

IMPLEMENTATION OF SOCIAL ASSISTANCE POLICY AT THE SOCIAL SERVICE OF WEST KALIMANTAN PROVINCE

Sri Wahyuningsih¹, Debbie Yuari Siallagan², and Melti Oktavianda³

Public Administration Study Program, Department of Business Administration, Pontianak State Polytechnic
Email: sryunii117@gmail.com

ABSTRACT

The implementation of social assistance in the form of goods by the West Kalimantan Provincial Social Service in Pontianak City indicates that some beneficiaries are not yet fully listed in the Integrated Social Welfare Data (DTKS). This condition highlights the need for improvements in the process of determining aid recipients. This study aims to describe the implementation of the social assistance policy based on Van Meter and Van Horn's theory, which includes six key indicators. The research employed a qualitative method through direct observation, semi-structured interviews, and document analysis. The results show that the policy implementation has generally been carried out quite well, although several aspects still require enhancement, particularly in the determination and validation of beneficiary data. Firmness and consistency in the verification process are needed to ensure that the distribution of social assistance runs more optimally and sustainably.

Keywords: Implementation; Policies; and Social Assistance.

F. INTRODUCTION

Poverty is a social problem that remains a major challenge in various countries, including Indonesia. This condition encompasses not only material deprivation but also limited access to education, health care, and decent work, which impacts the low quality of life of the community. Based on data from the Central Statistics Agency, the number of poor people in Indonesia decreased from 25.90 million in 2023 to 24.06 million in 2024. West Kalimantan experienced a similar decline, decreasing from 353.35 thousand to 336.08 thousand in the same period (BPS, 2024). This decline demonstrates the government's efforts to improve public welfare as mandated by Article 34 of the 1945 Constitution and Law Number 11 of 2009 concerning Social Welfare. One implementation is through the policy of providing social assistance (bansos) regulated in various derivative regulations, including West Kalimantan Governor Regulation Number 26 of 2024

concerning Guidelines for the Provision of Grants and Social Assistance.

As the primary implementer of social welfare at the provincial level, the West Kalimantan Provincial Social Services Agency distributes social assistance in the form of goods, such as work equipment and rainwater tanks, aimed at supporting the economic development of underprivileged communities. This assistance is expected to help the poor become more productive and reduce their dependence on government assistance. However, its implementation in Pontianak City has shown discrepancies between aid recipients and official government data, namely the Integrated Social Welfare Data (DTKS), which should be the basis for determining aid recipients in accordance with applicable regulations.

Normatively, the provision of social assistance must be based on the DTKS (Disaster Mitigation Data) as stipulated in Law Number 11

of 2009, Regulation of the Minister of Social Affairs Number 3 of 2021, and the Standard Operating Procedures of the West Kalimantan Provincial Social Service, which require prospective recipients to be registered in the DTKS. However, empirical data shows that from 2022 to 2024, approximately 49–51% of aid recipients in Pontianak City were not registered in the DTKS. This condition indicates a gap between policy and practice in the field, which has the potential to cause inaccurate targeting and reduce the effectiveness of social assistance programs. To clarify this phenomenon, the following presents data on social assistance recipients in Pontianak City over the past three years, illustrating the comparison between recipients registered and unregistered in the DTKS.

Table 2 Number of Social Assistance Recipients in Pontianak City 2022 – 2024

No.	Year	Number of KPM	KPM recorded in DTKS	KPM Non-DTKS
1.	2022	1344	655 (49%)	689 (51%)
2.	2023	1652	921 (56%)	731 (44%)
3.	2024	1951	949 (49%)	1,002 (51%)

Source: Data from the West Kalimantan Provincial Social Service, 2024

In analyzing this phenomenon, this study uses the public policy implementation theory of Van Meter and Van Horn (1975) which emphasizes that the success of implementation is influenced by six factors, such as policy standards and targets, resources, implementer characteristics, inter-organizational

communication, social, economic, and political conditions and disposition. Through this theory, the study aims to describe the implementation of social assistance policies by the West Kalimantan Provincial Social Service by emphasizing the importance of conformity between policies and their implementation and to assess the extent to which these factors influence the implementation of social assistance in the form of goods by the West Kalimantan Provincial Social Service and the causes of inaccurate recipient targets.

This research is novel because it focuses on the implementation of in-kind social assistance at the provincial level, with a case study in Pontianak City, the area with the largest number of beneficiary families in West Kalimantan. Unlike previous research that focused primarily on the effectiveness of cash assistance, this study examines the alignment between normative policies and implementation practices on the ground, and provides recommendations for improving data collection and aid distribution mechanisms to ensure they are more targeted, accountable, and sustainable.

G. RESEARCH METHODS

This study employed a qualitative method with a descriptive approach, aiming to gain a deeper understanding of how the West Kalimantan Provincial Social Service implemented the policy of distributing social assistance in the form of goods. This approach was chosen because it comprehensively illustrates the policy implementation process, as well as the factors influencing the effectiveness

and accuracy of the program's targeting. The study was conducted in a natural setting, with the researcher acting as the primary instrument in data collection and analysis, directly observing conditions in the field and interacting with relevant informants.

Informants were selected using purposive sampling, taking into account their direct involvement in the implementation of the social assistance program. Informants included the Head of the Empowerment of the Poor, the Head of the Implementation Team, the Village Head, and Beneficiary Families (KPM), both registered and unregistered in the DTKS (Disaster Data Entity List). Data collection techniques included field observations to directly observe the implementation of assistance, semi-structured interviews to gather in-depth information from implementers and recipients, and documentation studies of various official documents such as regulations, implementation guidelines, and activity reports.

The data obtained were analyzed interactively using the Miles and Huberman (1984) data analysis model, which includes three main stages: data reduction, data presentation, and conclusion drawing or verification. Data reduction was carried out to filter important information relevant to the research focus, then presented in a narrative form for easy interpretation, and finally verified to ensure the validity of the findings. To maintain data validity, this study also applied source and method triangulation techniques, by comparing the results of interviews, observations, and

documentation to obtain an objective and accurate picture. With this approach, the study is expected to provide an in-depth understanding of the implementation of social assistance policies at the West Kalimantan Provincial Social Service and contribute to future policy improvements.

H. RESULTS AND DISCUSSION

The implementation of the policy of providing social assistance in the form of goods by the Social Service of West Kalimantan Province is carried out based on the provisions stipulated in Law Number 11 of 2009 concerning Social Welfare and Regulation of the Governor of West Kalimantan Number 26 of 2024 concerning Guidelines for the Provision of Grants and Social Assistance. The objective of this policy is to improve the welfare of the poor by providing assistance in the form of work equipment and rainwater reservoirs for poor families. Based on the results of field research, the implementation of the policy has been running but still faces various obstacles that cause the achievement of objectives to be less than optimal. The analysis was carried out using the theory of policy implementation of Van Meter and Van Horn (1975) which includes six indicators, namely policy standards and targets, resources, characteristics of implementing agents, inter-organizational communication, disposition or attitude of implementers, and social, economic, and political conditions.

From the perspective of policy standards and targets, the implementation guidelines have been clearly designed, both regarding targets,

mechanisms, and procedures for aid distribution. However, research results show that in Pontianak City, approximately 49–51% of aid recipients are not recorded in the DTKS, which means they do not comply with the provisions of the Standard Operating Procedure (SOP). This indicates that the verification and validation process for aid recipient data has not been running optimally, resulting in potential inaccuracy in targeting. However, the implementing agency conducted a field survey of aid recipients not recorded in the DTKS to ensure their eligibility.

In terms of resources, both human, financial, and time resources have been running well. The number and capabilities of field officers are sufficient and competent in implementation, while financial resources are also sufficient for the distribution of all aid, in addition to the Provincial Budget (APBD) is also assisted by the council's Main Thoughts (Pokir) budget which has resulted in the entire budget being sufficient and the implementation time resources have also been carried out optimally so that sufficient time is available to carry out distribution without any delays in providing aid.

In terms of inter-organizational communication, coordination between the Provincial Social Services Agency, the Pontianak City Social Services Agency, and sub-district governments has been optimally implemented through coordination meetings and official correspondence, as well as informal communication such as through WhatsApp. However, a lack of data synchronization between agencies has resulted in some recipients not

registered in the DTKS still receiving assistance, or vice versa, resulting in a lack of data updates in the DTKS.

The characteristics of implementing agents are a crucial factor in determining the success of a policy. The study found that the implementers of social assistance policies at the West Kalimantan Provincial Social Services Office had a clear division of tasks, good coordination, and a sufficient understanding of their respective roles and responsibilities. In general, the implementation of social assistance followed Standard Operating Procedures (SOPs) and no fees were charged to recipients, demonstrating that implementers operated transparently and accountably. However, some recipients were still not registered in the DTKS (Vehicle Entity List), although this was addressed through field verification and requesting certificates of poverty. Overall, the characteristics of implementing agents were quite good, as implementers demonstrated professionalism, competence, and commitment in carrying out their duties, thus contributing to the successful implementation of the social assistance policy.

Furthermore, the social, economic, and political environments are external factors that influence the success of policy implementation. The results of the study indicate that these three aspects influence the implementation of social assistance policies at the West Kalimantan Provincial Social Service. From an economic perspective, areas with high poverty rates are prioritized as recipients, and this assistance has been proven to help reduce poverty in Pontianak

City. From a social perspective, the emergence of jealousy among residents due to the limited number of recipients presents a challenge, but this can be overcome through communication and explanations to the community. Meanwhile, from a political perspective, political actors play a role in the proposal process through the pokir mechanism, but implementers still distribute assistance according to applicable rules and criteria. Overall, the external environment is considered sufficiently supportive of the implementation of social assistance policies, allowing the policy to run smoothly and on target.

The final aspect is the disposition or attitude of the implementers. The results of the study indicate that the implementers of social assistance policies at the West Kalimantan Provincial Social Services Office have a positive, professional, and responsible attitude in carrying out their duties. No obstacles were found stemming from personal attitudes or conflicts between team members, as coordination and cooperation were well-established. The implementers also demonstrated politeness, fairness, and communication with the community without discrimination, resulting in smooth service delivery from data collection to aid distribution. Furthermore, no recipients were found to receive assistance due to their closeness to the officers. This demonstrates that the implementers have a high level of commitment and integrity in implementing the policy. However, weaknesses remain in the aspect of firmness in selecting ineligible recipients. Overall, the implementers' positive

disposition supports the successful implementation of social assistance policies in accordance with the principles of public service.

I. CONCLUSION

Based on the results of research on the implementation of the policy of providing social assistance in the form of goods by the Social Service of West Kalimantan Province, it can be concluded that the implementation of the social assistance policy at the Social Service of West Kalimantan Province shows that the implementation of assistance has been running quite well, although still requires improvement in targeting accuracy. The success of the implementation is determined not only by the clarity of the guidelines and the professionalism of the implementers, but also by the support of various parties, including the proposal of recipients through the Council's Main Thoughts (Pokir), which also helps reach communities not yet registered in the DTKS. This illustrates that collaboration between bureaucratic and political elements can play a positive role in expanding the reach of social policies. Therefore, improving the accuracy of recipient data and consistency in the verification process needs to be continuously carried out so that future social assistance policies are more targeted, transparent, and have a real impact on community welfare.

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