

ABSTRAK

Muawanah, NPM: 2022361, judul “EFEKTIVITAS PELAKSANAAN PROGRAM SEMBAKO DI DESA KARIAS DALAM KECAMATAN BANJANG KABUPATEN HULU SUNGAI UTARA” di bawah bimbingan **Ibu Hj. Saidah Hasbiyah, S.Sos., M.AP** sebagai pembimbing I dan **Bapak Gusti Muhammad Hidayatullah, S.Sos., M.AP** sebagai pembimbing II.

Program sembako merupakan perkembangan dari program Bantuan Pangan Non Tunai (BPNT) sebagai program transformasi bantuan pangan untuk memastikan program menjadi lebih tepat sasaran, tepat waktu, tepat jumlah, tepat harga, tepat kualitas dan tepat administrasi. Namun, efektivitas pelaksanaan program sembako di Desa Karias Dalam terdapat beberapa permasalahan yaitu, pendampingan terhadap KPM dinilai masih kurang optimal, penyaluran program sembako yang masih belum tepat sasaran, proses penyaluran program sembako yang terkadang lambat, serta adanya risiko penyalahgunaan dana sembako. Penelitian ini bertujuan untuk mengetahui efektivitas pelaksanaan program sembako dan faktor penghambat.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif-kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Sumber data yang diambil melalui teknik *purposive sampling* yang berjumlah 9 orang responden. Setelah data terkumpul kemudian dianalisis dengan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data meliputi perpajakan pengamatan, peningkatan ketekunan, triangulasi, analisis kasus negatif dan *member check*.

Hasil penelitian ini menunjukkan bahwa efektivitas Pelaksanaan Program Sembako di Desa Karias Dalam dinilai cukup efektif. *Pertama*, ketepatan sasaran program dilihat dari indikator tepat sasaran cukup efektif karena penerima manfaat sudah sesuai kriteria dan indikator peserta program cukup efektif karena proses penetapan dilakukan sesuai ketentuan. *Kedua*, sosialisasi program dilihat dari indikator kemampuan penyelenggara program cukup efektif karena para penyelenggara program memiliki pemahaman dan kemampuan yang memadai dan indikator informasi program kurang efektif karena dalam pelaksanaannya masih menunjukkan bahwa informasi yang diberikan belum cukup jelas. *Ketiga*, tujuan program dilihat dari indikator kesesuaian antara hasil pelaksanaan program cukup efektif karena sesuai dengan tujuan program dan indikator pemahaman terhadap program karena pihak penyelenggara telah memberikan penjelasann. *Keempat*, pemantauan program dilihat dari indikator perhatian cukup efektif karena para peserta merasa diperhatikan dan indikator tindak lanjut cukup efektif karena pihak penyelenggara sudah bagus dalam memberikan tindak lanjut. Adapun faktor penghambat *pertama*, verifikasi data yang kurang *update*, *kedua* ketepatan (guna dan waktu), *ketiga* sosialisasi yang kurang intensif, *keempat* keterbatasan tenaga pendamping dilapangan.

Untuk meningkatkan efektivitas pelaksanaan program sembako di Desa Karias Dalam, maka disarankan kepada instansi terkait seperti Dinas Sosial, TKSK Kecamatan, pihak penyelenggara program di desa agar memperkuat koordinasi dan komunikasi dalam setiap tahapan pelaksanaan program.

ABSTRACT

Muawanah, NPM: 2022361, entitled "EFFECTIVENESS OF THE IMPLEMENTATION OF THE BASIC FOOD PROGRAM IN KARIAS VILLAGE IN BANJANG DISTRICT, NORTH HULU SUNGAI REGENCY" under the guidance of **Mrs. Hj. Saidah Hasbiyah, S.Sos., M.AP** as supervisor I and **Mr. Gusti Muhammad Hidayatullah, S.Sos., M.AP** as supervisor II.

The basic food program is a development of the Non-Cash Food Assistance (BPNT) program as a food aid transformation program to ensure that the program becomes more targeted, on time, in the right amount, at the right price, with the right quality and with the right administration. However, the effectiveness of the implementation of the basic food program in Karias Dalam Village has several problems, namely, assistance to KPM is still considered suboptimal, the distribution of basic food programs is still not on target, the process of distributing basic food programs is sometimes slow, and there is a risk of misuse of basic food funds. This study aims to determine the effectiveness of the implementation of the basic food program and the inhibiting factors.

This research uses a qualitative approach with a descriptive-qualitative type. The data collection techniques used were interviews, observations, and documentation. The data source was taken through the purposive sampling technique which amounted to 9 respondents. After the data is collected, it is then analyzed by data reduction techniques, data presentation, and conclusion drawn. The data credibility test includes observation display, diligence enhancement, triangulation, negative case analysis and member check.

The results of this study show that the effectiveness of the implementation of the Basic Food Program in Karias Dalam Village is considered quite effective. First, the accuracy of program targets seen from the indicators on target is quite effective because the beneficiaries are in accordance with the criteria and the indicators of program participants are quite effective because the determination process is carried out according to the provisions. Second, program socialization seen from the indicators of the ability of program organizers is quite effective because the program organizers have adequate understanding and ability and the indicators of program information are less effective because in their implementation it still shows that the information provided is not clear enough. Third, the program objectives seen from the indicators of conformity between the results of the program implementation are quite effective because they are in accordance with the program objectives and the indicators of understanding the program because the organizers have provided explanations. Fourth, program monitoring seen from the attention indicators is quite effective because the participants feel cared for and the follow-up indicators are quite effective because the organizers are good at providing follow-up. The first inhibiting factor is data verification that is not updated, the second is accuracy (use and time), the third is less intensive socialization, and the fourth is the limitation of accompanying personnel in the field.

To increase the effectiveness of the implementation of the basic food program in Karias Dalam Village, it is recommended to relevant agencies such as the Social Service, District TKSK, and program organizers in the village to strengthen coordination and communication in each stage of program implementation.