

POLICY SOCIALIZATION OF CAMPUS CANTEEN AT UNIVERSITAS NGURAH RAI BALI INDONESIA

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ABSTRACT

This research aims to determine the perceptions of canteen visitors regarding the role of the canteen and the socialization of canteen policies at Universitas Ngurah Rai. Apart from that, it is also to find out what food is most often bought in the canteen, whether the canteen is useful for the campus, how often you visit the canteen, and input or suggestions from visitors regarding the canteen. What the researchers observed was data related to the socialization of canteen policies. This research was carried out at Universitas Ngurah Rai, using a survey method. This method is a process, technique or tool used to obtain research information by asking questions to sources or respondents through direct interviews with consumers and distributing questionnaires to all canteen visitors. The results of this research were that 37 people or 41% liked smashed fried chicken, 27 people or 30% meatballs, 10 people or 11% of chicken fresh vegetables, 9 people or 10% liked jingo rice, 5 people or 10% of siomay or pecel rice. 6%, and yellow rice as much as 2 people or 2%. The results of the perception of whether the canteen is useful for the campus, the majority of respondents, 90 people or 100%, stated that the canteen is very useful for the campus. 100% of respondents stated that they go to the canteen very often. Input or suggestions from visitors to the canteen include improving it, adding more food menu variants, asking for more seats to be added and electrical equipment for students to be able to charge cellphones and laptops.

Keywords: *perception, canteen, socialization*

1. INTRODUCTION

Canteen is a commercial establishment whose scope of activity provides food and beverages at its premises. Canteen is one form of public facilities, which besides being a place to sell food and drinks, also serves as a meeting place for students and employees within the school or campus environment (Permenkes,2011).

The canteen is a strategic place for students because besides being a place to eat, socialize, and rest after studying, it also significantly influences students' health. Therefore, the canteen needs more attention. The canteen should not only provide food but also consider health and comfort aspects, so that all the objectives of the canteen can be realized. The food and drinks sold should have economic value that is affordable for students' financial capabilities.

A healthy canteen can be implemented by including the construction of supporting facilities and readiness of food menus that meet health standards. Canteen facilities that need to be well-prepared include: cooking areas, dishwashing areas, handwashing facilities, food storage and serving areas, waste disposal areas, and also cleanliness of the canteen space. Additionally, clean water should be available for cooking purposes. The canteen should always be in a clean condition, as food and beverages are one of the mediums for disease transmission (Djaeni, 2006).

Based on the survey data conducted at Universitas Ngurah Rai in 2024 regarding canteen consumers at the university, such as: how often they visit the canteen, their favorite foods in the canteen, the usefulness of the canteen, and feedback or suggestions related to the canteen. The results show that almost every time respondents visit the campus, the favorite or most frequently purchased foods vary, including meatballs, smashed fried chicken, raw vegetable side dish, steamed fish dumplings, and small portion of rice with side dishes. Regarding the question of how useful the canteen is, most respondents answered that the canteen is useful and very useful. Based on the survey results, there are several suggestions, including adding menu items, adding fans, adding dining tables because when the canteen is crowded, there is often a shortage of tables, adding electrical adapters, improving service or perhaps adding staff because when it's crowded, waiting for orders often takes a long time, and improving canteen cleanliness and paying more attention to animals roaming in the canteen.

This research is conducted to provide an overview of the condition and role of the canteen at Universitas Ngurah Rai and to provide socialization regarding campus canteen policies. The results of this study can be utilized by various parties such as canteen vendors and university authorities responsible for evaluating issues related to canteen facilities and infrastructure. This is done with the aim of improving the canteen infrastructure at Universitas Ngurah Rai.

2. RESEARCH METODOLOGY

The method used in this research is a survey method. This method is considered as a process to collect data using samples from a specific population. According to an expert, Neuman W. Lawrence, the survey method is a quantitative research method. This method gathers responses, opinions, and feedback from a group of people regarding the research object. The results of the survey will enrich information, making the research considered good and close to reality.

Furthermore, the researcher conducted discussions through direct interviews with consumers and distributed questionnaires to all canteen visitors, including students, staff, faculty members, and others. Prior to this, the researcher prepared questions related to the role of the canteen. Additionally, as supplementary data, the researcher also utilized documentary studies, which involve data obtained from physical documents such as records and photos related to the socialization of canteen policies.

3. RESULT AND DISCUSSION

Definition of Socialization

Socialization according to George Herbert Mead in his book "Government Socialization." Socialization is a process in which humans learn through methods, values, and adjust actions with society and culture, observing how humans enhance their personal growth to fit with the conditions, values, norms, and culture of a society that applies around them. through, experiencing, (feeling), and self-confidence and the process of socialization is cultured throughout life." (George Herbert Mead 1863-1931).

Definition of Policy

The word "policy" etymologically originates from the English word "policy," while "kebijaksanaan" (wisdom) originates from the word "wisdom." Policies are created to regulate society's life in order to achieve agreed-upon goals. According to Inu Kencana Syafie in his book titled "Introduction to Political Science," citing the opinion of Harold Lasswell, policy is defined as: "the intellectual task of decision making involving clarification of objectives, analysis of tendencies, examination of conditions, projection of future developments, and research and research, as well as assessment and selection of possibilities" (Lasswell in Syafie, 1992:35).

Definition of Policy Socialization

According to Harton and Hunt (Harton, 1987), policy socialization fundamentally refers to "a way for a policy to achieve its goals." A policy program must be socialized in order to have the desired impact or objectives. Socialization is seen as an interaction process between a set of objectives and actions capable of achieving policy goals, where actors, organizations, procedures, and techniques are used collectively in policy socialization. Regardless of various issues surrounding policy socialization, fundamentally, this process must be conducted in a comprehensive organizational context with clear goals and targets, clear priorities, and clear supporting resources. Meanwhile, according to Vembriarto (in Khairudin 2008, p.63), socialization is a learning process, namely the accommodation process through which individuals restrain, modify impulses within themselves, and adopt the lifestyle or culture of their community.

Policy socialization is closely related to community empowerment. In community empowerment, the government bears significant responsibility for empowering its people. The role of the government is crucial; therefore, the government formulates policies or socializes policies to support community empowerment programs and activities.

There are three assumptions uniformly accepted and implemented by experts and practitioners of empowerment theory as follows:

1. Empowerment takes different forms for different individuals. Perspectives, skills, and actions required to address labor issues will vary between unmarried adolescents and pregnant adult women. Empowerment forms also differ between female farmers and female laborers. Backgrounds, situations, and maturity levels greatly influence this.
2. Empowerment takes different forms for different contexts. Perceptions, skills, and actions required to carry out a specific job differ between workers in authoritative organizations and workers in participative organizations. In the first situation (authoritative organization), workers' initiatives are suppressed at the lowest level, while in the second situation (participative organization), workers' creativity and dynamics are encouraged to flourish as much as possible.
3. Empowerment will fluctuate or change over time. An individual may feel empowered at one time, but later feel disempowered at another time, depending on the conditions they face at a given time. In such cases, time acts as a determining fate regime.

Based on the analysis of canteen consumer survey interviews, there were a total of 90 respondents. They consisted of 2 faculty members or 2.2%, 6 staff members or 6.7%, 78 students or 86.7%, and 4.4% others, including 2 campus security guards, 1 foundation driver, and 1 campus cleaning service staff. The interview results with the respondents are as follows:

Perceptions of Which Foods You Like or Most Frequently Purchase at The Canteen.

The majority of respondents stated that there are many food variations they like, such as smashed fried chicken with 37 people or 41%, meatballs with 27 people or 30%, raw vegetable side dish with 10 people or 11%, small portion of rice with side dishes with 9 people or 10%, steamed fish dumplings or rice with peanut sauce with 5 people or 6%, and lastly, yellow rice with 2 people or 2%. This indicates that the food at Universitas Ngurah Rai's canteen aligns with students' preferences. Someone's preference for a food can be due to its delicious taste, variety of food choices, served hot, attractive presentation, suitable tenderness, and being in a condition of hunger.

Perceptions About the Canteen's Usefulness for The Campus.

The majority of respondents who stated it is very useful are 90 people or 100%. This indicates that the canteen at Universitas Ngurah Rai is highly beneficial for all groups and UNR students.

Perceptions About How Often You Visit The Canteen.

The majority of respondents stated 90 people or 100%. This indicates that students are still actively visiting the canteen to enjoy the available dishes.

Here Are Some Suggestions or Feedback Regarding The Canteen at Universitas Ngurah Rai.

We hope that the cleanliness of the canteen can be improved to provide a more comfortable dining experience for visitors. Our suggestion is to increase the variety of menu options so that visitors have more choices of food and beverages that suit their tastes. It's also necessary to add more seating so that visitors can sit comfortably while enjoying their meals at the canteen. We hope the canteen can provide additional electrical outlets to facilitate visitors who want to charge their electronic devices. These are the main suggestions from several respondents.

4. CONCLUSION

After conducting research on the socialization of campus canteen policies at Universitas Ngurah Rai in Bali, Indonesia, it can be concluded that:

1. The majority of respondents indicated a wide variety of preferred food choices, including smashed fried chicken with 37 people or 41%, meatballs with 27 people or 30%, raw vegetable side dish with 10 people or 11%, small portion of rice with side dishes with 9 people or 10%, steamed fish dumplings or rice with peanut sauce with 5 people or 6%, and finally, yellow rice with 2 people or 2%.
2. All canteen consumers, totaling 90 people or 100%, stated that they visit the canteen very frequently every time they come to campus.
3. The majority of respondents, 90 people or 100%, stated that the canteen is very useful for the campus. It facilitates resting after classes or work breaks, eliminating the need to purchase food outside.

Based on the survey results, research findings, and conclusions discussed, the researcher can provide recommendations for the socialization or role of the Universitas Ngurah Rai canteen as follows:

1. For the University:
 - a) The university administration can reevaluate the canteen facilities that need improvement.
 - b) The canteen management should strongly urge vendors or visitors to pay more attention to the cleanliness of the canteen.
2. For the Vendors:
 - a) Based on feedback from visitors, vendors can innovate by adding menu variations that are currently unavailable or sold in the canteen.
 - b) Adding staff or employees to help serve food to customers because customers often wait a long time for their ordered food.
3. For Future Researchers:

This research is expected to serve as a reference for future improvements. For future researchers who wish to study the same topic, it is hoped that they will use different research methodologies or add other variables to explore several problems quantitatively.

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