

ABSTRAK

WINA TRIYANI, NPM: 2022333. “EFEKTIVITAS PROGRAM BANTUAN BEDAH RUMAH DI DESA PASAR SENIN KECAMATAN AMUNTAI TENGAH KABUPATEN HULU SUNGAI UTARA”. Dibimbing oleh Bapak Dr. Irza Setiawan, S.Sos, M.AP sebagai pembimbing I dan Bapak Ahmad Baihaqi, S.Sos., MA sebagai pembimbing II.

Penelitian ini dilatar belakangi fenomena yaitu: *Pertama*, Pelaksanaan perbaikan rumah belum berjalan serentak meskipun material bantuan telah disalurkan. *Kedua*, Pemahaman masyarakat penerima bantuan mengenai pelaksanaan program masih terbatas akibat penyampaian informasi yang belum merata. *Ketiga*, Material bantuan dinilai belum sepenuhnya mencukupi kebutuhan perbaikan rumah. Penelitian ini bertujuan untuk menganalisis efektivitas program bantuan bedah rumah di desa pasar senin kecamatan amuntai tengah kabupaten hulu sungai utara pada tahap pelaksanaan serta mengidentifikasi faktor-faktor yang memengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik Pengambilan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data diambil melalui penentuan secara *purposive sampling* berjumlah 12 orang. Setelah data terkumpul kemudian dianalisis dengan teknik Kondensasi Data, Penyajian Data, dan Penarikan Kesimpulan/verifikasi.

Hasil penelitian menunjukkan bahwa Efektivitas Program Bantuan Bedah Rumah di Desa Pasar Senin Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara tergolong cukup efektif berdasarkan teori Duncan yang dikutip Richard M. Steers dalam Mudiana dkk. (2024:17). Pada sub variabel pencapaian tujuan, indikator kurun waktu pencapaian kurang efektif karena belum adanya timeline resmi; indikator sasaran (target yang konkret) cukup efektif karena masih dibatasi kuota desa dan ketentuan desil kesejahteraan; serta indikator dasar hukum program cukup efektif karena didukung regulasi yang jelas, meskipun pemahaman masyarakat masih rendah. Pada sub variabel integrasi, indikator prosedur cukup efektif karena mekanisme pelaksanaan telah terstruktur, meskipun masyarakat masih cenderung pasif; sedangkan indikator proses sosialisasi kurang efektif karena pemahaman masyarakat terhadap program masih terbatas. Pada sub variabel adaptasi, indikator peningkatan kemampuan cukup efektif meskipun keterlibatan masyarakat dalam pembelian material belum merata; sedangkan indikator sarana dan prasarana kurang efektif karena material bantuan belum sepenuhnya memenuhi kebutuhan perbaikan rumah. Faktor pendukung program meliputi dukungan berbagai pihak dan kesesuaian program dengan kebutuhan masyarakat, sedangkan faktor penghambatnya adalah kurangnya kejelasan waktu pelaksanaan serta perubahan status penerima bantuan.

Saran ditujukan kepada Dinas Perumahan, Kawasan Permukiman, dan Lingkungan Hidup Kabupaten Hulu Sungai Utara agar meningkatkan kejelasan *timeline* dan sosialisasi program. Tenaga Fasilitator Lapangan (TFL) memperkuat transparansi pelaksanaan. Pemerintah Desa Pasar Senin lebih aktif lagi melakukan pendampingan. Serta masyarakat penerima bantuan lebih proaktif dalam pelaksanaan perbaikan rumah agar tujuan Program Bantuan Bedah Rumah dapat tercapai secara optimal.

ABSTRACT

WINA TRIYANI, NPM: 2022333. "THE EFFECTIVENESS OF THE HOUSING RENOVATION ASSISTANCE PROGRAM IN PASAR SENIN VILLAGE, AMUNTAI TENGAH DISTRICT, HULU SUNGAI UTARA REGENCY". Supervised by Mr. Dr. Irza Setiawan, S.Sos., M.AP as the Supervisor I and Mr. Ahmad Baihaqi, S.Sos., M.A as the Supervisor II.

This research is motivated by several phenomena: First, housing rehabilitation has not been implemented simultaneously despite the distribution of construction materials. Second, beneficiaries' understanding of the program remains limited due to inadequate dissemination of information. Third, the assistance materials are insufficient to fully meet housing rehabilitation needs. This study aims to analyze the effectiveness of the Housing Renovation Assistance Program in Pasar Senin Village, Amuntai Tengah District, Hulu Sungai Utara Regency during its implementation phase and to identify the factors influencing its effectiveness..

This study employed a qualitative approach with a descriptive qualitative type. Data collection techniques consisted of observation, interviews, and documentation. Data sources were determined through purposive sampling involving 12 informants. The collected data were analyzed using data condensation, data display, and conclusion drawing/verification.

The results indicate that the effectiveness of the Housing Renovation Assistance Program in Pasar Senin Village, Amuntai Tengah District, Hulu Sungai Utara Regency is moderately effective based on Duncan's theory cited by Richard M. Steers in Mudiana et al. (2024:17). In the goal attainment sub-variable, the achievement period indicator is less effective due to the absence of an official timeline, while the target and legal basis indicators are moderately effective despite limitations in village quotas, community welfare decile criteria, and public understanding of the regulations. In the integration sub-variable, the procedure indicator is moderately effective because the implementation is well structured, whereas the socialization process indicator is less effective due to limited public understanding. In the adaptation sub-variable, the capacity improvement indicator is moderately effective despite uneven community involvement in material procurement, whereas the facilities and infrastructure indicator is less effective because the assistance materials have not fully met housing renovation needs. Supporting factors include stakeholder support and the program's suitability to community needs, while inhibiting factors include the lack of a clear implementation schedule and changes in beneficiary status.

The recommendations are addressed to the Housing, Settlement Areas, and Environmental Agency of Hulu Sungai Utara Regency to improve the clarity of the implementation timeline and program socialization. Field Facilitators (TFL) are expected to strengthen implementation transparency. The Pasar Senin Village Government is encouraged to be more active in providing assistance and guidance. In addition, beneficiaries are expected to be more proactive in carrying out house rehabilitation activities so that the objectives of the Housing Rehabilitation Assistance Program can be achieved optimally.