



The Effectiveness of the Implementation of the Non-Cash Food Assistance Program in Poverty Alleviation Efforts

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Abstract. This study aims to see how effective the implementation of the Non-Cash Food Assistance Program is in the Greged District, Cirebon Regency, and identify challenges and obstacles in its implementation. This study uses a qualitative research method with a descriptive analysis approach. The descriptive approach of analysis is used to obtain and select data that is relevant, up-to-date, unique, and related to the formulation of the problem or research question. This analysis uses all the data collected through various methods, such as observation and in-depth interviews. The researcher concluded that the implementation of the BPNT program in Greged District, Cirebon Regency, has not been effective because it shows several weaknesses and advantages. Key weaknesses include untimely disbursement of aid that is often late and a lack of effective oversight procedures for cash aid. On the other hand, no fee is charged to the beneficiary family (KPM). Although this program is easy for KPM to understand, there are problems with the accuracy of the target of aid recipients due to inaccurate data. Although it is not yet fully effective and still needs improvement, the BPNT program in the Greged District has helped the community meet food needs and contribute to poverty alleviation.

Keywords: non-cash, food, assistance, program, poverty

INTRODUCTION

Poverty is one of the biggest challenges for developing countries, including in Indonesia. Poverty alleviation has become the government's top priority for improving people's welfare. One of the programs implemented to overcome this problem is the Non-Cash Food Assistance Program (BPNT). This program aims to increase food access for the poor by providing non-cash assistance that can be used to buy food needed at *e-wrong* (electronic gotong royong stalls). Greged District in Cirebon Regency is one area that benefits from the BPNT program. This area is one of the areas in Cirebon Regency that has the most poor people. From the observations and interviews conducted in the area, it has special criteria, for example, the condition of the people who have livable houses. However, in reality, the community still has difficulty meeting their daily food needs, so

implementing this program is crucial. This study aims to see how effective the implementation of BPNT in Greged District is to alleviate poverty. Based on the Decree of the Minister of Social Affairs Number 262 of the HUK of 2022 concerning the criteria for the poor to detect the beginning of poverty conditions, one of the indicators is not having a permanent place of residence. If the person has a permanent residence, further detection is carried out with the following criteria:

- a. The head of the family or the family administrator is not working;
- b. Experiencing concerns about not eating or not eating in the past year;
- c. Expenditure on food needs exceeds half of the total expenditure;
- d. No expenditure on clothing needs in the past year;
- e. Most of the dwellings are still dirt floors or still use stucco;
- f. Most of the residences still use bamboo walls, wire, wooden boards, tarpaulins, cardboard, walls without plaster, thatch, or zinc;
- g. Do not have a private latrine or still use a shared latrine;
- h. The lighting source uses electric power of only 450 VA or does not use electricity.

Practical efforts are needed to achieve the program's main goals, based on the importance of the government's social programs in reducing poverty and improving people's welfare. Therefore, with research on the effectiveness of BPNT implementation in the Greged District, it is hoped that the findings obtained can help improve this program. This research is also expected to provide more effective policy recommendations for the government to reduce poverty levels in similar areas. An in-depth analysis of the implementation and impact of BPNT is critical to ensure that the assistance distributed is on target and provides maximum benefits for the poor.

LITERATURE

Effectiveness

Effectiveness is a concept that evaluates the extent to which a goal or desired outcome can be achieved. It includes the ability of an individual, group, organization, or system's ability to achieve the goals set to the maximum and on time. Effectiveness measures whether the result is achieved and considers the quality and efficiency of the processes used to achieve it. According to Tjokroamidjojo (1987:3), effectiveness ensures that the administration's implementation achieves the planned results, meets the specified targets, and produces the desired results more efficiently. According to Steers (1977) and (Edy Sutrisno, 2018), Effectiveness is usually associated with organizational goals such as

profits, which often overlook one of the most important aspects of the entire process: human resources. Research on organizational effectiveness, human resources, and human behavior should be the primary focus, and efforts to improve effectiveness should also begin by studying human behavior in the workplace. According to this definition, effectiveness indicators refer to the achievement of goals or objectives that have been set previously. Effectiveness can be considered a measure of the extent to which a planned target has been achieved. Sedarmayanti (2006:61) stated that effectiveness is a measure that describes the extent to which a target can be achieved. This view emphasizes that effectiveness is a measure that shows the extent to which the targets set by the institution or organization have been successfully realized.

According to Duncan in Steers (1985), three indicators can affect effectiveness:

1. **Goal Achievement:** This is the culmination of a program's entire effort and measures whether the program's goals are being achieved optimally. Indicators of goal achievement include: (1) Period, (2) Target, (3) Legal Basis.
2. **Integration:** This measures an organization's ability to socialize, develop consensus, and communicate to establish relationships with other organizations. Integration indicators include: (1) Procedure, (2) Socialization Process.
3. **Adaptation:** It is the process of adjusting to environmental changes. Adaptation indicators include (1) Capacity Improvement and (2) Facilities and Infrastructure.

Policy Implementation

In language, implementation means the implementation or implementation that is prepared from a policy to be implemented. In addition, according to experts, policy implementation, as expressed by Winarno Budi (2014: 46), is a stage in the policy process. Implementation has a broader meaning, namely, as the implementation of the law, where actors, organizations, procedures, and techniques work together to implement a policy in order to achieve a goal that has been set.

BPNT Program Concept

Since 2017, the government has gradually changed social assistance programs, replacing the Rice for Prosperous Families Program (RASTRA) with the Non-Cash Food Assistance Program (BPNT). RASTRA is assistance in the form of 10 kg of rice per month to the beneficiary community. This program was then changed to BPNT, where beneficiaries receive an e-voucher of Rp 110,000.00 every month, which can be exchanged for rice and eggs at the nearest *e-warong* agent. *E-warong* is an agent of banks, merchants, or other

parties appointed as a place for the withdrawal of social assistance by aid recipients (TNP2K, 2021). Recipients of this social assistance are called beneficiary families (KPM), and their economic condition is below 25%. Electronic Warung Gotong Royong or *e-warung*, a bank agent, trader, or other parties collaborating with the distributing bank, is then appointed as a place to buy food needs by KPM, such as micro and small businesses, cooperatives, and traditional markets. BPNT is food assistance whose receipt system is through electronic accounts given to beneficiary families (KPM) with below-average economic conditions. The government has a specific purpose in issuing this policy. The main goal of BPNT is to reduce the burden on low-income families by meeting food needs, ensuring a more balanced nutritional intake of KPM, and improving the accuracy of recipient targets, time, quantity, price, quality, and aid administration. So that it can give choice and freedom to KPM to meet their food needs.

METHOD

This study uses a qualitative method with a descriptive analysis approach. According to Sugiyono, the descriptive analysis approach is carried out by selecting relevant, latest, unique data related to the formulation of the problem or research question. This analysis uses all the data collected through various methods, such as observation and in-depth interviews (Sugiyono, 2022). Based on the purpose of the research focus of this research is to assess the effectiveness of the implementation of the Non-Cash Food Assistance Program in the Greged District. A purposive sampling technique was used in this study's sampling process. The informants are the District Social Welfare Team (TKSK) and the Social Welfare Center (PUSKESOS), which is an institution established by the District or Village/Village to facilitate the access of the poor or vulnerable to poverty to social protection services and poverty alleviation programs that held by the central, provincial, and district governments. Therefore, the researcher refers to the theory of effectiveness measurement presented by Sondang P. Siagian in *Leadership Organization and Administrative Behavior* (2021), which discusses criteria or measures to assess whether the program achieves its goals effectively or not, namely:

1. Time measure, which is the timeliness of whether the program is under the time allotted.
2. The size of the price, namely whether the costs that must be incurred for the program are by the plan or appropriate, and the amount of costs that must be incurred by the Beneficiary Family (KPM) to obtain the service or assistance.

3. This measures socio-cultural values, namely how the service provider socializes its products to clients. In other words, the socialized program is easy to understand and on target,
4. A measure of accuracy is to assess the long-term impact of whether the program provided is accurate or not in helping to overcome the problem of poverty in the area.

Based on the source, the data is generally divided into two types:

1. Primary data is obtained directly from the research location by interviewing informants related to the research problem and observing the research object.
2. Secondary data is data obtained from various existing sources. In this case, the researcher acts as a second party, with secondary data obtained from literature relevant to or related to the research title, such as materials or documents from the Greded District office, Durajaya Village, and Gumulung Tonggoh Village offices and books and scientific works that are considered relevant to the research.

DISCUSSION

BPNT Program Implementation

Based on the results of the research on the effectiveness of the implementation of the Non-Cash Food Assistance program to alleviate poverty in Greded District, Cirebon Regency, the researcher has analyzed and discussed the fulfillment of various aspects under the focus of the research used, using the theory of Sondang P. Siagian. The results of interviews conducted by researchers from two villages in Greded District, namely Gumulung Tonggoh village and Durajaya village. From the ten villages in Greded District, the researcher chose a sample from the two villages because it is based on Gumulung Tonggoh village as the village with the highest number of recipients of Non-Cash Food Assistance (BPNT) with the highest number of KPM, which is 1200 KPM in 2023, and Durajaya village as the village with the least number of KPM Non-Cash Food Assistance, which is 575 KPM. In the conditions in the field, the researcher concluded that related to the assistance obtained during 2023 in Gumulung Tonggoh village, the assistance provided by the Ministry of Social Affairs through PUSKESOS, the beneficiary families received 10 kilograms of rice assistance. However, the assistance obtained is not always in the form of 10 kilograms of rice; sometimes, the assistance can be in the form of cash worth 200,000 rupiah, distributed through the Prosperous Family Card. KPM, entitled to this assistance, will receive assistance every month.

In the implementation of the 2023 Non-cash Food Assistance program in Durajaya Village, Greged District, Cirebon Regency, beneficiary families (KPM) received the same assistance as in Gumulung Tonggoh Village, namely getting 10 kilograms of rice but sometimes getting assistance in the form of cash worth 200,000 rupiah which was distributed directly to the KPM through the Prosperous Family Card.

Implementation Effectiveness

To measure the effectiveness of the BPNT program, four indicators are used: the measure of time, namely the timeliness; the measure of price, namely the cost incurred for the program by the plan or appropriate; and the amount of costs that must be incurred by the Beneficiary Families (KPM) to obtain assistance, the measure of socio-cultural values, namely in the sense that the program that has been socialized is easy to understand and on target, The measure of accuracy is to assess the long-term impact of whether the program provided is accurate or not in helping to overcome the problem of poverty in the area. A more detailed explanation of each indicator is as follows:

a. Time measure.

From the results of the interviews that have been conducted related to the indicator of time measure is the timeliness in the implementation of the program, whether it is by the specified time, the researcher can conclude that the Non-Cash Food Assistance provided in Greged District, Cirebon Regency still cannot be said to be on time. The assistance should be given once a month to KPM, but in its implementation, it is not always given once a month. Sometimes, KPM receives it every two months or three months. So, in terms of the timeliness of the implementation of this assistance program, it cannot be said that it is on time because the Ministry of Social Affairs determines the distribution of the BPNT Program.

b. Price Size

Based on the price measure, namely the cost that has been incurred for the assistance program, whether it is appropriate, and how much must be incurred by the KPM to receive the assistance. If the assistance cost is considered expensive, the program is considered ineffective. On the contrary, if the cost of getting assistance is low, the program is said to be effective. In this indicator, the researcher concluded that related to the cost aspect that KPM must incur in Greged District, Cirebon Regency, Beneficiary Families (KPM) are not charged any fees to

get Non-Cash Food Assistance. However, in the appropriate aspect, because the assistance provided during 2023 is not always in the form of food, sometimes in the form of cash, it is difficult to be supervised by the Village and District because the assistance in the form of cash is directly distributed to the KPM. The government's purpose in providing Non-Cash Food Assistance is to provide more balanced nutrition for KPM. The financial assistance given to KPM is intended so that KPM can buy food needed in the form of protein, such as eggs. The researcher's conclusion from the interview results is that there is still a lack of supervision, and there is no supervision procedure for food assistance in the form of cash appropriate; this indicator still cannot be said to be effective.

c. Measures of socio-cultural values

An aspect of the measure of socio-cultural values is whether the program that has been socialized is easy to understand and on target. So, the researcher can conclude that the BPNT program in Greged District, Cirebon Regency, is easy for KPM to understand. However, in the aspect of being on target, there are still recipients who are not on target. This happens because the KPM data is inaccurate, such as in the case of people who have passed away but are recorded in the KPM data. Another example is that there are people whose conditions are in dire need of assistance but are not on the list of aid recipients. So, based on this, its implementation can still be considered ineffective.

d. Measure of accuracy

The accuracy indicator assesses the long-term impact of whether the program provided is accurate or not in helping to overcome the problem of poverty in the area. In this case, the researcher can conclude that the BPNT program benefits the Greged District, Cirebon Regency community. From the picture in the field, although the people in the village have houses considered capable people, the community's economic condition is not necessarily sufficient for their daily food needs. Therefore, the assistance obtained is very helpful in meeting daily food needs, so the BPNT program helps the community's economy, so this indicator can be said to be effective.

CONCLUSION

Based on the results of interviews and analysis of several indicators, it can be concluded that the implementation of the Non-Cash Food Assistance (BPNT) program in Greged District, Cirebon Regency, has weaknesses in the timeliness of aid distribution and the problem of the accuracy of recipient targets. Despite some shortcomings, the program does not charge the recipient and assists the community in meeting food needs and contributing to overcoming poverty. Overall, the BPNT program positively impacts the local community's economy, but it still needs several improvements.

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