

Social Empowerment of Beneficiary of the Basic Food Program

Dandi Januarizko¹, Fentiny Nugroho²

¹(Social Welfare Department, University of Indonesia, Indonesia)

²(Social Welfare Department, University of Indonesia, Indonesia)

ABSTRACT: This research describes the membersempowerment of e-warong Tanah Tinggi in the Sembako Program (basic food program). This study used a qualitative approach and was located in Tanah Tinggi, Central Jakarta. Data collection techniques included in-depth interviews, observation and literature studies. In this study, seven informants were selected using a purposive sampling method. The results of this study illustrate that the Sembako Program is a social assistance program that is quite progressive in implementation, effective and on target. Apart from social assistance, the Sembako Program also includes social empowerment for beneficiary families through the establishment of e-warong. The existence of e-warong is considered to assist in the implementation of the basic food program to be efficient and effective for KPM (the family beneficiaries), besides being able to help the members' economy and increase their knowledge and skills.

KEYWORDS: basic food program, social policy, social development, empowerment

I. Introduction

Poverty is still considered a problem encountered globally. So that from 25 to 27 September 2015 at the headquarters of the United Nations (UN), New York, USA, 193 countries agreed to ratify the Sustainable Development Goals (SDGs) document which is a continuation of the success of the Millennium Development Goals (MDGs) to reduce poverty by nearly half in the world. Poverty alleviation remains a major issue in the Sustainable Development Goals (SDGs). Reducing the poverty rate is considered crucial for countries in the world so it becomes goal number 1 and 2 on the SDGs (Ishartono&Santoso, 2016)

For the issue of poverty in Indonesia, in the preamble of the 1945 Constitution, it was stated that the goal of the Indonesian nation was to form a state which, among other things, was to promote public welfare. The phrase promoting public welfare is closely related to poverty alleviation. The founders of the Unitary State of the Republic of Indonesia have made the problem of poverty that occurs in the Indonesian nation a matter that requires special attention. Poverty is a problem that often arises in the life of the Indonesian people, not only in rural areas which are considered less touched by development but also visible in urban areas such as DKI Jakarta.

Efforts to deal with poverty in Indonesia have been carried out by the government for a long time in each period. The government of President Susilo Bambang Yudhoyono was one of those who implemented poverty alleviation policies as well as dealt with economic problems. When this happened due to rising fuel prices, the SBY government launched the Direct Cash Assistance program (Christian, 2017). This program is intended to maintain people's purchasing power while at the same time helping to overcome poverty. During the era of President Joko Widodo, the poverty alleviation programs that stood out were strengthening the PKH program, Non-Cash Food Assistance (BPNT), and the Village Fund program. The programs above describe the developments and efforts of each era of government in Indonesia to reduce poverty. During the era of President

Joko Widodo, the poverty alleviation programs that stood out were strengthening the PKH program, Non-Cash Food Assistance (BPNT), and the Village Fund program. The programs above describe the developments and efforts of each era of government in Indonesia to reduce poverty.

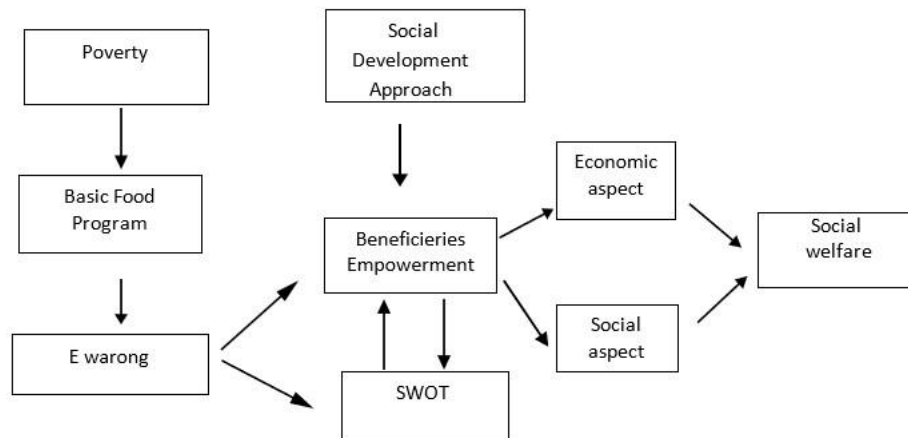
Although the programs launched have been able to reduce poverty, they have not been fully successful in overcoming it as a whole. In urban areas like Jakarta, we often encounter portraits of poverty, especially in areas that are considered slums/slums. Residential areas along rivers/streams and railroad tracks are a concentration of poverty in urban areas, especially in the DKI Jakarta area. BPS (2019) stated that the poverty rate in September 2019 in DKI Jakarta decreased to 3.24% from 3.55% in September 2018. However, this condition has not been able to overcome the reality on the ground regarding poverty where slum areas still exist, even in Central Jakarta Administrative City which is often considered the most prosperous region and close to the president's office, both central and DKI Jakarta Province. Poverty alleviation programs in the form of direct assistance or subsidies have been carried out, but the results have not been significant enough to resolve the core of the problem.

Various previous poverty reduction programs that were partial, sectoral, and compensation often resulted in undesirable conditions, for example mistargeting or weakened existing social capital in society (cooperation, caring, and others), which encouraged people's behavior to become far from the spirit of independence, togetherness, and concern to overcome common problems. One of the reasons for this condition is that the poverty program policies are top-down and do not empower. The breakthrough of poverty alleviation programs in the past with the concept of empowering local communities was initiated by the government by launching the Independent National Community Empowerment Program (PNPM) starting in 2007, as a continuation of the Urban Poverty Management Program (P2KP) which has been implemented since 1999. Through the National Community Empowerment Program Independent, poverty alleviation efforts carried out by various parties are expected to be carried out in synergy.

For now, the government program being implemented in the context of poverty alleviation also empowers program beneficiaries, namely Non-Cash Food Assistance (BPNT), which has recently changed its name to the Basic Food Program. This program is directed to 4.2 million poor people in some areas called *Jabodetabek* consisting of Jakarta, Bogor, Depok, Tangerang, Tangerang Selatan, Bekasi (Sumadi, 2023). The basic food program empowers beneficiaries through the establishment of e warong (electronic cooperation stalls). E warong is an institution that was established to carry out activities for distributing the Basic Food Program in certain areas every month, where the managers are the families' beneficiaries of the Basic Food Program. It is hoped that the E warong establishment program itself will improve the welfare of its members who are also families who are beneficiaries of the basic food program so that they can get out of poverty and have the skills and knowledge of entrepreneurship. The E Warong concept, which is carried out by Beneficiary Families (KPM) who form groups as program distributors, is a breakthrough in social assistance programs and social empowerment programs in Indonesia. In general, beneficiary families will understand and control their environment more. this becomes a strength or strength in the form of capital to explore the potential or opportunity in the region. In addition, beneficiary families as e warong implementers are also expected to find it easier to overcome the obstacles they face, especially in terms of response time. The condition of equal groups in e warong also makes a weakness as social capital in the framework of internal group strengthening.

Research on government programs in the context of poverty alleviation, empowering the poor, or related to the Non-Cash Food Assistance program (the term used before changing to the staple food program) has previously been carried out by various parties and various locations. In previous studies, the Sembako Program was considered a good program with a better level of beneficiary satisfaction compared to the Raskin program, as was the result of research conducted by Junaidi, Setiawan&Prastiwi (2017). In research conducted by Wiyaka&Murti (2019) located in Ngawi, East Java, it was also stated that the Sembako Program was good in terms of time, amount, and distribution technique and was able to direct MSMEs involved in using digital payments.

Research Thinking Scheme



II. Research Method

This research was conducted to describe the role of the basic food program in empowering beneficiary communities using a qualitative approach. A qualitative approach is a research approach that analyzes social life by describing the social world from the point of view or interpretation of informants in a scientific setting (Martono in Setiadi and Wibowo, 2017). Based on the type of research, this research is included in the type of descriptive research which presents a detailed and very accurate picture, seeks new data that contradicts the past, creates a set of categories or classifications of types, clarifies the sequence of steps or stages, documents processes or causal mechanisms and reports about the background or context of the situation (Neuman in Azzasofia and Adi, 2017). Social research uses a qualitative descriptive format that aims to describe and describe various conditions, situations, or phenomena of social reality that exist in society as research objects.

The research was located in Tanah Tinggi, Central Jakarta. Data collections techniques included in-depth interviews, observation and literature studies. In this study, seven informants were selected purposively, where the selection of informants was based on certain considerations and objectives. Neuman (2014) suggests three situations for selecting informants purposively, namely: (1) when researchers select unique cases that are very informative, (2) when researchers select members from one of the special populations that are difficult to hide or hide, (3) when researchers want to uncover some types of cases that require in-depth investigation. The selection of informants needs to be adjusted to the objectives of the research, namely to describe the empowerment of members of the Tanah Tinggi Village e warong related to the basic food program. Based on the problems and research objectives, the informants selected in this study were people who had knowledge and information regarding the empowerment of e warong members, including informants who had experienced the empowerment process.

III. Discussion

This chapter will contain analysis and discussion of the results of field findings on research on empowering families beneficiaries of the basic food program in Tanah Tinggi sub-district through the concept of e-warong

(electronic cooperation stalls). The discussion and analysis are described in the concepts of Social Welfare, Social Development, Social Empowerment, and SWOT.

3.1 The Basic Food Program

Unlike social assistance programs that have been implemented before in Indonesia in the form of cash assistance with distributors such as PT. Pos, the basic food program as a social assistance program involves banking parties, namely banks that are members of the Association of State Banks (Himbara) where in DKI Jakarta the distribution is BNI 46 as stated by the following informant M.

"This basic food program was started in 2018 when BNI 46 handled this basic food assistance. So this assistance is all distribution of ATMs and goods from BNI. In the past, there was oil, flour, and sugar, early in 2018" (February 27, 2023)

Still, from the information conveyed by informant M, the basic food program is considered a breakthrough which is felt to be different from the social assistance that existed before, even though the target group is still the poor.

"In the past, I forgot what year, there was rice for the poor program (raskin)... (the basic food program) This was also a breakthrough because the assistance was indeed more diverse from the start, not just rice like Raskin, also not money taken at the post office for example" (M, February 27, 2023)

Based on subsequent field findings, the implementation of the basic food program is a development of a social assistance program that had previously been implemented. The spirit to make positive changes and development in assistance programs is an example of an aspect of social development that emphasizes process activities according to Midgley.

3.2 Beneficiaries Empowerment

JimIfe (1995)define empowerment as providingpeoplewiththeresources,opportunities,knowledge, and skill to increasenttheir capacity to determine their own future and toparticipateinand affectthelifeoftheircommunity. Efforts to empower e-warong members are carried out in various ways, such as:

1. The form of the Tanah Tinggi e-warong business that manages assistance program that is paid for by beneficiaries from the assistance funds at KKS ATMs, become additional income that can be received by e-warong members in implementing the basic food program. These profits are also managed and saved to enlarge the e-warong business in the future."With a fee fee from the program. There's definitely an advantage to each of these. It is hoped that the profit will not be shared immediately. Of the ten members, they are not but managed to advance e-warong" (V, March 13rd 2023)
2. In the empowerment process, it feels that there is a need for assistance to the target group. Mentoring activities are needed so that the empowerment process goes according to plan and there is an increase in the capacity of the target group which in its implementation often involves other practitioners who are more competent and capable. based on the concept of Jim Ife's power over ideas, e warong members in empowerment activities are equipped with various new knowledge and knowledge and are involved in activities that they have never experienced before. E warong members with new knowledge and experience will also have new ideas and can increase their capacity.
3. Look for opportunities to develop e-warong businesses. Collaborate with local government officials to make the e-warong a supplier of the goods needed. Making e-warong members as officers who assist services and programs in their area. Based on Jim Ife, Institutional strength by increasing accessibility to educational, health, family, religious institutions, social welfare systems, government structures, media and so on

3.3 SWOT

To see the empowerment carried out for e-warong Tanah Tinggi, it is also necessary to do an analysis based on the SWOT concept based on the opinion of Fatimah (2016). This SWOT based analysis is useful in order to know in detail the strengths, weaknesses, opportunities and challenges of e-warong Tanah Tinggi sub-districts.

The results of the SWOT analysis of the Tanah Tinggi e-warong are expected to generate strategic ideas on how assistance should be carried out for e-warongs and what issues should be raised.

1. As part of the government's social assistance and empowerment program, the Tanah Tinggi e-warong has the advantage of being a large and regular market share, resulting in large profits. In addition to the large number of regular customers and the relatively large profits, e-warong Tanah Tinggi is acknowledged to be able to manage and run its program quite well. Another advantage of the Tanah Tinggi e-warong that emerges from the findings of this research field is that the e-warong program or service to beneficiaries is considered appropriate and according to needs. The basic food program with e-warong as the distributor is considered appropriate by beneficiaries and stakeholders in the region. Assess based on SWOT analysis in the concept of strength, relationship with KPM and good service, is a visible advantage and can be a factor that strengthens Tanah Tinggi e-warong. Stakeholder and KPM satisfaction with the Tanah Tinggi e-warong is a real advantage compared to similar businesses that are unable to enter its services.
2. Weaknesses in the SWOT concept can be in the form of a lack of infrastructure, HR capabilities or products/services from an organization or group that are still not widely accepted by the public or consumers. Weaknesses can actually be managed properly to make the advantages of an organization or group. But if it is considered disturbing, it would be better to remove it. In the findings of this research field, several things were found that were considered to be the weaknesses of the Tanah Tinggi e-warong. The first thing that is considered to be the weakness of the e warong is the human resources (HR) of the Tanah Tinggi e warong with a mindset that is not fully independent. Limited authority in program management is also considered a weakness of the Tanah Tinggi sub-district ewarong. authority on other parties, such as data on recipients by the Ministry of Social Affairs of the Republic of Indonesia and related to assistance funds in KKS by Bank BNI sometimes become obstacles to the smooth running of the basic food program as a whole, and especially in the distribution of assistance. The weaknesses of e-warong Tanah Tinggi can basically be minimized. The minimal authority of e-warong Tanah Tinggi, especially in terms of beneficiary data, should be overcome by building more solid coordination with the Ministry of Social Affairs and BNI.
3. Opportunity in the SWOT concept is a condition outside the organization that is beneficial and can be a tool in running and growing an organization or group. In the field findings of this research, several things were found that could be considered as opportunities for e-warongkelurahan Tanah Tinggi. Utilizing these opportunities can be a tool to grow e-warong Tanah Tinggi. Being the only distributor of food assistance for the basic food program in the Tanah Tinggi sub-district, the e-warong has received the support of regional officials. Supplier support for developing the Tanah Tinggi e-warong business has also been obtained. Stakeholder support can also be felt with the basic food program which is well managed in terms of management and the management structure for the basic food program has also been running. This well-managed management is an opportunity for the development of the Tanah Tinggi e-warong. Apart from that, stakeholder support for e-warong is also an opportunity in the SWOT concept for e-warong Tanah Tinggi. With the supporting factors of the Tanah Tinggi ewarong, it only needs cohesiveness and works with e-warong members in seizing opportunities to grow and bigger.
4. Threats in the SWOT concept can be considered as external conditions that can disrupt the development of e-warong. Threats that come to the organization must be prevented so that the organization can run smoothly without obstacles. The first obstacle for e-warong is that there are competitors in the form of nearby stalls. The existing stalls are not only small-scale ones, but there are also traditional stalls that have an extensive network. Another threat factor is the inconsistent and changing implementation of programs by the Ministry of Social Affairs. Based on the SWOT analysis regarding threats to Tanah Tinggi e-warongs, it can be concluded that there are real obstacles related to competition from existing stalls that are being tried to overcome with an e-warong development plan. it's just that for more development, it needs support from stakeholders because other stalls have already been established and developed. And the biggest threat to e-warong Tanah Tinggi or in other areas is the policy of the Ministry of Social Affairs as the owner of the basic food program. Since the Covid 19 pandemic, the Ministry of Social Affairs has often changed the form of assistance to cash. This is very disturbing and threatens the efforts to develop and empower e-warong Tanah Tinggi as well as in other

areas. The Ministry of Social Affairs seems to be in a hurry and lacks consideration in making decisions regarding the basic food assistance program.

IV. CONCLUSION AND SUGGESTIONS

This research basically wants to describe a process of empowering a group of people who form an e-warong for the Tanah Tinggi sub-district in a series of basic food programs. E warong is a group with a total of 10 beneficiary families (KPM) which was formed with the aim of supporting the implementation of the distribution of basic food programs. Over time, when the basic food program has experienced an expansion of beneficiaries, e-warong as the lowest aid manager has also experienced significant development. This development not only has a positive influence on e-warong management, but there are also a number of things that need to be looked at and addressed so that they do not become obstacles and problems in e-warong development. As for the conclusion sub-chapter, there will be 2 (two) important things that will be explained, namely the process of empowering the Tanah Tinggi sub-district e-warong and SWOT of the Tanah Tinggi sub-district e-warong. In the implementation of the basic food program in the Tanah Tinggi sub-district, empowerment was found to be carried out for beneficiary families, namely through the e-warong group. The implementation of empowering e-warongs is a means for its members who are disadvantaged groups to get opportunities, knowledge and skills to increase capacity. Knowledge related to stall management can also be obtained by e-warong members in this staple food program.

E-warong members are trained and equipped with knowledge related to stall management such as ordering goods, calculating quantities, storing goods in large quantities, managing the time of delivery of goods and also accuracy in checking the quality of goods. In addition, e-warong members are also trained to be able to manage finances. The money spent must be in accordance with the amount of goods that come. Then the money received must be adjusted to the plan and the amount of goods that come out. As well as e-warong members can get used to saving, as well as being trained in financial transactions through the banking system. Members of the e-warong Tanah Tinggi are required to be able to carry out transactions using bank edc machines and understand the ins and outs of using ATMs, in this case KKS cards.

Training and assistance to the e-warongs of the Tanah Tinggi sub-district were also carried out in the context of empowerment. The Central Jakarta City Social Service Sub-Department has provided training to e-warong members several times, for example in terms of cash bookkeeping. In addition, several Central Jakarta City Social Services Sub-agency also involved other agencies, in this case Jakpreneur from the SME Development Board of Jakarta to participate in providing assistance so that the economic business being carried out becomes more productive.

Empowerment for e-warongs in the Tanah Tinggi subdistrict is also not left behind in terms of providing opportunities to develop their businesses. Involving e warong members in training conducted in collaboration with e commerce such as shoppefood is also carried out by stakeholders. Then the e-warong is also connected with kelurahan parties to be able to become a supplier of sub district needs. The opportunities opened up by the stakeholders for the development of the Tanah Tinggi sub-district e-warong business are carried out so that the e-warong becomes bigger and more independent.

E warong in the Tanah Tinggi sub-district is considered to have several strengths or advantages that are quite prominent. The first is the existence of e-warongs in the Tanah Tinggi sub-district which are recognized and trusted by the community or government officials. The second is the ability to manage the basic food program in Tanah Tinggi in an orderly manner. This is also inseparable from the advantages of the Tanah Tinggi subdistrict e-warong in establishing good relations with local officials. Another advantage of the Tanah Tinggi subdistrict e-warong is that there are large numbers of beneficiaries in the area which will also bring large profits to the Tanah Tinggi e-warong. The e-warong of the Tanah Tinggi sub-district is also not free from weaknesses. E-warong Tanah Tinggi is often seen as not having supporting infrastructure. The conditions of small stalls often hinder the implementation of the distribution of basic food programs. In addition, the human resources of ewarong Tanah Tinggi are also considered to be less qualified, so they have to be patient in providing assistance and knowledge transfer

Despite the existing shortcomings, researchers consider e-warong in Tanah Tinggi sub-district to have the opportunity to develop. As the manager of the only basic food program in Kelurahan Tanah Tinggi, e warong has the privilege to serve a large number of beneficiaries, and has support from the government, both at the regional

level and at the ministry level. The e-warong of Tanah Tinggi sub-district has also received support from suppliers of basic food program activities if in the future they want to develop their business even bigger. However, the journey of e-warongkelurahan Tanah Tinggi did not always run smoothly. There are several real threats that could hinder the development and empowerment of e warong. The family's economic conditions are just barely enough, making e-warong members required to get money directly when they leave the house to look after the stall together. This may be difficult because the task of managing a stall is a shared task and the income from managing a stall cannot be given on a daily basis. The existence of better and more complete competitors in the supply of merchandise is also considered a challenge from e warong. And what is considered the most a threat to the existence of e-warong and its development is the frequent change of programs. The Ministry of Social Affairs of the Republic of Indonesia is currently launching a basic food program where distribution can be in the form of money transferred directly to an ATM and can be withdrawn in cash or through PT. POS, and also in the form of rice. This greatly disrupts the sustainability of the empowerment program and becomes a threat to e-warongs that comes from the initiator of the establishment of e-warongs themselves, namely the Ministry of Social Affairs.

Based on the research results, there are some following suggestions:

1. Program Associate
 - To assist and provide knowledge transfer related to the management of the basic food program and e-warong
 - To become a good and reliable liaison between e-warong and stakeholders, such as banks and local and central governments
2. Government Institution
 - To provide trainings on e-warong development
 - To set standard rules regarding the implementation of the basic food program which are adapted to local needs and conditions
 - To establish regular communication and coordination with all elements and actors of the basic food program
 - To maintain and supply the basic food program with complete food ingredients through e-warong to meet the KPM's needs.

REFERENCES

Journal Articles:

- [1] Christian, Ezra (2017). Politic Timing : Political Analysis of Social Policy (BLT dan BPJS) President of Susilo Bambang Yudhoyono 2004 - 2014. *Journal of Politics and Government Studies* Vol. 7 No. 1.
- [2] Ishartodon Santoso Tri Raharjo (2016). Sustainable Development Goals (SDGs) and Poverty Allaviation. *Share Social Work Journal* Vol. 6, No. 2, Universitas Padjajaran.
- [3] Junaidi, M. S., Setiawan, B. M., & Prastiwi, W. D (2017). The Satisfaction Comparison of Bantuan Pangan Non Tunai Recipients and Rastra Recipients in Cakung District, East Jakarta. *Jurnal Ilmiah Econosains E-ISSN, 2252, 8490.*
- [4] Setiadi, Yadi and Wibowo, Arif, (2017). Social Functionality of Former WBS/Clients of Drug Social Rehabilitation Institutions After Getting a Job. *Jurnal Ilmu Kesejahteraan Sosial*, Vol. 18, No. 2, 2017.
- [5] Sumadi, Pungky (2023). Social Protection in Indonesia: Reforming Opportunities during Covid-19 Pandemic. *Asean Social Work Journal*, Vol. 11 (01), 2023.

Books:

- [6] Fatimah, F. N. D. SWOT Analysis Technique Guidelines for Developing Effective and Efficient Strategies and How to Manage Strengths and Threats. Yogyakarta: Quadrant (2016)
- [7] Ife, Jim. Community development: Creating Community Alternatives, Vision, Analysis and Practice. Australia: Longman (1995).
- [8] Midgley, J. Social Development: The Development Perspective in Social Welfare. London: Sage Publication (2005).
- [9] Neumann, W. L. Social Research methods: Qualitative and Quantitative Approaches 7th Edition. Assex: Pearson Education Limited. (2014).

Proceedings Papers:

- [10] Central Statistic Board (2019). Poverty and Inequality Rate March 2019 Province of DKI Jakarta No. 32/07/31/Th.XXI, 15th of Juli 2019