DTKS Verification Collaboration as the Practice of Strategic Communication by Handil Bakti Village Government

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Abstract

Community service activities carried out by students can be a form of collaboration to support Government programs, one of which is the verification and validation of the Integrated Social Welfare Data (DTKS). The main problem faced by the local government in managing DTKS is the lack of human resources, so the data obtained often does not match the criteria. The Handil Bakti Village initiated the collaboration for verification and validation of DTKS with students as one of the joint-student service programs. As a form of strategic communication, the local government takes steps starting from planning, situation analysis, target analysis, goal formulation, message framework preparation, message dissemination strategy, and measurement and evaluation. Students verify and validate DTKS by conducting interviews with recipients in 14 RTs. The results show that the data reported to the higher-level government is accurate following the criteria set by the government. On the other hand, students gain an understanding of DTKS data collection, have experience in field interviews to discover community problems and train their interpersonal communication skills to gather information from the community. This collaboration can be a strategic long-run program between the government and higher education institutions.

Keywords: collaboration; financial support; village government; poverty; strategic communication

INTRODUCTION

Poverty is a complex problem that requires integrated and sustainable handling and programs. This problem is also the mandate of Law Number 13 of 2011 concerning Handling the Poor, where the Government, Regional Government, and the community are the main actors in handling the poor. In other words, a poverty management program should not be incidental but a targeted and well-planned program that is a shared task.

The Government has realized this goal through the Social Assistance (Bansos) program. According to the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2019 concerning the Distribution of Social Aid Expenditures within the Ministry of Social Affairs, social assistance is assistance aimed at individuals, families, and groups of people who are poor or vulnerable to social risks. Furthermore, social assistance can be in the form of money, goods, or services. There are several forms of Social assistance coverage, such as the Smart Indonesia Program (PIP), the National Health Insurance Program (JKN-KIS), the Family Hope Program (PKH), and the Rastra Social Assistance or Non-Cash Food Assistance. The objective of this social assistance program expansion is to accelerate poverty reduction in Indonesia (Kominfo, 2018). Meanwhile, the basic principles of implementing social assistance are the principles of justice, propriety, rationality, and benefits for the community (Firdausu, 2020).

Based on research conducted by The SMERU Research Institute, Social Assistance, especially the PKH program, has contributed to reducing poverty, although it has not been able to contribute to reducing inequality (Suryahadi et al., 2018). However, Kusumawati (2019) found that the problem of targeting social assistance recipients that did not comply with the provisions was the main problem in distributing social assistance. One of the causes of this problem occurs in the data collection process at the regional level. The absence of human resources for updating and verifying data who actively and periodically carry out the task has become a problem gap in the distribution of social assistance (Wahyuni, 2021). This problem strengthens the importance of the actor's contribution to the effectiveness of a program. The actors are the Central Government, the Regional Government down to the lowest level related to data collection and verification, and the community.

Law Number 13 of 2021 and Minister of Social Affairs Number 3 of 2021 regulate the process of recording and verifying the social assistance recipient community. The officer must collect the data according to the Integrated Social Welfare Data (DTKS) obtained from the data collection of households or individuals with poverty levels according to the criteria set out has been determined by BPS (Ruhyana & Ferdiansyah, 2020). The poor are measured using the concept of the ability to meet basic needs (basic needs approach), which means that a person's condition is economically incapable of meeting basic food and non-food needs with an average monthly per capita expenditure below the poverty line (BPS, n.d.).

Initially, the Central Office of Statistics handled the recording of the targets for the poverty protection program as part of the Unified Database under the name Data Collection for the Social Protection Program. In 2019 there was a change in the nomenclature where the Integrated Social Welfare Data stipulated through the Minister of Social Affairs Regulation Number 5 of 2019 concerning the Management of Integrated Social Welfare Data (Helmizar et al., 2021). Through this regulation, integrated data management includes data for the poor and other social welfare data, including data on social assistance, data on the need for social welfare services, and data on potential and sources of social welfare. Furthermore, updating or verification and validation of DTKS is under the mandate of Law Number 13 of 2011 concerning Handling the Poor, Law Number 23 of 2014 concerning Regional Governments, and Regulation of the Minister of Social Affairs Number 28 of 2017 concerning General Guidelines for Verification and Validation of DT-PFM and OTM is the responsibility of the Regency/City

Government. The Regional Government handles the recording procedure through the SIKS-NG application system. This system then processed the data based on certain variables to ensure the accuracy of obtained data before being ratified by the Minister of Social Affairs (Kominfo, 2019).

Aspects of information needed by DTKS include the need for social welfare services, recipients of assistance, and social empowerment, as well as potential and sources of social welfare (Helmizar et al., 2021). DTKS recording and verification are handled starting from the village or sub-district level as a regular activity while educating the community to report themselves according to the DTKS criteria (Novrizaldi, 2020). The Samarinda City Government has also carried out this program, one of which is by Handil Bakti Village located in Palaran District.

According to data from BPS Kota Samarinda (2022), the number of poor people in Samarinda City reached 42.84 thousand, or 4.99% of the total population. Samarinda City is ranked second with the highest number of poor people in East Kalimantan, after Kutai Kartanegara of 62.36 thousand people (Kaltim Today, 2022). Meanwhile, Palaran District is the second largest sub-district in Samarinda City and has a total area of 221.29 km2. However, this area is located farthest from the capital city of Samarinda and has the lowest density (BPS Kota Samarinda, 2022a). Handil Bakti Village is the largest area in Palaran District. It has a total area of 72 km2 and a population of 9,338. According to the Village Head of Handil Bakti Village, assistance from the Ministry of Social Affairs in the form of PKH, BST, and BPNT in Handil Bakti Village has not been targeted. Some PKH recipients have worked as village officials or become non-permanent employees (PTT) in the government office.

Based on the description above, the Social Assistance Program is also a form of strategic communication carried out by the Government. Hallahan et al. (2007) stated that the essence of strategic communication is a purposeful activity carried out to improve the organization's mission through communication. Strategic communication figures (Fredriksson & Pallas, 2018; Werder, 2020) suggest that public sector organizations need strategic communication more than any other entity to build a reputation and gain legitimacy from their public. From a strategic communication point of view, Johnston (2018) explains that the concept of engagement can be an effective strategy to achieve organizational goals, where the highest form of engagement is collaboration. Effective and collaborative communication between actors involved in the implementation of the Social Assistance program is the key to achieving the program's objectives, namely the distribution of assistance to the community that is right on target. For this reason, the problem needs an appropriate communication strategy to solve the lack of human resources for DTKS management. In this case, Kelurahan Handil Bakti made an initiative to collaborate with students as a representation of actors from the community.

METHOD

The students conducted this activity on July 20 to August 10, 2022, in Handil Bakti Village, Palaran District, Samarinda City. According to Patterson & Radtke (2009), there are seven steps for strategic communication, including planning preparation, planning basis in the form of situation analysis, target audience, formulation of communication objectives, preparation of framework problems and messages, deployment strategies and tools used, and measurement and evaluation. As the initiator, Handil Bakti Village officer formulates a framework as the guidelines for students regarding DTKS verification and validation by explaining the terms of reference and methods for data collection.

The method of verification and validation of DTKS used a qualitative descriptive approach. According to Sugiyono (2016), a qualitative descriptive approach seeks to examine the condition of objects naturally to describe, explain and explain in detail the problem to be studied. The techniques for data collection techniques are

interviews and observations. An interview is a meeting of two people to exchange information and ideas through questions and answers to construct the meaning of a particular topic (Sugiyono, 2016). The students asked questions to the underprivileged residents. The purpose of this interview was to obtain in-depth data or information about whether or not residents deserved to receive assistance. The informants in this study were residents who had previously been recipients of one of three assistance categories: BNT (Non-Cash Assistance), recipients of PKH (Program Keluarga Harapan), and recipients of BNT and PKH. In the study, the verification only included 12 of the 32 RTs in Handil Bakti, namely RT 01, RT 02, RT 03, RT 04, RT 05, RT 06, RT 07, RT 08, RT 09, RT 21, RT 22, and RT 28.

The data collection uses several questions as technical guidelines for inputting data on the recipients of social assistance, including identifying housing capabilities such as a residential building floor area of less than 8 m2 per person, type of residential floor, type of residential wall from, toilet facilities, household lighting sources, drinking water sources. In addition, questions related to daily consumption, fuel for cooking, consumption of milk, chicken, or meat in a week, the ability to buy a new set of clothes in a year, and the ability to pay for treatment at the polyclinic. The researcher also asked questions about the source of income, the average income, savings, and ownership of goods worth a minimum of Rp. 500,000, ownership of motorcycles, investment goods such as gold, livestock, motor boats, and other capital goods. The data analysis technique used in this qualitative research is data presentation. The most frequently used for presenting data in qualitative research is narrative text. The next step is drawing conclusions or verifying.

RESULTS AND DISCUSSION

The Village Government has a strategic role in the management of social assistance. As the communicator, the government makes preparations and plans related to understanding the need for appropriate data according to existing regulations. To that end, the village government participated in the training in data recording and verification carried out by BPS and the Provincial Government. Through this training, the Village Government can analyze the strengths and weaknesses of the institution. Their strength is the material that contains the DTKS recording instrument and understanding of data needs. While their weakness is the limited human resources. Verification and validation of data according to the required criteria will take time which is impossible to be done by the existing Kelurahan officers who already have daily tasks. In addition, recording by Kelurahan officials seems to be prone to subjectivity which can lead to a decrease in data quality. Therefore, the Village Government sees the potential of students who carry out community service activities in Handil Bakti Village to synergize in DTKS verification and validation activities.

Students are academics who are familiar with research instruments and data collection methods. In addition, students also have the objectivity to assess the actual condition of residents according to observations made because they are not interested in daily activities. Even though they have basic skills in managing the DTKS data collection instrument, students still need training and direction from the Village Government as a communicator. The briefing aimed to convey information related to the expected data provisions, equalization of vision and mission according to the objectives of the Village Government, as well as explanations of interview procedures that must pay attention to the characteristics of residents as the target audience of the Social Assistance program. In addition, students also held discussions with Community Social Workers (PSM) about which areas of their target. The discussion aimed to map the target audience and develop a strategy for DTKS verification and validation. Knowledge related to the target character, such as regarding the cultural background and the everyday language used, is essential for the

effectiveness of innovative communication, including the diffusion of new ideas to the community (Basrimas et al., 2022). In the next stage, the Kelurahan Government divided student groups into four groups, each of them responsible for collecting data from three RTs accompanied by PSM and Kelurahan officials. It aims to improve the effectiveness and efficiency of DTKS data collection.

The next series is data verification and validation activities where students visit each social assistance recipient's house to verify and validate DTKS. Students conduct interviews with social assistance recipients according to the interview instruments that have been set. In accordance with the direction of the Village Government, interviews were conducted using an interpersonal approach. The interpersonal approach makes it easier for someone to open up and convey data according to existing conditions (Rohmah et al., 2020). The obstacle in this communication process is that students are seen as strangers to the residents, therefore the presence of assistants from the Kelurahan Government and PSM really supports the achievement of the interview objectives. The initial Integrated Social Welfare data provided by the Kelurahan is 268 Non-Cash Food Assistance (BPNT) data and 162 Hope Family Program (PKH) data. The data is then consulted to each RT by asking for instructions from the whereabouts of its residents.

Table 1 Initial Data of DTKS

RT	BNPT	PKH	TOTAL
01	22	15	37
02	15	10	25
03	17	12	29
04	37	13	50
05	12	7	19
06	19	8	27
07	13	15	28
08	35	26	61
09	45	29	74
21	23	8	31
22	12	6	18
28	20	15	25

Source: obtained from Handil Bakti Village Government

From the results of DTKS that have been verified and validated, 228 BPNT data and 122 PKH data can be broken down into the distribution of each RT in Handil Bakti Village, Palaran District as Table 2.

Table 2 The Results of DTKS Verification

RT	BNPT	PKH	TOTAL
01	18	15	33
02	17	8	25
03	15	10	25
04	32	13	45
05	9	4	13
06	18	8	26
07	13	10	23
08	18	13	31
09	40	26	66
21	17	5	22
22	14	5	19
28	17	5	22

Source: obtained from primary data

Based on the interviews, the residents of BPNT and PKH recipients were quite evenly distributed in each RT. There were 42 BNPT and 42 PKH that were not validated due to several factors, such as survey targets moving to another place or was not in place. The verification and validation of DTKS by students are then discussed again with the Village Government to measure and ensure the data obtained is under the required criteria. At this stage, the Village Government evaluates the collaborative activities carried out. Students conveyed several technical obstacles during verification and validation: the target was not at home when the students visited, the survey target had died, and the survey target had moved house but did not take care of administration to the Kelurahan.

Estaswara et al. (2020) propose four elements of strategic communication, namely: (1) communication actors, (2) mutual understanding, (3) collaboration, and (4) continuous communication processes in the context of achieving the goals of the organization. In strategic communication, not only actors in the organization play a role but also stakeholders. Stakeholder participation in organizational activities, and the

organization's willingness to involve stakeholders, are evidence of a common perception of the needs of each party whose solutions are mutual. From this common perception, cooperation occurs to achieve organizational goals. In addition, strategic communication is a loop of communication between the actors.

From the program side, DTKS verification and validation collaboration between Kelurahan and students can be a solution to the problem of DTKS data management so far. As a joint program, students contribute to helping the government's tasks and functions at the village or sub-district level. Furthermore, Zerfass et al. (2018) emphasize that communication-related to routine and operational issues cannot be classified as strategic communication even though it can be an essential contribution to the goals' achievement. In this case, the collaboration of the local government (Kelurahan) and students as stakeholders can be a significant part of the government's strategic communication to ensure that recipient data is actual and accurate.

SUMMARY AND SUGGESTION

Summary

Data management of social assistance recipients is the foundation of the effectiveness of providing social assistance. As a complex organization, the suitability of data collection in the lowest governmental structure must be hand in hand with the willingness of the Government at the Kelurahan level to work together to produce actual and accurate data. However, in reality, DTKS verification and validation activities require extensive time and energy, while human resources at the Kelurahan level are limited. Another problem that often occurs is the personal objectivity of the registrar in classifying residents according to the criteria for social assistance recipients.

Suggestion

As the front line in the DTKS management process, the Village Government can develop its strategic communication to solve its problems. One of the forms of strategic communication is through collaboration with students who carry out community service activities, which is also a joint program with students. Through this collaboration, accurate and objective DTKS data can be produced as well as efficient and effective in the collection process.

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