

DISTRIBUTION OF NON-CASH FOOD ASSISTANCE THROUGH THE CASH GIRO POS APPLICATION

Andinie Sakila Putri

Faculty of Administrative Sciences and Humanities,
University of Muhammadiyah Sukabumi,
andiniesakput@gmail.com;

Dian Purwanti

Public Administration Department,
Faculty of Administrative Sciences and Humanities,
Dianpurwanti042@ummi.ac.id;

Yana Fajar FY Basori

Faculty of Administrative Sciences and Humanities,
University of Muhammadiyah Sukabumi,
yanafajar@ummi.ac.id

ABSTRACT

Non-Cash Food Assistance (*BPNT*) is assistance to provide social protection to poor/poor vulnerable communities originating from the Ministry of Social Affairs of the Republic of Indonesia which will be given to the community based on Integrated Social Welfare Data (*DTKS*). In 2020 the Ministry of Social Affairs and *PT Post* are working together to speed up the distribution process using application of The *Post Giro Cash (PGC)*. This study aims to find out how the implementation of application of The *Post Giro Cash (PGC)* in distributing Non-Cash Food Assistance (*BPNT*) at *PT Post* of Cisaat. This research method is a qualitative research method with a narrative approach. In determining the informants in this study using non-probability sampling technique snowball sampling. Data collection techniques include observation, interviews, documentation, audio-visual material. The results of this study indicate that the Implementation using of application of The *Post Giro Cash (PGC)* in Distributing Non-Cash Food Assistance (*BPNT*) at *PT Post* of Cisaat has been running effectively, seen from the organization the formation of the bureaucratic structure has gone well, Interpretation or Interpretation has been fulfilled and Implementation has been carried out in accordance with the Standard Operating Procedures (SOP) in the regulations that have been set.

Keywords: *Implementation, Post Giro Cash Application (PGC), Non-Cash Food Assistance (BPNT)*

A. INTRODUCTION

The Covid-19 pandemic caused a significant impact on the survival of the community which has the potential to harm one of them on the economic aspect because it has a very large influence such as daily work cannot be carried out as usual, many companies have laid off because of the company's inability to retain

employees in a pandemic situation due to decreased income and high crime rates. So that the Government made a strategy to help ease the burden on the community, during the Covid-19 pandemic. For this reason, the Government has made several types of assistance programs to help the community in the midst of a pandemic. There are several types of social assistance, including assistance in the form of Family Hope Program (*PKH*), the Non-Cash Food Assistance (*BPNT*), Cash Social Assistance (*BST*), Electricity Subsidy Assistance, Assistance Smart Indonesia Program, Employment *BPJS*, Health *BPJS*, and others. One of the government assistance, namely Non-Cash Food Assistance (*BPNT*), is assistance to provide social protection to vulnerable/poor vulnerable communities originating from the Ministry of Social Affairs of the Republic of Indonesia which will be given to the community based on Integrated Social Welfare Data (*DTKS*).

Currently, the Ministry of Social Affairs implements a social assistance program based on Integrated Social Welfare Data. The *Undang-Undang No 13 Tahun 2011 Pasal 11 (2)* which states that the Integrated Data that has been established is the basis for the Government and Regional Governments to provide assistance and social empowerment. Non-Cash Food Assistance (*BPNT*) is food social assistance in the form of Non-Cash. This Non-Cash Food Assistance (*BPNT*) is a Ministry of Social safety net program that is given to Beneficiary Families (*KPM*) every month. However, due to receiving complaints from the public regarding the food that was received was not good and the mechanisms in the field were not in favor of the beneficiaries. So that, in 2022 the Minister of Social Affairs Tri Rismaharini stated that the distribution of Non-Cash Food Assistance (*BPNT*) would be distributed in cash. This cash distribution policy is in accordance with the *Peraturan Presiden Republik Indonesia Nomor 63 Tahun 2017 Pasal 5 ayat 1* related to the distribution mechanism, it can be done by (d) Withdrawing money and/or purchasing goods/services using funds from the Social Assistance Recipient's account.

The development of information technology in the process of distributing Non-Cash Food Assistance (*BPNT*) is needed to support and facilitate the process of implementing an activity due to technological developments. Therefore, the use of technology and information is needed in the distribution process because the potential for sophisticated technology will provide opportunities for automation of data collection. With this technology, in addition to creating efficiency, facilitating and supporting data management systems in an organization or government agency. In order to support the realization of good and clean governance, as well as improve the quality of public services. By implementing the *Post Giro Cash Application (PGC)* in distributing Non-Cash Food Assistance (*BPNT*), which is termed Electronic Government.

In accordance with the policy issued by the *Kementrian Sosial Direktur Jenderal Penanganan fakir miskin Nomor 18 /6/SK/HK.02.02/4/ 2020* states that Banks and /or Distribution Post is a work partner as a place where accounts are opened for families of Cash Social Assistance Beneficiaries (*KPM*) used to accommodate Cash Social Assistance expenditure funds which will be distributed to Cash Social Assistance Beneficiary Families (*KPM*). *PT Post* of Cisaat is one of the Indonesian State-Owned Enterprises (*BUMN*) engaged in public services in

the form of courier services, logistics and financial transactions. In carrying out activities in the field of money transaction services *PT Post* of Cisaat Becomes a partner in the process of distributing Non-Cash Food Assistance (*BPNT*) which is expected that this good cooperation can make the process of implementing the distribution of Cash Social Assistance faster and on target. One way for *PT Post* of Cisaat to improve its services is *PT Post* of Cisaat, such as the establishment of a cooperative relationship with the Indonesian Ministry of Social Affairs in distributing social assistance. This is to improve the quality of service to communities affected by the Covid-19 pandemic by providing convenience for withdrawing cash social assistance funds to each village.

This application has several superior features such as validating the *KPM* data with the photo method using face recognition, then geotagging, and taking pictures of the *KPM*'s house. So apart from distributing Non-Cash Food Assistance (*BPNT*) on target, then the Ministry of Social Affairs gets updated data from *PT Post* in the form of complete distribution information and photo documentation that can be viewed on *PT Post*'s own server. At the beginning the researcher reviewed several studies that were relevant to this research to look for comparisons and study materials that also made this research different from existing research. The first previous research was written by wahidah (2022) regarding Procedures for Distribution of Social Assistance in the Era of the Covid-19 Pandemic at the Latifah District Social Service. The results of this study are that the government has made an economic recovery policy for the community, namely through the Social Safety Net (*JPS*) program. In this *JPS* program, the government divides into two types of assistance, namely regular and non-regular social assistance. The distribution of social assistance is nothing new for the central government and regional governments. However, in the distribution there are always problems such as some of the aid is not distributed on target because there are still people who are more deserving of assistance but do not receive it. In addition, there are also people who do not understand the criteria and procedures for social assistance and there are some people who do not understand their economic conditions.

Meanwhile, research by Hidayat Srihadi Hidayat, Afifuddin (2021) entitled Policy Implementation the *Peraturan Menteri Sosial Nomor 20 Tahun 2019* Concerning the Distribution of Non-Cash Food Assistance in an Effort to Improve the Welfare of the Poor. The results of this study show that the implementation of the *BPNT* program has been running in accordance with existing rules and guidelines, although in its implementation there are still many obstacles that must be corrected such as food distributed not according to the wishes of *KPM*, for that in the future the Government and distributors are able to maximize implementation program so that it can be implemented properly and in accordance with expectations.

Furthermore, Yusril (2022) conducted research with the title Effectiveness of Distribution of Non-Cash Food Assistance (*BPNT*) in Improving Community Welfare in Paku Village. The results of this study indicate that Polewali Mandar Regency has been implemented well, it can be seen based on the right target, right time, right quantity, right price, right quality, and right administration. So that the

distribution of non-cash food assistance (*BPNT*) in Paku Village, Binuang District, Polewali Mandar Regency has been running effectively. As for the increase in community welfare after the distribution of non-cash food assistance (*BPNT*) in Paku Village, Binuang District, Polewali Mandar Regency, namely reducing the expenditure burden and increasing the food security of beneficiary families (*KPM*), which has been implemented well. So that the increase in community welfare after the distribution of non-cash food assistance (*BPNT*) in Paku Village, Binuang District, Polewali Mandar Regency has been running effectively.

This paper is interesting because of the three case studies, there is no research that looks at it from the point of view of the implementation of the Assistance Distribution Policy through the *PGC* application. So that from this it becomes a new thing in analyzing policies regarding *BPNT* Distribution using the *PGC* application. Based on the description above, this study aims to find out how the Implementation of the Postal Giro Cash (*PGC*) Application in distributing Non-Cash Food Assistance (*BPNT*) at PT Pos Cisaat.

B. LITERATURE REVIEW

Public Policy

Policy is an action that has the goal of being carried out by a person or people to solve a problem. Those developed by the government and non-government Anderson (1979). Meanwhile, if you look at the opinion of Tahir (2011) public policy is identical with regulations or rules or can be interpreted as a legal product issued by the government which must be understood completely and correctly. Based on the definition of public policy by several experts above, researchers can interpret that public policy is an action or effort made by the government to be able to solve a problem by forming or making legal or regulatory products in accordance with the goals or objectives that have been made before.

Implementation

Implementation is always associated with an activity carried out to achieve certain goals. The action or implementation that has been prepared in a mature and detailed manner. To realize a plan requires implementation, without implementation a concept can never be realized. The meaning of implementation is also often regarded as a form of activity or organizational activity that has been stipulated by law and has become a joint agreement between various actors (related parties) and stakeholder organizations (public or private) to work together to implement policies in a certain direction. at will. Wahab (2017) Meanwhile, according to Kadji (2015) states that the implementation of policies as actions taken by individuals (or groups) both government and private are directed to achieve the goals set in previous policy decisions. This is in order to achieve the objectives of a predetermined policy.

So it can be interpreted that implementation is the process of implementing ideas or plans that have been made before. Implementation is carried out to achieve the plan that has been set so that it can achieve its goals. The implementation of the plan usually refers to certain rules that have been made by

the regulators, with these rules it is very important that the execution process goes well and smoothly so that it can be said to be successful. Implementation is an implementation of basic policies which are usually in the form of laws, but some are in the form of orders or important decisions or decisions of the judiciary. The decision was made to overcome the problems that occurred.

Implementation Measurement

To find out how far the success of a policy implementation is, it is necessary to have a policy implementation model that can be used when analyzing. According to Wahab (2017) policy analysis experts often use certain conceptual tools to facilitate their work in visualizing the reality of complex policy implementation. From the explanation above, researchers can interpret that the policy implementation model serves to facilitate researchers in analyzing a policy implementation. The Implementation Model according to Charles O. Jones (1996:296) defines the implementation of a policy which states that "Policy Implementation is an activity intended to operate a program. Three activities that affect policy implementation, including the following:

- 1) Organization: formation or rearrangement of resources, units and methods to make the program work.
- 2) Interpretation: interpreting in order for the program (often in terms of status) to be an appropriate and acceptable plan and direction and implemented.
- 3) Implementation: routine provisions of services, payments or other that are tailored to the objectives or equipment of the program.

E-government

In the development of increasingly modern world technology, governments in developing countries must keep up with technological developments. Technology is currently a community need where technology is a fundamental demand for effective and efficient public services. The use of digital technology has given birth to a new form of government bureaucratic mechanism, which is termed Electronic Government (E-Government). Government (E-Government) can be defined as the use of digital technology to redirect government activities, aiming to improve the effectiveness, efficiency and delivery of services Forman (2005). the government has implemented e-government in administering its government in the process of distributing aid to the community. E-government is a process of government by utilizing information technology as a tool to provide convenience in the process of communication and transactions. So that it can be achieved with efficiency, effectiveness, transparency and government accountability to the community Hartono, D.U dan Mulyanto (2010) Based on the definition of e-government by some of the experts above, researchers can interpret that e-government is the implementation of government by utilizing information technology to provide convenience in government affairs, providing services that are effective, efficient, transparent, and responsibility government to the public.

C. METHODS

The research method used in this research plan is to use a qualitative research method with a narrative approach, which can provide an overview of the research focus to be carried out by researchers in the form of words, based on

scientific language, and not in the form of numbers Creswell (2017). The unit of analysis is the *PT Post* which is related to the Implementation of the Use of the *Post Giro Cash (PGC)* Application in Distributing Non-Cash Food Assistance (*BPNT*). Namely the Head of *PT Post* of Cisaat Branch, Outlet Service Supervisor, and Paying Officer. In determining the informants in this study using non-probability sampling technique snowball sampling. Data collection techniques used in this study included observation, interviews, documentation, and audio-visual material. Data validation used triangulation of sources and techniques, member checking, making rich and concise descriptions, clarifying biases, presenting different or negative information, taking relatively long time, conducting debriefings with fellow researchers. The data analysis stage was carried out starting from processing and preparing data for analysis, reading all data, coding, processing coding, describing the results of processing coding, making interpretations or interpreting data Creswell (2017).

D. EXPLANATION

At this stage, the researcher describes the results of research regarding the implementation of the use of the *Post Giro Cash (PGC)* application in distributing non-cash food assistance (*BPNT*) at *PT Post* of Cisaat. based on implementation theory according to Jones (1996) defines that policy implementation is an activity intended to operate a program. Three activities that influence policy implementation, namely: Implementation in the Organization, Implementation in Interpretation and Implementation in Implementation The implementation model proposed by Jones (1996) Focusing on the services provided by the implementer through a program that innovates through digital technology as a policy implementation process. So that in this case, what can influence policy implementation provides more understanding of the results of the success of a policy implementation said to be successful if the program can be implemented/used from the support of the three dimensions.

The implementation of the policy put forward by Jones (1996) in this study regarding the implementation of the policy for the Distribution of Non-Cash Food Assistance through the *Post Giro Cash* Application, because the variables offered by experts are considered the most appropriate to help answer the researcher's problem, namely loading on the successful implementation through a program that innovates through digital technology as a public service process. when it can be run or used from third-dimensional support. Namely, how does the organization rearrange resources, and find strategies to implement so that the Non-Cash Food Assistance (*BPNT*) distribution process can work. Furthermore, the interpretation carried out is related to the plan for how the process of distributing Non-Cash Food Assistance (*BPNT*) will be carried out. Also, implementation in terms of service and distribution of assistance through the *Post Giro Cash (PGC)* application which is a technical support for distributing aid. So this model not only examines the supporting factors that can determine the success of a policy implementation, but this model also examines how the policy implementation is said to be successful.

Organization

The organization there is an activity to form and rearrange resources, units and the way in which the program can be executed. Therefore, an organization is needed as a policy implementer because policies cannot run by themselves. Therefore, the way the organization protects itself includes the application of policies, the participation of other actors outside the agency, the interpretation of policies that are carried out.

Organizations in implementing the use of the *PGC* application in distributing non-cash food assistance (*BPNT*) at *PT Post* of Cisaat are implemented centrally. In good implementation, it is known that the implementation of the *Post Giro Cash (PGC)* application is implemented in post offices in various regions of Indonesia, one of which is in the City of Sukabumi. So in its application it is centralized because the *Post Giro Cash (PGC)* application is a product or application made by the central *PT Pos*. The *Post Giro Cash (PGC)* application was created for aid distribution officers called *JUBAR* or payers who can benefit from the *Post Giro Cash (PGC)* application. The purpose of making the *Post Giro Cash (PGC)* application is so that paying officers are given convenience and can speed up the process of distributing aid. This application includes a lot of use for distributing assistance, not only *BPNT* assistance, it can also be used to distribute other assistance such as *PKH* assistance and others.

A number of bureaucratic structures involved in implementing the *Post Giro Cash (PGC)* application with a total of 4 employees at *PT Post* of Cisaat include branch heads, Outlet Services and 2 delivery O-Rangers. Because there are only 4 *PT Post* staff and the available human resources are not sufficient because *PT Post* has to distribute assistance to approximately 22 thousand *KPM* or beneficiary families, *PT Post* recruited external parties who can be called distribution payers with *PHL* status or freelance daily workers for many the paymasters who were recruited followed the large amount of assistance that was distributed by approximately 25 people to distribute 22 thousand *KPM*. So that the bureaucratic structure is sufficient with the recruitment of paymasters with the best status as *PHL* at *PT Post* of Cisaat.

The main tasks and functions of each human resource involved in the application of the *Post Giro Cash (PGC)* application are to distribute and be responsible for the assistance until the assistance is safely received by the *KPM* or the beneficiary's family. The function of the branch head is as the person in charge and overseer of the road distribution process, Outlet Services as the organizer in matters of monitoring the data input process, and the aid payer as the executor of the policy of distributing aid using the application. For his duties, the process of distributing aid must always apply the *SOP*, the second is to recalculate the remaining money and submit the remaining money to the outlet service supervisor and the last, to synchronize the remaining money and data in the *Post Giro Cash (PGC)* application system.

SOP (standard Operation Procedures) has been implemented properly, such as *KPM* is required to bring a letter of invitation for assistance and original *KTP*, assistance can be taken as long as it is still in one *KK*, Officers are required to take

pictures of the original *KTP* and take clear pictures of *KPM* so that the data is valid. The duties and functions of the human resources involved include distributing assistance in accordance with the applicable SOP. At the end of the distribution, the payoff officer reports the results of his work to the Outlet Service Supervisor & Branch Head data in the *PGC* application system. Submit the remaining money to the Outlet Service Supervisor and sign on the handover book provided by the Outlet Service Supervisor & Branch Head, because this distribution is entirely the responsibility of the paymaster. Human resources in implementing the *Post Giro Cash* application have met the requirements to become permanent employees with a minimum education qualification of S1 for the position of branch head and supervisor of outlet services and delivery O-Rangers of at least Senior High School and for paymaster at least Senior High School. There are special requirements such as having good communication skills, being able to work in a team or individually, being targets oriented, honest and hardworking. In terms of ability to distribute assistance, it is adequate and has been carried out in accordance with the applicable SOPs.

Interpretation

In the dimension of interpretation, an attempt is made to explain something that has become the right plan and direction so that it can be carried out. Hence the greatest concern is with the way executors interpret their responsibilities, to whom executors are oriented, and who has authority. And also focuses on clarity, thoroughness, consistency, prioritization, sufficient resources.

The implementer's knowledge is good and everyone knows about the *PGC* application. The implementer's knowledge regarding the *Post Giro Cash (PGC)* application already knows about it, which states that the *Post Giro Cash (PGC)* application is an application made by the central *PT Post* which is intended as a tool for channeling various assistance from the government, one of which is *BPNT*. And also the implementer must know how to use this application. This application maintains security by changing the username and password every time a distribution is made. Therefore, technical guidance or technical guidance is held before distribution in the field is carried out.

Resources that have the authority or responsibility in interpreting the *Post Giro Cash (PGC)* application are *PT Post* Indonesia or *PT Post* Center because they have a special team, namely the IT team that creates everything and takes full responsibility when an obstacle occurs. However, when viewed from the organizational structure, those who have responsibility are at the head of the branch and service outlets. when viewed from the number of human resources in socializing it is sufficient and adequate in interpreting this *Post Giro Cash (PGC)* application.

This interpretation is of course intended for paymaster. The information conveyed in the interpretation activity is about how to use the *PGC* application and explains what SOPs must be carried out. The *Post Giro Cash (PGC)* application made by *PT Post* Indonesia which is intended to channel assistance from the government besides this application is made very easy in the use process, this application also has several advantages which are equipped with QR scan features, face recognition, and geo tagging. In addition, if in the field there is a

E. CONCLUSION

As for the research results regarding the implementation of the Use of the *Post Giro Cash (PGC)* application in distributing Non-Cash Food Assistance (*BPNT*) at *PT Post* of Cisaat it can be concluded that the Organizational Dimensions, the Implementation of the *PGC* application have been going well, seen from the bureaucratic structure in implementing the *PGC* application is sufficient. In terms of ability to distribute assistance, the spokesperson is adequate and has been carried out in accordance with the applicable SOP. Interpretation Dimension, The implementer's knowledge is good and knows about the *PGC* application because the implementer is required to know how to use this *PGC* application. Implementation Dimension, the implementation of the *PGC* application has been carried out in accordance with the guidelines or provisions provided by the *PT Post* Indonesia head office. And the facilities and infrastructure that support the implementation of this application are adequate.

Based on the conclusions of the research results above, it is hoped that this research can provide readers with understanding and knowledge in the field of Public Administration, particularly regarding the implementation of the use of the *Post Giro Cash (PGC)* application in distributing Non-Cash Food Assistance (*BPNT*) at *PT Post* of Cisaat. In addition, this research is also expected to contribute to the central government, regional governments and other stakeholders. Particularly *PT Post* of Cisaat in improving the quality of the Assistance distribution system using the *Post Giro Cash (PGC)* application.

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