

The Effectiveness of Social Assistance Program in Poverty Reducing Communities in Haurngambang Village West Bandung Regency

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This study was motivated by persistent issues in the implementation of the Village Fund Direct Cash Assistance (BLT) program such as targeting inaccuracies, quota limitations, and social jealousy which affect the program's effectiveness in alleviating poverty in Haurngambang Village, West Bandung Regency. The study aims to analyze the effectiveness of the Village Fund BLT program in reducing poverty among the community in Haurngambang Village. It employs public policy theory, specifically focusing on policy standards, targets, and resources. A descriptive method with a qualitative approach was used, and data were gathered through observation, interviews, and documentation. The results indicate that the distribution of Village Fund BLT in Haurngambang Village has been effective in helping the community meet basic needs. However, the conclusion is that it has not yet been effective in achieving sustainable poverty reduction. Key obstacles include limited assistance, data updating issues, and a lack of sustainable economic empowerment. It is recommended that the village government periodically update and verify recipient data to ensure the assistance is more accurately targeted.

Keywords: Program Effectiveness, Public Policy, Haurngambang Village

INTRODUCTION

Poverty is generally defined as the inability of an individual or household to meet basic life needs - such as food, education, and healthcare - in terms of both expenditure and access to resources. Statistically, BPS defines the poor population as those whose average monthly per capita expenditure falls below the poverty line



Figure 1.1 Field Observatio

In Kampung Haurngambang (Batuajar Timur Village, RW 06), the community's economic status generally sits above the poverty line; however, the majority work as laborers earning relatively low wages. Approximately 46% of households earn less than IDR 500,000 per month placing them in the vulnerable or near-poor category while 54% earn above this threshold. Consequently, although they do not formally fall into the extreme poverty category, a portion of

the residents remains in a state of economic uncertainty and is susceptible to shocks, such as rising prices or job loss.

Issues in Haurngambang Village have given rise to social jealousy; quota limitations have made it difficult to establish priority criteria. With 69 recipients distributed across 18 Community Units (RW), two units received no social assistance because their areas are classified as formal housing developments. The Integrated Social Welfare Data System (DTKS) which serves as the basis for designating Beneficiary Families (KPM) often fails to reflect the reality on the ground; consequently, impoverished residents remain unregistered as beneficiaries, while relatively well-off households continue to receive aid. This situation undermines the targeting accuracy and overall effectiveness of the BLT and PKH programs



Figure Recipients of Direct Cash Assistance (BLT)

The mechanism for distributing Direct Cash Assistance (BLT) in Batujajar Timur Village is carried out through a village deliberation process to ensure transparency and accurate targeting. The distribution strategy has shifted from an annual system to a three-month rotational system due to a significant reduction in the Village Fund budget allocation for this year. The BLT distribution mechanism is as follows:

Change in Disbursement Period

Quarter	Lunar Period	Fund Allocation per Beneficiary Household	Target Disbursement Date	Realization Status	Remarks/Notes
Quarter I	January –March	900.000	15 March 2026	Finished	Fully Distributed to 150 Beneficiary Families

Quarter II	April– June	900.000	15 June 2026	Finished	Quota Balance Data Update
Quarter III	July– Septem ber	900.000	15 September 2026	Hasn't Started Yet	Central Data Synchronizat ion Schedule
Quarter IV	October - December	900.000	15 December 2026	Hasn't Started Yet	Year-End Evaluation

Source: Batujajar Timur Village Data

This pattern will continue until the end of the year (totaling 14 recipient rotations over the course of the year).

1. Data Collection Mechanism and Criteria

The process of selecting aid recipients is not conducted subjectively; instead, it adheres to applicable Village Government regulations.

2. Policy Objective

This measure was adopted to ensure that aid is distributed more fairly and equitably.

The KESRA Social Assistance program is a public policy intervention managed by the Public Welfare Division (Kesra). This aid serves as a social safety net specifically designed for vulnerable groups. In the context of Kampung Haurngambang, the assistance is specifically targeted as an instrument for poverty alleviation and meeting residents' basic needs.

Regarding the monthly food assistance program for Beneficiary Families (KPM) in the Haurngambang area of Batujajar Timur Village, a total of 29 beneficiaries received an allocation consisting of 10 kg of rice and 2 liters of cooking oil. The distribution proceeded in an orderly manner, aiming to support food security and alleviate the community's economic burden. In Kampung Haurngambang, the selection of recipients for BLT (Direct Cash Assistance) and PKH (Family Hope Program) is carried out through a process of data collection, verification, and validation by the Batujajar Timur village government in collaboration with relevant agencies based on national social welfare data.

LITERATURE REVIEW

Political Science

Political science refers to the field of social science that investigates political behavior whether at the individual or group level as well as political processes, public policy, and systems of government (Ali, 2024). Whether we realize it or not, political activity is an integral part of human life; it is inextricably linked to the human experience. As zoon politicon (political animals),

humans have developed politics as both a science and an art.

Public Policy

Public policy consists of strategic decisions that are binding on all members of society. It is formulated by political authorities who have received a mandate from the people through a democratic process. It takes the form of government intervention aimed at transforming societal conditions in a desired direction.

Effectiveness Theory

According to Ardias (2019), effectiveness is the degree of success an action, program, or organization achieves in meeting established goals. Simply put, something is considered effective if the results obtained align with the plan or desired objectives.

METHOD

This study employs a qualitative approach within a public policy framework to analyze the effectiveness of social assistance program implementation in alleviating poverty in Kampung Haurngambang, Batujajar Timur Village, West Bandung Regency. The research data comprises primary data obtained through observations and interviews with village officials, Community Association (RW) heads, and beneficiary families and secondary data, including village government documents, the Integrated Social Welfare Data (DTKS), reports on the distribution of Direct Cash Assistance (BLT) and the Family Hope Program (PKH), and relevant regulations. Data collection involved observation, in-depth interviews, and document review, focusing on targeting accuracy, distribution mechanisms, goal achievement, changes in community conditions, and factors supporting or hindering the program. The study's informants included the village head, two RW heads, and six beneficiary families. Data analysis utilized the Miles and Huberman interactive model involving data reduction, data display, and conclusion drawing while data validity was reinforced by triangulating information from various sources and data collection techniques. The research was conducted in Kampung Haurngambang over a period of approximately five months, from March to July 2026.

RESULTS AND DISCUSSION

Results

Effectiveness of Village Fund Direct Cash Assistance (BLT) Distribution in Haurngambang Village

Observations indicate that residents are generally aware of the Village Fund Direct Cash Assistance (BLT Dana Desa) and food aid through neighborhood association (RT) heads, village officials, and community meetings. However, some residents do not yet fully understand the program's objectives, eligibility criteria, and distribution mechanisms. The community association

(RW) head emphasized the importance of re-registration, data updates, reporting changes in economic status, and establishing complaint channels to ensure the aid reaches the intended recipients.



Image of Food Aid Receipt

Source: Research documentation.

The Head of Batujajar Timur Village explained that the distribution of the 2026 Direct Cash Assistance (BLT) adheres to central government regulations while taking budget constraints into account. To ensure a more equitable distribution of benefits, the village government employs a rotational distribution system every three months. These findings indicate that the program's effectiveness is influenced by regulatory compliance, data accuracy, distribution mechanisms, and the updating of beneficiary data.



Image of 2026 BLT Aid Distribution

Source: Research documentation.

Overall, the distribution of the Village Fund Direct Cash Assistance (BLT Dana Desa) has been quite effective in assisting communities in need. However, issues regarding limited public understanding and the lack of fully up-to-date recipient data persist. Therefore, efforts regarding

public outreach, periodic data updates, community participation, and complaint mechanisms need to be strengthened.

Hindering and Supporting Factors in the BLT Program

A key supporting factor is the coordination among village officials, RT/RW heads, and the community regarding data collection and information dissemination. Village officials conduct data collection based on established criteria, while transparent schedules and distribution mechanisms make it easier for the public to access information. Community support is also evident in the sharing of information regarding residents' socio-economic conditions. Furthermore, clear government regulations provide a foundation for village officials to carry out data collection, beneficiary determination, and aid distribution.

Key challenges include the relatively rapid changes in the community's socio-economic conditions, delays in data updates, limited understanding among some residents regarding eligibility criteria, and budget constraints relative to the number of people in need. The distribution of the 2026 Direct Cash Assistance (BLT) utilizes the DTSN as a basis for ensuring accurate targeting; however, data quality remains dependent on field verification and continuous updates.

The Impact of Village Fund Direct Cash Assistance (BLT) on the Socio-Economic Conditions of the Haurngambang Village Community

Despite this layered framework, the analysis identifies several weaknesses that existed before the PDP Law. First, the earlier instruments were sectoral and general in nature. The EIT Law recognised the right to privacy but did not provide a detailed regime for how personal data must be processed, and it contained no definition of personal data itself. Second, Articles 58 and 59 of Government Regulation No. 80 of 2019 entrust business actors with managing personal data but do not stipulate sanctions or a clear form of liability when protection fails. Third, Indonesian law had not given a specific definition to sensitive personal data. Fourth, a large number of statutes (around thirty-two, according to legislative studies) contain provisions touching on personal data, mainly granting authority to collect and manage such data, which produced overlapping and inconsistent rules.

Discussion

Analysis of the Effectiveness of Village Fund Direct Cash Assistance (BLT) Distribution in Haurngambang Village: Impact on Poverty Reduction and the Improvement of Community Welfare

Research findings indicate that the Village Fund Direct Cash Assistance (BLT Dana Desa) program was implemented through stages involving data collection, verification, the designation of Beneficiary Families (KPM), and distribution. Regarding targeting accuracy, the program

adhered to criteria covering the poor and near-poor, the elderly living alone, individuals with specific health conditions, and families facing economic hardship. In terms of timeliness, the assistance was distributed according to schedule, allowing it to be promptly utilized for food, healthcare, and household needs.

In substantive terms, the Direct Cash Assistance (BLT) program has achieved its short-term objectives of providing social protection and alleviating the burden of household expenditures. However, the program is insufficient to fully eradicate poverty, as its benefits function more effectively as a social safety net than as a tool for fostering economic self-reliance. Its future effectiveness hinges heavily on data updates, periodic evaluations, and the integration of assistance with economic empowerment initiatives.

Inhibiting and Supporting Factors in the Implementation of the Village Fund Direct Cash Assistance (BLT) Program in Haurngambang Village

Factors supporting implementation include coordination between the village government, RT/RW units, and the community; community support for the verification process; and regulations providing clear guidelines. The use of the DTSN (Integrated Social Welfare Data) and village deliberations further strengthens the basis for beneficiary selection. Conversely, rapid changes in socio-economic conditions, the administrative process of data updating, budget constraints, and uneven public understanding serve as major obstacles. These findings indicate that successful implementation is determined not only by regulations but also by data quality, communication, coordination, and the implementers' ability to respond to changing community conditions.

The Impact of the Village Fund Direct Cash Assistance (BLT) Distribution in Haurngambang Village and Its Compliance with Applicable Laws and Regulations

In the implementation of the Village Fund Direct Cash Assistance (BLT Dana Desa), communication is realized through outreach and village deliberations; resources through the involvement of village officials and local administrative staff; disposition through the implementers' commitment to regulations; and bureaucratic structure through the division of tasks and distribution procedures. These findings align with the implementation theory of Van Meter and Van Horn (1975), which identifies policy standards and objectives, resources, inter-organizational communication, characteristics of implementing organizations, socio-economic conditions, and implementer attitudes as key elements of implementation.

From a regulatory perspective, the research document states that the distribution mechanism for the Village Fund Direct Cash Assistance (BLT Dana Desa) is implemented in accordance with Law Number 6 of 2014 concerning Villages as most recently amended by Law Number 3 of 2024 as well as Minister of Finance Regulation Number 108 of 2024 and Minister of Villages, Disadvantaged Regions, and Transmigration Regulation Number 2 of 2024. The implementation

process comprises data collection, verification and validation, village deliberation, determination of Beneficiary Families (KPM), distribution, and supervision.

To strengthen implementation, the study identifies several operational requirements: technical guidance and training for RT/RW and village officials, the standardization of assessment indicators via Standard Operating Procedures (SOPs), the provision of a public grievance system, and public transparency. Recipient eligibility criteria outlined in the document include low economic status, non-duplication of aid, specific vulnerabilities, and extreme poverty. The distribution of aid aims for distributive justice based on vulnerability levels and actual needs, utilizing data synchronization and field verification to minimize duplication and targeting errors.

The document also outlines welfare classifications based on deciles: Decile 1 represents the group experiencing extreme poverty; Decile 2 comprises the poor; Deciles 3–4 cover the near-poor or those vulnerable to poverty; Decile 5 represents the lower-middle group; while Deciles 6–10 encompass groups that are relatively more prosperous and economically self-sufficient. In the context of the study, this classification underscores the importance of data updating and verification to ensure that assistance reaches those most in need.

CONCLUSION

Based on the research findings, it can be concluded that the Village Fund Direct Cash Assistance (BLT) program in Haurngambang Village has not been fully effective in sustainably reducing poverty. While the program has helped meet basic needs including education, healthcare, and household requirements its impact remains largely short-term and has not yet significantly fostered community economic self-reliance. Regarding implementation, the village government has carried out outreach, data collection, deliberations to determine recipients, and aid distribution in accordance with established mechanisms. However, challenges persist, such as quota limitations, suboptimal data updating, uneven public understanding, and a lack of ongoing economic support.

Factors supporting the program include the role of the village government, coordination with local neighborhood units (RT/RW), community deliberations, data updates, and public participation. Meanwhile, the positive impact of the BLT is primarily evident in alleviating economic burdens and helping to meet basic needs. Consequently, the Village Fund BLT needs to be complemented by economic empowerment programs such as skills training, productive capital assistance, business development, and ongoing guidance so that the aid does not merely alleviate poverty in the short term but also fosters long-term self-reliance and improved community welfare.

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