

ABSTRAK

ANI, NPM: 2022398 JUDUL “IMPLEMENTASI BANTUAN PANGAN NON TUNAI (BPNT) DI KECAMATAN AMUNTAI TENGAH KABUPATEN HULU SUNGAI UTARA (Studi Kasus Desa Rantawan dan Desa Datu Kuning)”. Di bawah bimbingan Bapak **Dr. Jumaidi, S.Sos., M.AP.** sebagai Pembimbing I dan Bapak **Erwin Maulana, S.AP., M.AP.** sebagai Pembimbing II.

Implementasi Program Bantuan Pangan Non Tunai (BPNT) merupakan bagian dari kebijakan perlindungan sosial pemerintah yang bertujuan membantu memenuhi kebutuhan pangan serta mengurangi beban pengeluaran keluarga penerima manfaat. Dalam pelaksanaannya di Desa Rantawan dan Desa Datu Kuning masih ditemukan beberapa permasalahan, antara lain adanya penerima BPNT yang juga menerima bantuan PKH, rendahnya kesadaran sebagian masyarakat dalam melakukan pembaruan data, serta belum adanya sosialisasi khusus BPNT yang dilakukan secara rutin dan merata. Penelitian ini bertujuan untuk mengetahui implementasi Bantuan Pangan Non Tunai (BPNT) di Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara dengan studi kasus Desa Rantawan dan Desa Datu Kuning serta mengetahui faktor-faktor yang mempengaruhi implementasi program tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Teknik penentuan informan menggunakan *purposive sampling* dengan jumlah informan sebanyak 12 orang. Sumber data penelitian terdiri dari data primer dan data sekunder. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, serta penarikan kesimpulan atau verifikasi.

Hasil penelitian menunjukkan bahwa implementasi Program Bantuan Pangan Non Tunai (BPNT) di Desa Rantawan dan Desa Datu Kuning secara umum telah berjalan cukup efektif, tetapi belum sepenuhnya optimal. Pada indikator informasi, aspek penyampaian informasi atau sosialisasi dan tingkat pemahaman masyarakat masih kurang efektif karena sosialisasi BPNT belum dilakukan secara khusus, terjadwal, terstruktur, dan merata serta masih terdapat masyarakat yang belum memahami sistem desil, kriteria penerima, perubahan status penerima, dan mekanisme penghentian bantuan. Sementara itu, informasi terkait pencairan tergolong cukup efektif karena masyarakat relatif mudah memperoleh informasi melalui pendamping sosial, aparat desa, RT, kantor pos, maupun sesama penerima manfaat. Pada indikator isi kebijakan, tujuan program, kesesuaian program dengan kebutuhan masyarakat, dan manfaat BPNT tergolong cukup efektif karena bantuan dinilai mampu membantu memenuhi kebutuhan pangan dan meringankan beban pengeluaran keluarga. Pada indikator dukungan masyarakat, partisipasi, sikap dan respons, serta kesadaran dan kepatuhan masyarakat tergolong cukup efektif, meskipun pemutakhiran data dan kesadaran sebagian penerima masih perlu ditingkatkan. Pada indikator pembagian potensi, pembagian tugas dan tanggung jawab serta komitmen pelaksana telah berjalan cukup efektif, sedangkan aspek verifikasi, validasi, dan transparansi data penerima masih kurang efektif karena proses pembaruan data relatif lambat, masih ditemukan ketidaksesuaian data dan penerima ganda, serta perubahan status penerima belum sepenuhnya dipahami masyarakat. Faktor pendukung implementasi BPNT meliputi kemudahan memperoleh informasi pencairan, pemahaman terhadap tujuan program, kesesuaian program dengan kebutuhan masyarakat, manfaat bantuan yang dirasakan, partisipasi masyarakat, sikap dan respons masyarakat yang positif, kesadaran dan kepatuhan masyarakat, pembagian tugas yang jelas, serta komitmen pelaksana program. Sedangkan faktor penghambat meliputi penyampaian informasi atau sosialisasi BPNT yang belum terfokus dan merata, tingkat pemahaman masyarakat yang belum menyeluruh, serta verifikasi, validasi, transparansi, dan pembaruan data penerima yang belum optimal.

Untuk meningkatkan efektivitas pelaksanaan BPNT, Dinas Sosial dan pendamping BPNT disarankan melaksanakan sosialisasi khusus BPNT secara rutin dan merata serta meningkatkan koordinasi dalam pemutakhiran data. Pemerintah desa perlu meningkatkan fasilitasi penyampaian informasi dan pelaporan perubahan data, sedangkan masyarakat diharapkan lebih aktif mengikuti sosialisasi, memberikan data yang benar, melaporkan perubahan kondisi keluarga, serta menggunakan bantuan sesuai dengan tujuan program.

ABSTRACT

ANI, NPM: 2022398 TITLE “IMPLEMENTATION OF NON-CASH FOOD ASSISTANCE (BPNT) IN AMUNTAI TENGAH DISTRICT, NORTH HULU SUNGAI REGENCY (Case Study of Rantawan Village and Datu Kuning Village)”. Under the guidance of Mr. **Dr. Jumaidi, S.Sos., M.AP.** as Advisor I and Mr. **Erwin Maulana, S.AP., M.AP.** as Advisor II.

The implementation of the Non-Cash Food Assistance Program (BPNT) is part of the government's social protection policy aimed at helping to meet the food needs and reduce the expenditure burden of beneficiary families. In its implementation in Rantawan Village and Datu Kuning Village, several problems were still found, including BPNT recipients who also received PKH assistance, low awareness among some communities in updating data, and the absence of regular and widespread specific BPNT socialization. This research aims to understand the implementation of Non-Cash Food Assistance (BPNT) in Amuntai Tengah District, North Hulu Sungai Regency with a case study of Rantawan Village and Datu Kuning Village, and to identify the factors influencing the program's implementation.

This research uses a qualitative approach with a descriptive research type. The informant determination technique uses purposive sampling with a total of 12 informants. Research data sources consist of primary and secondary data. Data collection techniques are carried out through observation, interviews, and documentation. Data analysis is performed through data reduction, data presentation, and conclusion drawing or verification.

The research results indicate that the implementation of the Non-Cash Food Assistance Program (BPNT) in Rantawan Village and Datu Kuning Village has generally been quite effective, but not yet fully optimal. In terms of information indicators, the aspects of information dissemination or socialization and the level of community understanding are still less effective because BPNT socialization has not been carried out specifically, scheduled, structured, and evenly, and there are still community members who do not understand the decile system, recipient criteria, changes in recipient status, and the mechanism for discontinuing assistance. Meanwhile, information related to disbursement is categorized as quite effective because the community can relatively easily obtain information through social facilitators, village officials, neighborhood leaders, post offices, or fellow beneficiaries. In terms of policy content indicators, program objectives, program suitability with community needs, and BPNT benefits are categorized as quite effective because the assistance is considered capable of helping meet food needs and alleviating family expenditure burdens. In terms of community support indicators, participation, attitudes and responses, as well as community awareness and compliance are categorized as quite effective, although data updates and the awareness of some recipients still need to be improved. In terms of potential distribution indicators, the division of tasks and responsibilities, and the commitment of implementers have been quite effective, while aspects of verification, validation, and transparency of recipient data are still less effective because the data update process is relatively slow, discrepancies in data and duplicate recipients are still found, and changes in recipient status are not fully understood by the community. Supporting factors for BPNT implementation include ease of obtaining disbursement information, understanding of program objectives, program suitability with community needs, perceived benefits of assistance, community participation, positive community attitudes and responses, community awareness and compliance, clear division of tasks, and commitment of program implementers. Inhibiting factors include the dissemination of BPNT information or socialization that is not yet focused and evenly distributed, the community's understanding that is not yet comprehensive, and the suboptimal verification, validation, transparency, and updating of recipient data.

To improve the effectiveness of BPNT implementation, the Social Service and BPNT facilitators are advised to conduct specific BPNT socialization regularly and evenly, and to enhance coordination in data updating. Village governments need to improve facilitation of information dissemination and reporting of data changes, while the community is expected to actively participate in socialization, provide accurate data, report changes in family conditions, and use the assistance in accordance with the program's objective