IMPLEMENTATION OF THE PROSPEROUS FAMILY CARD PROGRAM IN IMPROVING COMMUNITY WELFARE BASED VAN METER AND VAN HORN ANALYSIS (STUDY IN BUNULREJO VILLAGE, MALANG CITY)

Yuli Indah Sari, Willy Tri Hardianto, Annisa Purwatiningsih, Asih Widi Lestari

Magister of Public Administration University of Tribhuwana Tunggadewi Malang

Abstract

The Prosperous Family Card (KKS) is one of the compensation package programs proposed by the government to help poor families so that those who live in poverty can be covered with this card which can reduce the problem of poverty and improve community welfare. The purpose of this research is to find out the implementation of the Prosperous Family Card program to improve community welfare and to find out the supporting and inhibiting factors for implementing the Prosperous Family Card program in community empowerment efforts. This research uses qualitative methods by collecting data through observation, interviews, and documentation. Determining informants was carried out using snowball sampling. Data analysis was carried out through the stages of data collection, data presentation, and conclusion. From this research, the results showed that the program's implementation involved continuous and intense socialization and regular monitoring regarding the distribution of aid, but it is very unfortunate that the program still had less valid outreach and data for less fortunate communities.

Abstrak

Kartu Keluarga Sejahtera (KKS) merupakan salah satu program paket santunan yang diusulkan pemerintah untuk membantu keluarga miskin agar mereka yang hidup dalam kemiskinan dapat terlindungi dengan kartu ini yang dapat mengurangi masalah kemiskinan dan meningkatkan kesejahteraan masyarakat. Tujuan penelitian ini adalah untuk mengetahui pelaksanaan program Kartu Keluarga Sejahtera dalam meningkatkan kesejahteraan masyarakat dan mengetahui faktor pendukung dan penghambat pelaksanaan program Kartu Keluarga Sejahtera dalam upaya pemberdayaan masyarakat. Penelitian ini menggunakan metode kualitatif dengan pengumpulan data melalui observasi, wawancara, dan dokumentasi. Penentuan informan dilakukan dengan menggunakan snowball sampling. Analisis data dilakukan melalui tahapan pengumpulan data, penyajian data, dan penarikan kesimpulan. Dari penelitian tersebut diperoleh hasil bahwa pelaksanaan program memerlukan sosialisasi yang terus menerus dan intens serta pemantauan secara berkala mengenai penyaluran bantuan, namun sangat disayangkan program tersebut masih memiliki jangkauan dan data yang kurang valid terhadap masyarakat kurang mampu. **Kata Kunci:** Kartu Keluarga Sejahtera (KKS), Kesejahteraan Masyarakat, Implementasi Kebijakan

*Corresponding author

Email: yuliindahs00@gmail.com

INTRODUCTION

Poverty is one of the main problems faced by every country, especially developing countries. The number of poor, unemployed, underdeveloped and downturned people is still high today. High rates of poverty, unemployment, backwardness and adversity are the causes of declining human resources and it can be said that the competitiveness of Indonesian society is limited. This condition is the reason why Indonesia is a country that is difficult to develop, in other words, if poverty cannot be overcome, development in Indonesia will continue to decline. In fact, this is the first point of the Sustainable Development Goals (SDGs) or what are called "Sustainable Development Goals" which were declared by countries at the United Nations (UN) High Level Conference (Summit) in September 2015. This means that all countries pay important attention to poverty alleviation. With this, the Indonesian Government is also making various efforts and endeavors to alleviate its population from poverty.

Policy Implementation

Implementation is a stage of the public policy process and a crucial study. It is crucial because as good as the policy is, if its implementation is not well prepared then the policy targets will not be realized (Widodo, 2017: 85). Policy implementation will be effective if it runs according to established standards (Edward III in Nugroho, 2014: 636).

First, policy communication. According to Edward III (Widodo, 2017: 97), policy communication is the delivery of information from one party (policy maker) to another party (policy implementor). To implement policies, the policy instructions given must be conveyed to the right people clearly, accurately and consistently (Mutiarin and Zaenudin, 2014: 38).

Second, resources. According to Van Metter and Van Horn (in Agustino, 2012: 142), the success of policy implementation is greatly influenced by the available resources. The success of policy implementation is largely determined by the quality of people. The entire stage of policy implementation requires good quality from humans (employees) according to the assigned duties and responsibilities. Apart from that, resources to support the success of the implementation process are also supported by the availability of budget and equipment. Insufficient resources mean that the provisions or rules (laws) will be weak, the services provided will be unsatisfactory, and reasonable regulations will not be developed, Edward III (in Widodo, 2017: 104).

Third, disposition. The success of policy implementation cannot always be measured by the policy actor knowing and doing it, but is determined by the attitude of the policy implementer to carry out the policy seriously so that the policy objectives are achieved and realized, Edward III (in Widodo, 2017: 104). Fourth, bureaucratic structure. The existence of inconsistencies in the bureaucratic structure causes ineffective policy

implementation, Edward III (in Widodo, 2017: 106). Bureaucratic structure includes organizational structure, authority, relationships between organizational units, and relationships between the organization and other organizations. Therefore, the bureaucratic structure consists of dimensions of operational standards and fragmentation. Operational standards in this perspective are a development of internal demands for punctuality, resource fulfillment and embedded needs in complex and extensive work organizations. Meanwhile, fragmentation explains that the bureaucratic structure becomes fragmented (scattered), causing inefficiency and waste.

KKS (Prosperous Family Card)

Prosperous Family Card (KKS) assistance for the poor, in accordance with the instructions of the President of the Republic of Indonesia Number 7 of 2014 concerning "Implementation of the Prosperous Family Savings Program, Smart Indonesia Program and Healthy Indonesia Program to build productive families". The Prosperous Family Card (KKS) is one of the compensation package programs proposed by the government to help poor families so that those who live with all the hardships can be covered with this card and can reduce the problem of poverty and improve community welfare in accordance with the Instruction of the Minister of Home Affairs No. 541/3150/SJ Concerning the implementation and distribution of Prosperous Family Savings Cards (KKS) as a replacement for the social protection card (KPS) program from the 2014 APBN-P.

METHODS

This research uses a qualitative descriptive research approach with the aim of seeing, describing and interpreting a phenomenon with a structured picture through observation and a collection of facts collected in order to find out more about the problem being studied. Researchers took the research location in Bunul Rejo Village, Malang City.

Primary data collection in this research was obtained through in-depth interviews such as interpretation of events and conditions of the research location to obtain data or information about the object under study. Meanwhile, secondary data is obtained from document studies in the form of records of events such as writings, drawings, or monumental works of the objects studied. The technique for determining informants in this research used snowball sampling with informants: Head of Bunul Rejo Subdistrict as key informant, General Section, Community Welfare Section, one of the communities receiving KKS assistance.

In this research, the researcher is the main key who plans, carries out, analyzes and reports the research results. The research process is equipped with written and verbal questions that are prepared and asked to the resource person to obtain accurate

information about the problem being studied. Apart from that, the researcher's presence cannot be separated from field notes in the form of records of hearing, sight and data collection experiences. The data that has been obtained is analyzed by reducing the data through the summarizing stage and taking the main points, then the data is presented in descriptions, charts, category relationships and flowcharts. Thus, data can be described in a research object that was previously unclear and becomes clear after being researched. The information or data will then be tested for validity by examining it using triangulation techniques. Researchers check each finding with various questions and recheck them based on the data source. The truth of the data obtained through direct observation is tested using interviews and data obtained through documentation so that the information and data found can be considered accurate.

RESULT AND DISCUSSION

As a result of this research, the researcher adapted the implementation theory used by the researcher, namely the Implementation model theory from Van Meter and Van Horn which explains 3 basics, namely, policy measures and objectives, communication between organizations related to implementation activities and the attitudes of the implementers of the program implementation policy. In implementing a public policy, the Pendem village government is based on the following indicators:

1. Policy Measures and Objectives, in the successful implementation of a policy can be assessed based on the achievement of policy standards and targets. In this case, the Bunulrejo sub-district government implemented a policy in accordance with policy standards. The policy standards used are adapted to the community's Prosperous Family Card program. In making a government policy regarding community welfare, of course there are benefits felt by the community. In terms of community welfare policy, the Bunulrejo Subdistrict government strives for people who need it to immediately receive assistance from the government or non-cash assistance or PKH assistance. This is social assistance that the community hopes can be used as well as possible. The aim of this community welfare program is to ensure that the needs of underprivileged communities are met.

2. Communication between organizations is related to implementation activities, because standards and objectives must be communicated to policy implementers, communication is very important as a framework for conveying information. The information presented to policy implementers regarding what the standards and objectives are must be consistent and uniform. If there is no clarity, consistency and uniformity regarding a standard and policy objective, then the standard and policy objective will be difficult to achieve. With clear communication, policy implementers can know what expectations will be achieved. In this case, the Bunulrejo sub-district

government establishes communication between its officials and PKH assistants so that a policy can be achieved by registering data on people whose families are less fortunate and really need government assistance. The target of this welfare program is for the community, especially families with low economic levels in Bunulrejo Village, to continue to receive their rights. The procedure for distributing aid funds in the form of basic necessities (BPNTD) and a certain amount of money (PKH), Bunulrejo Subdistrict government.

3. The attitude of implementers, the attitude of acceptance or rejection of policy implementing agents greatly influences the success or failure of implementing public policy. This is very likely to happen because the policies implemented are not the result of formulations by local residents who are very familiar with the problems and issues they are experiencing. In implementing social welfare policies for the community, this is highly appreciated by the community, especially for underprivileged communities. Because the social welfare of this community has a goal that is felt by the community by how many people receive assistance from the central government. The attitude of the implementers is to try all kinds of government programs to overcome social poverty in the Bunulrejo sub-district area, both non-cash assistance (BPNTD) and PKH assistance.

CONCLUSION

From the results of the research and discussion above, the researcher drew the following conclusions:

1. The policy of the Bunulrejo Subdistrict government in seeking social assistance for the community is that the village issues a solution in the form of seeking to apply for a social welfare program for its community and the government also verifies data on whether or not the community is eligible to receive social assistance. However, this policy did not work well because it was still found that people with good social levels still wanted to receive social assistance.

2. As for the inhibiting factor of this program, there is a lack of harmony in the recipients of aid, this does not work well. The driving factor in implementing this program is the involvement of all elements, both regional and central government and the community.

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