

The Effect of the Effectiveness of Sustenance Social Assistance and Accompaniment on the Prosperity of Pre Prosperous Society in Tanjung Pura District Langkat Regency

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Abstract

The aim of this study is to analyze the effect of effectiveness of sustenance social assistance and accompaniment on the prosperity of pre prosperous society in Tanjung Pura Subdistrict, langkat regency, analyze the effect of effectiveness of sustenance social assistance and accompaniment on the prosperity of pre prosperous society in Tanjung Pura District, Langkat Regency and analyze the effect of effectiveness of sustenance social assistance and accompaniment in common on the prosperity of pre prosperous society in Tanjung Pura District, Langkat Regency. This research was conducted in Langkat Regency about the effect of effectiveness of sustenance social assistance and accompaniment on the prosperity of pre prosperous society in Tanjung Pura District, Langkat Regency. The analysis method of this research is multiple regression analysis with the total respondent of 100 beneficiary families. The result of this research showed that there is positive and significant effect of the effectiveness of sustenance social assistance on the prosperity of pre prosperous society in Tanjung Pura District. At the same time of the effectiveness of sustenance social assistance and accompaniment has positive and significant effect.

Keywords

Effectiveness;
accompaniment;
sustenance social
assistance; prosperity
of pre prosperous
society



I. Introduction

Tanjung Pura District is one of the Districts located in Langkat Regency which has the number of beneficiaries of Sustenance Social Assistance (Sembako Program) as many as 6,706 Beneficiary Families. This Sembako Program is one of the government programs through the Ministry of Social Affairs of the Republic of Indonesia as an effort to alleviate poverty through the fulfillment of food needs for Pre-Prosperous Community Families aimed at reducing the burden of spending and prevention of Stunting through the fulfillment of nutrition. Based on data from the Central Bureau of Statistics, the Food Poverty Line has a major contribution to the establishment of the Poverty Line. In addition, the stability of sustenance prices affects the decrease in poverty rate. The existence of Sembako Program will reduce the burden of spending on pre-prosperous families in the fulfillment of food needs, so as to ensure some of the basic needs of pre-prosperous communities are met so that the realization of a more prosperous society.

Based on the projections according to the Central Bureau of Statistics (Langkat in Figures, 2020), in 2019 the population of Langkat 1,041,755 people. While the number of poor people in Langkat in 2019, as many as 103,080 people so that Langkat Regency ranked twelve (12) has the largest percentage of the poor in North Sumatra Province. Integrated Data on Social Welfare that the region of Langkat is the lowest socio economic in coastal areas including Tanjung Pura District. Based on the Data of Next Generation Information System (SIKS-NG) of the Ministry of Social Affairs of the Republic of

Indonesia that integrated data on social welfare of Tanjung Pura District as many as 12,047 households, the second most after Secanggang District.

Table 1. Integrated Social Prosperity Data Tanjung Pura District in October 2020

NO.	Villages	Sum	No.	Villages/ Villages	Sum
1	Baja Kuning	538	11	Pematang Cengal	1.665
2	Bubun	651	12	Pematang Cengal Barat	301
3	Karya Maju	376	13	Pematang Serai	505
4	Kwala Langkat	305	14	Pematang Tengah	434
5	Kwala Serapuh	366	15	Pulau Banyak	601
6	Lalang	299	16	Serapuh Asli	224
7	Pantai Cermin	905	17	Suka Maju	538
8	Paya Perupuk	451	18	Tapak Kuda	404
9	Pecan Tanjung Pura	1.845	19	Teluk Bakung	616
10	Pekubuan	1.023		Total	12.047

Source: Social Prosperity Information System Ministry of Social Indonesia

Table 2. Data of Families of Sustenance Social Assistance Beneficiaries (Sembako Program) Tanjung Pura Subdistrict in October 2020

NO.	Villages	Sum	No.	Villages/ Villages	Sum
1	Baja Kuning	219	11	Pematang Cengal	984
2	Bubun	452	12	Pematang Cengal Barat	166
3	Karya Maju	195	13	Pematang Serai	292
4	Kwala Langkat	218	14	Pematang Tengah	282
5	Kwala Serapuh	265	15	Pulau Banyak	323
6	Lalang	204	16	Serapuh Asli	134
7	Pantai Cermin	525	17	Suka Maju	275
8	Paya Perupuk	255	18	Tapak Kuda	313
9	Pecan Tanjung Pura	716	19	Teluk Bakung	377
10	Pekubuan	511		Total	6.706

Source: Social Prosperity Information System Ministry of Social Indonesia

Table 3. Changes in Integrated Data on Social Welfare of Tanjung Pura District in 2018 to 2020

District	Year								
	2018			2019			2020		
	DTKS Changes			DTKS Changes			DTKS Changes		
	Repair	Issued	Proposed	Repair	Issued	Proposed	Repair	Issued	Proposed
Tanjung Pura	6	-	-	204	4	14	864	154	673

Source: Social Service of Langkat Regency

In order to build synergy in the process of distributing social food aid in namely: on target, on time, right amount, right price, right quality, and right administration. The government invites all levels in the central and regional synergies to support programs from the central government, especially through the Sustenance Social Assistance Program (Sembako Program), so that the assistance that has been provided can be accepted and used by beneficiary families who are entitled to receive it in accordance with applicable rules

and regulations. Based on this phenomenon, researchers are interested in conducting a study entitled *"The Effect Of The Effectiveness Of Sustenance Social Assistance And Accompaniment On The Prosperity Of Pre Prosperous Society In Tanjung Pura District, Langkat Regency"*.

II. Review of Literature

2.1. Planning Theory

Planning is a way of achieving the best possible goals with existing resources to be more effective and efficient. Planning is a continuous process that covers two aspects, namely the formulation of planning and implementation. Planning can be used to control and evaluate the course of activities, because the nature of the plan is as a guide line for the implementation of activities (Listyangsih, 2014).

In the efforts to develop the region, the most important issue that concerns regional economists and planning experts is the process of economic growth and equalization of development. The difference between regional economic growth theory and national economic growth theory lies in the nature of openness in the input-output process of goods and services and people. In the system of areas in and out of people or goods and services are relatively more open, while on a national scale is more closed (Sirojuzilam, 2017).

2.2. Public Policy

Public policy is an implementation of regional autonomy policy has brought a new paradigm in the implementation of government in the region and in the relationship between the central and regional governments, then this policy will give broad authority to the region to manage and regulate the interests of the community in accordance with the prevailing laws and regulations (Kiwang, 2014).

The study of public policy implementation involves three things, namely (1) the existence of objectives or policy objectives, (2) the existence of activities or activities to achieve the objectives and (3) the results of the activities. Implementation study is a study of policy studies that lead to the implementation process of a policy. In managing the scholarship program, collaboration with various related institutions is needed. (Irfansyah, 2020)

2.3. Effectiveness

Effectiveness relates to the degree of truth or success and error. He argues that to determine the effectiveness of success of a person, group, organization even to the country we must make a comparison between truth or accuracy with error or done. The lower the level of errors or mistakes that occur, of course, the closer to accuracy in the implementation of each activity or work (task) charged by each person (Makmur, 2011).

According to Cambel J.P (1989), Measurement of effectiveness in general and the most prominent are:

1. Program success
2. Success of goals
3. Satisfaction with the program
4. Input and output levels
5. Achievement of comprehensive objectives

2.4. Sustenance Social Assistance

Presidential Instruction No.5 of 2015 on Grain/Rice Procurement Policy and Rice Distribution by the Government or National Squeeze. In 2009 the government issued a policy aimed at helping the poor through Presidential Regulation No. 15 of 2010 on Accelerating Poverty Alleviation. Article 1 of this regulation states: (1) Poverty alleviation is a policy program of the government and local government conducted systematically, planned, and synergized with the business world and the community to reduce the number of poor people in order to improve the welfare of the people. (2) Poverty alleviation program is an activity carried out by the government, local government, business world and society to improve the welfare of the poor through social assistance, community empowerment and empowerment of micro and small economic enterprises and other programs in order to improve economic activities.

Furthermore, the Policy of Sustenance Social Assistance is followed up based on the Presidential Regulation of the Republic of Indonesia Number: 63 of 2017 concerning The Distribution of Social Assistance in Non-Cash, Based on the Decree of the Minister of Social Affairs on the Determination of the Number of Beneficiary Families and the Distribution Stage of Social Assistance of Prosperous Rice and Non-Cash Sustenance Assistance, as well as the Letter of the Minister of Home Affairs Number: 511.1/9087/SJ to the Regent/Mayor on the Implementation of Rastra and BPNT Programs 2018.

2.5. Program Companion Role (Mentoring)

According to the Ministry of Social Affairs (2009), social assistance is a process of social relations between escorts and clients aimed at solving problems, strengthening support, utilizing various sources and potentials in the fulfillment of life needs, as well as improving client access to basic social services, employment, and other public service facilities. Mentoring is a strategy that determines the success of community empowerment programs (Suharto in Rahmawati, 2017).

In Law No. 23 of 2002 concerning Child Protection in article 1 paragraph (14) the companion is a social worker who has professional competence in his field. According to the Decree of the Minister of Social Affairs No.10/HUK/2007, a social worker is a person who has professional competence in social work obtained through formal education or practical experience in the field of social work or social welfare that is officially recognized by the government and carries out the duties of social work professionals.

The role of someone in daily life can be seen in the structure of society, so that the structure is a pattern of roles that are interconnected with their activities and part of one's position. According to Thoha (2010) the role is a series of regular behavior, which is caused by a certain position, or because of an office that is easily recognized. A person's personality may also greatly affect how a role must be carried out. The role arises because one understands that he works not alone. Having an environment, which is needed at all times to interact ". Thus each person has his own role and community life, so that what he does is in accordance with the role that is determined. (Ismail, et al. 2020)

2.6. Community Welfare

Community welfare is a condition that shows the state of people's lives that can be seen from the standard of living of the community. Swasono (2005) states that well-being is an aggregate condition of individual satisfaction. Social welfare is defined as the continuation of the more important thinking of the concepts of prosperity (welfare economics). Law No. 11 of 2009 on Social Welfare defines social welfare as a condition of

fulfilling the material, spiritual, and social needs of citizens in order to live a decent life and be able to develop themselves, so as to carry out their social functions.

Poverty is a shortage of goods and services needed to achieve a decent standard of living (Yulianto, 2005). Poverty can be reviewed from economic, social and political reviews. Economically poverty is a lack of resources that can be used to improve welfare. Social poverty means a lack of social networks and structures to get opportunities to increase productivity. While politically poverty is defined as lack of access to power.

III. Research Methods

This type of research is quantitative descriptive with the type of research according to the level of explanation is quantitative / associative / correlational, namely data analysis using inferential statistics (Rusiadi, et al., 2014). Data collection techniques using questionnaire methods, and interview methods to competent parties, such as Village and District Government Apparatus, as well as Sub-District Food Social Assistance Program Assistants and E-Warung Agents to obtain information about programs and plans and implementation of Food Social Assistance at the research site. Data analysis techniques use classic assumption testing and hypothesis testing. This research was conducted in Tanjung Pura District, Langkat Regency which is one of the recipients of food social assistance and has the second largest amount of integrated social welfare data in Langkat Regency.

IV. Results and Discussion

4.1. The Effect of the Effectiveness of Sustenance Social Assistance Program on the Prosperity of Pre Prosperous Society in Tanjung Pura District

The effectiveness of the Sustenance Social Assistance Program has a positive and significant effect on the Prosperity of The Pre-Prosperous People of Tanjung Pura District, with a regression coefficient value of 0.446 and has a direct influence which means that each addition or increase of one score unit of The Effectiveness of The Sustenance Social Assistance Program will increase the value of The Prosperity of The Pre Prosperous People of Tanjung Pura District by 0.446 score units.

This is estimated by the increasing effectiveness of Sustenance social assistance programs, the increasing Prosperity of pre-prosperous people in Tanjung Pura District. Dunn (2000) explains that effectiveness concerns whether an alternative achieves the expected outcome (result), or achieves the objective of taking action. The implementation of food social assistance programs will run directed if it has a clear purpose. The existence of the goal will provide motivation to carry out its duties and responsibilities. The purpose of a program is to provide direction by describing the future circumstances that are always pursued and realized by the government as implementers of the program.

Structure can affect effectiveness due to the structure that runs the program policy. A good structure is a structure rich in functions and simple. Furthermore, without support and participation and value systems, it will be difficult to realize an effective organization. This is in accordance with the criteria or measures regarding the achievement of effective goals or not, as stated by Kurniawan (2005), namely: a) Clarity of objectives to be, b) Clarity of strategy on achieving goals, c) Process of analysis and formulation of a steady policy, d) Careful planning, e) Preparation of appropriate programs, f) Availability of work facilities and infrastructure, g) Effective and efficient implementation, and h) Monitoring and control systems.

4.2. The Effect of Prosperity Social Assistance Program Assistance on the Prosperity of Pre-Prosperous People in Tanjung Pura District

Assistance of Sustenance Social Assistance Program has a positive and insignificant effect on the Prosperity of Pre-Prosperous People of Tanjung Pura District, with a regression coefficient value of 0.141 and has a direct influence which means that each addition or increase of one unit of Sustenance social assistance program assistance score will increase the value of Pre-Prosperous People's Welfare Tanjung Pura subdistrict by 0.141 score unit. This is estimated by the increasing assistance of Food Social Assistance Program, the more improving the Prosperity of Pre-Prosperous People of Tanjung Pura District.

There is no significant effect on the role of mentoring on the welfare of pre-prosperous people because the community's response to the role of mentoring is only in the category of sufficient with an average value of 2.36. Community responses regarding the role of assistance in facilitative, namely Sustenance social assistance assistance assistance rarely facilitate between beneficiary families and village government agencies, district government agencies, social service agencies, e-warung agents, Bank Rakyat Indonesia parties, journalists/press and NGOs related to the program with an average value of 2.52. Community responses about the role of escorts in educational skills show that Sustenance Social Assistance escorts rarely provide education about healthy lifestyles, Sustenance Social Assistance escorts rarely provide motivation and awareness to beneficiary families to improve living standards, Sustenance Social Assistance escorts rarely provide socialization about Sustenance Social Assistance, Sustenance Social Assistance escorts rarely provide solutions to Sustenance social assistance problems (Sembako Program), Sustenance Social Assistance escorts rarely provide guidance to Beneficiary Families on Sustenance Social Assistance (Sembako Program) and Sustenance Social Assistance escorts rarely provide entrepreneurial training with an average value of 2.36.

In the context of representation skills/community representatives showed that the companion has not been able to interact and coordinate with the Bank Rakyat Indonesia on Sustenance Social Assistance (Sembako Program), has not been able to interact and coordinate with e-warung agents, have not been able to interact and coordinate between the companion with journalists/press, have not been able to interact and coordinate with the village government apparatus/village, have not been able to interact and coordinate with the Social Service Apparatus, have not been able to interact and coordinate with non-governmental organizations (NGOs) and have not been able to interact and coordinate with the district government apparatus with an average value of 2.24.

In the context of technical skills shows rarely provide technical guidance on changes in Social Welfare Integrated Data through the application of Integrated Welfare Information System Next-Generation to village/village government officials, rarely organize or organize beneficiary families in the distribution of Sustenance Social Assistance (Sembako Program), and rarely provide consultation and assistance Program Sustenance Social Assistance (Sembako Program), rarely make innovations in the implementation of Sustenance Social Assistance (Sembako Program), have not been able to solve the problem of distribution of Sustenance Social Assistance (Sembako Program), rarely provide training to the Beneficiary Families on the utilization of Sustenance ingredients Sustenance Social Assistance (Sembako Program) and escorts have not been able to communicate well in carrying out the task of mentoring Sustenance Social Assistance (Sembako Program) with an average value of 2.32.

The role of Food Social Assistance Assistance in the implementation of programs in the field directly or indirectly determines whether or not the program activities in the field

are successful. Because technically the escorts who carry out interventions, are in direct contact with the beneficiaries of Sustenance Social Assistance through the various roles they perform.

4.3. Effect of Effectiveness and Assistance of Sustenance Social Assistance Program on the Prosperity of Pre-Prosperous People in Tanjung Pura District

The effectiveness and assistance of the Sustenance Social Assistance Program together has a positive and significant effect on the Prosperity of The Pre-Prosperous People of Tanjung Pura District. Effectiveness is the utilization of resources, facilities and infrastructure in a certain amount that is consciously determined in advance to produce a number of goods for the services of activities carried out. Effectiveness shows success in terms of achieving or achieving the targets that have been set. If the results of the activity are getting closer to the target, it means the higher the effectiveness.

There are two main concepts to assess the success of government apparatus/escorts and government (Stoner, 1994:9) namely efficiency and effectiveness. Efficiency is the ability to get the job done right, while effectiveness is the ability to choose the right goals or the right equipment for achieving a set goal. With regard to performance explained that efficiency is doing the job correctly, while effectiveness is doing the right job.

V. Conclusion

1. The effectiveness of Sustenance Social Assistance has a positive and significant effect on the prosperity of pre-prosperous people in Tanjung Pura District.
2. Sustenance Social Assistance Assistance has a positive and insignificant effect on the prosperity of pre-prosperous people in Tanjung Pura District.
3. Together with the Effectiveness of Sustenance Social Assistance and Mentoring has a positive and significant effect on the prosperity of the pre-prosperous community of Tanjung Pura District.

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