



The Non-Cash Food Assistance Program (BPNT) Policy is being Implemented in Gegesik Wetan through E-warung

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Abstract. In Indonesia as well as other parts of the world, poverty has become a problem. The Non-Cash Food Assistance Program (BPNT) is one of the government's initiatives to combat poverty. The government provides non-cash food aid (BPNT) to address the community's essential requirements. The monthly aid amount of Rp 200,000/KPM can only be applied to grocery purchases at e-warung partnered with banks. It is transferred through an electronic account once per month. This study aims to evaluate how the hamlet of Gegesik Wetan will administer the non-cash food assistance program (BPNT) via e-warung. A descriptive method with a qualitative approach was employed in this investigation. Techniques for gathering data include interviewing and documenting. This study's subject is the use of Non-Cash Food Assistance (BPNT) via e-warung in the village of Gegesik Wetan. This study applies George Edward III's theory to four indicators: bureaucratic organization, communication, resources, and disposition. The findings indicated they could have been at their best when the four markers were met. Several challenges must be overcome for the program to continue in the future.

Keywords: Policy Implementation, Non-cash Food Assistance (BPNT), E-warung

INTRODUCTION

The world is now troubled and concerned by poverty, a social reality. Every nation struggles with poverty, and the effects differ from one place to another. The root cause of poverty is the general state of affairs that prevails in these nations, including unemployment, a low level of education, wealth disparity, and a low-income group. Another major issue facing Indonesia is poverty. In September 2022, there were 26.36 million impoverished individuals in Indonesia, according to BPS data. According to Badan Pusat Statistik Indonesia, 0.20 million more people lived in poverty in March 2023 than in March 2022.

The government is attempting to find various solutions to the issue of poverty to satisfy Undang-Undang Dasar 1945 Pasal 34 ayat (1) by enhancing social security and the welfare of the Indonesian populace. Peraturan Presiden Nomor 63 Tahun 2017 tentang Bantuan Sosial Non-Tunai is a regulation set forth by the government, in this case, the President of the Republic of Indonesia, as part of measures to enhance social security and community empowerment. Non-

Cash Food Assistance (BPNT) is a sort of government-provided social assistance that is currently governed by the most recent regulation, known as Permensos Nomor 5 Tahun 2021 tentang Pelaksanaan Program Sembako (Kementerian Sosial Republik Indonesia, 2021). By giving beneficiary families choice and control over how to meet their food needs, Permensos Sembako seeks to provide a program of free essential food assistance.

The Rice for Prosperous Families Program (Rastra), which was found to need improvement, was replaced with the BNPT program in 2017. A distribution model that is now non-cash and aims to promote the constructive behavior of help beneficiaries and raise transparency and accountability of aid has changed in addition to the basic food subsidy structure becoming the basic food aid model. A hybrid of vouchers paid for with cash and non-monetary payments is known as BPNT. This indicates that those categorized as Family Beneficiaries (KPM) and requiring assistance receive it at no cost using electronic cards to trade requirements. E-warung is one method of carrying out this trade.

E-warung is an acronym for Electronic Warung Gotong Royong, which refers to bank agents, traders, or other parties who work with channel banks and are designated by KPM as places to buy food. These include small, cooperative businesses, traditional markets, stalls, and grocery stores, as well as traditional markets, e-wrong joint business groups (KUBE), Village Warungs, Kita Food Houses (RPK), Laku Pandai Agents, and Digital Financial Services Agents. A new policy will be implemented in 2022 in collaboration with PT Pos Indonesia as a distributor of prosperous family cards (KKS) and the launch of the Ministry of Social Affairs' e-warung, which can act as a go-between for financial payments as well as an extension of banks and food producers to those who receive food assistance through the Ministry of Social Affairs. KPM has complete discretion on the kind of products to be bought.

This study is urgent because of the need for prior research on applying the non-cash food assistance program (BPNT) policy via e-warung in Gegesik Wetan Village, Cirebon Regency, or West Java Province. To serve as a reference or source for future studies on the welfare of older people at the village, district, or municipal level. Based on the description mentioned above, the issue formulation for this study is how to execute the non-cash food assistance program (BPNT) policy through e-warung in Genesis when Hamlet. The intention is to use e-warung to learn how the non-cash food assistance program (BPNT) policy is being implemented in Gegesik Wetan Village.

LITERATURE

Several Indonesian researchers before you have looked into the implementation of this study. The following are some rules of the non-cash food aid program (BPNT) via e-warung: (1) Information gleaned from Ika Surya et al., 2017. Regarding the implementation of non-cash food aid (BPNT) using e-warung in the Surabaya city subdistricts of Sidosermo and Wonocolo; (2) Research by Ristiana Pramesti et al. (2019). On the implementation of the non-cash food assistance program (BPNT) through the electronic gotongroyong in Tanjungpinang City; (3) Research from Azizah et al. (2019); on the implementation of the non-cash food assistance program (BPNT) through the e-warung in South Alalak sub-district, North Banjarmasin sub-district, Banjarmasin City; (4) Research from Susi Ratnawati et al.

Implementing the non-cash food assistance program (BPNT) using e-warung in the Sumput sub-district, Driyorejo District; (5) Research from Basriati. Regarding the non-cash food aid program's execution in Parangloe District, Gowa Regency; (6) Research by Robi Eka Putra et al. (2022). On implementing the BPNT distribution strategy via e-warung in contrast to PT Pos Indonesia in Padang City. A crucial step to take is the execution of public policy. A "paper tiger" is a public policy created but not successfully carried out. So that public policy may function as a tool to actualize the desired expectations, implementation of public policy must be carried out while paying attention to numerous elements.

Public policy implementation is an effort to bring a previously decided-upon decision or agreement into reality. According to George C. Edwards III (Azizah et al., 2020), implementing policies is essential because, no matter how effective a policy is, its objectives will only be met if it is carefully thought out and planned. Conversely, no matter how well prepared and scheduled for policy execution, the policy objectives will only be achieved if the policy is designed appropriately. The George C. Edwards III theory (Subarsono, 2010) contends that the implementation success criteria are interconnected and do not exist in a vacuum.

Communication, resources, disposition/implementing officers, and bureaucratic structure are all necessary for successful policy implementation. To successfully implement a policy and achieve the desired results, there must be effective communication among all parties involved. It is essential to inform the policy's target population of its goals and objectives to prevent misinformation. Socialization is, therefore, necessary to ensure the policy's success. Transmission, clarity, and consistency are the three indicators that makeup communication.

Resources: Policy implementation will not be effective even if its substance is clear and consistent if its implementers lack the resources to carry it out. Resources are devices used to

carry out policies. These resources may include financial and human, material, and administrative resources. The nature and personality of the policy implementer can be summed up as disposition or executing officer. If policy implementers can implement policies under what policymakers intend, policy implementation can function effectively. Two factors, namely the appointment of bureaucrats and incentives, are used to assess the effectiveness of disposition/executing officers.

METHOD

The author employed descriptive strategies and qualitative research techniques in this study. Primary and secondary data collection methods are used for data acquisition—interviews with two Puskesmas officers—Mr. Iqbal, who oversees the health center's back office in Gegesik Wetan village, and Mrs. Haryani, who serves as its facilitator—were used to gather primary data. Mr. Anshori and Mrs. Waryem, a KPM recipient of BPNT assistance, are the owners or aid distributors of e-warung.

When collecting secondary data, papers, and related information are gathered from sources like Susenas, the Gegesik Wetan village health facility, and a variety of literature like books, journals, and other sources that provide evidence for the research data. According to Edward III, the informant selection strategy for research employs purposive sampling methods, which are then triangulated and assessed by analyzing all areas of policy implementation, namely, communication, resources, disposition or performance officers, and bureaucratic structure.

DISCUSSION

In 2023, the government plans to provide Non-Cash Food Assistance (BPNT) to 18.8 million beneficiary groups, according to the Ministry of Social Affairs. The BPNT social assistance program recipients will receive Rp200,000 per month, which they can use at e-stalls in compliance with predetermined rules. Carbohydrate sources, animal and vegetable protein, sources of vitamins and minerals, and other food commodities will be acquired. The winner will receive Rp2,400,000 annually if you do the math. Poor or vulnerable families in the lowest decile of the poverty distribution can use social assistance to address their dietary needs.

According to Integrated Social Welfare Data (DTKS), there will be around 195,489 KPM BPNT users in Cirebon Regency in 2023. Regarding the Gegesik Wetan Village itself, about 380 persons got BPNT. Each year, there are usually changes in the support recipients or KPM. For 2023, fewer KPM will receive BPNT due to several circumstances, including KPM deaths,

disappearances, address changes, ASN, TNI, Polri statuses, SOE employees, BUMD statuses, and family members.

The Ministry of Social Affairs (Kemensos) registration of Beneficiary Families (KPM) is the initial step in the provision of non-cash food aid (BPNT). A letter with instructions for registering at the designated place will be sent to the applicant's KPM. The State Bank Association (Himbaran) member banks, village offices, and mayors/districts then process the beneficiary data that prospective program recipients have provided in a parallel and collaborative manner. Food aid recipients open a bank account and are given a Family Welfare Card (KKS), a non-cash card to receive food help when the data is verified.

Those who get non-cash food assistance (BPNT) and already possess a Family Welfare Card (KKS) can go straight to the closest e-warung (Warung Elektronik Gotong Royong) and use the PSC to make purchases. Beneficiary Families (KPM) can purchase food as needed from e-stalls that have distinctive markers (labels) for BPNT distribution locations. The sum held in the PSC chip is called a non-cash transaction. The quantity of money delivered, the amount taken from receivers, the amount left over, and the number of recipients who still need to disburse essential food assistance are all detailed reports that aid distributors can obtain through a system connected to the bank.

Communication

Program managers utilize communication to share information with target audiences to meet the program's goals. Three factors—transmission, clarity, and consistency—can be used to evaluate how effectively and efficiently the government communicates as it implements its programs. Transmission communication can be understood as well-channeled communication that results in an exemplary implementation. The Gegesik Wetan village health center employed a tactic by first convening a meeting so that afterward, the provided information would not be saved to prevent misunderstandings between the management and people.

Communication must be unambiguous for policy implementers or clear communication. The public must be provided with unequivocal information. Puskesmas uses word-of-mouth marketing because locals there need to grasp social media, and it works with each hamlet to inform locals so they can access more in-depth information. Residents and E-warung distributors both appreciated the clarity of the information that the BPNT implementing officers supplied.

Uniformity in the delivery of directives, Implementers in the field may need clarification if orders are frequently changed. Therefore, communication implementation must be consistent.

Data and the time of payout of aid received always vary every month are two things that officers often face when executing BPNT distribution. This justification concludes that the implementing party's communication is generally adequate. Still, there are particular challenges, such as the receivers' data and the inconsistent and inconsistently timed aid distribution.

Resources

Resources are a critical and significant component in implementing governmental policies. Budget, personnel, equipment (including Sara and infrastructure), and authority resources all impact execution. All four resources are necessary for successful policy implementation. The most crucial tool the government uses to carry out all policies is the budget, which links the planning and execution of policies. The Ministry of Social Affairs is the source of the BPNT budget; according to a news article on mementos.go.id (2023), the Ministry of Social Affairs' budget for 2023 totals IDR 78 trillion.

The Non-Cash Food Assistance Program (BPNT) has a budget of Rp45.1 trillion that is delivered to 18.8 million Beneficiary Families (KPM). After that, KPM will get Rp 200.000/month, deposited to the recipient's account and used at the e-warung. Human resources are one of the most crucial factors in determining whether a policy is successful in achieving its objectives, as they are the main factor in the formulation and execution of policies. Puskesmas personnel who collaborate with the authorized e-warung and PT Pos Indonesia manage the BPNT program's execution in Gegesik Wetan Village.

The BPNT program depends heavily on the availability of supporting tools to direct assistance, including the Family Welfare Card (KKS), to distribute aid from the Ministry of Social Affairs for policies to operate as successfully and efficiently as possible. The EDC Machine is a swipe tool for E-warung to expedite payment transactions. According to the most recent legislation, Permensos Number 5 of 2021, the Ministry of Social Affairs is solely responsible for the BPNT program's authority. The ministry's directives are followed for the execution of the BPNT's authority in Gegesik Wetan Village.

As a result of the explanation provided above, it is clear that the following resources are needed to implement BPNT in Gegesik Wetan Village. The Ministry of Social Affairs provides the entire funds for the BPNT program. Puskesmas officers collaborating with PT Pos Indonesia and authorized E-warungs offer human resources. Family Welfare Cards (KKS) and EDC machines are two sources of the necessary equipment. According to the most recent legislation, Permensos Number 5 of 2021, the Ministry of Social Affairs is the program's source of authority.

Disposition or Executing Officer

If the implementation team fails to implement the policy, the attitude of the implementer will become a barrier to implementation. In light of this, those who execute procedures must be committed to them. The implementer must provide outstanding service and be cordial with KPM to succeed in the BPNT distribution process. The appointment of bureaucrats is the first of two elements that determine the disposition or implementing officer for the BPNT distribution in the village of Gegesik Wetan. A dedicated crew assists the town of Gegesik Wetan in distributing BPNT.

Second, the team on duty at Gegesik Wetan Village receiving BPNT distribution does not receive incentives; instead, they receive a base income from the village. This justification concludes that the BPNT distribution implementation in Gegesik Wetan Village is generally excellent but needs improvement. Unfortunately, even though this BPNT program has been functioning with a designated crew on duty to distribute help, they only receive a basic salary from the community and no incentives.

Bureaucratic Structure

In the process of implementing policy, bureaucratic organization is crucial. The mechanism and the implementer's organizational structure are two essential components of the bureaucratic structure. Program guidelines produce standard operating procedures (SOPs) and are typically used to implement program mechanisms (PMK, 2019). The way policies are implemented is significantly influenced by organizational structure. The first consideration is the process. Standard operating procedures (SOPs) are typically in place when implementing a policy. SOPs operate as guidance for every implementation, ensuring that it stays within the bounds of the aims and objectives of the policy. Following orders and directives from superiors, BPNT has been distributed in Gegesik Wetan Village.

The administrative framework is the second factor. The organizational framework for BPNT distribution in the community of Gegesik Wetan has its responsibilities. The BPNT program is being implemented in Gegesik Wetan village, and things are going well. The administrative structure aligns with the program's general criteria, and the implementation method is similar to those guidelines.

CONCLUSION

Implementing the non-cash food assistance program (BPNT) policy through E-warung in Gegesik Wetan Village went quite well. In addition, researchers concluded several indicators of

policy implementation, namely; First, communication implemented by BPNT program implementation officers has run well through the coordination of each party, both transmission and consistent communication. However, there are a few obstacles to clarity communication because the recipient's data and distribution time are changing and erratic.

Second, resources in implementing BPNT distribution are adequate, starting from budget resources from the central government, namely the Ministry of Social Affairs. Quality human resources come from the Puskesmas and sub-districts and work with PT Pos Indonesia and E-warung. Equipment resources, facilities, and infrastructure are also adequate with the EDC machine for distributors. Finally, the authority resources have exercised the authority given correctly and following the direction of the central government.

Third, BPNT program implementation officers have been placed according to their respective abilities, and all implementers involved have carried out their primary duties and functions. However, it is unfortunate that incentives for officers themselves do not exist.

Fourth, the bureaucratic structure follows the central government's direction, coming from Gegesik Wetan village health center officers who are experts because they often handle other assistance. In distributing commodities, BPNT is under the Standard Operating Procedures set through the general guidelines of the program, and related parties have carried out well.

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