

IMPLEMENTATION OF THE DISTRIBUTION OF THE JATIM PUSPA PROGRAM THROUGH SPECIAL FINANCIAL ASSISTANCE FOR COMMUNITY EMPOWERMENT IN KEDIRI DISTRICT

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Abstract

The Jatim Puspa Program, a poverty alleviation initiative in East Java, focuses on improving the welfare of Beneficiary Families (KPM). Designed to maximize effectiveness in rural areas, this program empowers KPM who have completed the Jatim Puspa Program. By providing direct assistance and guidance, this program aims to empower the community, especially KPM, in Kediri Regency. Descriptive qualitative research evaluating the implementation of the Jatim Puspa Program uses the Van Meter and Van Horn model to analyze six variables: policy standards, resources, communication between institutions, characteristics of implementers, social, economic and political conditions, and disposition of implementers. Data analysis includes collection, reduction, presentation, conclusions and verification. The research results reveal that there is still a gap in public understanding of program mechanisms, low KPM commitment, and dependence on government assistance. Therefore, it is necessary to increase community assistance for the smooth running of the program and achievement of poverty alleviation targets in Kediri Regency. Recommended follow-up actions include increasing motivation and guidance for KPM, adding program assistants, and increasing access to health and education services.

Keywords: Implementation, Jatim Puspa, Beneficiary Families, Community Empowerment.

A. INTRODUCTION

Poverty is an urgent social problem that must be addressed seriously by the government because of its significant impact on the quality of human resources. The government has implemented various policies to overcome it, such as social assistance, empowerment, and business credit (Siagian et al., 2020). Mansur (2024) defines poverty as the economic inability to meet daily living needs, characterized by insufficient income. Ghani (cited in Gopal et al., 2021) characterizes it as a condition without the means to live a decent life, with minimal income, low education, limited assets, and health problems, which hinder normal life without assistance.

Based on data from the Kediri Regency BPS, in March 2024, the number of poor people in Kediri City fell to 19.24 thousand people, a decrease of 1.79 thousand people from 2023 (21.03 thousand people). The percentage of poor people also decreased from 7.15% (2023) to 6.51% (2024). This decrease shows the success of government intervention in improving people's welfare through targeted and effective policies. The Indonesian government has allocated funds and efforts for poverty alleviation programs, which are manifested in direct policies in the form of direct cash assistance (BLT), rice subsidies, free health assistance, and free education assistance (Permatasari & Prastyawan, 2024). In addition, the government also

addresses the root causes of poverty and takes steps to resolve them. The Non-Food Assistance Program (PKH) is one of the efforts to empower underprivileged families by providing conditional cash funds to encourage increased welfare (Fadhli & Nazila, 2023).

In East Java, the Jatim Puspa Program is a poverty alleviation program that aims to increase the income of Beneficiary Families (KPM) after graduating from PKH. This program provides capital assistance and mentoring to empower KPM in productive economic efforts in the micro sector, such as agribusiness, trade, and home industry. The East Java Provincial Government focuses on strategies to reduce burdens, increase income, and reduce pockets of poverty. BPS data shows that the agriculture, plantation, and fisheries sectors are still the dominant sectors of poverty in East Java. In Kediri Regency, four villages have received the Jatim Puspa Program with a total of 140 KPM.

1. Punjul Village, Plosoklaten District: 30 KPM.
2. Sumberagung Village, Plosoklaten District: 34 KPM.
3. Joho Village, Semen District: 30 KPM.
4. Kanyoran Village, Semen District: 46 KPM.

Based on the Regulation of the Governor of East Java Province Number 20 of 2022, the Jatim Puspa Program aims to increase the income of beneficiary families (KPM) in restoring the regional economy. This program is in line with the theory of public policy implementation by Merilee S. Grindle in Anggara (2014), where policy implementation is influenced by the content of the policy and the context of implementation.

Previous research shows that the Jatim Puspa Program also eases the burden of KPM, especially housewives. This assistance is expected to improve the quality of life of poor families and break the chain of poverty. The evaluation of the Jatim Puspa program in Sumberaji Village, Lamongan Regency showed positive results, but needed improvement.

Based on this, this study aims to examine the implementation of the distribution of Jatim Puspa assistance through special assistance in community empowerment efforts, especially for KPM in Kediri Regency.

B. LITERATURE REVIEW

Public Policy Implementation

Policy implementation is an important stage after a policy is established. This process involves various actors, resources, and mechanisms to implement policies in accordance with the objectives that have been formulated. The success of implementation is greatly influenced by the clarity of the policy, coordination between implementers, and the availability of supporting facilities. In the context of the Jatim Puspa program, implementation includes the process of distributing financial assistance to target groups and implementing empowerment activities designed in the program (Mansur, 2021).

Community Empowerment

Community empowerment is a process of increasing the ability of individuals and groups to access resources and determine the direction of development they need (Graha, 2009). This approach places the community as the subject, not the object of development. Programs oriented towards community empowerment are usually aimed at increasing economic, educational, social capacity, and access to public services. In this case, Jatim Puspa is a strategic instrument to encourage community independence through various forms of assistance and training (Ningsih & Farida, 2022).

Special Financial Assistance as a Development Instrument

Special financial assistance is a form of fiscal intervention used to fund certain priority and strategic activities. This assistance comes from a higher government, such as a province,

and is distributed to district/city governments with the aim of supporting superior programs (Suhyanto et al., 2020). In its implementation, special financial assistance must be managed transparently and on target so that it can provide direct benefits to the community. In the case of Jatim Puspa, this assistance is focused on efforts to strengthen the economy of poor and vulnerable families through productive and sustainable activities (Wismayanti et al., 2023).

C. RESEARCH METHODOLOGY

This qualitative descriptive study aims to describe how the Jatim Puspa Assistance Program is implemented in Kediri Regency (Yuliani, 2018). This study provides an in-depth and detailed description of the problems studied, identifies potential obstacles, and analyzes data systematically. Using the Van Meter and Van Horn public policy implementation model in Agustino (2018), this study analyzes six variables, including policy standards, resources, inter-agency communication, implementer characteristics, social, economic, and political conditions, and implementer dispositions. Primary and secondary data were collected through observation, interviews, and documentation. Data analysis was carried out through data collection, reduction, presentation, drawing conclusions, and verification (Sugiyono, 2023).

D. RESULT AND DISCUSSION

Policy Standards and Objectives

Procedure Standards

The success of policy implementation can be assessed through the level of compliance with standard procedures. Complex standard procedures can hinder success, while clear and easy-to-understand procedures can improve it (Husni & Putra, 2018). In the Family Hope Program, the Social Service uses standard procedures based on Mulyadi's theory. Indicators of success are measured through the "Procedure for Distributing the Jatim Puspa Program Through Financial Assistance" which is utilized by the Community Empowerment and Village Government Service (DPMPD) of Kediri Regency. This procedure has certain characteristics that are used to evaluate the distribution process of the Jatim Puspa program for community empowerment through Special Financial Assistance, including:

1) Procedures have an expected purpose.

The procedures established in the Jatim Puspa Program are designed to ensure the achievement of the expected goals, namely the provision of targeted assistance and improving the quality of life of the community through economic and social empowerment. The Kediri Regency Government, especially the DPMPD, has prepared a detailed plan for distributing assistance, including the type of assistance, budget amount, and implementation time. The Kediri Regency DPMPD also provides assistance to Beneficiary Families (KPM) to ensure the effectiveness of the program.

2) Procedures to create good supervision and maximum costs.

Strict supervision in the implementation of the Jatim Puspa Program in Kediri Regency ensures the achievement of the planned goals, targets, and budget efficiency. This supervision is carried out by the provincial team and DPMPD to prevent deviations and misuse. In addition, a strong commitment to maximizing the use of funds is reflected in the supervision mechanism that ensures that budget allocations are used effectively and efficiently.

3) Procedures show sequences that indicate sequences..

The logical and simple distribution procedure of the Jatim Puspa program is a vital pillar in supporting the success of the program. A well-defined procedure will make this program a role model in implementing community empowerment. This ensures that the

assistance distributed is right on target to those in need, while preventing misappropriation or misuse of funds. With a clear procedure, the program can be run effectively and efficiently, thus providing optimal benefits to the community.

- 4) Procedures show that there is a determination of decisions and responsibilities.

This program reflects the responsibility of the organizer through the provision of goods assistance needed by Beneficiary Families (KPM) for their businesses. The procedures implemented outline a clear decision-making process and delegation of responsibilities. With the determination of decisions and the division of measurable responsibilities, each stage of aid distribution, from planning to evaluation, can be carried out effectively and efficiently. This ensures that the financial assistance distributed is right on target, transparent, and accountable, so that it significantly contributes to improving community welfare and poverty alleviation in Kediri Regency.

- 5) The procedure shows no delays or obstacles.

The Jatim Puspa program run by the Kediri Regency Government has been implemented according to the predetermined schedule without any delays. However, this program still faces obstacles, namely the initial data source obtained from the East Java Provincial Social Service, which is the PKH Graduation data for Kediri Regency in 2023 and 2024, after being verified by the village, it was found that many data were no longer eligible to receive assistance due to death, moving residence, data not found, or not having female family members. This is an obstacle in the implementation of the program and an evaluation needs to be carried out to ensure the smooth implementation of the program in the future.

East Java Puspa Program Policy

Policy not only formulates the expected goals but also outlines the implementation steps to achieve those goals effectively. Policy objectives describe the functions and expected outcomes when the policy is implemented successfully. The Jatim Puspa Program aims to improve the welfare of Beneficiary Families (KPM), ease the financial burden, and increase income. Interview results showed that the community received benefits, potentially improving their quality of life (Fanani & Anwar, 2023). The research evaluation confirmed the alignment of policy objectives with official statements, indicating a clear understanding among stakeholders. The objectives of the Jatim Puspa Program in Kediri Regency are specifically in line with the objectives of the East Java Governor Regulation Number 27 of 2023, which includes improving the quality of life of KPM through better accessibility of community empowerment, as well as economic growth.

Resources

Human Resources

Dalam implementasi kebijakan, sumber daya manusia (SDM) memegang peranan krusial as the implementer and driver of public policy programs. The ability and competence of human resources greatly determine the success of a program. In the implementation of the Jatim Puspa Program in Kediri Regency, human resources are not adequate to implement the Jatim Puspa program effectively. This can be seen from the fact that one village assistant is responsible for the entire village, so that they are overwhelmed in carrying out their duties. To overcome this, it is necessary to recruit additional assistants who can form a coordination team at the city and sub-district levels. Thus, each assistant can handle fewer beneficiaries (KPM) so that they can work more effectively. In conclusion, the resources available for the implementation of the Jatim Puspa Program in Kediri Regency have not met the needs, not in line with the principle of the suitability of resources to needs put forward by Edward III in his theory (Mulyadi, 2018).

Source of funds

In addition to qualified human resources, financial resources play a crucial role in implementing public policies. Appropriate allocation of funds is a primary consideration. Despite having quality human resources, budget constraints can hinder the achievement of goals. The Jatim Puspa Program allocates a budget from the East Java Provincial Revenue and Expenditure Budget (APBD) through Special Financial Assistance (BKK) to the Regency Government and Village Government, as stipulated in the East Java Governor Regulation Number 27 of 2023.

In-kind assistance from the Jatim Puspa program is distributed to Beneficiary Women's Groups (KPM) after deducting tax of IDR 2,500,000.00. The assistance is adjusted to the needs submitted by KPM during data collection by Village Facilitators. The Jatim Puspa Program provides assistance in the form of goods with a value determined by the General Technical Officer (PTU) to encourage economic growth in the community, especially for KPM recipients of the assistance.

Inter-Organizational Communication

Coordination between institutions in the Implementation of the Jatim Puspa Program

Coordination and communication are crucial in policy implementation, facilitating effective engagement of implementers with policy objectives. Efficient communication, although complex, can optimize policy implementation with consistent implementation. In the Jatim Puspa Program, DPMPD coordination is supported by program coordinators and facilitators. However, communication barriers between facilitators and Beneficiary Families (KPM) emerged. KPM's ignoring of invitations to participate in assistance created significant obstacles in policy implementation, which required comprehensive communication and coordination for assessment and evaluation. According to Subarsono (in Mulyadi, 2018), Van Meter and Van Horn stated that effective implementation requires coordinated support from related institutions to achieve success. This is in contrast to the situation of the Jatim Puspa Program in Kediri Regency, where active participation of KPM is still low. To overcome this, facilitators of the Jatim Puspa Program actively interact with KPM, providing motivation and education to encourage continued participation in assistance activities.

Characteristics of Implementing Agents

Roles and Duties of DPMPD Kediri Regency and Village Government

The role and responsibility of the implementing agency greatly influences the success of a policy implementation. Clarity of roles and duties will make it easier for the implementing agency to understand and carry out its duties so that the policy can be implemented effectively (Kurniawan, 2017). In this context, the Community Empowerment and Village Government Service (DPMPD) acts as the implementing agency for the policy. This is stated in the Regulation of the Governor of East Java Number 27 of 2023 which explicitly states that DPMPD is the party responsible for implementing the policy. The clarity of this role makes it easier for DPMPD to determine the next steps. The DPMPD of Kediri Regency has prepared the resources needed for the assistance program, demonstrating a good understanding of its duties as an implementing agency. This thorough preparation ensures that the assistance program runs smoothly and effectively. Thus, the characteristics of the DPMPD of Kediri Regency as the implementing agency for the Jatim Puspa Program are in line with Van Meter Van Horn's statement (in Mulyadi, 2018), namely clarity of interest group support, supportive public opinion, and commitment of political elites to policy implementation.

Socio-Economic and Political Conditions

Social Environmental Conditions of the Community

Social conditions in an area have an impact on the success of policy implementation. Differences in these conditions are determining factors in the success of policies. Policy makers need to find the right way to implement policies so that they are easy to understand. According to Murdiasyah (in Trani et al., 2020), poverty alleviation programs run optimally if the social environmental conditions of the community are controlled. Empirical studies show that the socio-economic conditions of Kediri Regency affect the success of the program.

The implementation of the Jatim Puspa Program was hampered by environmental conditions, such as the tendency of people to be lazy to work and rely on government assistance because the program focused on cash assistance. Thus, the social environmental conditions of the community in the village did not match Murdiasyah's statement. The efforts made by the Jatim Puspa Program assistants were to provide guidance to beneficiaries (KPM), such as skills training and counseling on education, health, and economics to improve KPM's ability to utilize the program's assistance and earn their own living.

Community Attitudes

The community plays a crucial role as an implementer in implementing a policy. The success of policy implementation relies heavily on public support. Public acceptance of a policy usually facilitates the implementation process. Conversely, if there is rejection from the community, obstacles will arise that can hinder the entire policy implementation process. In Mulyadi (2018) referring to Van Meter and Van Horn's observations regarding the attitudes of policy actors who support or reject policy implementation. In Kediri Regency, the community generally supports the implementation of the Jatim Puspa Program Policy. However, not all households are entitled to receive the benefits of this program because there are certain criteria and requirements that must be met. Therefore, the community's attitude towards the Jatim Puspa Program Policy.

Support from Other Parties for the Implementation Process

External support plays a crucial role in the success of policy implementation, as evidenced by the Jatim Puspa Program in Kediri Regency. In implementing this program, support from various parties is an important factor in achieving the expected results. The results of field research show the involvement of community organizations, such as Karang Taruna, in the implementation of the Jatim Puspa Program. This support is in line with the program implementation guidelines that identify non-governmental organizations (NGOs) as working partners in improving the quality of life of beneficiary communities in the fields of education, health, and social welfare (Insani, 2024).

Disposition of Implementer

Attitude of DPMPD of Kediri Regency in Implementing Jatim Puspa Program Policy

The participation and understanding of policy implementers greatly determine the effectiveness of its implementation. Implementer support for policies increases their readiness and enthusiasm when implementing programs. Conversely, implementer rejection can hinder the implementation process. According to Van Meter & Van Horn (in Mulyadi, 2018), the implementer's disposition includes response and understanding of policies. Field research shows that the Kediri Regency DPMPD has an attitude of supporting policies. In addition, they have a good understanding and implement policies well, and provide excellent services to support optimal policy implementation. The Kediri Regency DPMPD actively provides maximum service to the community and ensures that assistance programs are right on target, which is evidence of a positive disposition as a policy implementer.

E. CONCLUSION

Based on the results of the research and discussion, the author can draw the following conclusions:

The standards and targets of this policy are quite clear and support the implementation process of the assistance program. However, the lack of public interest in seeking information related to the implementation of the Jatim Puspa program, this can be proven by the fact that there are still people who do not know about the standard procedures for implementing the Jatim Puspa Program. Program facilitators have made efforts to overcome this by conducting socialization to the community and providing guidance and assistance to the community.

The resources needed for the implementation of the Jatim Puspa Program have not met the needs in the program implementation process, so that it becomes an obstacle in the implementation of the policy. The sources of funds and facilities provided are sufficient and are not a problem in the process of implementing the program policy.

Communication between organizations and strengthening activities in the implementation of the Jatim Puspa Program face several problems. One of the main problems is coordination between facilitators and KPM, because KPM often ignores invitations for assistance. As a result, communication between the two organizations does not go well, so that it becomes an obstacle in the implementation of the program policy. The efforts made by the program facilitators in this problem are to communicate directly to KPM, provide motivation and educate KPM to always participate in assistance activities.

The characteristics of implementing agents in the implementation of the Jatim Puspa Program in Kediri Regency, precisely in Kediri Regency, have been running well. The Kediri Regency DPMPD can also understand its duties as a policy implementer clearly.

The social, economic and political environment also plays an important role in the process of implementing the Jatim Puspa Program policy in Kediri Regency. The social conditions that are a problem for some villagers are the existence of people who are lazy to work and depend on government assistance. Efforts made in this problem are to provide guidance to KPM, by conducting skills training and counseling related to education, health and economy to improve the ability of KPM in using this assistance and improving their ability to earn their own living. The attitude of the community that supports this policy facilitates the process of implementing the assistance program. For support from other parties in this policy program, there is support from Karang Taruna as a community organization in each village because with this assistance it can help the beneficiary community to improve their quality of life in the fields of education, health and social welfare.

The Implementor's Disposition is one indicator that has been running well. In this case, the implementer already understands the Jatim Puspa program and can provide optimal service to the recipients of assistance. This can be seen from the way they prepare all the needs for the aid program as well as possible, so that the implementation of aid can run smoothly and effectively.

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