidelines for preparation of investment potential and opportunity map.

The second alternative ranking is to establish the application of investment potential and opportunity. With this application, investment stakeholders are assisted to determine investment potential and opportunity simply by inputting the required data. However, the results of this application of investment potential and opportunity are deemed inefficient because of the many analytical steps carried out to generate investment potential and opportunity.

Finally, the third alternative ranking is the preparation of policy on training for ASN dealing with investment stakeholders. This policy is considered inefficient for solving the problem of difficulty of business actors in reading the valid and correct investment potential and opportunity in regencies/cities. This is because the educational background or experience of each ASN is different, so it takes a different amount of time for each ASN to be able to understand and properly develop the investment potential and opportunity plan. In addition, change in personnel also makes this policy inefficient because further training for new personnel is required.

b. Economic and Financial Feasibility

This criteria is used to find out the amount of costs required to carry out the alternative intervention step and how much profit can be obtained from the intervention step. This criterion emphasizes the efficiency aspect. The three proposed policies are considered to have the same opportunities when viewed from the economic criteria, how much is the cost to implement the policy. However, if the three policies are ranked, the first alternative occupies the first rank of feasibility, then the second and last alternative are the third one.

In carrying out the first alternative policy, namely making technical guidelines for investment potential and opportunity map, the costs required include experts' fees to formulate guidelines for preparation of investment potential and opportunity map. For the second alternative, namely making an application, the incurred costs equal to those for preparation of guidelines, plus application establishment costs. The last alternative policy is providing training for ASN. ASN training has a low feasibility value because the costs incurred for training are not limited in frequency. Additional training will be required if the investment stakeholders deem that the investment potential and opportunity plan in region is incorrect.

c. Political Feasibility

This criteria will look at the extent of the political effects and impacts of each alternative intervention step. The political impact of this alternative policy will be seen from the level of accessibility, compatibility with values in society, responsiveness, compliance with laws and regulations and equity. This criterion is essentially to gain political support for the alternative intervention steps to be selected and determined.

Of the three alternatives, the first alternative, namely the preparation of guidelines, is considered the most appropriate based on political feasibility because this guideline is a follow-up of the Regulation of the Head of BKPM Number 9 of 2017 concerning Guidelines and Procedures for the Implementation of the Investment Climate. So that this guideline is in line with existing regulations. The next alternative, i.e political feasibility is the policy of making the application of investment potential and opportunity. Article 10 of the BKPM Head Regulation number 9 of 2017 states that the development of investment potential and opportunity includes documenting the results into the SIPID (Regional Investment Potential Information System). This application of investment potential and opportunity will be input in the SIPID belonging to the province of East Java. The last policy is the provision of training to ASN dealing with investment affairs.

d. Administrative Operability

This criteria is to identify probability of an alternative can be successfully implemented in the prevailing political, economic, social and administrative contexts. This criterion will look at the dimensions of the implementing agency's authority, institutional commitment, staff capability and funding and organizational support.

The three alternative policies proposed have the same opportunity to be implemented administratively. If ranked, it can be seen that the first alternative policy is the most applicable, both technically and administratively. In the first alternative, guidelines for preparation of regional investment potential and opportunity map gets support of both human and financial resources. This means that the guidelines for the preparation of regional investment potential and opportunity map can be implemented by all staffs

with all educational backgrounds without requiring funds. The next feasible alternative in this criterion is the training for ASN. All staffs dealing with investment can participate in the training, but it requires substantial funds. The last policy is making the application of investment potential and opportunity. This policy requires staff or human resources having high qualifications in IT, while the funds required are relatively small.

From the 4 (four) assessment criteria above, the alternative policy on Preparation of Guidelines for Investment potential and opportunity is scored 16, the policy on training for ASN dealing with Investment Training is scored 9 and the policy on Establishment of Application of Investment Potential and Opportunity is scored 11. Thus, the recommended alternative is the Preparation of Guidelines for Investment Potential and Opportunity Plan.

Table 5. Policy Viability Calculation

No	Criteria	Alternatives		
		Preparation of Guidelines for Investment Potential and Opportunity Plan	Investment ASN Training	Establishment of Application of Investment Potential and Opportunity
1	Technical feasibility	4	2	3
2	Economic and Financial Feasibility	4	2	3
3	Political viability	4	2	3
4	Administrative operability	4	3	2
Total		16	9	11
Ranking		1	3	2

5. Conclusion

By identifying the ranking of alternative policies as described, the recommendation to address the business actors' difficulty in analyzing the valid and correct investment potential and opportunity is to prepare Guidelines for Preparation of Investment Potential and Opportunity Map. This guidelines is expected to improve the quality of personnel of district/city's DPMPTSP office. In addition to preparing the guidelines for investment potential and opportunity map, the provincial DPMPTSP offices should also carry out promotion of the results of the investment potential and opportunity map that has been prepared electronically and non-electronically by districts/cities to increase interest and realization of investment in East Java.

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