



Analysis of Policy Implementation of the Food Program in Rural Areas

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Abstract

In order to reduce poverty rates, the Ministry of Social Affairs through the Basic Food Program aims to reduce the burden on KPM expenditures by fulfilling part of their food needs as well as reducing poverty. Implementation of this policy was also held in Purisemanding Village, Jombang Regency. However, it is not yet known how far the Basic Food Program has been implemented in these rural areas. The aim of this research is to analyze the implementation of the Basic Food Program in rural areas, especially in Purisemanding Village. This research uses research methods descriptive with a qualitative approach. By using data analysis techniques developed by Miles & Huberman. The research focus refers to Matland's (1995) theory, namely Policy Accuracy, Implementation Accuracy, Target Accuracy, and Environmental Accuracy. The results of the research conclude that the accuracy of the Basic Food Program policy has been implemented well but has not been able to reduce the poverty rate, the accuracy of implementation has been carried out well by the policy implementing agency, however the accuracy of the target has been good but has not been implemented optimally, especially in terms of infrastructure, and environmental accuracy is also lacking. carried out optimally, especially for the external environment.

Introduction

In the last few decades, Indonesia has experienced significant economic progress, but poverty remains a serious problem and demands more attention from the government. This phenomenon of poverty can not only affect the financial but also the social well-being and economic opportunities of the wider community and can hinder the development of the country's economy. Poverty is multidimensional because it is not only related to the economy but also to social, cultural, political, and other factors (Das et al., 2021;Tuwu, 2022). The lack experienced by the individual is due to insufficient income, not high education, few wealth assets, and health problems can interfere with survival to live a normal life. This situation will be difficult for them to get out of the zone if without help and support (Gopal et al., 2021).

According to the United Nation (2016), the number of poverty figures globally is decreasing. The reduction in poverty rates on a global scale shows that efforts to eradicate poverty are increasingly being carried out despite obstacles such as conflict and natural disasters (Gopal et al., 2021). However, this is actually inversely proportional to conditions in Indonesia. According to BPS data as of September 2022, the percentage of poor people in Indonesia reached 9.57% with a total of approximately 26.36 million people. This figure increased by 0.03% from March 2022. The increase in the poor population also occurred in East Java Province from 4181.29 thousand people in 2022 to 4188.81 thousand people in 2023. One of them is Jombang Regency with a poverty rate reaching 115.48 thousand people in 2022. The high poverty rate is caused by the source of people's income so that it affects their per capita

income. As is the source of income for rural communities, which are generally farmers. It is felt that income from the agricultural sector in rural areas is not yet able to cover this increase in food commodity prices (Cinta et al., 2024). To overcome this problem, the government has implemented various social assistance program policies, one of which is the Basic Food Program which has been running since 2020.

The government has been implementing policies to reduce poverty for a long time through various programs (Varghese, 2016; Nyamboga et al., 2014). According to Van Meter and Van Horn quoted by Rashed & Shah (2021), implementation occurs because of actions taken by the government or private sector which are then directed to achieve the goals agreed upon in policy decisions. The implementation of administrative policies is carried out in the day-to-day government bureaucracy (Richard Matland, 1995 quoted by Kadji, 2015). One of the government's efforts to reduce poverty is meeting food needs through the Basic Food Program. However, according to (Sugiastuti & Ulinnuha, 2024), the social assistance program is a short-term program, the assistance provided will run out within a short period of time because it is consumptive in nature to fulfill basic needs.

The Basic Food Program is a development of the Non-Cash Food Assistance (BPNT) policy which has been implemented since 2018 (Abdillah et al., 2023). Initially BPNT was distributed in the form of food commodities such as rice and eggs at e-warongs. In 2020 the name changed to the Basic Food Program where food commodities are supplemented with protein and vitamins such as chicken meat and nuts with a funding amount of IDR 200,000/KPM/month. But starting in 2022, the Basic Food Program will no longer be distributed in the form of goods but in the form of money which can be withdrawn independently through the Beneficiary Family (KPM) per month. Fund distribution scheme via the Prosperous Family Card (KKS) in the form of an ATM. In the process of distributing funds, the Ministry of Social Affairs collaborates with Bank Himbara and PT. Indonesian post. The aim is to make it easier on time, correct administration, and more helpful in checking the assistance.

On the basis of this policy, through the Decree of the Director General of Social Empowerment Number 11/5/SK/HK.01/2/2023 concerning Technical Guidelines for Implementing the Basic Food Program, the central and regional governments have an important task in implementing the Basic Food Program. Like other districts, Jombang Regency also implements the Basic Food Program, one of which is in Purisemanding Village. As a rural area, the majority of Purisemanding Village residents work as farmers and entrepreneurs. Not infrequently their source of income is not able to meet all their daily needs.

Various social assistance is provided by the government in order to overcome the poverty rate in Purisemanding Village, one of which is through the Basic Food Program social assistance. The following are the number of recipients of the Basic Food Program in Purisemanding Village

Table 1. Number of Recipients of the Basic Food Program in Purisemanding Village

Year	Number of KPM for Basic Food Program (Individuals)	Percentage (%)
2020	390	9,56
2021	180	4,41
2022	382	9,36
2023	382	9,36
2024	410	10,05

Source: Purisemanding Village Government Data, 2024

The number of recipients of the Basic Food Program in Purisemanding Village has also continued to increase over the last 3 years. Starting from 2020, the number of recipients of the Basic Food Program in Purisemanding Village is 390 people. This figure will increase to 410 people in 2024. In 2024 the poverty rate should have started to fall because it has entered a transition period from pandemic to endemic. However, in fact, the number of beneficiaries of the Basic Food Program continues to show an increase in Purisemanding Village.

In this regard, researchers are interested in researching and analyzing the implementation of the Basic Food Program policy in rural areas, especially in Purisemanding Village, taking into account the situation and social conditions of the local population. For approximately 3 years, the Basic Food Program has not shown any significant changes. The poverty alleviation program has not been fully implemented optimally and there is a possibility that beneficiaries will become dependent on the policy. Through Matland (1995) theory, there are 4 approaches, namely policy accuracy, implementation accuracy, target accuracy, and environmental accuracy, so the aim of this research is to find out how the process of implementing the Basic Food Program policy for poverty alleviation in Purisemanding Village, Jombang Regency. So the formulation of this research problem is "How is the Analysis of the Implementation of the Basic Food Program Policy in Rural Areas?"

Methods

The research method used to prepare this research is using descriptive research methods with a qualitative approach to understand, find out and analyze Matland (1995) theory in implementing the Basic Food Program policy for poverty alleviation in Purisemanding Village, Jombang Regency. According to Abdussamad (2021), the qualitative research method is a research method used to research natural objects, the role of the researcher as the main instrument, data collection techniques using the triangulation method, inductive data analysis, and research results that emphasize meaning rather than generalization.

Data collection in qualitative research is not guided by theory but rather adapts to facts found during field research. Data was obtained through observation, interviews, literature studies, and documents from related parties. The data is descriptive in the form of words and images that researchers obtained and concluded from field notes, official documents, interview transcripts, and other supporting instruments related to the implementation of the Basic Food Program in Purisemanding Village, Jombang Regency. Researchers also try to understand the information obtained from interviews and observations so that researchers are also able to provide recommendations in the form of solutions to problems related to research.

The location of this research is in a rural area focusing on Purisemanding Village, Jombang Regency. Location selection is based on suitability and circumstances of the problem being studied. Furthermore, from this research locus, the researcher was able to conduct observations, interviews, and request data related to research from the Purisemanding Village Government and the Jombang Regency Social Service as the regional organization that oversees the implementation of the Basic Food Program.

The formulation of the problem in this research is the focus of the research which is intended to limit the research object so that it is easier for researchers to sort and select valid and invalid data regarding their research. This research focuses on policy implementation with the Ambiguity-Conflict Matrix Model by Matland (1995) which is quoted by (Kadji, 2015). Matland (1995) implementation principles have "four correct" namely policy accuracy, implementation accuracy, target accuracy, and environmental accuracy.

The technique for determining informants used in preparing this research was using a purposive technique. The sample contains events, things, people and situations that were observed

purposely or intentionally related to the research (Abdussamad, 2021). Therefore, researchers will select and consider sources who are related to research problems related to the implementation of the Basic Food Program policy for poverty alleviation in Purisemanding Village, Jombang Regency. The informants selected were the Head of the Social Protection and Social Security and Social Security Department of the Jombang Regency Social Service, the Village Head and Purisemanding Village officials, KPM recipients of the Basic Food Program in Purisemanding Village, Jombang Regency.

The data analysis technique used in preparing the research is the analysis technique from Miles & Huberman (1994) where there is a data analysis technique that is developed using an interactive model and takes place continuously.

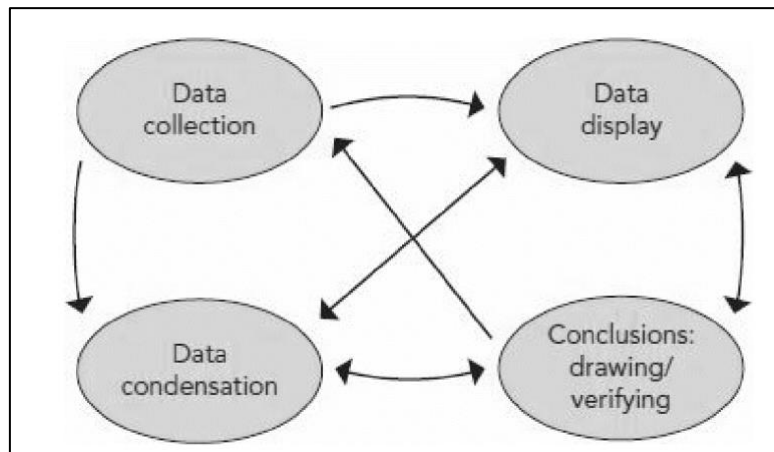


Figure 1. Components of Data Analysis: Interactive Model

Source: Miles & Huberman (1994)

As in the picture above, Miles and Huberman's data analysis techniques are described, which are divided into 4 (four), namely first, data collection (Data Collection), namely the activity of observing, collecting, analyzing data from observations, interviews and other supporting documents. Second, data condensation is related to the process of simplifying and modifying observations, interview results and other documents with the aim of obtaining appropriate data. Third, data presentation (Data Display) is related to drawing conclusions from observation results into word descriptions and charts. Fourth, drawing conclusions and verifying (Conclusions Drawing and Verifying) is referred to as a stage for concluding research results that are appropriate to the conditions in the field.

Results and Discussion

The Ministry of Social Affairs of the Republic of Indonesia has issued Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 5 of 2021 concerning the Implementation of the Basic Food Program, the technical implementation of which is then regulated in the Decree of the Director General of Social Empowerment Number 11/5/SK/HK.01/2/2023 concerning Technical Instructions for Implementing the Basic Food Program. As stipulated in the regulations, it is stated that one of the benefits of the Basic Food Program is food security at the KPM level as well as a mechanism for social protection, poverty alleviation and handling extreme poverty. The implementation of the Basic Food Program is carried out from the central government level to the Regency/City regional government.

From the district government it continues to the village government. Purisemanding Village is included in the Plandaan District of Jombang Regency, where Plandaan District is the second sub-district in Jombang Regency with the highest poverty rate. One of the Purisemanding

Villages which is the second largest recipient of the Basic Food Program in Plandaan District. Just like other rural areas, the majority of Purisemanding Village residents work as farmers and entrepreneurs with uncertain income.

The following are the results and discussion of research regarding the implementation of the Basic Food Program policy for poverty alleviation in Purisemanding Village, Jombang Regency. In order to know the extent of the implementation process, the author refers to the research focus, namely policy accuracy, implementation accuracy, target accuracy and environmental accuracy (Kadji, 2015).

Policy Accuracy

Indicators of policy accuracy are considered appropriate policies supported by several sub-indicators. First, to what extent existing policies can solve problems (Kadji, 2015). The implementation of the Basic Food Program carried out by the Jombang Regency Social Service and the Purisemanding Village Government is a follow-up to the Implementation of the Basic Food Program and the Decree of the Director General of Social Empowerment Number 11/5/SK/HK.01/2/2023 concerning Technical Instructions for Implementing the Basic Food Program. The interruption to the implementation of the Basic Food Program came directly from the Ministry of Social Affairs which was then implemented by the Jombang Regency Government which was then passed on to the Purisemanding Village Government.

Based on the results of research in an interview with Mrs. Anita Rahmawati as Sub-Coordinator for Fulfillment of Basic Needs and Social Assistance, the Jombang Regency Social Service said the following: The Basic Food Program has a role in efforts to reduce poverty. Especially by changing the fund distribution scheme from non-cash to cash, it can increase the purchasing power of basic necessities such as rice. A statement from one of the KPMs from the Purisemanding Village Basic Food Program also said the same thing as follows: the existence of the Basic Food Program really helps to meet food needs such as rice. However, in Mrs. Anita Rahmawati's explanation as follows: if the target recipients of aid are still needed, further improvements are needed. This statement is similar to the statement from Mrs. Anggun Viktoriyah as operator of SIKS-NG Purisemanding Village as follows: if the distribution of the Basic Food Program is considered appropriate, there has been no graduation or change in KPM for a long time.

Apart from that, to facilitate the implementation process of the Basic Food Program, KPM applications and deletions can be done at the village government via the SIKS-NG application which is directly connected to the district government and the Ministry of Social Affairs. Meanwhile, for the process of distributing funds, KPMs can collect them independently through Himbara Bank (State Bank Association). The distribution of funds for the Basic Food Program in Purisemanding Village is channeled through BNI Bank in the amount of IDR 200,000/month for 1 KPM person. KPMs are given the freedom to make independent withdrawals at the ATM and use them to meet their food needs.

As explained in this explanation, it can be concluded that the implementation of the Basic Food Program in Purisemanding Village on the part of the implementers and the community did not experience any problems and was carried out according to the procedures. It's just that there is a need to graduate the recipients of the Basic Food Program considering that KPM graduation has not been carried out for a long time to prevent inaccurate target recipients. As far as the results of observations and research are concerned, the implementation of the Basic Food Program really helps KPM in meeting their basic needs. However, results have not yet been achieved in reducing the poverty rate, as evidenced by the number of KPM for the Basic Food Program increasing in early 2024. This is not in line with the aim of holding the Basic Food

Program, which is expected to be able to reduce the poverty rate to below 9%. Another positive impact is the equal distribution of financial and banking services so as to increase financial inclusion rates to support community welfare.

Second, whether the policy is made in accordance with the character of the problem to be solved (Kadji, 2015). Optimizing the Basic Food Program policy down to the village government level is one step to adapt the policy to existing problems. In the rural area, the closest government system is village government. With this, it is hoped that the implementation of the Basic Food Program can be achieved by rural communities easily.

It is stated in the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 5 of 2021 concerning the Implementation of the Basic Food Program that the benefits of the Basic Food Program are stated, namely for food security at the KPM level as well as a mechanism for social protection, alleviating poverty and handling extreme poverty. This is in accordance with the results of an interview with one of the KPM recipients of the Basic Food Program who said the following: he felt helped by having IDR 200,000 from the Basic Food Program which he used to buy rice. However, the process of distributing funds is uncertain, sometimes once a month, sometimes once every 2 months.

Supported by the following statement from Mrs. Anita Rahmawati: the Basic Food Program really helps reduce the burden on KPMs for their basic needs. This policy is one option as a mechanism for social protection and poverty reduction. As the research results show, it can be concluded that the Basic Food Program policy has been formulated in accordance with the problems to be solved which have been stated in the objectives of the Basic Food Program in the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 5 of 2021.

Third, whether the policy is made by an authorized institution according to the character of the policy (Kadji, 2015). The institution that has authority in the Basic Food Program policy is entirely from the Ministry of Social Affairs. Contained in the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 5 of 2021 Article 10 states "The Ministry of Social Affairs, through the directorate general that handles the Basic Food Program, collaborates with distribution banks, provincial social services, and district/city social services regarding the management and supervision of e-warongs for guarantee the implementation of the Basic Food Program." In detail, the duties and functions of each implementor are explained in the Decree of the Director General of Social Empowerment Number 11/5/SK/HK.01/2/2023 concerning Technical Instructions for Implementing the Basic Food Program.

The implementation of the Basic Food Program in Purisemanding Village is carried out by the Jombang Regency Social Service and the Purisemanding Village Government. Each village has 1 SIKS-NG operator whose job is to access the SIKS-NG application or website which is directly connected to the Ministry of Social Affairs. The process of proposing a new KPM is carried out from the village through the SIKS-NG operator and is forwarded to the Jombang Regency Social Service to obtain approval from the Regent and then forwarded to the Ministry of Social Affairs. The new KPM verification process is carried out by the Ministry of Social Affairs so that local governments only receive the list of names of KPM for the Basic Food Program and carry out supervision. For the process of distributing funds in Purisemanding Village through Bank BNI which has been appointed by the Ministry of Social Affairs to distribute the Basic Food Program to 5.7 million KPM, one of which is KPM in Purisemanding Village (Riswan, 2021). From the results of this research, it can be seen that the Basic Food Program policy was made by an institution that has authority in accordance with the character of the policy.

The conclusion from the sub-indicator of policy accuracy, namely the Basic Food Program policy, contains the problems to be solved. In accordance with the aim of the Basic Food Program, namely reducing the burden on KPM expenses by fulfilling some food needs. The assistance provided was in the right amount, right on target, and on the right administration, but the timeliness was considered insufficient because the distribution of funds was uncertain every month and the KPM also did not know the exact time of distribution of funds. In terms of the benefits of the Basic Food Program, poverty alleviation is considered less than optimal, as evidenced by the increase in KPM for the Basic Food Program in Purisemanding Village in mid-2024.

Accuracy of Execution

According to Kadji (2015), there are 3 institutions for accurate implementation, namely the government, government collaboration with the public/private sector, or privatized policy implementation. The Basic Food Program is one of the social assistance programs provided by the Indonesian government to help underprivileged people meet their food needs as well as a measure to overcome poverty. After changing the mechanism from Non-Cash Food Assistance (BPNT) to the Basic Food Program, the implementation of the Basic Food Program was carried out by the government alone. Not same with BPNT which requires e-warong as a private party as a distributor of non-cash assistance. The Basic Food Program is managed by the Ministry of Social Affairs by involving local governments and the process of distributing funds through Bank Himbara. So that KPM can independently withdraw aid funds via ATM.

The implementation of the Basic Food Program in Purisemanding Village is carried out by the Jombang Regency Government which is then implemented by the Jombang Regency Social Service to the Purisemanding Village Government. The results of an interview with Mrs. Anita Rahmawati as staff in the field of social protection and security said: if the aid funds are taken directly to BNI Bank, each KPM holds a Prosperous Family Card (KKS) which is used as an ATM. The existence of e-warong no longer exists and KPMs are given the freedom to spend the aid money provided that it is used for food needs. It was reiterated from the results of Mrs. Anggun Viktoriyah's interview that the task of the village government is to: supervise the distribution of Basic Food Program funds and accommodate complaints to evaluate the implementation of Basic Food Program policies.

It can be concluded that the implementation of the Basic Food Program in Purisemanding Village, Jombang Regency has been implemented correctly from the Jombang Regency Government level to the Purisemanding Village Government. Obstacles come from data that is not updated continuously so that inaccurate data will cause inefficiency in aid distribution. Another obstacle arises from limited infrastructure, namely in collecting funds for the Basic Food Program where in Purisemanding Village there is no BNI ATM. So KPM can withdraw funds through BNI agents and be subject to a discount on admin fees. Meanwhile, if you want to withdraw funds from the Basic Food Program assistance via ATM, you have to go to another sub-district.

During implementation, there were no significant obstacles from the implementers because the process of distributing aid could be taken independently by KPM. The implementor served as a facilitator and it was implemented well in accordance with the procedures. This is different from the implementation of the BPNT Program where the implementor must provide food commodities as logistics for the assistance.

Target Accuracy

The accuracy of the target is seen from 3 interrelated sub-indicators, namely (a) the intervention target is in accordance with what was planned, whether it will not overlap with other programs;

(b) whether the target is ready for intervention or not; (c) and whether the policy implementation intervention is new or updates previous policies (Kadji, 2015). From the results of observations and target research related to how to determine KPM for the Basic Food Program. Determining the criteria for KPM for the Basic Food Program, namely meeting the 9 conditions for the criteria for the poor that have been determined by the Ministry of Social Affairs through the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 262/HUK/2022 concerning Criteria for the Poor and KPM having a NIK that matches population and civil registration data and being registered in the Integrated Welfare Data Social (DTKS).

Researchers divide the implementation targets of the Staple Food Program into 2, namely implementers from the organizing institution and KPMs of the Staple Food Program (Rifani & Megawati, 2023). According to observations, the implementing agencies from the Jombang Social Service to the Purisemanding Village Government are well prepared, including staff, facilities, infrastructure and SIKS-NG operators. As stated by Mrs. Anggun Viktoriyah, SIKS-NG operator of Purisemanding Village, the facilities and infrastructure to support the implementation of the Basic Food Program at the village office are in complete and good condition. Such as a smooth internet network and computers that are still in new condition. Apart from that, the number of employees at the Jombang Regency Social Service and the Purisemanding Village Government is sufficient according to needs. The village government's readiness is proven by its ability to provide outreach to the community regarding the implementation and mechanisms of the Basic Food Program.

From the KPM side of the Purisemanding Village Basic Food Program, based on the results of observations by researchers, the community is in a ready condition. The requirements to be registered as a KPM for the Basic Food Program must have a NIK that matches the civil registration, meet the criteria for being poor, and be recorded in the DTKS which can then be accessed via SIKS-NG. However, community participation is felt to be lacking, they tend to be passive and only rely on information from the Purisemanding Village Government.

Furthermore, in its implementation the KPM for the Basic Food Program overlaps with the KPM for the Family Hope Program (PKH) in Purisemanding Village. Considering that KPM PKH is a community with the lowest poverty conditions, it is very possible that KPM PKH also meets the criteria as KPM for the Basic Food Program. The results of observations made by researchers showed that there were PKH KPMs who were also KPMs for the Basic Food Program, so that in the month of aid distribution they often received social assistance from two programs at once. This overlapping of policies is considered not to be a problem because PKH has its own component requirements such as school-aged children, toddlers and the elderly as well as the Basic Food Program with its own criteria.

The final sub-indicator of target accuracy is whether the policy implementation intervention is new or updates previous policies. The Basic Food Program is a follow-up program with the aim of updating BPNT policies which have been implemented starting in 2017. In 2020 there was a name change from BPNT to Basic Food Program and there was an increase in aid funds from IDR 150,000/KPM to IDR 200,000/KPM every month to maximize the role of the Basic Food Program during the Covid-19 pandemic. With the aim that the Basic Food Program is not only spent on rice and eggs but also includes additional commodities such as sources of protein and vitamins that can be purchased through e-warongs that have been assigned as aid distributors. However, starting in 2022, distribution of the Basic Food Program will no longer be given in non-cash form but will be converted into cash. Initially, KPMs had to receive basic food packages from e-warong worth IDR 200,000, but KPMs were freed to collect them independently via ATM and spend the aid money according to their basic needs. According to

the Minister of Social Affairs, Tri Rismaharini, distribution in the form of food is at risk of damage due to packaging, weather and other factors (Rahmah, 2023).

The conclusion of the accuracy of the target in implementing the Basic Food Program policy for poverty alleviation in Purisemanding Village, Jombang Regency is quite right on target. Starting from the targets, they are in accordance with what was planned as adjusted to the provisions of the Ministry of Social Affairs in the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 262/HUK/2022 concerning Criteria for the Poor. KPM for the Basic Food Program in Purisemanding Village are also classified as poor families and are recorded in the DTKS. The target condition is in a state that is ready to implement and accept the Basic Food Program policies from both the organizing agency and the Basic Food Program KPM. The Basic Food Program is a policy that renews the implementation of the BPNT policy which previously started in 2017 and changed its name and additional assistance in 2020. It will experience another change in 2022 where the distribution of assistance is given in cash through the KKS of each KPM and they are given the freedom to buy food needs. However, it is not equipped with a BNI ATM for distributing funds.

Environmental Accuracy

The final accuracy according to Matland (1995) is environmental accuracy which is divided into 2, namely the internal policy environment and the external environment (Kadji, 2015). The internal policy environment is related to the relationship between policy implementers, namely between the Jombang Regency Social Service and the Purisemanding Village Government. According to Donald J. Calista, it is called an endogenous variable, namely *authoritative arrangement* with regard to the source of policy authority, *network composition* relating to the composition of the institutions involved, and *implementation setting* namely the bargaining position between the authority that issues the policy and the implementation of the policy. Endogenous variables are variables that are caused by other variables (Duryadi, 2021). In the environmental appropriateness section, this research diligently explores the internal and external factors that shape the implementation of the Basic Food Program. This research effectively identifies important variables such as communication and cooperation between various implementing agencies involved in program implementation. By recognizing the importance of these factors, this research demonstrates a better understanding of the complex dynamics at play within the Basic Food Program implementation framework.

Authoritative arrangement with respect to the source of policy authority. In implementing the Basic Food Program, the Ministry of Social Affairs holds the highest authority which is then implemented by the regional government. Where the implementation of the policy is carried out by the Jombang Regency Social Service and the Purisemanding Village Government. The relationship between them is well established formally. Often the Jombang Regency Social Service carries out outreach and training to SIKS-NG operators regarding how to access and work systems of the SIKS-NG application. As the results of an interview with Mrs. Anggun Viktoriyah as SIKS-NG operator in Purisemanding Village said: the Jombang Regency Social Service often carries out outreach, education and coordination of SIKS-NG in the district government.

Network composition relating to the composition of the institutions involved in implementing the Basic Food Program, namely the Jombang Regency Social Service, the Plandaan District Government, and the Purisemanding Village Government. Relations between all government agencies are well established, cooperating with each other in the implementation and supervision of the Basic Food Program. As the results of an interview with Mrs. Anita Rahmawati as staff in the social protection and security sector at the Jombang Regency Social

Service said: if the social service functions as a distributor of aid, the mechanism for implementing the Basic Food Program in the community is carried out by the village government and the social service serves as a facilitator and forwards it to the Ministry Social.

On the other hand, the Ministry of Social Affairs is collaborating with Bank BNI for the process of distributing funds as written in the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 53/HUK/2023 concerning Implementing Institutions for the 2023 Basic Food Program. Bank BNI is directly connected with the Ministry of Social Affairs which reports related data on fund distribution, transaction data with KPM, and data on deposits of funds back to the account for funds that were not transacted with KPM.

Implementation setting namely the bargaining position between the authority that issues the policy and the implementation of the policy. The implementation of the Basic Food Program is related to the activities carried out by the Jombang Regency Social Service as the full holder at the district/city government level. The results of the interview with Mrs. Anita Rahmawati stated that: the coordination relationship between implementers is carried out through monitoring and evaluation where there is a team that carries out direct checks at problematic locations and to strengthen the system there is training for SIKS-NG operators, providing new insights and being continuously monitored. Next, it is passed from the district/city government to the sub-district level and then continued again to the village government level. This is done with the aim that the policy implementation process can be directly felt and interacted with by the community. Apart from that, having a SIKS-NG operator in each village brings policy implementation closer to the community and coordination is easier. The implementation was carried out well in accordance with procedures, it's just that the implementing agency could not know the process of distributing aid funds which was only known to the distributing bank and the Ministry of Social Affairs.

It was concluded that the internal policy environment in implementing the Basic Food Program policy in Purisemanding Village, Jombang Regency was well established. Maintaining mutual communication and coordination between implementing agencies is one of the supporting factors for implementing the Basic Food Program policies, especially in rural areas far from city centers.

Furthermore, Donald J. Calista calls the external environment an exogenous variable consisting of public opinion regarding policy implementation and *interpretive institution* namely by sight *stakeholder* in society. Supported by relationships between implementing groups and KPM Basic Food Programs through mass media and interest groups. Exogenous variables are variables that have no cause and are able to influence other variables (Duryadi, 2021). The most public opinion regarding policy implementation is that people feel helped by the Basic Food Program, especially in meeting their food needs. Apart from that, the new KPM application process, which can be done through the village government, is very helpful for rural areas that are far from the city center. Apart from that, based on the results of an interview with Mrs. Eko Setyaningsih, one of the KPMs said that: they prefer to be given in cash rather than non-cash because with cash KPMs can be free to adjust to their own food needs.

Since there was a change in the mechanism for distributing aid from non-cash to cash, the relationship between the community and the implementing agency has been a bit strained, not as close as before. From the results of the interview with Mrs. Semi, she said: I often get information about the distribution of the Basic Food Program from PKH assistance assistants or from conversations between neighbors. In the past, there was socialization regarding the use of Basic Food Program assistance from the village side, but that has been around for a long time. Because KPM can withdraw aid funds independently via ATM without involving the

village government and social services anymore. Socialization is also increasingly rare from both agencies. Furthermore, there is nothing regarding the role of mass media in implementing the Basic Food Program in Purisemanding Village.

The community knows about the Basic Food Program from outreach carried out by the village government. It's just there *WhatsApp Grub* between PKH facilitators and PKH KPMs. The results of an interview with Mrs. Yeti, one of the KPMs for the Basic Food Program, said that: it is not uncommon for KPMs for the Basic Food Program to also obtain information from *WhatsApp Grub* PKH. Apart from that, the implementation of PKH is always supervised in every collection of aid funds by PKH facilitators and monitored through *WhatsApp Grub*. In contrast to the Basic Food Program, there is no supervision and monitoring directly interacting with KPM. So there is a very lack of communication between KPM for the Basic Food Program and the organizing agency.

As the results of the research, it can be concluded that the environmental accuracy of the internal policy environment and the external environment is not implemented well. In terms of the internal environment, communication and cooperation between implementing agencies is well established, especially as there is frequent outreach and monitoring and evaluation. However, the external environment is not well established. However, this analysis was able to identify variables from which this research benefited and from explaining their implications for the implementation of the Basic Food Program and community involvement. Effective cooperation and communication contribute to policy success. Efficient communication can facilitate timely decision making and problem solving which will ultimately increase the efficiency and effectiveness of implementing the Basic Food Program.

Conclusion

Based on the results and discussion regarding the analysis of the implementation of the Basic Food Program policy in rural areas based on Matland's (1995) theory, it can be concluded that the policy has been implemented well but has not been optimal in reducing poverty. Accuracy of implementation has been carried out well by *stakeholder* policy implementers up to the KPM Basic Food Program. The target accuracy of the implementing agency is in a condition that is ready to implement the policy but the facilities and infrastructure for withdrawing funds by KPM are less than optimal because there is no BNI Bank ATM in Purisemanding Village. Furthermore, regarding environmental accuracy, it is well implemented but less than optimal in the external environment, especially in the process of distributing funds which is carried out independently by KPM without involving implementing agencies. Exploring the impact of these factors on community involvement will provide a more comprehensive understanding of the social implications of the implementation of the Basic Food Program. By examining how a transparent and collaborative approach in implementing the Basic Food Program can increase community trust and participation. The results of this research provide an overview of strategies to encourage sustainable community involvement in poverty alleviation initiatives. By considering potential obstacles that exist in effective communication and collaboration between implementers. This research is able to provide insight into areas that need improvement and intervention.

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