The Implementation of Electronic Warong Program of Family Hope Program Joint Venture (E-Warong Kube PKH)

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Abstract, Program of E-Warong KUBE PKH is a regulation in the form of social charity as a mean to decrease the number of poverty in Indonesia. One of the local regions that implements this program is Jember Regency. The purpose of this research was to explore how the implementation of E-Warong in Jember Regency. Furthermore, it was to investigate the obstacles hampered during the implementation. This research was a descriptive qualitative research. The informant of this research was the coordinator, the supervisor, and the manager of E-Warong, as well as the family who got its benefits. Data collection techniques in this research were interview and method. The data analyses used were data reduction, discussion and conclusion. This research also used validity test by using data and methods triangulation. The result described that the implementation of E-Warong had not been optimum yet. Therefore, follow up action was necessary so the program could run optimally and precisely on target.

1. Introduction
Poverty is one of serious problem in worldwide, especially in Indonesia. According to Suharto the appearance of poverty can be seen from the inability of society to fulfil their livestock [7]. When people cannot fulfil their livestock, it means the welfare is low. When it happens, a country may be vulnerable to poverty. Data of VPS in 2018 about total residents who lived in poverty recorded as many as 25,95 million people. The rate was categorized as high, therefore it is necessary to have an effective and sustainable policy to deal with the problem of poverty in the country of Indonesia

Social Ministry of Indonesia Republic so far has been attempting various policies to reduce the number of poverty in Indonesia. The policy that have been released is Electronic Stall of Joint Business Group Family Hope Program (E-Warong KUBE PKH). The program has been run in some regions in Indonesia since 2016 to the present. The mechanism of distributing the social assistance of this program is by giving staple needs to the beneficiary family (Keluarga Penerima Manfaat/KPM) or family who gets benefit in each month through Family Welfare Card (Kartu Keluarga Sejahtera/KKS).

This program is created for the improvement of the previous program where the distribution system of social charity was transferred in cash, but now in credit. The new regulation was made because there were misuse of fund and less targeted goal. Accordingly, the regulation of transferring the social assistance was revised.
One of local regions that implements this program is Jember Regency since the rate of poverty was regarded as high, thus the program is necessarily implemented in Jember Regency as an attempt to reduce the rate of poor community.

Implementation of a regulation must be ended by evaluation. The purpose is to see whether the policies implemented can run in accordance with the function or even experience obstacles [4]. Therefore, E-Warong KUBE PKH program also needs an evaluation as how good this program coping with the problem of poverty in Indonesia. The regulation succeeds if it maximizes the required indicator.

In order to make it more convenience in comprehending and describing a phenomenon of public policy, implementation model is needed to simplify the interpretation [6]. The researcher chose implementation model from Van Mater and Van Horn to know if the policy has been run effectively or not. According to Van Mater and Van Horn (cited in Nugroho, 2014:138) a policy is regarded as successful if it meets the following indicators:

a) The purpose of regulation: to know whether the goal has been reached or not.
b) Resource : it means human resource and budget resource. Those two resources can support the administration of the program.
c) Communication and coordination: in an organization needs a communication and coordination to build comprehension, so it helps the administrator reach the goal.
d) Characteristic of the administrator: the support of internal or external parties to the program administration.
e) Social and economy conditions: a policy must give good effect or change for the target in the form of economy.
f) Disposition: to make the program runs optimally, so each agent of administration must comprehend the goal of the program.

After a program was implemented, then an evaluation is needed to know the policy has changed a phenomenon or not. According to Wholey in Haryono evaluation practice consists of 1) comparing the real work results with effective decision making, 2) the measurement of project result of program of comparing process is based on the decided measure, 3) measuring a succeed and a failure in reaching the goal of the program [3].

The most important thing in a policy implementation is a change from a phenomenon that occurs in the field. As well as E-Warong KUBE PKH program needs to yield good impacts in dealing with reducing poor community in certain region. Besides that, the goal of the program was to develop entrepreneurship of an individual so that the business can supply the needs for living and be free from poverty.

Based on the background of the research, the purposes of this research were 1) to describe the implementation of E-Warong KUBE PKH program in Jember Regency, 2) to know the obstacle during the implementation. In this research, the researcher focused on one of the spots of E-Warong in Jember Regency, which was E-Warong KUBE PKH “Pring Jaya”. The focus was made in order to obtain information related to the program implementation optimally.

2. Methodology
This research was a descriptive study that used qualitative approach to describe the implementation of the E-Warong KUBE PKH program in Jember Regency and to find out what obstacles occurred when the program was carried out. The research area was selected using purposive method, namely E-Warong KUBE PKH "Pring Jaya" which is located in Sumberjambe District. In this study, researcher conducted interviews with the coordinator, supervisor, manager of E-Warong and KPM that interview instruments had previously been determined according to the indicators used. The interview was intended to obtain information related to the implementation of the E-Warong KUBE PKH program and the
obstacles that had been experienced. In addition, interviews were also intended to obtain information on whether the program could provide benefits to the community. To see the accuracy of the data, the researcher used data and methods triangulation with the aim of comparing the results of the data obtained with methods or mechanisms of the implementation of the program.

3. Result and Discussion
The explanation of research results on the implementation of the E-Warong KUBE PKH program in Jember Regency which was assessed using the policy implementation model indicators by Van Mater and Van Horn are explained as follows:

3.1 The Policy Objective
The objective of implementing the KUBE PKH E-warong program in Jember Regency had been achieved. This was supported by the results of the interviews with the coordinator and supervisor of E-Warong, it was revealed that KPM had started receiving social assistance using a non-cash system. Furthermore, in Pringgondani Village, the local community has begun to build a home industry as a form of the program's objective which was developing the entrepreneurial spirit of the community. However, when the research was being carried out, the researchers found out that some KPM did not exchange the social assistance according to the basic materials that had been required. However, supervisors and administrators had advised KPM to exchange the aid with the staple needs.

3.2 Resources
The implementation of the E-Warong KUBE PKH program in Jember Regency had maximized its resources, both human resources and funding resources. Both of these resources had been fulfilled, this information was supported by the E-Warong coordinator statements that the E-Warong program executors were fit with the qualifications. In addition, the funding resources can also meet the needs of the program implementation. However, when the research was being conducted, there was a problem in managing E-Warong in which the manager was still writing transaction reports manually. While the report later was submitted through the application, therefore it is necessary to provide special guidance or training to the manager.

3.3 Communication and Coordination
The implementation of the E-Warong KUBE PKH program in Jember Regency had carried out communication and coordination through regular meetings that was held every month to convey developments, obstacles, evaluations and other important information. This was in line with the theory argued by Van Mater and Van Horn in Wahab that there is a need for communication in a program implementation [8]. In order for communication to run effectively, the implementers must have the same information understanding. However, when the research was being implemented, in fact there were still some obstacles related to built-in communication, especially online communication. This was in accordance with a statement from one of the E-Warong managers who stated that they still did not have optimal ability to operate Android, so that this became an obstacle when delivering important information.
3.4 Characteristics of the Implementation Agent

In implementing the program, it also required supporters both from outside and inside of the E-warong KUBE PKH organizational structure. Agustino said that referred parties in this case are organizations that come from outside and inside the policy organizational structure. In the implementation of the E-warong program the referred organizations were the Social Service, distributor banks, local governments and even village officials [1].

The form of provided supports was in the form of convenience in getting permission for e-warong development in several regions. Moreover, it also made it easier to complete the facilities and infrastructure needed by each E-warong. It even helped in providing understanding or counselling to the community regarding the program implementation. According to the results of interviews with the supervisors who stated that this program received good responses and was supported by the related parties. Thus, the development process to the counselling process was helped by this support.

3.5 Social and Economic Conditions

This indicator will show the extent of benefits received by the community, whether with this program the community has been helped or even the other way around. In line with the interview conducted with the KPM, which stated that the program had helped their basic needs provided. Besides, people who build businesses by using E-Warong as a place to promote their products also got profits so they could help their family finances and increase family welfare.

3.6 Disposition

The success of the program is also based on the disposition, in this case was the attitude of the implementers. Winarno stated that there are three elements that become the effects in terms of seeing the abilities and attitudes of policy implementers. The referred elements are the responses of the implementers, cognition (understanding), and intensity [9]. When linked with this theory, these three elements must be in the characteristics of the program implementation agent which was in line with the results of the interviews with the coordinator and supervisor of E-Warong, who stated that the implementation agents already understood their duties and responsibilities as the program implementation agents.

However, when the research was taking place, a problem was found in one of the characteristics of the implementation agents in a certain area, where the implementation agent committed misappropriation behavior and this action was very destructive on KPM. Responding to this, the coordinator of E-Warong KUBE PKH took countermeasures such as giving warning directly, giving warning by letters and even dismissing related parties.

4. Conclusion

Based on the explanation of the research results, it can be concluded that the implementation of the E-warong KUBE PKH program in Jember Regency was still not running optimally. The reason was when the program was implemented; in fact there were still several indicators whose implementation had not been running optimally, so that it could become the constraints. By knowing these constraints, it can provide input evaluation to the program implementers in order to fix these obstacles so that the program implementation can run optimally.
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