



## Policy Implementation of the Prosperous Rice Assistance Program (Research Study in Tukmudal Village Cirebon Regency)

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**Abstract.** This study aimed to determine the implementation of the policy for the Prosperous Rice Assistance Program in Tukmudal Village, Sumber District, Cirebon Regency. This study uses qualitative methods and data collection processes by conducting interviews, documentation, and observation. The informant selection technique in this study used a purposive sampling technique. The results of the study are: (1) the communication carried out by the organizers, especially village administrators related to the prosperous rice assistance program, is carried out systematically using mobile phones as a communication medium. (2) the resources for implementing the Prosperous Rice Assistance Program are adequate, sufficient, and of good quality. (3) the disposition in the implementation of the Prosperous Rice Assistance Program is carried out under the regulations that have been determined by the sub-district (puskesmas) conduct partnerships with the post office, where the post office acts as a significant delivery person to the sub-district and the sub-district as the leading distributor to the community. (4) the bureaucratic structure in implementing the Prosperous Rice Assistance program uses the structure of the social ministry because this program is directly from the center.

**Keywords:** Policy Implementation, Tukmudal Village, Prosperous Rice Assistance

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### INTRODUCTION

The distribution of subsidized rice to low-income people has been carried out by the Indonesian government since 1998. This program was initially referred to as special market operations which was implemented as an emergency program to respond to the economic crisis that occurred at that time. In its development, the subsidized rice program expanded its function as part of a social protection program that aims to reduce the expenditure burden of low-income people in fulfilling fundamental rights in the form of basic food needs known as rastra/Raskin.

The government created a rastra (prosperous rice) program formerly known as Raskin (poor rice) to help poor or low-income families.

Starting in 2018, the prosperous rice program was replaced with non-cash food assistance (BPNT). It is planned that BPNT will be distributed using prosperous family cards (KKS). Social Minister Idrus Marham, at the time, said people who received prosperous rice social assistance

were not charged a single rupiah. As is known, the government encourages the transformation from a rice subsidy model to a rastra social assistance.

If, in the subsidy scheme, the beneficiary is charged a ransom of Rp 1,600 / kg, then the ransom money has been abolished in the rastra social aid scheme. Each family will receive 10 kg of rice/per month. The Minister of Social Affairs said that prosperous rice social assistance is part of the government's policy to alleviate poverty. The change of rastra rice subsidies to social aid has a better mechanism by distributing them through banks, and beneficiary families can buy the desired foodstuffs. The Director General revealed that the transformation from Rastra to BPNT in 2018 was carried out gradually in all cities and several districts in Indonesia.

The urgency of this research is that there has yet to be any research related to implementing the prosperous rice assistance program policy in Tukmudal village, source sub-district of Cirebon regency. Based on the description above, the formulation of the problem from this study is how to implement the prosperous rice assistance program policy in Tukmudal village, source district, Cirebon regency. The goal is to know the implementation of the prosperous rice assistance program policy in Tukmudal Village, Cirebon Regency

## **LITERATURE**

Thomas R. Dye posited public policy as whatever the government's choice to do or not to do to achieve state goals, the government needs to take a choice of action steps that can be in the form of doing or not doing something (Suwitri, without year page 8). The task of the government is to take care of, manage, and serve the citizens. In this framework, the government first decides to do something, namely, making policies for the benefit of the community (S Wibawa, 2015).

Hill and Hupe suggest implementation is implementation, application. In terms of language, implementation is interpreted as implementation, application, or fulfillment (Handoyo, 2012). Policy implementation, according to Warwick, as quoted by Purwanto and Dyah Ratih Sulistyastuti (2012), understands policy implementation as a resource transaction. To run a program, the implementer must relate to related tasks, environments, clients, and groups (Handoyo, 2012). The Rastra assistance program must be implemented. Grindle, quoted by Winaryo (2007), explained that the implementation task is to form a link that facilitates policy objectives to be realized due to government activity.

According to George C. Edward III (Mulyono, 2009), there are four variables in public policy;

1. Communication

Communication largely determines the achievement of the implementation of public policy objectives. Effective implementation occurs when decision-makers already know what they are going to do.

2. Resources

The role of resources is essential as a determinant of the success of the prosperous rice distribution program in Tukmudal Village, Sumber District. In addition, to build an effective and efficient implementation of the prosperous rice program and develop a better organizational structure. Resources in implementing the prosperous rice program include budget, human resources (HR), paralatan, and authority resources.

3. Disposition or Attitude

The executor's attitude or disposition is the third important variable. The disposition aims to make policy implementation effective; policy implementers must know what to do, be able to implement it and be willing to implement the policy. Disposition has two variables: bureaucratic and intensive appointment.

4. The bureaucratic structure

The bureaucratic structure plays a systematic and massive role in the Prosperous Rice aid program. The purpose of the bureaucratic structure is the government's effort to make it easier to distribute duties and responsibilities to each institution in carrying out the program. The bureaucratic structure has two aspects: standard *operating procedures* (SOPs) and fragmentation/dissemination of responsibilities

## **METHOD**

This study used qualitative methods and data collection by conducting interviews, documentation and observation. The location of this research was conducted in Tukmudal Village, Sumber District, Cirebon Regency. The study was conducted in June 2023. The data collection technique used in this study is using primary data and secondary data. Primary data were obtained through interviews and observations conducted by research informants, Shidiq, Tukmudal Village, and communities receiving the Rastra 3 assistance program.

Secondary data is obtained through literature studies or reviews based on books, journals, articles, news, etc. In addition, documentation related to implementing the Rastra assistance

program policy in Tukmudal Village. The informant selection technique in research uses purposive sampling techniques. It is then triangulated by reviewing all data on policy implementation

**DISCUSSION**

The prosperous rice assistance program is carried out every month and has been routinely carried out for three months starting in April. In the Tukmudal, Sumber sub-district, Cirebon Regency uses Perbup Technical Regulation No.51 of 2018 concerning Poverty Management and Reduction at the sub-district and Puskesmas levels. This regulation is a guideline for implementing the Rastra program at the Tukmudal sub-district level. In a study conducted in the Tukmudal sub-district, data was obtained and conveyed through an interview by Shidiq Hasanudin that the recipients of this rastra assistance were made using BPNT and PKH program data.

The beneficiary data is not decided from the kelurahan but taken from the data of BPNT and PKH program recipients. This was also conveyed by Benny Rachman, Adang Agustian, and Wahyudi written in their journals, namely, the recipients of the Rastra and BPNT programs are beneficiary families (KPM) who are included in the inferior category (including PKH program recipients) and the Non-PKH poor category). So, that is the basis that the recipients of Rastra assistance are the same as recipients of BPNT and PKH aid programs. This can solve problems around the village/village environment related to community reports about aid recipients; almost all programs are the same person.

Rastra assistance in Tukmudal Village amounted to 531 who received rice assistance of 10 kg per family every month. In the Tukmudal sub-district, it is confirmed that the recipients of this aid are at most 600. According to Shidiq Hasanudin, the greater the number of beneficiaries, the more it will impact the area. If the number increases, the recipient area will be labeled poor. The recipients used as informants for Rastra Assistance in June 2023 in Tukmudal Village are as follows:

No	Name	Address
1	Arteja	Blok Walinanggung
2	Kawati	Blok Walinanggung
3	Kamad	Kr Moncol
4	Armi	Blok Mukidin
5	Sonika	Blok Tukbonan
6	Rokmah	Blok Dumalang

The informant was determined by researchers when conducting research in the Tukmudal sub-district in June 2023. This Rastra assistance program is free of charge. The results of interviews with the community and researchers determined in Tukmudal Village regarding the Rastra assistance program. Here is what was delivered by the community:

"The distribution of rice is constructive for me; what I know is that the distribution of this rice from PKH. I also do not know much about this; my response regarding the mechanism of distributing this rice is that it is okay if you come directly to the village to take the rice. Alhamdulillah is already given, for the distribution of rice, the mother is grateful that someone has helped enough, everything is adequate, the quality of rice from the first take until now is also the same" (interview with Community 1, as the community of Tukmudal Village, June 7, 2023).

Researchers used two sub-indicators of three existing in the communication aspect: transmission communication variables and clarity communication. Transmission communication is good communication and produces exemplary implementation as well. In its dissemination, there often needs to be better communication and understanding.

a. Transmission communication

Transmission communication in implementing the Rastra assistance program in Tukmudal Village is informed and coordinated to the lurah or RT by sending an official letter inviting the program to the recipient community. Explained through an interview by Edy Darmawan S.E who is in charge of the Head of Government in Tukmudal Village:

"The first step we took in terms of communication was to conduct deliberation via mobile phone (HP) using the Whatsapp application to create a group in which officers and heads of RW in the WA group provided information about the Rastra assistance program to the head of the RW" (interview on June 13, 2023).

In the statement above, the implementing officer in Tukmudal Village has carried out transmission communication by deliberation through cellphones on the WA Application. The deliberations that have been carried out are essential. Because it aims to discuss and make decisions to run the Rastra assistance program so it can be adequately implemented. The next step for the village government is to analyze the Head of RW about the policy of the Rastra assistance program. The information conveyed must be clear and transparent.

b. Clarity Communication

Communication clarity on implementing the Rastra assistance program in Tukmudal Village communicated/informed must be clear and not confuse the community. Regarding

communication, clarity can be seen from the results of an interview with Edy Darmawan S.E (head of the village government):

"We conducted a face-to-face socialization with the head of the RW and explained the policies and matters regarding the Rastra assistance program. We hope that RW can convey what is gained from this socialization to RT, and then RT can convey it to the community" (interview on June 13, 2023).

In the statement above, the executive officer in Tukmudal Village has communicated the explanation through face-to-face socialization with the head of the RW. Clarity communication in this research could be better because there needs to be better communication in the community. The second variable that affects the successful implementation of a policy is 'resources.' Resources in implementing the prosperous rice program include budget, human resources (HR), paralatan, and authority resources:

a. Budget Resources

These budget resources are issued by the central government, which in this program uses APBN funds. This was conveyed in an interview by Shidiq Hasanudin:

"The funds for the distribution of this program are sourced from APBN funds. Because the prosperous rice assistance program is directly from the Center". (interview June 14, 2023).

The budget resources used in the Prosperous Rice Assistance program use funds sourced from the State Budget. Because this program is a program that is directly issued from the center, and if the program is issued from the Regent/Mayor (Regional), then it uses funds derived from the APBD.

b. Human Resources (HR)

In HR, this involves several organizations or institutions that have an essential role in implementing this program. The ability of human resources in the Rastra assistance program can be considered adequate human resources in terms of their capabilities. PT. Pos collaborates with Puskesmas in implementing the Rastra assistance program. Puskesmas is trusted because it is a field that serves the community.

c. Equipment Resources

The most essential Equipment Resource in Rastra's assistance program is HP. Explained in an interview by Shidiq Hasanudin:

"... needed so that this program can run is Mobile (HP) because the rice assistance program has used an application system in its implementation, where the recipient's process and personal data are in the application on HP. If this cellphone/equipment does not exist, this

program cannot run. Because many requirements can only be accessed through HP". (interview on June 14, 2023).

In the implementation of a program, its role cannot be underestimated its role. This is also one of the reasons why existing programs in Indonesia are still considered less effective and efficient due to inadequate existing Equipment Resources.

#### d. Authority Resources

Authority Resources in the Rastra assistance program in Tukmudal Village aims to determine how the program is determined. Explained in an interview with Shidiq Hasanudin:

"We are only the implementers of the Rastra assistance program. This program is intended for low-income people. The authority used in this sub-district uses Regent Regulation (Perbup) Number 51 of 2018 concerning technical regulations for handling and reducing poverty at the Kelurahan and Puskesmas levels". (interview on June 14, 2023).

Based on the statement above, exercising authority in Tukmudal Village is sufficient. It used Perbup Number 51 of 2018 to implement the Rastra assistance program. In terms of resources, it is sufficient in its implementation, such as budget resources, authority, people, and equipment that have been appropriately implemented. Disposition or officers become one of the elements in implementing the prosperous Rice assistance program so that it runs effectively and efficiently. Disposition has two variables: appointment of bureaucrats and incentives.

The bureaucratic structure has two variables: SOPs and fragmentation/distribution of responsibilities. The next factor is the fragmentation of responsibility. Efforts to spread responsibility are very helpful in implementing a program. The bureaucratic structure in implementing the Rastra assistance program has been carried out under the SOP. For fragmentation/dissemination of responsibilities, the implementers have carried out their duties and responsibilities well.

## CONCLUSION

The sejahtera rice assistance program is a rice distribution program for low-income communities. In the Tukmudal sub-district, the Rastra program uses Perbup technical regulation No.51 of 2018 concerning poverty handling and alleviation at the Kelurahan and Puskesmas levels. Data on Rastra beneficiaries is taken from BPNT and PKH program recipients. The rastra assistance program in the Tukmudal sub-district amounted to 531 beneficiaries per family of 10 kg of rice. Tukmudal Village has made an effort so that its area has at most 600 recipients of this assistance. If it exceeds the number of 600 beneficiaries, the area will be categorized as a poor area in Indonesia.

Based on Edward III's policy implementation theory, communication has three sub-indicators. Based on the research we have carried out, we determine two sub-indicators of communication, namely, transmission communication and clarity communication. Transmission communication in our study was quite good, but clarity communication gave poor results because it was confusing. Resources are also an essential aspect in the implementation of the Rastra assistance program. Resources serve to build an effective and efficient implementation of the prosperous rice program and develop a better organizational structure.

Resources also include various aspects, namely budget resources, human resources, equipment resources, and authority resources. Disposition/implementing officer is one element in implementing the Rastra assistance program. In this case, the village partners with PT. The village post in this program only serves as one who communicates and distributes the aid to the community. Researchers use incentives and the appointment of bureaucrats. The bureaucratic structure plays a systematic and massive role in the prosperous rice assistance program.

The purpose of the bureaucratic structure is the government's effort to make it easier to distribute duties and responsibilities to each institution in carrying out the program. The bureaucratic structure has *standard operating procedures* (SOPs). However, the government provides freedom regarding SOPs for villages that know better about the character and condition of the surrounding community

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