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Implementation of the Direct Cash Assistance Policy in Pasir Jati Urban Village, Ujung Berung Sub-District, Bandung City

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Abstract
This research is motivated by the allegation that the policy implementation of the Direct Cash Assistance in Pasir Jati Village is still not optimal, one of the problems that occurs is the lack of information and socialization to the community. This study aims to analyze the implementation of the Direct Cash Assistance policy in Pasir Jati Village, Ujung Berung Subdistrict, Bandung City. This research uses the theory of Edward III with indicators: communication, resources, disposition and bureaucracy. The research method used is descriptive qualitative, with data collection techniques through observation, interviews, and documentation. The results showed that the implementation of Direct Cash Assistance in Pasir Jati Village has been running quite well, but still faces various obstacles, such as lack of coordination between agencies, inaccurate targeting of recipients, and lack of adequate human resources. To overcome these obstacles, the research suggests improving communication and coordination between related parties and increasing the capacity of human resources at the kelurahan level.

Keywords: *Direct Cash Assistance , Policy Implementation, Public Policy.*

1. INTRODUCTION

Welfare is the main goal of national development, both economically and socially. According to the economic perspective, welfare is achieved when individuals have sufficient income and wealth. Meanwhile, according to the Big Indonesian Dictionary, welfare includes three elements: aman (free from threats and fear), sentosa (free from difficulties and disasters), and makmur (all sufficiency) (Ramadhan, 2017). Thus, welfare is not only about material matters, but also the overall tranquility of life. However, the reality in Indonesia shows that welfare has not been evenly distributed. As a country with the fourth largest population in the world, Indonesia still faces serious challenges in the form of poverty (Putri et al. , 2023). Poverty is not only insufficient income, but also limited access to education, health, and a decent quality of life. According to Suryawati (2005), poverty is a condition of lack of basic needs such as food, shelter, clean water, and clothing, as well as limitations in obtaining employment and education.

In an effoNeighborhood Association (RT) to reduce poverty, the government has launched various social assistance programs, such as the Family Hope Program (PKH), Jamkesmas, Raskin, and Direct Cash Assistance. Social assistance is designed to help the poor fulfill their basic needs, improve their standard of living, and encourage self-reliance. Constitutionally, this is also paNeighborhood Association (RT) of the mandate of the 1945 Constitution to protect and improve the welfare of all Indonesian people. Law No. 11/2009 on Social Welfare even emphasizes the need for social protection to address social risks and vulnerabilities.

The crisis caused by the Covid-19 pandemic in early 2020 worsened the conditions of the poor. Many people lost their jobs, purchasing power decreased, and the price of necessities (Suherman, 2020). To respond to these conditions, the government launched various social protection programs, one of which was Direct Cash Assistance . This program provides direct financial assistance to the poor and vulnerable people affected, with the aim of maintaining their purchasing power and survival.

However, the implementation of Direct Cash Assistance in the field is not free from various obstacles. Problems such as inaccurate targeting of recipients, lack of socialization, invalid data, and the practice of withholding funds still occur frequently. In some cases, fictitious recipients, multiple cards, and the buying and selling of aid cards were found. These problems indicate weak coordination and supervision in policy implementation. In addition, a new problem arises in the form of community dependence on government assistance, which has the potential to weaken the spirit of independence. Lack of information and education about the program's objectives has also led to ineffective implementation in some areas.

Previous research by (Lihardi et al. , 2021) in Teratak Jering Village discussed the effectiveness of Direct Cash Assistance Dana Desa during the pandemic. However, this study differs in terms of focus and location. The current researcher emphasizes more on the policy implementation aspect, not just service effectiveness, and takes the research location in an urban area, namely Kelurahan Pasir Jati, Kecamatan Ujung Berung, Kota Bandung.

The term public policy is often used in several studies, especially social science disciplines. According to Dye (in Agustino, 2008) public policy is what the government chooses to do or not do, through this definition we get an understanding that there is a difference between what the government will do and what the government actually has to do. In addition, Friedrich in (Abdul Wahab, 2014) states that policy is an action that leads to goals proposed by a person, group or government in a certain environment in connection with certain obstacles while looking for opportunities to achieve goals or realize the desired goals.

Public policy is made by the government in the form of government actions, oriented towards the public interest and is an act of choosing alternatives to be implemented and not implemented by the government, in the public interest (Harbani, 2013). Judging from the definition of public policy above, it can be concluded that public policy is a series of decisions taken and is an action taken by the government, which aims to solve public problems. The special characteristics inherent in public policies stem from the fact that the policy is formulated by what David Easton calls people who have authority in the political system, namely traditional elders, tribal leaders, executives, legislators, judges, administrators, monarchs and so on (Patarai, 2020).

Village Fund Cash Assistance is one of the government's policies to fight the various impacts of the Covid-19 pandemic (A. Sari & Arifin, 2021). Before talking about Village Fund Cash Assistance (Direct Cash Assistance -Dana Desa), there are many views from several experts regarding public policy. However, in essence, public policy is a government action made by the government for the benefit of the community that has a goal (Anggara, 2012).

2. METHOD

The object of this research is the implementation of the Direct Cash Assistance policy in Pasir Jati Village, Ujung Berung Subdistrict, Bandung City. This research object is the focal point for obtaining an in-depth understanding of policy implementation, as well as finding solutions to various problems that arise in the field. This research used a descriptive qualitative method. This method was chosen because it was in accordance with the research objectives which wanted to obtain a comprehensive picture of the implementation of the Direct Cash Assistance policy, and allowed

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researchers to explore data in depth based on facts that occurred in the field. This approach also allowed the research to portray the phenomenon in an actual and comprehensive manner through informants' experiences and direct observation.

The data collection techniques used in this research consisted of several methods. Primary data was obtained directly from informants through open interviews, while secondary data was obtained from various official documents such as activity reports, policy archives, and relevant scientific works (Creswell W, 2018). In addition, researchers also conducted direct observations at the research location to observe the real course of policy implementation. The interview technique was conducted with an open (unstructured) model, which allowed informants to provide information freely and in depth according to their experience. The documentation method was also used as a complement to strengthen the data findings through visual evidence and documents. The literature study became an important paNeighborhood Association (RT) of this process, where researchers read, recorded, and processed various literature (Adlini et al. , 2022), related to the direct cash transfer policies and qualitative research methods, in order to build a strong and relevant theoretical framework.

3. RESULT AND DISCUSSION

Implementation of the Direct Cash Assistance Policy in Pasanggrahan Village, Ujung Berung Sub-district, Bandung City.

a. Communication

According to George C. Edwards III in dalam (Puspita et al. , 2023) there are four factors that influence the success of policy implementation, one of which is communication. Communication is interpreted as the process of conveying information from communicators to communicators, which in the context of public policy has a central role as a reference for policy implementation so that implementers can understand exactly what to do. In the implementation of the Direct Cash Assistance distribution policy in Pasir Jati Urban Village, Ujung Berung Subdistrict, Bandung City, communication is an important factor that influences policy effectiveness. Good communication should be delivered appropriately through a clear, fast, and consistent information transmission process. In this context, there are three main indicators in measuring the success of communication, namely transmission, clarity, and consistency (P. Sari & Arifin, 2021).

The first indicator is transmission, which refers to the ability to convey policy information from policy makers to implementers and to policy targets. Based on an interview with the Head of the Social Welfare Section of Kelurahan Pasir Jati, Mr. Baskara, it was revealed that the process of delivering Direct Cash Assistance information was often not well coordinated between the kelurahan, the Social Agency, and the community. Information from Dinas Sosial often arrived late or incomplete, which hampered data recapitulation at the kelurahan level and caused the information received by the community to be inconsistent. This weakness in coordination has resulted in low effectiveness in the distribution of assistance. Therefore, there needs to be an improvement in the information distribution system so that the process of distributing assistance can take place more optimally and on target.

The second indicator is clarity, which is important to avoid differences in perception between policy makers, implementers, and beneficiaries. The results of interviews with Direct Cash Assistance beneficiaries such as Ibu Ucu and Ibu Dian showed that they obtained information from the Neighborhood Association (RT) head about the schedule and requirements for collecting the assistance. However, according to a statement from Mr. Baskara, the information delivery process was often only done through the Community Association (RW) group forum, without a more structured direct delivery method. As a result, many people feel confused about the procedures and documents to be brought when collecting the assistance. This shows that although information is

conveyed, it is not always understood correctly by the community due to a lack of clarity and structure in communication. Thus, improving the clarity of information through a direct and systematic communication approach is needed so that policy implementation can run more effectively.

The third indicator is consistency, which emphasizes the importance of stable and unchanging information during the policy implementation process. However, according to Mr. Baskara, although the information conveyed tends to be consistent, this actually indicates rigidity in the delivery process. The lack of flexibility in updating information in accordance with changes in the situation in the field causes some information to become irrelevant or inappropriate to the real conditions of beneficiaries. This rigidity risks miscommunication and a mismatch between the policies implemented and the needs of the community. Therefore, a communication system is needed that is not only consistent but also responsive and flexible in adjusting information to the dynamics of the situation in the field.

 Overall, the communication factor in implementing the Direct Cash Assistance policy in Kelurahan Pasir Jati still faces significant challenges. Problems with slow and uneven information transmission, lack of clarity in delivering information to the community, and consistency that is not balanced with flexibility are obstacles to policy effectiveness. Improvements in this aspect of communication are urgent so that the distribution of assistance can run more efficiently, fairly, and on target.

b. Resources

In the implementation of the Direct Cash Assistance policy in Kelurahan Pasir Jati, resources are an important element that influences the success of program implementation, one of which is human resources (HR). The existence of competent human resources greatly influences the effectiveness and efficiency of the policy implementation process. Not only in terms of quantity, but also in terms of the quality and ability of the apparatus in carrying out tasks related to the distribution of assistance. Based on the results of an interview with Mr. Baskara as the Pasir Jati Village official on July 31, 2024, it is known that although the implementation of Direct Cash Assistance distribution was declared to be running well, there were limitations in the number and capacity of implementing personnel. The available human resources are considered not fully capable of handling the complexity of the program without special training or capacity building. This condition creates a risk of inefficiency in the aid distribution process as well as a decline in the quality of service to the beneficiary community. Therefore, strengthening the capacity of human resources through training and competency development is crucial so that the implementation of the DIRECT CASH ASSISTANCE policy can run optimally and really answer the needs of the community at the kelurahan level.

c. Disposition

The disposition or attitude of policy implementers plays a crucial role in determining the success of a program, including the implementation of Direct Cash Assistance in Pasir Jati Village. Disposition reflects the willingness, desire, and tendency of the implementers to carry out the policy seriously in order to achieve the predetermined goals. Based on interviews with kelurahan officials, it was found that in general the attitude of kelurahan officials in implementing the Direct Cash Assistance program was positive. They showed a commitment to distributing the assistance fairly and on target, and tried hard to help people who were entitled to receive assistance. However, the implementation of this policy was not free from challenges. Village officials were often faced with a high workload and limited human resources, which could affect the effectiveness and quality of program implementation. Nevertheless, they still try to carry out their duties responsibly in accordance with the applicable procedures. This situation indicates the need for more adequate resource allocation and additional support, so that policy implementers at the kelurahan level can work more optimally and work pressure can be minimized.

d. Bureaucratic Structure

Bureaucratic structure has a significant influence on the policy implementation process, as explained by George C. Edwards III who states that the bureaucratic structure consists of two important characters, namely work procedures or Standard Operating Procedure (SOP) and bureaucratic fragmentation. In the context of the implementation of the Direct Cash Assistance policy in Pasir Jati Village, Ujung Berung Sub-district, the bureaucratic structure is one of the factors that determine the success of the program. Although in general the bureaucracy is considered to be running well and smoothly, the findings in the field show that there are still obstacles in the delivery of information from the central government or related agencies to officials at the Community Association (RW) and Neighborhood Association (RT) levels. Problems such as delays or inaccuracies in information often occurred, which then had an impact on the coordination and distribution of information to the community. This shows that the effectiveness of the Direct Cash Assistance program can be disrupted if it is not supported by an optimal communication and coordination system within the bureaucratic structure. Therefore, improvements are needed in the bureaucratic system, especially in terms of communication between government lines, so that the implementation of the Direct Cash Assistance program can run more effectively, efficiently, and on target.

Inhibiting Factors Affecting the Implementation of the Direct Cash Assistance : Policy in Pasir Jati Village, Ujung Berung Sub-district, Bandung City

a. One of the problem factors in the implementation of the Direct Cash Assistance policy in Kelurahan Pasir Jati is the lack of effective communication between the parties involved, such as the Social Agency, the kelurahan, Community Association (RW), and RT. Communication that does not go well, such as delays in delivering information or inaccurate information, can hinder the smooth process of distributing aid. This lack of synchronized information has the potential to cause confusion among the community, errors in data collection or distribution of assistance, and even trigger conflicts between stakeholders who should work together to suppoNeighborhood Association (RT) the success of the program.

b. Limited resources are one of the problem factors in the implementation of the Direct Cash Assistance policy in Pasir Jati Village. The resources in question include the budget, human resources (HR), and supporting infrastructure needed in the implementation of the program. In the field, the limited number and capacity of human resources often hampered the effectiveness of implementation, while the limited budget had an impact on the slow administrative process and the lack of suppoNeighborhood Association (RT) for monitoring and evaluation activities. As a result, the implementation of Direct Cash Assistance became less than optimal and risked inaccurate targeting of assistance.

c. The disposition of implementers is a problem factor that also influences the successful implementation of the Direct Cash Assistance policy in Kelurahan Pasir Jati. Dispositions include the attitudes, motivation, and Commitment Of Kelurahan Officials As Well As Community Association (RW) And Neighborhood Association (RT) officials in carrying out their duties. When the disposition shown is positive, such as high dedication, responsiveness, and readiness to face challenges, the program implementation tends to run smoothly. However, if negative attitudes, low motivation, or lack of commitment to program implementation emerge, this can lead to various obstacles, such as declining service quality, inaccuracies in aid distribution, and the need for repeated administrative repairs. Therefore, the disposition of implementers is a crucial element in determining the effectiveness of Direct Cash Assistance policies at the local level.

d. The inefficient bureaucratic structure is one of the problem factors in the implementation of the Direct Cash Assistance policy in Kelurahan Pasir Jati. The bureaucratic structure reflects how policies are translated and managed at various administrative levels, from the kelurahan to the Community Association (RW) and Neighborhood Association (RT) levels. Problems such as a

lack of coordination between implementing units, inconsistency in work procedures, and fragmentation in the division of tasks can hinder the smooth implementation of the program. As a result, the administrative process becomes slow, program implementation tends to be uncertain, and accountability in the distribution of assistance is reduced, which in turn can undermine community trust in the Direct Cash Assistance program.

Efforts to overcome obstacles affecting the implementation of the Direct Cash Assistance policy in Kelurahan Kecamatan Ujung Berung Kota Bandung.

a. Efforts to improve communication in the implementation of the Direct Cash Assistance program in Pasir Jati Urban Village were carried out through various strategic steps. The establishment of a special WhatsApp group between kelurahan, Community Association (RW) , and Neighborhood Association (RT) officials helped speed up the delivery of information without delay. In addition, regular meetings were held to ensure that all parties clearly understood their roles and responsibilities. The use of a simple application has also been implemented to monitor and track information regarding Direct Cash Assistance recipients, so that changes and new announcements can be immediately known by the parties involved. These efforts have shown an increase in efficiency in the flow of communication that supports the smooth implementation of the Direct Cash Assistance policy. Training was given to kelurahan officials and Community Association (RW) and Neighborhood Association (RT) officials to improve their competence in carrying out their duties. In addition, budget optimization was carried out through the use of simple technology that accelerated the administrative process. These efforts were also complemented by a request to the city for additional staff to alleviate the high workload. These steps show the seriousness in overcoming limited resources for the smooth implementation of the Direct Cash Assistance program.

b. Various efforts have been made, such as providing additional incentives and moral rewards in the form of recognition at the kelurahan level. In addition, togetherness activities were also held to strengthen team spirit. Better suppoNeighborhood Association (RT) and a positive working atmosphere are expected to increase their motivation and commitment, so that the implementation of the Direct Cash Assistance program can run more effectively and efficiently.

c. To increase the motivation of kelurahan officials as well as Community Association (RW) And Neighborhood Association (RT) Officials In Implementing Direct Cash Assistance , various efforts have been made, such as providing additional incentives and moral rewards in the form of recognition at the kelurahan level. In addition, togetherness activities were also organized to strengthen team spirit. Better suppoNeighborhood Association (RT) and a positive working atmosphere are expected to increase their motivation and commitment, so that the implementation of the Direct Cash assistance program can run more effectively and efficiently.

d. Efforts to simplify the administrative process in the implementation of Direct Cash Assistance in Kelurahan Pasir Jati have been made by cutting unnecessary stages, while still complying with the applicable regulations. Data verification was also accelerated through better cooperation between the kelurahan and Community Association (RW) /Neighborhood Association (RT) officials. In addition, a more flexible approach was taken in dealing with special cases, so that people could receive assistance more quickly. These measures represent improved efficiency in administration to speed up and facilitate the distribution of assistance.

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CONCLUSION

The implementation of the direct cash transfer policy in Kelurahan Pasir Jati has been carried out well, but still faces several obstacles that affect its effectiveness. Ineffective communication between the government and the community often became an obstacle in the distribution of Direct Cash Assistance . In addition, limited human resources also affected the smooth implementation of this policy. Several factors that hindered the implementation of the direct cash transfer policy included delays and lack of clarity in the delivery of information, suboptimal coordination between agencies, and limited human resources at the kelurahan level. The complex bureaucratic structure also affected the aid distribution process. Efforts made to overcome these obstacles included improving the effectiveness of communication through a more structured communication system, improving the competence and motivation of human resources through training, and simplifying administrative procedures to speed up the aid distribution process.

By looking at the results of the research that has been conducted by the author, there are several suggestions regarding the implementation of the zero new stunting program through community empowerment in Mekarsari Village, including the following:

1. Conduct periodic evaluations of the implementation of the BLT program and listen to feedback from beneficiaries to ensure that this policy continues to improve and is more in line with community needs.

2. A better communication system is needed between the kelurahan, Dinas Sosial, and RW and RT officials so that information about BLT distribution can be conveyed clearly, on time, and consistently. This can be done by utilizing technology such as instant messaging applications to monitor and ensure that all parties receive the same information.

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