



Evaluation of the Effectiveness of the Cheap Market Operation Program in Controlling Inflation in East Belitung Regency: An Approach Based on William N. Dunn's Public Policy Theory

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ABSTRACT

This study aims to evaluate the extent to which the implementation of the Cheap Market Operation Program contributes to reducing the inflation rate in East Belitung Regency. Regional inflation is a serious challenge because it has a direct impact on people's purchasing power, especially vulnerable groups. This study uses a descriptive qualitative approach with a case study method and analyzes data based on public policy evaluation indicators according to William N. Dunn, namely effectiveness, efficiency, adequacy, fairness, and accuracy. *The findings of the analysis show that the Cheap Market Operation Program has not been successful in controlling inflation, as it still requires refinement in policy formulation that not only focuses on price stability but also functions as a strategic tool in controlling inflation at the regional level. The contribution of these findings shows that policy formulation is very important, as is the policy of controlling commodity prices.*

Keyword: *Regional inflation; Cheap Market Operation Program; Public policy evaluation; Commodity price control; Local government*

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1. INTRODUCTION

The surge in inflation in East Belitung Regency was one of the main factors that prompted the implementation of a cheap market operation program as a form of local government intervention. Inflation poses a serious challenge to maintaining economic stability, both at the national and regional levels, as it has the potential to increase the prices of basic necessities and reduce the purchasing power of the community, especially low-income groups. Therefore, mitigation efforts through appropriate policies, such as the cheap market operation program, are strategic steps in reducing the impact of inflation and maintaining the affordability of basic necessities, Lia Purnama Sari (2021). The rate of inflation must be kept low and stable, as uncontrolled inflation can cause various macroeconomic problems, such as a decline in people's purchasing power, business uncertainty, and overall economic instability, Salim and Fadilla (2021).

The Central Statistics Agency (BPS) of East Belitung Regency released inflation figures for East Belitung Regency of 1.38% with a Consumer Price Index (CPI) of 104.40 in December 2024.

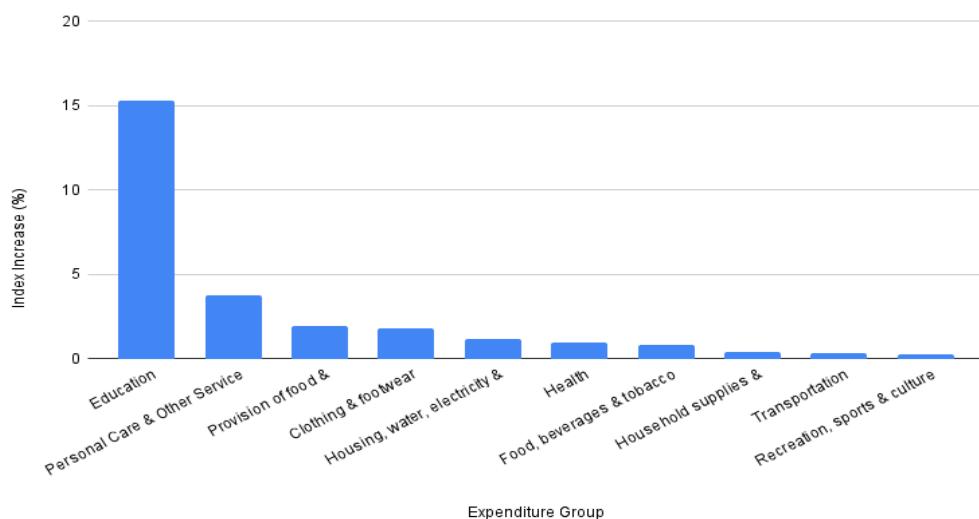


Figure 1. Increase in Price Index by Expenditure Group Based on Inflation Data for East Belitung Regency in the Last Year

This occurred due to an increase in the index in several expenditure groups, namely: education by 15.31%, personal care and other services by 3.76%, food and beverage/restaurant services by 1.90%, clothing and footwear by 1.78%, housing, water, electricity, and household fuel by 1.15%, health at 0.96%, food, beverages, and tobacco at 0.79%, household equipment, appliances, and routine maintenance at 0.37%, transportation at 0.34%, and recreation, sports, and culture at 0.23%, Beltim (2025).

according to Badan Pusat Statistik, (2023) The household consumption sector also contributes significantly to the Regional Gross Domestic Product (RGDP) of the region. Therefore, maintaining the stability of prices of basic necessities through cheap market operations programs has the potential to accelerate the recovery of people's purchasing power and support regional economic growth. The stability of basic commodity prices is one of the key factors in maintaining people's purchasing power and controlling the rate of inflation. Excessive price fluctuations can disrupt economic balance, create market uncertainty, and reduce the level of public welfare,

especially for low-income groups who are more vulnerable to price changes, Indraswari, Anjani, and Jamal (2024).

The government has a responsibility to take strategic measures to maintain the stability of staple food prices. This responsibility is in line with the provisions of Law of the Republic of Indonesia Number 18 of 2012 concerning Food, specifically in Article 55 paragraphs (1) and (2). Paragraph (1) states that the government is obliged to stabilize the supply and prices of staple foods at the producer and consumer levels. Meanwhile, paragraph (2) emphasizes that this stabilization is carried out to protect the income and purchasing power of farmers, fishermen, fish farmers, and micro and small food businesses, while also maintaining consumer affordability of staple foods. In addition, Law No. 23 of 2014 on Regional Government also stipulates that local governments are responsible for ensuring the availability and stabilization of food prices, as well as achieving per capita food consumption targets per year in accordance with nutritional adequacy standards, Asra and Maulana (2023).

Based on East Belitung Regent Regulation Number 17 of 2021 concerning guidelines for implementing cheap markets, it is stated that the cheap market operation program is one of the programs for stabilizing the prices of daily necessities during Ramadan, ahead of religious holidays, and/or when there is a surge in prices, Timur (2021). This is the local government's response to the need to stabilize the prices of basic commodities in the East Belitung Regency. In addition, this regulation demonstrates the local government's seriousness in carrying out its obligations as stipulated in Law Number 23 of 2014 concerning Local Government, namely ensuring food availability, maintaining price stability, and protecting people's purchasing power. With this legal framework in place, the implementation of the cheap market operation program in East Belitung Regency gains strong legitimacy and can be carried out in a planned, targeted, and sustainable manner.

In response to the above issues, the East Belitung regency government initiated a cheap market operation program as an effort to provide the community with good quality food at affordable prices. The cheap market operation program was organized as an effort by the government to ease the burden on the community due to the increase in the prices of basic necessities, especially foodstuffs, Firgiawan (2025). Currently, the East Belitung Regency government has developed a roadmap for controlling inflation in East Belitung Regency from 2022 to 2024, which has resulted in four strategic programs, namely affordability, supply availability, smooth distribution, and effective communication. Inflation control in East Belitung Regency is carried out by the Regional Inflation Control Team (TPID).

Several previous studies have also stated that cheap market operations have become one of the government's instruments in maintaining the stability of staple food prices and controlling inflationary pressures, especially in vulnerable areas. In the cities of Manado and Surabaya, market operations are carried out to ensure the availability of food at affordable prices, Singkoh (2022) Indraswari et al. (2024). Organized distribution through cooperation with regionally-owned enterprises and Bulog also plays an important role in the effectiveness of this program's implementation, Herman et al. (2024); Maulana Yogi Aditya Dwi Putra and Rosyidatuzzahro Anisyukurillah (2023). At the national level, the Cheap Food Movement (GPM) from the National Food Agency is a concrete step towards food-based inflation control, Ruvi et al. (2024). On the other hand, rising commodity prices necessitate economic empowerment programs to increase purchasing power. Empowering farmers and involving local communities are complementary

strategies that reinforce the cheap market policy, Sunardi, Roby Iklilana, and Ach. Imam Ali Bustomi (2022); Wahyudi and Hadi (2020).

In the macroeconomic context, conventional inflation control relies on monetary and fiscal policies, such as interest rate adjustments, open market operations, and rupiah exchange rate stabilization, Septiani et al. (2024); Triwahyuni (2021). However, implementation challenges such as inter-agency coordination and market response remain obstacles, Fauziah (2022); Heti Nurhasanah and Ferdy Agung Nugroho (2024). From an alternative perspective, Islamic economics offers an approach to controlling inflation based on the principles of justice, morality, and fair distribution of wealth. This strategy includes the elimination of usury, restrictions on money printing, and an emphasis on real economic activity, Bintara and Wahyudi (2023); Mafikah et al. (2024); Naqiyah et al. (2023). This approach is considered more sustainable and conducive to community welfare, Octavia and Lubis (2025).

Research in various regions also emphasizes the importance of a local-based approach in controlling inflation. In Sumatra, high and persistent inflation rates require interregional supply and strengthening of the distribution chain, Situmeang (2015). Meanwhile, the subsidized cheap market program in Central Kalimantan has shown tangible results in curbing regional inflation, Indrawan (2024). The difference between modern and traditional markets also affects the price and availability of commodities. A bibliometric analysis of literature with the keyword "policy evaluation" was conducted using VOSviewer, with data sources taken from the Scopus database for the period 2020 to 2025. A total of 312 documents were identified and analyzed to describe research trends. The results of the analysis visualization are shown in the following figure 2.

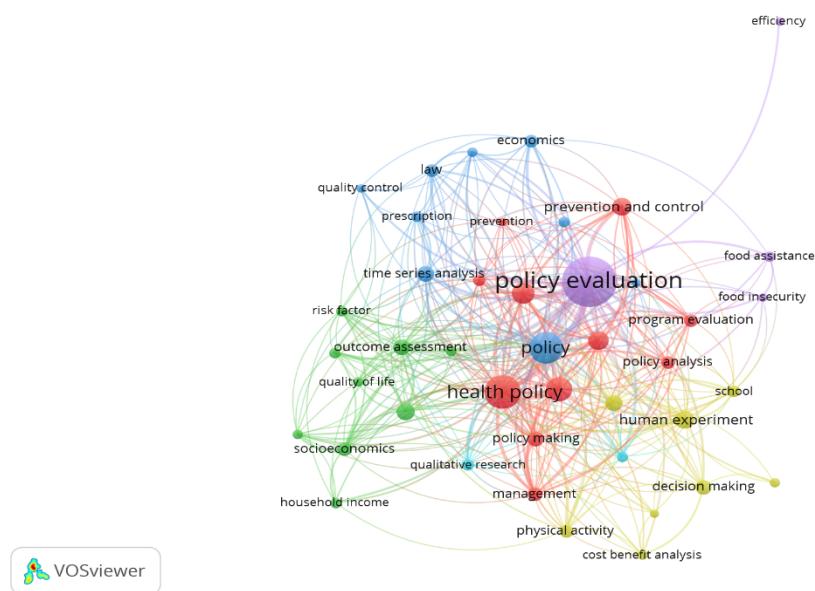


Figure 2. VOSviewer Bibliometric Analysis

Based on the background and several previous studies using the literature review method and bibliometric analysis with the help of VOSViewer above, studies related to the evaluation of cheap market operations programs have been widely studied. However, most studies are still limited to their effectiveness in stabilizing the prices of basic commodities in different cases and contexts. In-depth studies related to the evaluation of cheap market operation programs in the context of inflation control are still very minimal. Therefore, the novelty of this study is to examine in depth the control of inflation through cheap market operation programs in East Belitung

Regency. The purpose of this study is to see the extent to which the implementation of cheap market operation programs can control inflation rates in East Belitung Regency.

This study was conducted by applying William N. Dunn's (2003) policy evaluation, which assesses that cheap market operation programs are measured not only in terms of price reduction, but also in terms of the effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy of the program in the context of inflation control. Empirically, this study focuses on the case of East Belitung Regency, which has market characteristics that differ from other regions, thereby demonstrating the contribution of cheap market operations programs to regional inflation dynamics through analysis before and after the implementation of the program. Therefore, the evaluation aims not only to measure success but also to understand the obstacles encountered in policy implementation and to ensure that the programs carried out are truly relevant to the needs of the community, Dehani, Hernawan, and Purnamasari (2018).

2. METHOD

This study uses a descriptive qualitative method with a case study approach. According to Al-Hamdi et al., (2020), qualitative research is an effort to rationalize and interpret the realities of life based on the researcher's understanding. This approach was chosen because it allows researchers to conduct in-depth analysis of various sources of information and focus their attention on case studies that are rich in information relevant to the research being studied. The data collection technique in this study was conducted through a documentation study covering various secondary data sources. Data were collected through online media regarding information related to the implementation of the cheap market operation program in East Belitung Regency. The media used as data sources included national and local media, both general and specific. The media used in this study are as follows:

Table 1. Media Data Sources in Research

No	Media Name	Types of Media	Year News Taken	Description
1	Babel.antaranews.com	Online	2023-2025	Focus on regional news from Bangka Belitung
2	Rri.co.id (Radio Republik Indonesia)	Online	2025	National media with regional news channels
3	Portal.belti.go.id	Online	2022-2025	Official website of the East Belitung Regency Government
4	Trawang.news	Online	2024	Local media covering issues in East Belitung
5	Pradiva.aksara	Online	2023	Regional channel of the national media outlet Pikiran Rakyat

The news media above were selected based on the relevance of the issues to the research focus, namely the implementation, effectiveness, and government response to the Cheap Market Operation Program in the region. In addition, the news was collected from 2023 to 2025 to observe the dynamics of the program's implementation and its impact on inflation control over the last three years. The collected data was then analyzed using Miles and Huberman's (1984) interactive analysis model, which consists of data reduction, data presentation, and conclusion drawing. The analysis was conducted by measuring the data against William N. Dunn's (2003) five public policy evaluation indicators: effectiveness, efficiency, adequacy, equity, and accuracy. This study has limitations in the data collection process, which only uses secondary data and

observations that rely solely on online news, which can be biased. Therefore, future researchers are expected to conduct an in-depth study of inflation control through the cheap market operation program using primary data or field data to obtain better results.

3. FINDINGS AND DISCUSSION

The government's decision to implement a cheap market operation program at several locations in East Belitung Regency can be said to be effective. This is reflected in the achievement of the set objectives, namely maintaining the stability of staple food prices in the East Belitung Regency area. The strategy of the East Belitung Regency government in stabilizing staple food prices is to hold Cheap Market Operations for all sub-districts in East Belitung Regency, Putri (2025). Then, the Head of the East Belitung Regency Agriculture and Food Service, Heryanti, said that the implementation of the cheap market involved cooperation with the Women Farmers Group, basic food distributors, and local farmers who also sold their harvests.

This initiative not only serves as a short-term effort to maintain price stability, but is also part of the East Belitung Regency government's strategy to address inflation in a more comprehensive manner. The main focus is on controlling the impact of inflation on the community, especially vulnerable groups who are most affected by the pressure of rising staple food prices. The types of staple foods provided in the cheap market program, which is designed to meet the basic needs of the community, can be seen in Table 2 below.

Table 2. Types of Staple Commodities in the Cheap Market Operation Program

Commodities	Low Market Operation Price	Average Market Price
Premium Rice (5 Kg)	60.000	75.000
Subsidized Rice (5 Kg)	53.000	65.000
Local Rice (5 Kg)	63.000	72.000
Our Cooking Oil	14.000	17.000

Source. Processed by Researchers 2025

The main commodity offered is rice, consisting of premium rice, which is sold at a price of Rp 60,000 per 5 kilograms. In addition, subsidized rice is sold at a price of Rp 53,000 per 5 kilograms, and local rice is sold at a price of Rp 63,000 per 5 kilograms. The cheap market operation program also provides cooking oil of the Minyak Kita brand, priced at IDR 14,000 per liter. Furthermore, the effectiveness of the cheap market operation program can also be assessed by the extent to which it has impacted the reduction of staple food prices in East Belitung Regency. One example is the implementation of the Cheap Food Movement (GPM). The GPM activity is organized as an effort to strengthen the implementation of the cheap market operation program to be carried out by the East Belitung Regency government, Irwan (2025).

The implementation of the cheap market operation program in East Belitung Regency is also considered efficient, as demonstrated by the targeted budget allocation that meets the needs of the community. This efficiency is reinforced by a clear legal basis through the East Belitung Regent's Decree Number HK.00.03-145 of 2024 concerning the Determination of Subsidized Cheap Market Operation Package Prices Ahead of Eid al-Fitr 1445 H. The decree sets the price of the food package at IDR 37,400 per package, which contains 5 kg of premium rice, 1 kg of granulated sugar, 2 liters of SNI-standard cooking oil produced domestically, and 1 kg of wheat flour. Additionally, the budget allocation for the cheap market operation program in 2024 is recorded at IDR 1.3 billion with a total distribution of 8,150 food packages, Pramana (2024). The

determination of commodities, package prices, and budget allocation shows that there is a measurable technical plan to maintain food affordability for low-income communities.

Based on the findings, the adequacy indicator shows that the program does indeed meet the needs of the community. This can be seen from the provision of 31 tin of SPHP rice and 5,040 liters of cooking oil that were distributed to residents, Irwan (2025). Through the availability of these basic commodities, Suparta expressed his hope that the community would not feel worried or panicked about stocks ahead of the holiday. This was reinforced by a statement from the Head of the Economy, Development, and Natural Resources Division of the East Belitung Regency Secretariat, Tri Astuti Ramadhani Haliza, who emphasized that the local government is committed to ensuring the stability of staple goods stocks until the holidays, so that the community's needs can continue to be met properly. Thus, the government's decision to organize a cheap market operation program can be considered appropriate, as this program has met the criteria for adequacy in addressing public issues arising from the increase in the price of basic commodities in East Belitung Regency.

According to the Head of the Industry and Trade Office (Disperindag) of East Belitung Regency, Ferry Irwan, the main target of the cheap market operation program is socially vulnerable communities who have been registered in the Extreme Poverty Eradication Acceleration Program (P3KE) and in the Integrated Social Welfare Data (DTKS). This program also takes into account the impact of the El Niño phenomenon, which has the potential to affect the availability and prices of foodstuffs. Therefore, the implementation of the cheap market operation program is expected to maintain the purchasing power of the community while reducing economic vulnerability, Beltim (2024). The East Belitung Regency Government plans to implement a cheap market operation program 8 times spread across 7 sub-districts throughout the East Belitung Regency in July to August 2025, Prabowo (2025). The schedule and locations for the low-cost market program in East Belitung Regency can be seen in Table 3 below.

Table 3. Schedule and Location of the Cheap Market Operation Program for July-August 2025 in East Belitung Regency

No	Day/Date	Subdistrict	Location of Implementation
1	Tuesday, July 22, 2025	Manggar	Manggar Subdistrict Office Yard
2	Wednesday, July 23, 2025	Simpang Pesak	Sidorejo Hamlet Soccer Field
3	Thursday, July 24, 2025	Damar	MPB Damar Yard
4	Friday, July 25, 2025	Kelapa Kampit	Kelapa Kampit Triangle Field
5	Tuesday, July 29, 2025	Dendang	Dendang Subdistrict Office Yard
6	Wednesday, July 30, 2025	Gantung	The courtyard of Al Makmur Mosque, Gantung
7	Thursday, July 31, 2025	Simpang Rengiang	Field next to the Rengiang Subdistrict Office
8	Friday, August 1, 2025	Manggar	East Belitung Regent's Office Yard

Source. Processed by Researchers, 2025

Based on the schedule and location data for the cheap market operation program in East Belitung Regency, which was carried out 8 times with locations spread across 7 sub-districts and one location at the East Belitung Regent's office. The distribution pattern of activities was fairly even, with each sub-district having the opportunity to host the program, so that people in various areas could access basic necessities at affordable prices. Furthermore, looking at the distribution of locations in each sub-district, it can be seen that all locations for the cheap market operation program have been chosen strategically. The selection of locations, ranging from sub-district offices and soccer fields to the Regent's office, shows that accessibility was taken into consideration so that the community could easily reach these activities.

Meanwhile, in terms of accuracy, the policy formulated by the East Belitung district government is not yet optimal, because the East Belitung district government does not yet have a policy that explicitly states that the cheap market operation program is an instrument for controlling inflation. The existing policy places more emphasis on stabilizing the prices of basic necessities ahead of certain periods, so that its impact on long-term inflation control is still very limited.

Based on the above findings, the cheap market operation program in East Belitung Regency has not been successful in significantly reducing the inflation rate. This is evidenced by inflation data in June 2025, where there was an inflation rate of 1.66% with a Consumer Price Index (CPI) of 105.36, BPS Kabupaten Belitung Timur (2025). This increase in inflation was triggered by an increase in the index of several expenditure groups, as shown in the following figure 3.

Kelompok Pengeluaran	IHK Juni 2024	IHK Desember 2024	IHK Juni 2025	Tingkat Inflasi m-to-m Juni 2025 ¹⁾ (%)	Tingkat Inflasi y-to-d Juni 2025 ²⁾ (%)	Tingkat Inflasi y-on-y Juni 2025 ³⁾ (%)	Andil Inflasi m-to-m Juni 2025 (%)	Andil Inflasi y-on-y Juni 2025 (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Umum (Headline)	103,64	104,40	105,36	0,38	0,92	1,66	0,38	1,66
Makanan, Minuman, dan Tembakau	99,54	99,71	101,38	2,00	1,67	1,85	0,77	0,72
Pakaian dan Alas Kaki	108,41	109,64	109,89	~0	0,23	1,37	~0	0,08
Perumahan, Air, Listrik, dan Bahan Bakar Rumah Tangga	98,94	99,52	101,14	0,02	1,63	2,22	~0	0,20
Perlengkapan, Peralatan, dan Pemeliharaan Rutin Rumah Tangga	103,35	103,80	104,32	~0	0,50	0,94	~0	0,06
Kesehatan	105,40	106,02	106,74	0,03	0,68	1,27	~0	0,03
Transportasi	113,05	113,07	113,20	-0,06	0,11	0,13	-0,01	0,01
Informasi, Komunikasi, dan Jasa Keuangan	100,67	100,64	100,59	~0	-0,05	-0,08	~0	~0
Rekreasi, Olahraga, dan Budaya	106,87	107,15	107,15	~0	~0	0,26	~0	~0
Pendidikan	101,05	116,52	96,81	-16,92	-16,92	-4,20	-0,40	-0,09
Penyediaan Makanan dan Minuman/Restoran	109,00	110,36	110,36	~0	~0	1,25	~0	0,13
Perawatan Pribadi dan Jasa Lainnya	110,78	111,64	119,12	0,30	6,70	7,53	0,02	0,52

Figure 3. IHK and Deflation Rate Month to Month (m-to-m), Year to Date (y-to-d), and Year to Year Inflation (y-to-y) in East Belitung Regency by Expenditure Group June 2025.

The dominant commodities that contributed to inflation on a year-to-year basis in June 2025 included: gold jewelry, education/tuition fees, household fuel, rice, instant coffee, small fish, coconuts, cooking oil, yellowtail fish, squid, wet shrimp, kerisi fish, ground coffee, pineapple, mackerel, kretek cigarettes, tuna, candlenut, and bean sprouts. The price increases for these commodities contributed significantly to the increase in the Consumer Price Index (CPI) in East Belitung Regency, BPS Kabupaten Belitung Timur (2025). The increase in the inflation rate in East Belitung Regency in June 2025 shows that the cheap market operation program in East Belitung Regency has not been optimal. Although the effectiveness indicators are quite optimal, the main cause of the ineffectiveness of this program is its limited implementation, which is only carried out ahead of certain big days. As a result, the impact of this program on general price control has not been significant in reducing the inflation rate in the region.

DISCUSSION

Effectiveness is a measure of the extent to which the output produced by a program, activity, or organization is in line with predetermined objectives or outcomes (Prasetyo Budi Saksono, 1984:34 in, Afriyadi (2015). In the implementation of the cheap market operation program in East Belitung Regency, effectiveness indicators are used as a reference for evaluating the program's

success in stabilizing the prices of basic commodities and preventing inflation spikes. In relation to this study, effectiveness refers to the program's ability to achieve its objectives, namely maintaining the stability of basic commodity prices and reducing seasonal inflationary pressures. The East Belitung Regency government's strategy in stabilizing the prices of basic commodities is to hold Cheap Market Operations for all subdistricts in East Belitung Regency, Putri (2025).

The cheap market operation program in East Belitung Regency has proven to be effective in maintaining the affordability and stability of certain staple foods, especially rice and cooking oil. The prices set by the government are lower than the average market prices, thereby easing the burden on the community. However, in the context of inflation control, this program has not been successful because its scope is only implemented ahead of major religious holidays, which seems to be temporary in nature, and therefore does not have an impact on reducing the rate of regional inflation. In line with the research, Indraswari et al. (2024) The Surabaya City Government's decision to implement the cheap market program has been deemed effective in a number of locations. This effectiveness is reflected in the achievement of the program's main objective, which is to maintain the stability of staple food prices in the Surabaya area. This is reinforced by the statement of the Mayor of Surabaya, Eri Cahyadi, who directly instructed the Cooperative, Small and Medium Enterprises, and Trade Agency (Disperindag) to continue implementing the cheap market program until the end of 2024. In line with Aprilian, Purnamasari, and Febriantin (2025) The cheap market program implemented by the Bekasi Regency Trade Office through the Basic and Essential Commodities Control Division can be said to have been effective. This is based on the accuracy of the targets, good socialization, achievement of objectives, and structured monitoring.

In public policy theory, William N. Dunn states that policy evaluation aims to assess the success of a program based on several indicators, one of which is efficiency. Efficiency is achieved when all resources are optimally utilized in accordance with their potential to achieve the objectives that have been set, Yanti (2022). In this case, efficiency relates to how much resources are used to achieve a certain level of effectiveness. Efficiency indicators include the optimal use of time, costs, labor, equipment, and other resources, Fatmariyanti and Fauzi (2023). The indicators used by researchers to measure the efficiency of the implementation of the cheap market operation program in East Belitung Regency refer to the suitability between budget allocation and actual needs in the field. Willian N. Dunn defines efficiency as measured by a program's ability to produce maximum results with minimal use of resources.

Based on the efficiency indicators, the implementation of the cheap market operation program in East Belitung Regency is running well. The budget allocation of IDR 1.3 billion in 2024 with the distribution of 8,150 food packages shows that there is measurable technical planning. The legal basis is through the East Belitung Regent Decree HK.00.03-145 of 2024. This confirms that the package price is set at IDR 37,400, consisting of rice, sugar, cooking oil, and flour. This shows that the budget is being used appropriately in line with community needs. This aligns with the principle that while monetary and fiscal policies work from the demand side to control inflation, real sector policies play a role from the supply side by focusing on ensuring the stable availability of goods and services, Pujadi (2022).

Research by Indraswari et al. (2024), found that the cheap market operation program was efficient in terms of cost allocation and adequate in meeting the needs of the community, particularly in maintaining the affordability of basic commodities amid seasonal inflationary pressures. Controlling the quantity and price of commodities, this is adjusted to the purchasing power of the community by maintaining price stability, while preventing budget waste, Aprilian et al. (2025). Finally, inter-agency collaboration, where coordination is carried out between the

Regional Inflation Control Team (TPID), the Trade Office, and logistics and staple food providers, Ikhwan (2022). Therefore, even though the cheap market operation program has been running efficiently, this program needs to be maintained and developed, especially in terms of efficiency indicators. This is because discontinuing or reducing the scope of the program has the potential to cause negative impacts, such as price instability and a decline in people's purchasing power, especially during seasonal inflation. The sustainability of this program is important to ensure that resource allocation remains optimal and its benefits can be felt continuously by the community.

According to William N. Dunn (2003), adequacy emphasizes the strength of the relationship between the policy alternatives taken and the expected results. Adequacy indicators in public policy evaluation relate to the extent to which a program's effectiveness is able to meet existing needs, values, or opportunities, as well as the extent to which the program is able to prevent further problems from arising, Nadila, D. D. N. (2023). This means that a program is not only assessed based on its achievements, but also on whether the results are substantial enough to solve existing problems. In the context of the cheap market operation program in East Belitung Regency, adequacy indicators can be used to assess the extent to which this program is able to meet the needs of the community in facing rising prices of basic commodities and inflationary pressures. The question asked is whether the types and quantities of basic commodities sold in the cheap market operation program are in line with the needs of the people of East Belitung Regency. The cheap market operation program is also one of the strategic solutions promoted by the East Belitung Regency Regional Inflation Control Team (TPID) in order to maintain food price stability and reduce the potential for inflation, especially ahead of major religious holidays that could trigger price spikes, Ikhwan (2022).

Damayani, Hasbiullah, and Aisyah (2020), show that Eid al-Fitr had an impact on inflation, which rose by 32.8%. This surge shows that inflation tends to increase ahead of Ramadan (9Dt 01), peaks during Eid al-Fitr (Dt 02), and then slowly declines in the following month (Dt 03). This is reinforced by Awaliyah, Putri, and Aulia (2023), who found that during the 2019-2023 period, Eid al-Fitr consistently became a driving factor for inflation, mainly due to a surge in public demand for goods and services, such as basic necessities, transportation, and clothing. According to Kamil (2023), to maintain Indonesia's economic stability during Eid al-Adha 2023, the al-hisbah institution is needed to oversee market activities, particularly in the implementation of market operations. Thus, the implementation of the cheap market operation program needs to be strengthened not only in terms of price effectiveness but also in terms of adequacy, especially in facing seasonal inflation spikes.

Equity is one of the criteria in policy evaluation. According to William N. Dunn in Winarno (2012: 153), equity in public policy refers to fairness in the distribution of benefits and burdens of a program, especially in relation to how the results and efforts of a policy are shared fairly among various groups in society. According to economic development theory, the fair and equitable distribution of resources is one way to achieve sustainable welfare, Rizkina et al. (2025). In the view Amartya Sen (1999), One of the leading figures in welfare economics believes that social welfare is not only measured by income levels, but also by the capacity and opportunities individuals have to live a life they consider valuable. Economic development equity is not merely a matter of income distribution, but also includes fair access to resources, public services, and economic opportunities. In this study, the equity indicator is used to assess the number of locations where low-cost market programs are implemented.

These findings are in line with the research by Indraswari et al (2024), that the cheap market program was successful in terms of equity due to its even distribution across regions. However, on the other hand, the implementation of the cheap market program in Balangan

Regency is less than optimal. This is due to the lack of coordination between agencies and limited distribution access to remote areas due to inadequate infrastructure conditions, so that the cheap market operation program cannot be reached by the community evenly, Rahmah et al. (2025).

According to William N. Dunn (2003), accuracy is one of the criteria in public policy evaluation that refers to the extent to which the values of program objectives can be justified rationally. Accuracy serves as a measuring tool in the policy selection process, namely by evaluating the results that may be obtained from each of the suggested policy options. The more accurate a policy is, the greater the likelihood that it will produce benefits in line with its stated objectives. An appropriate policy is one that has clear objectives and is relevant to the needs and problems faced by the community. Policy appropriateness reflects a strong relationship between the formulation of public issues and the solutions offered by the government, Pemerintahan et al. (2025).

In the cheap market operation program, accuracy can be measured by the extent to which the policies implemented are able to overcome the problem of inflation spikes, both in terms of management and the impact caused. The accuracy of the policy measures the extent to which the objectives of the inflation control policy are in line with existing needs and problems. Judging from the findings of the accuracy indicators, the cheap market operation program in East Belitung Regency is not functioning as an instrument of inflation control. The focus of implementation is still limited to stabilizing the prices of basic necessities ahead of religious holidays, so it appears to be short-term in nature. As a result, the program's contribution to regional inflation control has not been successful, as evidenced by the surge in inflation in 2025 compared to 2024.

According to, Prihadyatama and Kurniawan (2022), Regional inflation control in Indonesia requires coordination between the central government and regional governments. The Regional Inflation Control Team (TPID) plays a role in evaluating the sources and potential of inflationary pressures, as well as assessing their impact on the achievement of regional inflation control targets, Fajar Mahmud (2020). Given that inflation is highly complex, addressing it requires institutional involvement and consistent long-term policies. Therefore, communication between institutions is essential for effective inflation control, Yurianto (2020).

4. CONCLUSION

Based on the results of the study, the cheap market operation program evaluated using William N. Dunn's public policy theory approach shows that the East Belitung Regency Government's decision to implement the cheap market operation program has been effective, efficient, adequate, and equitable. However, the policy design is not yet appropriate. Therefore, the cheap market operation program in East Belitung Regency has not been successful in controlling inflation, because the policy formulated by the East Belitung Regency government in this program is only designed for price stability. Given this situation, it is necessary to adjust the direction of the policy, whereby this program should not only be designed for price stability, but must be designed as part of an integrated regional inflation control strategy, so that its impact on inflation control is more sustainable.

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