

IMPLEMENTATION OF THE PROSPEROUS FAMILY CARD PROGRAM IN KALA KEMILI VILLAGE, CENTRAL ACEH REGENCY

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Abstract

This study aims to analyze the implementation of the Prosperous Family Card (PFC) Program in Kala Kemili Village, Central Aceh Regency, and to identify the factors contributing to its mistargeting during implementation. The KKS program is one of the government's strategic instruments to alleviate poverty by distributing non-cash social assistance to poor and vulnerable families. The findings indicate that the number of KKS recipients in Kala Kemili Village, Central Aceh Regency, is relatively high. There are 400 KKS recipients out of a total of 700 households in the village. This research adopts a qualitative approach with a descriptive method. The results show that the implementation of the KKS program in Kala Kemili Village has not been fully effective. Several key obstacles identified include a lack of public outreach, inaccurate beneficiary data—such as recipients who have passed away or relocated—and limited facilities and resources at the village level. The study recommends enhancing data validation, increasing the capacity of village officials, and strengthening coordination among relevant agencies to support the accurate targeting of the KKS program.

Keywords: *Policy Implementation, Prosperous Family Card, Poverty, Social Assistance, Kala Kemili Village.*

INTRODUCTION

Program Implementation is one of the component in effort something policy . Program implementation is efforts made by the authorities For reach purpose . This action covers implementation in something policies implemented by the parties authorized For reach goals that have been determined . This process involving implementation policy to in action real so that the goal policy can achieved and its benefits felt by the community . Implementation of the Card Program Prosperous Family (KKS) is step strategic government For ensure help social distributed appropriate target to poor and vulnerable communities in context hatching poverty , success implementation of KKS is very important because of this program aim make things easier access family underprivileged in fulfil need base they .

Card Prosperous Family (KKS) has role important in support the hacking program poverty . This program is motivated by the problem main in development , namely height amount poor population and low quality source Power human . KKS is a shared media in distribution various help social for example Help Non- Cash Food Assistance (BPNT) and the Family Hope Program (PKH) from Ministry Social , distribution help the use Card Prosperous Families (KKS) through working banks The same with Association of State-Owned Banks (Himbara). Card Program Prosperous Family in Kala Kemili Village Already walk since 2018 , based on interview beginning , implementation Card Program Distribution Prosperous Family (KKS) in Kala Kemili Village Central Aceh Regency is running Enough good , but there is a number of obstacles . Obstacles main covering existence recipient benefits that have been die However Still recorded as KKS recipients , and cases recipient benefits that are not found or Already move domicile . In addition that , Geuchik Office No involved direct in distribution of KKS, but rather only provide letter information not enough capable , while the process is more carry on carried out by the community Alone to the Social Services Department . Obstacles This show existence problem in data validation and coordination between party related .



Figure 1 Participant Data Help Social in Kala Kemili Village Central Aceh Regency

Source : Card Program Village Prosperous Family (KKS), 2020

Kala Kemili Village is one of the a village located in Central Aceh Regency with amount resident as many as 700 cards Family (KK). From the number Of these , 290 families are classified as as poor people . Residents of Kala Kemili Village own various type work, namely as farmers , fishermen , drivers pedicabs , street vendors , handymen repair shoes , maid House ladder, handyman trim , and Civil Servants (PNS). Amount recipient Card Prosperous Family (KKS) in Kala Kemili Village Central Aceh Regency , enough high . For public recipient Card Family prosperous (KKS) Alone with total of 400 people with Card The entire family (KK) totaling 700 families in Kala Kemili Village Central Aceh Regency . Based on phenomenon explained Card Prosperous Family in Kala Kemili Village Central Aceh Regency is a distribution medium from help Help Non- Cash Food Assistance (BPNT) and Family Hope Program (PKH) since In 2018, this KKS was taken through Bank Syariah Indonesia

LITERATURE REVIEW

Study previous can also be one of supporters for study For add the KKS Program and continue research about Implementation of the Card Program Prosperous Families in Kala Kemili Village . Some study from results study relevant previous to study This in the form of theses and journals , including :

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No.	Researcher Name	Research Title / Source	Results Study	Equality	Difference
1.	Septian Aditya S, Salsabillah Azhari, Miftakhul Jannah, Gratia Uli Septriana M, Vidya Imanuari Pertiwi (2024).	Implementation of the Prosperous Family Card Program in Improving Welfare Wonokusum Village Community o Surabaya	The results obtained were that the implementation of the Prosperous Family Card Program in Improving Community Welfare Wonokusumo Subdistrict, Surabaya City is quite running with good. However still there are obstacles regarding inappropriate program recipient data resulting in uneven distribution help Program Family card Prosperous. Besides it's a lack of resources financial which supports the distribution of the Card Program Prosperous Family has resulted in many poor people still not receiving assistance from the Prosperous Family Card Program due to budget limitations from government center.	Same the same theme is Implementation of the Prosperous Family Card Program, and both use qualitative research methods	The difference lies in the research location, the next difference the author focuses on one of the assistance program which exists in in KKS and in Non- Cash Food Assistance (BPN T).

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2.	Sinuraya, Agustriani (2022)	Implementation of the Prosperous Family Card (KKS) Program in Efforts to Improve Welfare n Community in the Village Bird Mulia District, Tiga Pana h District, Karo Regency	<p>The results of this study, Implementation of the Prosperous Family Card Program in Manuk Mulia Village, Tiga Panah District, Regency Karo uses the theory from Davic C Kourten, namely suitability between the program and the beneficiary, suitability between program with the organization implementer, and suitability between the implementer and the group utilization. Technique data collection on This research is a literature study , observation, and interviews. Based on This research shows that</p> <p>compatibility between n program with beneficiaries can be said No in accordance because the local social services do not involved in determining who is eligible to receive assistance from the KKS program. Compliance between the implementing organization and the beneficiary group it can be said to be appropriate because the assistants and people from the Social Service</p>	Same both use qualitative research methods , and both want to see how the implementati on is Prosperous Family Card Program .	The difference lies in the research location, And the next difference. Located in theory which uses the theory of David C Kourten
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			are very kind to the beneficiary group and friendly, plus the assistance provided with intense. After conducting research, it can be concluded that the Implementation Program KKS Manuk Mulia Village, Tiga Panah District, Karo Regency has been running well even though the regional Social Services Department has not involved in determine who only those who deserve it Prosperous Family Card Program assistance		
3.	Rizni Adillah (2023).	Implementation of the Prosperous Family Card Program in Efforts to Increase Welfare Community (Study in Pekan Village Kuala District, Kuala Regency, Langkat Regency)	The results of this study show that the implementation process of distributing Non-Cash Food Assistance (BPNT) in Pekan Kuala Subdistrict Kuala Langkat Regency Not yet in accordance with the Minister of Social Affairs Regulation Number 20 Year 2019 on Article 11 concerning the BPNT program distribution mechanism and successful distribution of the BPNT program so has not been able to achieve its goal, namely reduce the burden of KPM expenses by	Same using the same qualitative research method	The difference lies in the research location, And the next difference is in study This in the village is ready No distributed by KKS Again So researchers focus on on one of assistance program which exists in in KKS namely Non-Cash Food Assistance Program (BPNT).

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			<p>fulfilling some food needs , providing food ingredients with right on target, appropriate time, right amount. Seen from the BPNT distribution mechanism is not yet appropriate, starting from the socialization and education stages Which still not yet in accordance with Pedum BPNT. Some success of ongoing distribution with well, like punctuality And accuracy of quantity help given to KPM . Sadly, still inaccuracy targets in the program. It means, there are KPM who should not meet the criteria in accept help or on the other hand, there are KPMs who should fulfill condition but not accommodated.</p>		
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4.	Harrys Simon Nasaban (2023)	Implementation of the Prosperous Family Card Program Policy in Efforts to Improve Welfare Community in the Village Nagasaribu I Lintongnihut District a H u m b a n g H a s u n d u t a n Regency , North Sumatra Province	The results of the study show that the implementation Prosperous Family Card Program in Nagasaribu I Village, Lintongnihuta District , West Nusa Tenggara Regency Humbang Hasundutan Sumatra Province North has been realized well However There is one indicator Which cannot be realized properly namely communication between Organization and. There are several inhibiting factors in the implementation of the card This prosperous family , namely, delays in the distribution of KKS Which No There is confirmation from center	Both use qualitative research methods	The difference lies in the location of the research, other differences in the research This uses Van' s theory. Metter and Van Horn
5.	Ulfa (2020).	Implementation of the Prosperous Family Card Program Policy in Luwu Regency	Results from this research shows not yet optimal policy implementation which is implemented, due to several factors , namely lack of socialization and KKS Program from Village Officials and Sub-district Social Welfare Officers (TKSK) to the community regarding programs issued by the government, data collection is carried out closed, and the slowness of the authorities inner village carry out validation so that the determination	Both take the theme of Implementasi The Prosperous Family Card Program , and both use qualitative research methods.	The difference lies in the research location. And using the whole theory of model implementation George C. Edward III.

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			of the community receiving the Prosperous Family Card (KKS) assistance is taken based on the 2011 (Integrated Database), which is no longer appropriate again with economic conditions public moment This.		
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METHOD

Study This was carried out in Kala Kemili Village which is located in the District Bebesen , Central Aceh Regency , Takengon City . This village was chosen as location study Because own a number of related factors with topic research , namely Implementation of the Card Program Prosperous Family (KKS). One of the reason main choose Kala Kemili Village is because the village has society that has not accept help from KKS. Approach research used For study This that is study qualitative with approach descriptive . Therefore that , the data used in study This is primary data and secondary data , Researcher here use technique data collection through observation , interviews , and documentation . Data analysis techniques used in this research This that is qualitative data analysis .

RESULTS AND DISCUSSION

Form Implementation of the Card Program Prosperous Family (KKS) in Kala Kemili Village Central Aceh Regency

Card Program Prosperous Family (KKS) in Kala Kemili Village This is a cell KKS Program system owned by the owner legitimacy is Pelmelrintah Acelh . this is also aimed at For easy to make public in accessing the desired data known , enough only with open application welb KKS official . In the research This discuss lying on one's back How Implementation of the Card Program Prosperous Family (KKS) in Kala Kemili Village in Kala Kemili Village Central Aceh Regency , with using egg theory Gelorgel C Eldward III (2014), namely Communication , Source power , disposition , and structure Bureaucracy , but in research This only focusing on 3 variables that is :

1. Communication .
2. Source Power .
3. Structure Bureaucracy .

Success implementation policy requires that the implementer know What should transmitted head group target group (target group) selhingga will reduce distortion implementation . Transmission here with do socialization head Apparatus Village and Community, in Kala Kemili Village selndiri has not been done yet socialization head public Based on interview can described that which manages This Village KKS Program System (KKS) direct managed by operator village and apparatus the village also helps in provide data to operator so that it can be uploaded to KKS. Card Program Prosperous Family (KKS) in Kala Kemili Village this is the handling done by village railway , which was established by government through village secretaries and all over village officials . Card Program Prosperous Family (KKS) in Kala Kemili Village This managed by operator village , and the community has also can understand or know this KKS lying on its back through the graph in Kala Kemili village

Actors Involved In Implementation of the Card Program Village Prosperous Family (KKS)

Card Program Prosperous Family (KKS) in Kala Kemili Village developed by the Department of Communication , Informatics and Cryptography Acelh (KOMINSA) with the Village Community Empowerment Service (DPMG) Acelh through support Community Collaboration and Services For Community Welfare (KOMPAK). Development application This constitute shape implementation mandate Constitution Number 6 of 2014 Telung Delsa , at the same time become part from effort Pelmelrintah Acelh in build KKS Program system that is intelligible from Village , Sub-district , Regency and Province through Aceh KKS Program System Integrated Telecommunication (SIAT).

lack of understanding between stakeholders interests and channels good communication become constraint main in implementation policy public . Besides that , the difficulty for the implementers accept change also worsens situation , so that information often not delivered in a way complete or happen miscommunication that caused implementer policy become not optimal . Good communication of course will produce good implementation too , form from communication policy This that is with existence socialization , with existence widespread socialization will influence success label implementation policy. Government Gampong Kala Kemili has not yet carried out socialization , lack of communication and delivery of the KKS Program to society selup make the public does not know yet Card Program Prosperous Family (KKS) in Kala Kemili Village and also not yet knowing What the function and benefits of KKS, while this KKS designed and launched For make things easier apparatus village in uploading or update village data and also can make things easier public in get the KKS Program and also services . This depict that the policy has not been communicated with good , selingga implementation the policy has not yet been implemented maximum . Implementation policy must supported by existence source power , good source Power man and source non- human power .

Factor source Power have pelran that pelnting in implementation policy karelna provide clarity and consistency in run something policy from implementer policy . Implementation No walking effective , if the implementers who implement it policy not enough responsible answers and shortcomings source Power For do his duties selcara elfelktif . Sumberr Power telrpelnting in implementation policy is source Power human resources (HR). One of them frequent failures happened in implementation policy is karelna staff No competent in his field or No work according to with duties and responsibilities answer the work . Adding amount staff and implementers just No enough . But sufficiency is also needed inadequate staff with required skills and competencies For implement policies and carry out required tasks by policy That alone .

Apparatus Village my friend implementer policy Already have their respective duties , all something that is based on online constitute task from one of the operators is a Card Program Prosperous Family (KKS) in Kala Kemili Village . Structure bureaucracy in Card Program handling Prosperous Family (KKS) in Kala Kemili Village This is village railjel , where the village rail will implement established regulations by government through village secretaries and all over village officials . In the run This Village Community Empowerment Program (KKS) system operator on duty Melngupdatel / Melngupload data about Village . Later to know the data that will be updated operator each other coordination with apparatus Village others . even though in running the Card Program Prosperous Family (KKS) in Kala Kemili Village This constitute task special from operator No meaning apparatus Village No get involved in it , but rather apparatus each other help in running the Card Program Prosperous Family (KKS) in Kala Kemili Village this . Selrta society has also can understand or know Card Program Prosperous Family (KKS) in Kala Kemili Village This through chart villages that have is made by apparatus Kala Kemili village .

Main Actor In Implementation of the Card Program Prosperous Family (KKS) in the Village

As for the actors involved in implementation of the Card Program Prosperous Family (KKS) in Kala Kemili Village in Kala Kemili Village namely the Communication and Information Service (KOMINFO) and the Village Community Empowerment Service (DMPK) of Central Aceh Regency which are tasked with coordinating Card Program Development Prosperous Family (KKS) in Kala Kemili Village at the village level Regency , then what is implemented by Operator Designated sub- district by sub-district head , selrta Community Health Center also participated get involved karelna in KKS also requires data lying down health . Next KKS management at the level Village managed by Operator The designated village Rail Village Various KKS Operator . Then Operator Village assisted by apparatus Village selrta Kadelr , Midwives and also the community . All actor telrselbut each other coordination and cooperation to find the required data . Here operator Village will updating internal data assisted KKS application by apparatus Village . Then midwives and midwives belrpelran in providing visibility data public Kala Kemili Village . Actor next that is society , which society various group target from implementation policy said

Obstacle Apparatus Village In Managing KKS in Kala Kemili Village Central Aceh Regency

As for the obstacles faced by the apparatus village in process Card Program Management Prosperous Family (KKS) in Kala Kemili Village in Kala Kemili Village is Already have good network , so that public can melngaksels KKS and other media with easy . Which becomes obstacle or obstacles other in the Card Program Prosperous Family (KKS) in Kala Kemili Village This is Still many apparatus villages that can't yet understand melngelnai meaning from the Card Program Prosperous Family (KKS) in Kala Kemili Village That alone . However facility or source Power his supporters Still less , like a laptop that sometimes problematic , and seling system takedown or No Can opened and because of that damage system This can causing data that has been uploaded to the application This is

lost instantly . the laptop specifications are also not support in process KKS management . Obstacle for public is the people in Gampong Kala Kemili don't understand yet What do you mean with Village KKS Program System or the KKS alone . Because Still lack of socialization and lack of communication in delivery of the KKS Program by apparatus Village melngelnai KKS kelpada community . Selrta lack of interest reading society , even though selgala something that is related with this KKS Already is on the chart Kala Kemili Village . Can seen that in Gampong Kala Kemili Still lack of facility or source Power in process Card Program Management Prosperous Family (KKS) in Kala Kemili Village . Limited facility or source Power in implementation policy can hinder success label implementation policy .

CONCLUSION

Based on results research that has been obtained in the field , then researchers formulate conclusion In running the Card Program Prosperous Family (KKS) in Kala Kemili Village in Kala Kemili Village Not yet walk maximum . Obstacles apparatus village in the process of managing the Card Program Prosperous Family (KKS) in Kala Kemili Village in Kala Kemili Village is Already have good network , so public can melngaksels KKS and meldia other with easy .

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