

**SOCIAL RESPONSE OF KALIPEPE VILLAGE COMMUNITY IN  
YOSOWILANGUN SUB-DISTRICT IN THE IMPLEMENTATION OF  
PMK NUMBER 222/PMK.07/2020 ON VILLAGE FUND MANAGEMENT**

**Saefudin Zuhri**

Faculty Social and Political sciences,  
University Of Jember, Jember,  
[syehzuhri@gmail.com](mailto:syehzuhri@gmail.com);

**Supranoto**

Faculty Social and Political sciences,  
University Of Jember, Jember;

**Ika Sisbintari**

Faculty Social and Political sciences,  
University Of Jember, Jember.

**ABSTRACT**

The present study is to identify and analyze the social dynamics of the Kalipepe Village community in Yosowilangun Subdistrict in the implementation of *PMK Number 222 / PMK.07 / 2020* regarding Village Fund Management. This study employs a descriptive research method with a qualitative approach. Based on the results, it was found that the community's social response did not meet one of the eight dimensions or criteria as seen from Lassawell's grand theory. These dimensions include sender, encoding, message, media, decoding, response, feedback, and noise. Specifically, the response dimension was found to be either inappropriate or not fully met. To enhance the community's social response, it is essential for the village government to prioritize transparency in both communication and mechanisms in the field. This approach will help prevent potential issues that could undermine equity and justice.

**Keywords:** *Village Fund, Rural Development, Community Response*

**A. INTRODUCTION**

Local governments are authorized to regulate and manage their own government affairs according to the principles of autonomy and assistance tasks. The provision of autonomy to regions aims to expedite the achievement of community welfare through enhanced public services, empowerment, and community involvement in development across all aspects of life. This objective is aligned with the mandate outlined in the *Undang-Undang Republik Indonesia Tahun 1945*. Atmadja (2019: 176) argues that for regional government functions to be executed optimally, sufficient sources of revenue must be provided to the regions, in addition to enabling the regions to explore their own sources of regional income, which can accelerate economic growth. Historically speaking, the existence of villages served as the initial building block of society and government in Indonesia. Prior to the establishment of larger modern countries,

small social groups, such as villages or indigenous peoples, emerged and became an integral part of state formation. Despite differences in their formation and organization, villages, kingdoms, and countries all share a common purpose of serving the people.

Efforts to alleviate poverty serve as a means of protecting all Indonesian citizens, promoting general welfare, educating the nation, and participating in implementing a world order based on independence, lasting peace, and social justice. These efforts are reflected in various development programs and economic growth initiatives undertaken by the government, all of which are directed towards poverty alleviation. In essence, the government's development agenda aims to enhance the welfare of communities living in both urban and rural areas. The existence of villages is governed by juridical norms outlined in Article 18B, paragraph 2 of the *Undang-Undang Republik Indonesia Tahun 1945*. This article stipulates that the state recognizes and respects the unity of customary law communities and their traditional rights, as long as they are still in existence and in line with societal developments and the principles of the Unitary Republic of Indonesia, as regulated by law.

The *Undang-Undang Nomor 6 Tahun 2014* marked a shift in the relationship between the central government and the regions, including villages, which had previously been defined by a series of laws. Specifically, the *Undang-Undang Nomor 5 Tahun 1979* was characterized as centralistic-autocratic-corporatist, while the *Undang-Undang Nomor 22 Tahun 1999* was devolutive-liberal, and the *Undang-Undang Nomor 32 Tahun 2004* was seen as failing to bridge the differences in views between the central and regional governments. In contrast, the *Undang-Undang Nomor 23 Tahun 2014* on Regional Government outlines the authority of the central government in government affairs and divides regional government affairs into mandatory and optional categories. According to the article 1 paragraph 2 of the *Undang-Undang Nomor 6 Tahun 2014*, the village is recognized as the organizer of the village government, and the village head is directly elected by the community through village head elections. The Village Consultative Body (known as BPD) is the institution responsible for village governance and represents the embodiment of democracy in the administration of village governance. In addition, the village head is assisted by village officials, including the secretary and other village officials, in carrying out village government affairs.

In order to manage village finances, the duties and authority of the village head are governed by the *Peraturan Menteri Dalam Negeri Nomor 20 Tahun 2018*, which defines village finance as all the rights and obligations of the Village that can be valued in money, as well as everything in the form of money and goods related to the implementation of village rights and obligations. Furthermore, the aim of the *Undang-Undang Nomor 6 Tahun 2014* is to provide recognition and respect for the diversity of villages that have existed before and after the formation of the Unitary State of the Republic of Indonesia, as well as to provide clarity of status and legal certainty for villages in the Indonesian constitutional system to realize justice for all people. Additionally, it aims to preserve and promote the customs, traditions, and culture of rural communities

and encourage initiatives, movements, and participation of rural communities to develop village potential and assets for village welfare. In order to develop villages in a better and more advanced manner, it is necessary to allocate a fund or budget specifically for these development priorities. The results of research conducted by Muazansyah & Sudirman (2022) state that managed village funds have been effective despite experiencing a pandemic over the past 2 years and some of the funds are for handling COVID-19 by showing that assistants control everything that can help the community in managing aid provided by the government. The results of research conducted by Hadipuro & Supardal (2022) show that the implementation of the Paras Village Fund is very good. Good because they have expertise, available budget, adequate facilities and have authority to implement village fund allocation policies. The disposition between the parties in implementing the village fund allocation policy has been good because the policy implementers have good knowledge and understanding and have a high commitment in carrying out their duties.

The implementation of village funds until 2019 has been smooth and well-controlled. However, at the end of 2019, the world was hit by the Coronavirus Disease 19 (Covid-19) outbreak, which caused impacts in various sectors, such as the economy and society. The government has taken measures to help communities survive by issuing policies in the form of direct assistance programs to help meet their daily needs. One form of poverty reduction effort is the provision of Direct Cash Assistance (known as BLT). This study aims to examine and analyze the social dynamics of the Kalipepe Village community in Yosowilangun Subdistrict regarding the implementation of the *PMK Nomor 222/PMK/2020* concerning Village Fund Management. It also seeks to address the problems that have arisen after the enactment of the *PMK Nomor 222/PMK.07/2020*, especially after Indonesia experienced the Covid-19 pandemic from the end of 2019 to the beginning of 2022. The distribution of village fund budgets, which should have been allocated for the development of public facilities according to the basic allocation, affirmation allocation, performance allocation, and formula allocation, had to be divided and channeled for BLT to communities affected by the Covid-19 pandemic.

The distribution of village funds for the needs of the BLT in accordance with this regulation is carried out in three stages with the following provisions:

1. Phase I is 40% (forty percent) of the funding ceiling for each village,
2. Phase II is 40% (forty percent) of the funding ceiling for each village,
3. Phase III amounting to 20% (twenty percent) of the funding ceiling for each village.

The BLT will be given to the community in the amount of Rp 600,000/month per Beneficiary Family (known as PKM) for the first three months, and the next six months, the amount will be Rp 300,000/month per Beneficiary Family (known as KPM), with the requirement that the Regent/Mayor has recorded the realization of the Beneficiary Family. The purpose of distributing the BLT budgeted from village funds is to focus on optimizing economic recovery in each village. It is one of the social protection programs that are part of the National Economic Recovery (PEN). Recipients of the BLT based on profession

are farmers and farm laborers, traders and MSME entrepreneurs, fishermen and fishing laborers, laborers, and teachers. The PKM criteria require that the recipients meet at least the criteria of poor families who are unable to live in the concerned village. They should not include recipients of PKH, basic food cards, pre-employment cards, cash social assistance, and other government social assistance programs. However, the decrease in the budget details of these funds affects the distribution of funds for the implementation of village government development and is unable to meet the needs planned in the Kalipepe Village RPMD, Yosowilangun Subdistrict for the 2016-2021 fiscal year. This condition led the Village Community Institutions, represented in the Village Consultative Body (BPD), to file an objection to the relevant agencies of Lumajang Subdistrict because it could affect the development process of Kalipepe Village in the future.

Based on this background, the researcher aims to conduct a more in-depth examination and analysis, which will be presented in the form of a scientific paper titled "Social Response of the Kalipepe Village Community in Yosowilangun District to the Implementation of the *PMK Nomor 222/PMK.07/2020* regarding Village Fund Management."

## **B. METHOD**

The present study employs descriptive qualitative research. This research focuses on the social response of the Kalipepe Village community in Yosowilangun Subdistrict to the implementation of the *PMK Nomor 222 / PMK.07 / 2020* concerning Village Fund Management, specifically in relation to the receipt of direct cash assistance through the village fund budget. The study was conducted in Kalipepe Village, Yosowilangun Subdistrict. The research utilized Harold Laswell's theory on community social response to identify and analyze the problems encountered by the community in the implementation of the policy. The data were collected through observation, interviews, and documentation. The data validity was tested through participatory observation, cross-checking with the Community and Village Empowerment Office (DPMD) of Lumajang Regency, and face-to-face interviews with relevant stakeholders. Data presentation was conducted through three interrelated sub-processes: data reduction, data display, and conclusion drawing/verifying..

## **C. EXPLANATION**

According to Subandi (2012: 50), "response" refers to an answer, reply, or reaction that plays a crucial role in determining the effectiveness of communication, especially in terms of feedback. The theory of response also discusses the effects of mass media on human behavior, as noted by Donald K. Robert (Schram and Robert 1997: 359) and quoted by Jalaluddin Rakhmat (2004: 64) in his book "Psychology of Communication". Steven M. Chaffe further divides response into three categories.

1. Cognitive, which is a response that is closely related to a person's knowledge, skills and information about something. This response arises when there is a change in what is understood by the audience;

2. Affective, which is a response related to emotions, attitudes and assessing someone towards something;
3. Behavioral, which is a response related to real behavior including actions or habits.

Responses, answers, and reactions can arise as a symptom of a preceding event. Every human being relates to others in various settings, such as family, work, education, and other environments. To establish good relationships among humans, each individual must play a role and function in the society. According to Khairuddin (2018: 40), society is formed by groups of individuals, which then form larger groups. As social creatures, humans and society undergo development and change, which can occur slowly or quickly in every group of people. Soekanto (2013: 147) adds that social groups generally experience changes due to conflicts between parts of the group resulting from the formation or reformation process of the patterns in these groups. Communication is an essential element in human life, and communication activities arise when humans interact with each other. Therefore, communication is inseparable from human life, both as individuals and groups.

In his work, "The Structure and Function of Communication in Society," Harold Lasswell proposes a model to explain communication that answers the question "Who Says What in Which Channel To Whom With What Effect" (Effendy, 2005: 10). Lasswell's communication response theory consists of several key elements, including sender, encoding, message, medium, decoding, response, feedback, and noise. Effective communication between individuals can help them better understand one another, as is the case with the Kalipepe Village community's management of village funds.

The provisions for village fund management have been regulated in the *PMK Nomor 205/PMK.07/2019*, which has been amended several times and most recently by the *Peraturan Menteri Keuangan Nomor 156/PMK.07/2020*, concerning the Third Amendment to the *PMK Nomor 205/PMK.07/2019*. The purpose of these regulations is to improve the efficiency, effectiveness, and accountability of village fund management. BLT Desa, which stands for Village Direct Cash Assistance, provides cash to poor or disadvantaged families in the village using village funds to reduce the economic impact of the COVID-19 pandemic. The phase I village funds for the first month to the fifth month are channeled with certain provisions, including:

1. Meet the requirements and record the number of beneficiary families every month that is valid for 12 months for the distribution of village funds for the first month of BLT;
2. Village funds for BLT Desa for the second month up to the fifth month for each month are disbursed after the Regent/Mayor has recorded the realization of the number of beneficiary families for the previous month.

The disbursement of phase II and III village funds for BLT occurs from the sixth to the tenth month and eleventh to twelfth month respectively, after the head of the regency has recorded the number of beneficiary families from the previous month. This recording is done through the online monitoring application of the State Treasury and Budget System (known as SPAN). The number of beneficiary

families is determined by the realization of the number of village BLT beneficiaries in the first month of the previous year or through data collection in the relevant year. In response to communication, individuals may offer suggestions or criticism. Subandi (2012:50) emphasizes that feedback plays a crucial role in determining the effectiveness of communication. Additionally, Soemanto (2003:25) defines response as an impression or image that results from observation.

The government's policies, as outlined in the *PMK Nomor 222/PMK.07/2020* regarding Village Fund Management, have generated a social response from the community in Kalipepe Village. Prior to the COVID-19 pandemic, village officials and the community had planned to use the Village Fund for infrastructure development and improvement, but unfortunately, this plan was not realized due to the pandemic's disruptive effects. The government then used nearly 40% of the Village Fund budget to mitigate the pandemic's impact on Indonesian citizens. However, the Kalipepe Village community was not in favor of this policy because they had been waiting for the development and infrastructure improvements that would enhance mobility within their village.

The results of the researcher's study show that out of the 7 dimensions or criteria of the grand theory developed by Lasswell, which include sender, encoding, message, media, decoding, response, and feedback, only the response dimension was found to be inadequate or unfulfilled.

#### **Community Social Response Through the Sender Dimension**

The social response of the Kalipepe Village community in Yosowilangun Subdistrict to the implementation of the *PMK Nomor 222/PMK.07/2020* concerning Village Fund Management in the sender dimension is considered to have been fulfilled. The implementation of the *PMK Nomor 222/PMK.07/2020* requires village officials to act as policy implementers and convey the regulations to the community, especially regarding the Village Fund budget. Originally intended for activities such as the construction of Farmer Roads and capacity building training for village officials, the budget was temporarily diverted for COVID-19 relief. The Village Head and the Head of the Kalipepe Village LKMD have communicated the purpose of the regulation to the community, and infrastructure development in Kalipepe Village will continue in the future.

#### **Community Social Response Through the Encoding Dimension**

The social response of the Kalipepe Village community in Yosowilangun District towards the implementation of the *PMK Nomor 222 / PMK.07 / 2020* concerning Village Fund Management in the encoding dimension is considered to have been fulfilled. However, the research conducted by the researcher revealed that the delivery of messages through deliberations between village officials and the Kalipepe Village community resulted in mixed reactions. While some community members understood the necessity of diverting funds towards Direct Cash Assistance (BLT) DD in light of the Covid-19 pandemic, others disagreed with the decision and felt that the funds should have been used for infrastructure development.

### **Community Social Response Through the Message Dimension**

The social response of the Kalipepe Village community in Yosowilangun Subdistrict to the implementation of the *PMK Nomor 222 / PMK.07 / 2020* concerning Village Fund Management in the message dimension is considered to have been fulfilled. According to Lassawell, the meaning of the message communicated by the source to the recipient can be conveyed through symbols that are easily understood. In this case, village officials in Kalipepe Village used charts to explain the contents of the government policies contained in the *PMK Nomor 222 / PMK.07 / 2020* concerning Village Fund Management. Through this approach, the village officials hope that the Kalipepe Village community will understand the government's intentions in managing village funds during the Covid-19 pandemic.

### **Community Social Response Through the Media Dimension**

The social response of the Kalipepe Village community in Yosowilangun Subdistrict in implementing the *PMK Nomor 222 / PMK.07 / 2020* concerning Village Fund Management in the media dimension has been fulfilled. The media used by village officials to explain the messages in the policy is through holding open deliberations. The purpose of the open deliberation is not only to listen to village officials convey messages but also to listen to the aspirations of the Kalipepe Village community regarding the distribution of aid funds during the Covid-19 pandemic taken from village funds.

### **Community Social Response Through the Decoding Dimension**

The social response of the Kalipepe Village community in Yosowilangun Subdistrict to the implementation of the *PMK Nomor 222 / PMK.07 / 2020* concerning Village Fund Management in the response and feedback dimensions is considered to have been fulfilled. Village officials have tried to listen and respond to the community's feedback and aspirations regarding the use of Village Fund budget during the Covid-19 pandemic. Although the community has expressed their disagreement with the diversion of funds originally allocated for infrastructure development, they have understood the government's policy to prioritize the safety and survival of those affected by the pandemic. The Village Head and the Head of the Kalipepe Village LKMD have also conveyed that the diversion of funds is only temporary and that infrastructure development in Kalipepe Village will continue in the future.

### **Community Social Response Through the Response Dimension**

The social response of the Kalipepe Village community in Yosowilangun Subdistrict to the implementation of the *PMK Nomor 222/PMK.07/2020* concerning Village Fund Management in the response dimension indicates that it has not been fulfilled. The community has expressed its rejection of the government's policy of allocating 40% of the village funds budget for the distribution of Direct Cash Assistance (BLT) DD in response to the Covid-19 pandemic's impact from 2020 to 2022. This is because the community is eagerly awaiting infrastructure development in Kalipepe Village, which is crucial for smooth mobility and daily activities. Despite the local policy implementers' continued *enforcement* of the *PMK Nomor 222/PMK.07/2020*, this negative social response demonstrates a significant impact on the policy's effectiveness.

### **Community Social Response Through the Feedback Dimension**

The social response of the Kalipepe Village community in Yosowilangun Subdistrict to the implementation of the *PMK Nomor 222/PMK.07/2020* concerning Village Fund Management in the feedback dimension has been fulfilled. After the initial negative response, the community approached policy implementers, including the Kalipepe Village LKMD, Village Head, and Sub-District Head, to convey their aspirations, which were then forwarded to authorized officials in Lumajang district.

### **Community Social Response through the Noice Dimension**

The social response of the Kalipepe Village community in Yosowilangun Sub-district towards the implementation of the *PMK Nomor 222/PMK.07/2020* concerning Village Fund Management in the noise dimension indicates that the communication between village officials and the community was interactive and peaceful. According to the interview results, there were no disturbances when conveying messages to the community. A participant stated, "Our village community can be invited to communicate, and there must be an interactive communication in both directions. There were no provocateurs, and they understood the material well." This response suggests that effective communication strategies were used by the village officials to minimize noise in conveying the government's policy to the community.

In this study, the researchers have highlighted the problems described in the background, which pertain to changes in the *PMK Republik Indonesia Nomor 222/PMK.07.2020* concerning Village Fund Management, specifically those that took place in Kalipepe Village, Yosowilangun District. These changes include the allocation of Village Funds provided in the form of Direct Cash Assistance (BLT) for Kalipepe Village, which amounts to around 65%, resulting in a decrease in the distribution of village budgets intended for basic allocations, affirmation allocations, performance allocations, and formula allocations in each village, by around 35-40%. The reduction in the fund budget details has an impact on the distribution of funds for the implementation of village government development and is unable to meet the needs that have been planned in the Kalipepe Village RPMD, Yosowilangun Sub-district for the 2016-2021 fiscal year

## **D. CONCLUSION**

The present study aims to investigate the social dynamics of the Kalipepe Village community in Yosowilangun Subdistrict in the implementation of the *PMK Nomor 222 / PMK.07 / 2020* regarding Village Fund Management. Based on the research conducted, it was found that of the 8 dimensions or criteria of the grand theory developed by Lassawell including sender, encoding, message, media, decoding, response, feedback, only the response dimension was not appropriate or has not been fulfilled. In order for the community's social response to improve, the village government needs to maximize transparency, both in terms of mechanisms and communication in the field, to avoid further problems that have the potential to erode equity and justice. The community, on the other hand, needs to be wiser in utilizing Direct Cash Assistance (BLT) to improve their economic conditions, using it as capital to start their own businesses individually



or in groups.

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