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ODOL POLICY AS A LOCAL POLITICAL ISSUE: EXAMINING THE PALEMBANG CITY GOVERNMENT'S RESPONSE TO PUBLIC PRESSURE

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Abstract

This study examines the political dynamics underlying the implementation of the Over Dimension and Overload (ODOL) policy in Palembang City, Indonesia. Using a qualitative-descriptive approach supported by official transportation data, accident statistics, and media analysis, the research explores how public pressure influences local government responsiveness toward ODOL enforcement. Findings reveal that weak implementation stems not only from institutional limitations but also from political compromises between local authorities and economic actors. The growing number of accidents and fatalities has intensified public scrutiny, transforming ODOL from a technical issue into a politically charged policy arena. The study demonstrates that public pressure serves as a catalyst for symbolic yet visible governmental action, while long-term effectiveness requires digital monitoring innovation, cross-agency collaboration, and participatory accountability. This research contributes to understanding how local political responsiveness shapes policy outcomes in developing democracies, particularly within decentralized governance systems.

Keywords: *ODOL Policy, Political Responsiveness, Local Governance, Public Pressure.*

Abstrak

Penelitian ini menganalisis dinamika politik dalam implementasi kebijakan Over Dimension and Overload (ODOL) di Kota Palembang, Indonesia. Dengan menggunakan pendekatan kualitatif-deskriptif yang didukung oleh data resmi perhubungan, statistik kecelakaan, dan analisis media, penelitian ini menelaah bagaimana tekanan publik memengaruhi respons pemerintah daerah terhadap penegakan kebijakan ODOL. Temuan menunjukkan bahwa lemahnya implementasi tidak hanya disebabkan oleh keterbatasan institusional, tetapi juga oleh kompromi politik antara pemerintah lokal dan aktor ekonomi. Peningkatan jumlah kecelakaan dan korban jiwa telah memperkuat tekanan publik, menjadikan isu ODOL tidak lagi bersifat teknis, melainkan politis. Penelitian ini menegaskan bahwa tekanan publik berfungsi sebagai katalis bagi tindakan pemerintah yang simbolik namun terlihat,

sementara efektivitas jangka panjang menuntut inovasi pemantauan digital, kolaborasi lintas lembaga, serta akuntabilitas partisipatif. Hasil penelitian ini memperkaya pemahaman tentang bagaimana respons politik lokal memengaruhi kinerja kebijakan dalam sistem pemerintahan desentralistik.

Kata Kunci: Kebijakan ODOL, Respons Politik, Tata Kelola Lokal, Tekanan Publik

INTRODUCTION

The issue of Over Dimension and Overload (ODOL) vehicles has become a persistent challenge in Indonesia's transportation sector, reflecting the complex interplay between economic interests, public safety, and regulatory enforcement. ODOL refers to freight vehicles that exceed permissible weight or size limits, resulting in significant damage to road infrastructure, increased accident rates, and inefficiency in transportation governance (Ministry of Transportation, 2023; Hapsari & Setiawan, 2021). Studies show that overloaded vehicles contribute to approximately 40% of premature road damage and substantially increase accident risks (Prasetyo et al., 2022; World Bank, 2020). Despite national initiatives to curb ODOL practices, local governments—such as the City of Palembang—face unique political and institutional constraints in enforcing related policies (Nasution & Lestari, 2021).

In Palembang, a strategic economic hub in South Sumatra, the presence of ODOL vehicles remains visible, particularly on routes connecting industrial zones and ports. The persistence of ODOL

violations is not merely a technical issue but also a political one. Local authorities often encounter competing pressures from business actors, transport associations, and the public demanding road safety and accountability (Dunn, 2003; Howlett & Ramesh, 2020). This condition aligns with the theory of policy implementation under conflicting interests, which suggests that local actors often balance between regulatory enforcement and political accommodation (Pressman & Wildavsky, 1984; Grindle, 2017). Consequently, the ODOL issue illustrates how local governance operates within a web of economic power, bureaucratic inertia, political negotiation, and the Palembang City Government responds politically to public pressure on ODOL enforcement.

From a political science perspective, the ODOL policy problem reveals how local political dynamics influence the implementation of national transportation regulations. Studies on local governance in Indonesia show that decentralization often leads to variations in policy responsiveness and enforcement capacity among local governments (Fitriani, Hofman, & Kaiser, 2005; Hadiz, 2010). The

responsiveness of local governments to public pressure demonstrates the extent to which public policy reflects societal demands versus entrenched economic interests (Peters & Pierre, 2016; Bovens & Zouridis, 2021).

In this sense, ODOL regulation serves as an entry point to examine the politics of local governance, interest group influence, and policy responsiveness within Indonesia's decentralized administrative system (Rasyid, 2019; Setiawan & Yulianto, 2020). Previous research, such as on the ODOL problem in Enrekang, focused more on traffic flow conditions and road age (Syam, 2024), while other research focused on law enforcement in ODOL policies (Febriani & Mintarsih, 2023). While previous research treated ODOL as a technical issue, this study explores its political dimensions.

Furthermore, the City of Palembang provides an illustrative case where public pressure, media coverage, and accident incidents have increasingly framed ODOL as a public issue rather than a technical transport concern. This shift underscores the process of politicization of transport safety—where citizens' grievances, amplified by social media and local advocacy, compel local authorities to demonstrate accountability and political will (McCombs & Shaw, 1972; Widianingsih & Morrell, 2021). Studies in

policy communication suggest that issues framed as threats to public safety tend to attract more political attention, especially when they coincide with public dissatisfaction toward local governance (Entman, 2007; Nugroho, 2022).

Thus, this study aims to analyze how the Palembang City Government formulates and implements policy responses to the ODOL issue under conditions of public and political pressure. It situates ODOL within the broader discourse of policy responsiveness and local political accountability, contributing to the growing literature on local governance and transport policy in developing democracies (Liu, 2021; Antlov, 2003; Peters, 2021).

LITERATURE REVIEW

The issue of Over Dimension and Overload (ODOL) vehicles has long been a critical concern in Indonesia's transportation policy. ODOL violations not only accelerate the deterioration of road infrastructure, reducing its service life by more than 40% (Prasetyo, Wibowo, & Rahman, 2022), but also contribute significantly to traffic accidents that often result in fatalities, particularly in urban and industrial areas (Hapsari & Setiawan, 2021). This indicates that the ODOL problem is not merely a technical matter but a complex public policy challenge, where

safety, economic, and political factors intersect (Kementerian Perhubungan, 2023).

Local Politics

Existing studies have shown that the implementation of ODOL regulations faces substantial gaps between formal policy design and practical execution. Although the national government introduced the Zero ODOL policy in 2018, enforcement at the local level remains inconsistent (Nasution & Lestari, 2021). Local governments frequently face a dilemma between adhering to central regulations and accommodating local economic interests, especially under pressure from logistics and transport associations that argue the policy increases operational costs. This situation aligns with Grindle's (2017) and Pressman and Wildavsky's (1984) findings, emphasizing that successful policy implementation largely depends on political context and the capacity of local actors to manage conflicting interests.

In Indonesia's decentralized governance framework, local governments play an increasingly strategic yet challenging role. Fitrani, Hofman, and Kaiser (2005) highlight that regional autonomy allows for policy innovation while simultaneously producing varying levels of responsiveness and effectiveness among regions. Local governments are not

merely policy executors but also political actors who must balance public opinion, social pressure, and administrative feasibility in their decision-making (Peters & Pierre, 2016). Consequently, the implementation of ODOL policies at the local level often becomes a site of negotiation between economic interests, public pressure, and political legitimacy.

Policy Responsiveness

The rising number of accidents caused by ODOL vehicles has transformed this issue into a major public concern, particularly after several fatal incidents gained extensive media coverage. Such events demonstrate how public pressure can directly shape local transportation policy dynamics. As Liu (2021) argues, policy responsiveness emerges when governments adjust their administrative behavior in response to changes in public sentiment and citizen demands. In the case of Palembang, heightened public scrutiny of ODOL-related accidents compelled the city government to take strategic actions to demonstrate concern for public safety and maintain its political legitimacy.

Media Influence on Policy

The influence of mass and social media also plays a crucial role in this process. McCombs and Shaw's (1972) agenda-setting theory explain how media can shape public perceptions by

determining which issues become politically salient. In the context of ODOL, continuous media coverage of road accidents and casualties has generated moral and political pressure for local governments to act more decisively. Nugroho (2022) found that media framing of public safety issues often accelerates policy responsiveness because policymakers feel compelled to exhibit adaptive behavior toward public expectations.

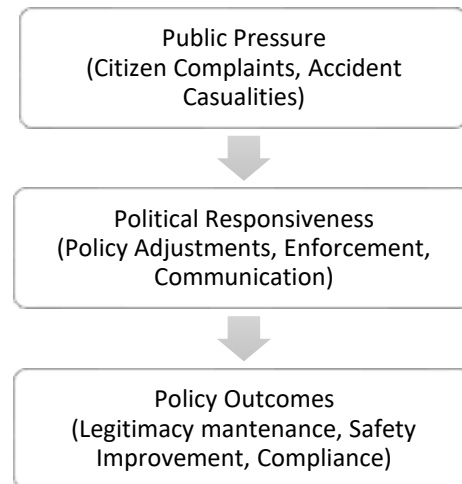
Therefore, the literature underscores a strong connection between ODOL policy implementation, local political dynamics, and public pressure stemming from fatal heavy-vehicle accidents. However, there remains a limited number of studies examining how local governments respond to public pressure within the ODOL policy framework, especially in urban settings like Palembang.

Understanding this phenomenon is crucial to explaining how a technical issue such as transportation safety evolves into a local political issue, requiring adaptive capacity, responsiveness, and accountability from municipal governments.

Consequently, this study seeks to fill that gap by analyzing how the Palembang City Government has implemented and responded to ODOL-related public pressure following a surge in

fatal traffic accidents involving heavy freight vehicles.

Figure 1. Conceptual framework



METHOD

This study employed a qualitative descriptive approach to examine how the Palembang City Government responded to public pressure regarding the enforcement of the Over Dimension and Overload (ODOL) policy. The qualitative design was selected to enable an in-depth understanding of the political, institutional, and social dimensions shaping local policy implementation.

The research was designed as a case study, focusing on Palembang City as a representative urban area in South Sumatra that experiences a high frequency of ODOL violations and traffic accidents involving heavy vehicles. Palembang was chosen because it represents a strategic transportation hub connecting Sumatra's eastern corridor, where ODOL enforcement

issues are both highly visible and politically sensitive. The city's governance dynamics and public responsiveness make it a compelling case for analyzing the intersection between policy enforcement and local political legitimacy (Creswell, 2017).

Data collection in this study also involved a literature review to strengthen both the empirical analysis and the theoretical framework. The review encompassed various secondary sources, including scholarly journals, government reports, national and local media coverage, and policy documents related to the Over Dimension and Over Load (ODOL) issue in Indonesia and other Southeast Asian countries. The objective was to identify relevant patterns, variables, and political dynamics of policy implementation in relation to the Palembang context. Through this approach, the researcher was able to triangulate field data with theoretical findings, providing a more comprehensive understanding of the interconnections between public pressure, governmental responsiveness, and political legitimacy in the implementation of the ODOL policy.

FINDINGS AND DISCUSSION

The issue of Over Dimension and Over Load (ODOL) in Palembang has evolved into a multidimensional problem that extends beyond transportation

governance, reflecting the local government's capacity to respond to social pressure and maintain its political legitimacy. The Palembang City Government faces a complex situation in which a technical traffic issue has transformed into a local political agenda, demanding concrete action, accountability, and policy communication that is responsive to public opinion. The Palembang case is an example of what Grindle (2017) calls the politics of implementation, where administrative decisions are heavily influenced by negotiations and power relations, rather than purely technical considerations.

ODOL as a Governance and Political Challenge

The findings indicate that the implementation of the ODOL policy in Palembang is not merely a technical transportation matter but also part of broader political and governance dynamics. Although the central government has set a Zero ODOL 2025 target, implementation in Palembang faces persistent barriers, including weak inter-agency coordination, data inaccuracy, and limited technological capacity. According to the South Sumatra Transportation Agency (Dishub Sumsel, 2024), approximately 2,870 ODOL vehicles entered Palembang in 2023 via key logistics routes such as Jl. Soekarno-Hatta,

Jl. Kol. H. Burlian, and Jl. Alang-Alang Lebar, which connect industrial areas in Banyuasin and Musi Banyuasin to the city's distribution centers.

This enduring presence of ODOL vehicles reveals a policy–practice gap between national directives and local execution. The absence of digital monitoring systems, such as weigh-in-motion technology (Bovens & Zouridis, 2021), further limits the city's ability to sustain enforcement. These conditions affirm Howlett and Ramesh's (2020) view that adaptive, technology-based governance is crucial to closing the divide between policy design and field implementation in developing contexts.

Technical Pressures and Social Repercussions

The influx of thousands of ODOL vehicles has directly contributed to increased congestion and road damage. Data from Google Mobility and the Palembang Police Department (*Polresta Palembang*, 2024) show that the city's average congestion index rose by 23.6% between 2022 and 2024. The worst congestion hotspots were recorded along Jl. Soekarno-Hatta, Jl. Lingkar Selatan, and Jl. Ahmad Yani—major routes for heavy trucks. This indicates that ODOL activities significantly reduce traffic efficiency and urban public safety.

The situation is further exacerbated by high congestion levels. According to the *TomTom Traffic Index* (2024), Palembang ranks as the third most congested city in Indonesia, with an average congestion duration of 27 minutes and 55 seconds per day. While these numbers highlight capacity strain, their political significance lies in the public visibility of policy failure. Reports from *Antara News* (2024) emphasize that heavy vehicles often cause long traffic queues on main routes such as the East Cross Road and toll access points, frequently used by interprovincial logistics trucks. These findings demonstrate that ODOL has become more than an inter-regional transport issue—it now disrupts citizens' daily mobility, hinders local economic activity, and reduces urban quality of life.

Empirically, data suggest that the ODOL policy environment in Palembang has become increasingly sensitive over the past two years. Following a series of traffic accidents resulting in fatalities, public pressure intensified, reinforcing perceptions of ineffective government supervision over heavy vehicles. According to *Unsri Repository* (2024), the number of registered vehicles in Palembang increased from about 540,986 units in 2021 to 550,428 in 2022, signaling greater traffic pressure on existing infrastructure. The absence of official data on the number of

ODOL vehicles entering the city reveals a *policy gap*, reflecting weaknesses in monitoring, data collection, and transparency.

Furthermore, the *Palembang Police Traffic Accident Report* (2024) recorded 126 traffic accidents involving heavy and ODOL vehicles between 2023 and 2024, resulting in 38 fatalities and 91 serious injuries. Most incidents occurred at night along major logistics routes. One of the most widely publicized cases occurred in early 2024 on Jl. Soekarno-Hatta, claiming six lives. Viral media coverage, transforming a technical matter into a social and political crisis. Following McCombs and Shaw's (1972) agenda-setting theory, sustained news attention reframed ODOL as a symbol of weak government accountability. As Liu (2021) argues, in such cases policy responsiveness becomes a mechanism of political legitimation, where local governments act primarily to preserve authority rather than achieve policy effectiveness.

The social and political dimensions of this issue are reinforced by data from *Akurat Sumsel* (2024), which reported a 9.61% increase in traffic accidents in 2024 (from 760 to 833 cases), with serious injuries rising by 35.04%. Although fatalities slightly decreased, the surge in serious injuries gained wide media attention and became a symbol of policy

failure in road safety. The tragic case of a young woman run over by a dump truck in Ilir Timur II triggered waves of public protest and media scrutiny, urging the government to immediately control ODOL vehicles (*Lidik Sumsel*, 2024).

Critical hotspots such as the Palembang–Banyuasin East Cross Road, Simpang Nilakandi, and sections of the Trans-Sumatra Highway have become epicenters of public complaints and media coverage. Reports from *Kompas* (2024) reveal that prolonged congestion is often caused by heavy vehicles breaking operational hour rules or stalling on the road, exposing weak law enforcement and inter-agency coordination. These institutional weaknesses highlight how ODOL enforcement faces resistance from both logistics operators and an inadequately integrated bureaucratic structure.

Local Political Dynamics

From a policy politics perspective, public pressure has become a *critical variable* in driving local policy change. Rising casualties, media exposure, and social protests have shifted ODOL from a technocratic concern to a political agenda affecting the government's credibility. In this context, the Palembang City Government finds itself in a defensive position: on one hand, it must maintain regional logistics flow as part of national

economic policy, yet on the other, it faces legitimacy pressure from citizens demanding traffic safety and order.

The Mayor, Transportation Agency, and Police Department form the main institutional triad managing ODOL policy. First, the Mayor's office bears political responsibility for both economic continuity and citizen safety. Second, the Transportation Agency serves as the technical executor but suffers from limited capacity and fragmented authority. Third, the Police control enforcement discretion, shaping how and when ODOL sanctions are applied.

These actors often pursue divergent interests: the Mayor seeks political credibility; the bureaucracy emphasizes procedural compliance; and the police prioritize control over traffic order. Meanwhile, logistics associations such as *Aptrindo* (Indonesian Trucking Association) resist strict enforcement, citing rising costs and disrupted supply chains (Nasution & Lestari, 2021). As a result, ODOL enforcement operates under a politics of adjustment, in which government action is reactive, short-term, and largely symbolic—through patrols, inspections, or publicized “joint operations”—rather than structurally transformative.

This situation illustrates what Grindle (2017) argument that

implementation is inherently political, involving bargaining among actors with competing interests. In Palembang's case, the government faces a dilemma: strict enforcement risks economic conflict, while leniency invites public and media criticism for weak accountability. Consequently, the government has opted for symbolic responses—more frequent inspections and publicized enforcement campaigns—rather than systemic reform of logistics governance as well as sustainable institutional reform.

Comparative Reflection: Lessons from Other Cities

Similar patterns appear across Southeast Asian urban contexts where freight regulation intersects with political negotiation. In Bangkok and Manila, for instance, truck bans have faced strong resistance from transport operators due to conflicting economic priorities (Rujopakarn, 2018; ADB, 2022). Likewise, Surabaya and Semarang have struggled with inconsistent ODOL enforcement when regulations clash with industrial logistics needs (Hidayat, 2023).

Palembang's distinctive feature is the personalization of accountability—where the Mayor's public image becomes directly tied to the city's accident rates and congestion levels. This demonstrates a core dynamic of Indonesia's decentralized

governance: local political survival increasingly depends on visible responsiveness to citizen concerns, even if structural reforms remain slow or fragmented.

Synthesis and Policy Implications

Empirical evidence from 2021–2024 reveals a consistent trajectory: rising vehicle density, recurring ODOL violations, and mounting public pressure have intertwined to create a cycle of reactive governance. Media exposure and civic activism amplify demands for government accountability, pushing the local administration to act—but largely through symbolic gestures rather than systemic change.

By connecting theory and findings, the Palembang case embodies both Grindle’s “politics of implementation” and Liu’s “policy responsiveness” frameworks. The city government’s responses—joint enforcement operations, publication of ODOL monitoring data, and digital complaint channels—are primarily aimed at managing legitimacy risks rather than solving underlying structural issues.

Ultimately, ODOL enforcement in Palembang represents a test of local governance capacity: how to balance the national goal of logistics efficiency with public demands for safety and order. In line with Pressman and Wildavsky (1984) and

Peters and Pierre (2016), this case confirms that policy implementation is not a linear administrative process but a continuous negotiation between institutional capacity, political incentives, and citizen expectations.

Table 1. Empirical Data on ODOL and Its Social Impacts in Palembang City (2021–2024)

Aspect	Key Indicator	2021	2022	2023	2024	Source	Policy Implication / Commentary
Vehicle Volume	Number of registered vehicles in Palembang City	540,986 units	550,428 units	—	—	<i>Dishub Sumsel (2024)</i> <i>Unsri Repository (2024)</i>	The continuous rise in vehicle volume increases pressure on road capacity and underlines the urgency of ODOL regulation.
Traffic Congestion	Average daily congestion duration	—	—	27 min 55 sec	27 min 55 sec	<i>TomTom Traffic Index (2024)</i>	Palembang ranks as Indonesia's 3rd most congested city; heavy trucks dominate several major routes.
Heavy Vehicle Contribution	Presence of heavy/ODOL vehicles on main routes (qualitative)	—	—	—	High (based on field observations and travel reports)	<i>Antara News (2024)</i>	Heavy vehicles frequently slow down traffic flow on the East Cross Highway and toll access points.
Traffic Accidents	Total number of traffic accidents	—	—	760	833 (+9.61%)	<i>Akurat Sumsel (2024)</i>	The rise in accident cases reflects growing public pressure on the city government.
Severe Injuries	Number of severely injured victims	—	—	117	158 (+35.04%)	<i>Akurat Sumsel (2024)</i>	The surge in severe injuries became a major trigger for media coverage and public protest.
Fatalities	Number of fatalities	—	—	104	83 (–20.2%)	<i>Akurat Sumsel (2024)</i>	Although fatalities declined, the increase in severe injuries heightened issue visibility and emotional impact.
ODOL Accident Hotspots	Main accident-prone and congested routes	East Cross Highway, Simpang Nilakandi, Trans-Sumatra Road	—	—	—	<i>Kompas (2024);</i> <i>Antara News (2024)</i>	These routes became the focal points of media attention and public complaints.
Government Response	Policy actions and enforcement measures	—	—	—	Joint operations, traffic patrols, regulation of heavy vehicle operation hours	<i>Lidik Sumsel (2024)</i>	The government's response remains reactive and symbolic, lacking structural transport reform.

source: processed by the author

The empirical evidence illustrates a clear pattern linking rising vehicle density, growing accident rates, and escalating public pressure on local authorities. The continuous increase in registered vehicles, alongside limited monitoring of ODOL transport, highlights an institutional gap in data transparency and inter-agency coordination.

High congestion levels, averaging nearly 28 minutes of delay daily (*TomTom Traffic Index*, 2024), demonstrate that the ODOL issue extends beyond freight transport regulation; it directly affects urban mobility, economic activity, and citizens' daily well-being. Reports of slow-moving heavy trucks and frequent breakdowns along main corridors such as East Cross Highway, Simpang Nilakandi, and the Trans-Sumatra route have amplified public frustration and visibility of the issue.

Traffic accident data further reveal that the ODOL phenomenon has evolved into a social and political problem. The 9.61% rise in total accidents and 35.04% increase in severe injuries (*Akurat Sumsel*, 2024) have intensified societal scrutiny of government performance. Tragic incidents, such as the fatal dump truck accident involving a young woman in Ilir Timur II, sparked waves of public protest and widespread media coverage (*Lidik Sumsel*,

2024), pressuring city officials to respond promptly.

From a political perspective, these developments demonstrate that public pressure has become a critical driver of policy responsiveness. The local government's actions, mainly through traffic patrols, joint enforcement, and regulatory adjustments, reflect reactive governance rather than proactive policy design. This suggests a form of politics of adjustment, where authorities prioritize short-term appeasement of public sentiment over long-term structural reform.

Consequently, the ODOL issue in Palembang exemplifies how a technical transportation problem can transform into a political legitimacy challenge. Public discontent, amplified by media and social networks, pushes the city government to balance two competing imperatives: maintaining the smooth flow of national logistics and safeguarding urban residents' safety and welfare. In this context, ODOL enforcement has become a test of political capacity, institutional coordination, and local government credibility.

CONCLUSION AND POLICY IMPLICATIONS

The findings of this study affirm that the Over Dimension and Overload (ODOL) policy in Palembang should not be viewed merely as a technical transportation

issue but as a complex local political phenomenon. The implementation process illustrates how bureaucratic capacity, economic interests, and public pressure intersect in shaping local governance outcomes. The increasing number of fatal traffic accidents involving heavy vehicles has amplified public scrutiny, transforming ODOL enforcement into a matter of political responsiveness and legitimacy.

First, the study reveals that weak enforcement of ODOL regulations arises not only from infrastructural and human resource limitations but also from political compromises between local authorities and economic actors. The local government faces a dual challenge—maintaining economic stability while ensuring public safety. This has often resulted in symbolic responsiveness (Grindle, 2017), where policy actions prioritize appeasing public criticism rather than enacting substantive reform.

Second, the escalation of traffic accidents and fatalities has redefined ODOL enforcement as a political test of legitimacy. Media coverage and public advocacy have compelled the government to demonstrate accountability through visible initiatives such as joint inspections and public disclosure of enforcement data. This finding supports Liu's (2021) argument that local governments often exhibit policy responsiveness as a reaction

to legitimacy pressures rather than administrative necessity. Moreover, the persistence of institutional fragmentation and limited technological integration constrains the sustainability of such efforts (Prasetyo et al., 2022; Bovens & Zouridis, 2021).

From a theoretical standpoint, this study contributes to the understanding of political responsiveness in local governance by showing how policy effectiveness in decentralized settings depends not only on bureaucratic capacity but also on the government's ability to manage legitimacy pressures and maintain citizen trust. The Palembang case highlights the dynamic interaction between public accountability and institutional adaptability within urban governance contexts.

Based on these findings, two strategic policy directions are proposed:

- 1. Institutional Reforms and Capacity Strengthening.**

The Palembang City Government should reinforce inter-agency coordination through a permanent ODOL task force that integrates the Department of Transportation, City Police, and Public Order Agency (Satpol PP). Institutional reform should include the adoption of digital monitoring tools—such as *weigh-in-motion* systems and real-

time data integration with the Ministry of Transportation's national database—to enhance enforcement consistency and administrative transparency.

2. **Participatory and Technological Innovations.**

Public participation should be strengthened through transparent publication of ODOL violation statistics, citizen engagement in monitoring platforms (e.g., *Lapor!*), and collaborative education programs with logistics associations like Aprindo. These participatory innovations can foster voluntary compliance and build a culture of shared responsibility between government and industry actors, thereby reinforcing policy legitimacy (McCombs & Shaw, 1972; Nasution & Lestari, 2021).

Future research could expand this study by conducting comparative analyses across different provinces or longitudinal studies tracking ODOL enforcement outcomes over time. Such approaches would enrich theoretical understanding of how local governments in decentralized systems navigate the trade-offs between political responsiveness, institutional performance, and policy sustainability.

In conclusion, the ODOL policy in Palembang demonstrates that policy effectiveness and political legitimacy are mutually reinforcing. Successful implementation depends not only on formal regulations but also on the government's capacity to transform legitimacy pressures into institutional innovation and participatory accountability—key dimensions of responsive local governance.

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