



Implementation of Government Policy in the Distribution of BLT (Cash Transfer)

Sri Fatimah¹, Subhan Haris²

¹Universitas Muhammadiyah Cirebon, Jawa Barat, Indonesia, email: srifatimah2p@gmail.com

²Universitas Muhammadiyah Cirebon, Jawa Barat, Indonesia, email: subhan@umc.ac.id

Abstract. The condition of the people experiencing the problem of a prolonged poverty crisis made the government take swift action by issuing a BLT (cash transfer) policy to go through several community groups so that the community would be more prosperous. This study aimed to determine the implementation of village government policies in the distribution of BLT in Jambe Village, Kertasemaya District, Indramayu Regency. This research uses a qualitative description approach. The data collection technique uses primary data and secondary data. Informant selection techniques in this study used purposive sampling techniques and snowball techniques. The results of the research are as follows: First, the communication carried out by the village government in implementing the policy of providing BLT is considered clear enough so that the community can understand this assistance. Second, the resources for implementing BLT to the community follow what has been determined, and there is plenty. Third, the disposition in implementing BLT is carried out according to existing regulations. Fourth, the bureaucratic structure in implementation uses the village government structure.

Keywords: Policy Implementation, Village Government, Social Assistance

INTRODUCTION

Indonesia is one of the developing countries in Southeast Asia. Poverty is one of the problems often faced by developing countries. The poverty rate in Indonesia in September 2022 was recorded at 9.57% or as many as 26.36 million people below the poverty line. This poverty rate increased slightly from March 2022 (9.54%) but was lower than the poverty rate in September 2021 (9.71%). The poverty threshold in September 2022 increased by 5.95% to Rp535,547 from Rp505,468 in March 2022.

From the problem of poverty the government always makes several efforts to reduce poverty. Aspects behind the need for poverty reduction include humanitarian, economic, social, political, and security aspects. The Department of Social Affairs and the Bureau of Statistics define *poverty* as a person's inability to meet the minimum basic needs for a decent life. Poverty

is a complex problem, both from the causal factors and from the impacts caused. From the causes poverty can be caused by internal and external factors. Internal factors include the state of the individual concerned, family, or community viewed from low education and income.

The causes of external factors are social, political, legal, and economic conditions. For this reason, the government made a social assistance program policy to reduce community poverty slightly. Social assistance is the provision of assistance from the central government to individuals, families, groups, and communities. The nature of this assistance, however, is not continuous and selective. It is contained in law number 14 of 2019 concerning social assistance in the form of financial assistance or goods whose provision is adjusted to regional financial capabilities. One of the matters of this assistance is reaching out to people's welfare programs by providing social assistance to the community.

Assistance is provided to meet and guarantee basic needs and improve the standard of living of social aid recipients. The social assistance program we will discuss is BLT (cash transfer). BLT is a government assistance program that gives cash or various other assistance, both conditional and unconditional BLT to people experiencing poverty. Under Bolsa Escola, renamed Bolsa Familia, Brazil was the country that first empowered BLT. This program was a conditional BLT under the leadership of the 35th president, Luiz Inacio Lula da Silva, in 1990 and was subsequently adopted by other countries. The amount of funds provided and the mechanisms implemented in the BLT program vary depending on the government's policy in the country.

This assistance program will be allocated to the community through the government by selecting several criteria for the community to receive the assistance. The aim is to support the achievement of the targets of local government programs and activities by considering the principles of justice, propriety, rationality, and benefits for the community as stated in the technical guidelines for the distribution of BLT made by the Ministry of Social Affairs of the Republic of Indonesia, where at the district level the stages of the distribution program begin with socialization, verification, card distribution, disbursement of funds, and finally activity reporting.

BLT is one of the policies or programs issued by the government, and this policy or program must be implemented to have a tangible impact on the community. Charles O. Jones (in Nashir Budiman 1996: 48) defines *public policy* as "policy is distinguished from policy objectives, policy intentions, and policy choices. Some components of the general policy are *intentions*, goals, *plans or proposals*, programs, decisions or choices, and effects. Thomas

Dye (Subarsono, 2005: 2) mentioned that public policy is the government's choice to do or not do something. Public policy consists of three series of public policy activity cycles, including policy formulation, policy implementation, and policy evaluation.

Implementation, a translation of the word "*implementation*," comes from the verb to implement. According to Webster's Dictionary (Tachjan, 2006:23), The word implement comes from the Latin implement from the origin of the word empire and place; the word implore to fill up; to fill in, which means to fill, complete, while *place* means to fill which is to fill. Etymologically, implementation is an activity related to the completion of a work with the use of tools to obtain results. According to Mazmanian and Sabatier (Wahab, 2005, p. 64), implementation is the implementation of fundamental policy decisions, usually in the form of laws, but can also take the form of executive orders or instructions or decisions of judicial bodies.

Then, Van Metter and Van Horn stated (Wahab, 2005, p. 65) that implementation is carried out by individuals/officials or government or private groups to achieve the goals outlined in policy decisions. Policy implementation is a process to ensure the implementation of a policy and the achievement of its wisdom (Person in Putra, 2003:78 and Agustino, 2006: 52). According to Edwards III (Akib, 2010), the approach to policy implementation problems is formulated four factors as a source of problems as well as preconditions for the success of the implementation process, namely communication, resources, disposition or implementation officers and organizational structure.

The urgency of this research is because there are still some problems in implementing the BLT policy, so it can be a reference or reference for further research related to the distribution of BLT. Based on the description above, the formulation of the problem in this study is how to implement village government policies in the distribution of BLT in Jambe Village, Kertasemaya District, Indramayu Regency. The goal is to know the implementation of village government policies in distributing BLT in Jambe Village, Kertasemaya District, Indramayu Regency

METHOD

The study used a qualitative description approach. The data collection technique in this study used primary data and secondary data. Primary data is obtained through interviews and observations, while secondary data is obtained through literature studies from books, journals, articles, news, etc. In addition, documentation related to implementing village government policies in social aid program distribution. The informant selection technique in research uses purposive sampling techniques and snowball techniques. Then, it is analyzed and triangulated by

reviewing all data on policy implementation according to Edward III, namely communication, resources, disposition/implementing officer, and bureaucratic structure.

According to Edward III (Sunarti, 2016), there are indicators of the success of communication, including (1) Transmission communication, which is a communication distribution that has a good impact on exemplary implementation; (2) Clarity communication, which is communication received by policy implementers must be clear and not confusing; (3) Consistent communication, is an order given in the implementation of a communication must be consistent. In addition, there are several indicators for resource success, including (1) Human resources, (2) Budget resources, (3) Equipment resources, and (4) Authority resources. Then, there are indicators for the success of the disposition or attitude of the executor, including (1) the appointment of bureaucrats and (2) incentives. Furthermore, there are indicators of the success of the organizational structure, namely:

- Standards operation procedure (SOP);
- Fragmentation or spread of responsibility

DISCUSSION

All villages certainly want their communities to be prosperous; for that, the Village Government has a work program to assist in distributing BLT. The Indramayu Badan Keuangan Daerah (BKD) in 2021 stated that the second disbursement in BLT from the Central Government through the BKD was then handed over to the post office through village government assistance. Jambe Village received funding of 43.8 million. The data is taken from the news source Diskominfo Indramayu.

As for the people who received the assistance, there were 234 people. This data is taken from interviews and digital Lebu applications. Lebu is an application to realize a Smart Village that seeks to transform the use of digital technology in services to the community (public) and the government's administration in their village. The requirements for people who receive BLT are low-income families, loss of livelihood, family members with chronic diseases, and not receiving other social assistance. The BLT distribution program stages begin with socialization, verification, card distribution, disbursement of funds, and activity reporting.

Communication

Communication is a way to get information that others can understand. In addition, the information we get is expected to impact the recipient positively. How does the Jambe village government communicate in distributing BLT? The following is the answer from one of the village officials in the communication conveyed in the interview: The communication used to distribute this BLT successfully is in several ways, namely:

- In this case, there is cooperation between the government or village officials to mobilize all components of the Jambe Village apparatus to jointly socialize village government policies to the community in the distribution of BLT at the Village Hall. In this case, it contains what BLT is, what are the requirements for recipients of BLT, what is the process of finding BLT, and what we get in the assistance.
- The response or interest is an effort to create the Jambe village community so that they can pay attention to village officials in socializing related to village government policies in the distribution of BLT so that they can understand well.
- As a facilitator, in this case, we can coordinate the implementation of government policies in the distribution of BLT, which will later schedule verification of people who are recorded as receiving assistance and then handed over to the post after that a card is given which we will distribute. Then, there is a search for assistance in the village. The village government will provide an H-2 disbursement schedule for the distribution of aid attached to the invitation in a letter that the head of their respective RTs will distribute". (Interview with one of Jambe Village Officials, June 21, 2023).

In addition, from the community side, the clarity of government communication regarding the distribution of BLT can be obtained: "The communication carried out by the government to disseminate information related to BLT went well by involving all levels of village governments and communities who received the assistance through socialization held at the Jambe village hall" (Interview with one of the community representatives who received the assistance, June 21, 2023). From the statement above, the communication carried out by the Village Government in implementing the BLT distribution policy is considered clear enough so that the community can understand the assistance.

Resources

- 1) The role of resources is essential as a determinant in the success of the BLT distribution program; building an excellent BLT distribution requires substantial resources. Includes budget, human resources (HR) and authority resources. The BLT budget is sourced from the central government. It is distributed gradually through the Badan Keuangan Daerah (BKD) and then by the post office to streamline the aid distribution. It asks for assistance from the relevant Village Government involving Rukun Tetangga (RT). What are the resources for distributing BLT? So, the answer was obtained from one of the village officials, which was conveyed in the interview.
- 2) The government budget in implementing social assistance disbursement is huge, and the same as last year, BLT recipients will get assistance of Rp 300.00 thousand every month. Meanwhile, BLT disbursement can be done every month. The recipients will get Rp 300.00 thousand per month or a maximum once every three months of Rp 900.00 thousand by bringing the specified requirements. The human resources include village governments, post offices, and Rukun Tetangga (RT). The village government also does not ask for a percentage or ask the community as a form of gratitude or anything because it is not our right, and this is an authority or duty that we must carry out. The collection of money is actually at the post office. However, the sub-district of Kertasemaya agreed during the disbursement process that the post office would be willing to be present at the village hall to give the money to make it faster, more efficient, and not time-consuming; for equipment resources, the government assists the post office in providing facilities to facilitate disbursement." (Interview with one of Jambé Village Officials, June 21, 2023).
- 3) From the statement above, Human Resources (HR), budget, equipment, and authority resources in the BLT distribution are adequate and sufficient following the provisions. It is hoped that the village government can maintain this good thing in the future.

Disposition of Officers

Disposition of officers is one of the essential elements in implementing the BLT distribution policy to run well; for this reason, the distribution of social assistance requires disposition/implementing officers in the implementation of aid distribution. For this reason, who plays a role in becoming an officer in distributing BLT? So, the answer was obtained from one of the village officials, namely:

"For officers in the distribution of BLT village funds, this is entirely from the village

government, not from the community such as several village officials, every RT leader, and postal employees in the verification and disbursement process because it is felt that we are all able to complete the distribution of this assistance, in addition, from the Indramayu Regency also suggested that before the distribution of this assistance, there is a need for training activities and introduction of social assistance to increase understanding as an officer in the distribution of BLT" (Interview with one of the Jambe Village Officials, June 21, 2023).

From the statement above, it can be concluded that the distribution and disbursement of BLT does not require other people but only village officials, RT, and postal employees because it is considered sufficient to help complete the distribution of BLT .

The Bureaucratic Structure

The bureaucratic structure plays a systematic and massive role in implementing BLT distribution. The purpose of the bureaucratic structure is the government's effort to more efficiently distribute duties and responsibilities to each individual in the distribution of BLT. In addition, it can assist the village government in placing someone with potential and competence in their fields and expertise.

The bureaucratic structure has two aspects: Standard Operating Procedures (SOPs) and fragmentation/distribution of responsibilities. The SOP is a guideline for distributing BLT because it is the legal basis for implementing aid distribution. The Standard Operating Procedure (SOP) applied in implementing this aid distribution is based on Law Number 14 of 2019 concerning Social Assistance. For this reason, how is the bureaucratic structure in distributing aid BLT? One of the village officials answered the question:

"The implementation of this aid distribution is in accordance with Law number 14 of 2019 concerning social assistance. In the form of BLT, the central government carries out this social assistance. The district/city regional government hands it over, and their respective village governments will later implement it. The Village Government only serves as a facilitator who monitors the process from the beginning of socialization, verification, card distribution, disbursement of funds, and finally reporting activities in implementing the BLT distribution policy)." (Interview with one of the Jambe Village Officials, June 22, 2023).

From the statement above, it can be concluded that the distribution of dissemination tasks in the distribution of BLT from the government is following SOP indicators and fragmentation, so the bureaucratic structure applied in the village government is based on applicable laws in the context of poverty reduction through BLT, which uses the bureaucratic structure of each village.

CONCLUSION

The implementation of village government policies in BLT distribution is going well and orderly. The researchers also concluded based on several indicators in policy implementation, namely first, communication carried out by the Village Government in implementing the BLT distribution policy is considered clear enough so that the community can understand the assistance. Second, Human Resources (HR), budget resources, equipment resources, and authority resources in BLT distribution are adequate and sufficient following the provisions.

In the future, the village government can maintain this good thing. Third, the Disposition for the distribution and disbursement of BLT does not require other people but only village officials, RT parties, and postal employees because it is considered sufficient to help complete the distribution of aid BLT. Fourth, the bureaucratic structure in implementing the distribution of BLT uses the bureaucratic structure of each government.

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