



THE EFFECT OF PERFORMANCE ON SOCIAL SERVICE OFFICERS, WOMEN EMPOWERMENT, CHILDREN PROTECTION, POPULATION CONTROL AND FAMILY PLANNING IN HOLY DISTRICT ON THE DISTRIBUTION OF SOCIAL ASSISTANCE TO THE POOR

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ABSTRACT

The performance of the Social Service for women's empowerment, child protection, population control and family planning in Kudus Regency in distributing social assistance is highly expected to have qualified personnel, with qualified personnel are expected The assistance will be evenly distributed to the poor or people affected by the epidemic in Kudus Regency. In division This social assistance problem that occurs is related to the data used. Based on these With these problems, this study aims to explain the employees of the Social Service, women's empowerment, child protection, population control and district family planning distribute social assistance to the poor or underprivileged and those affected by Covid-19 outbreaks. The method used in this study is a descriptive method by collecting data through literature study, then conduct a study and then analyze it descriptively qualitative form. The results obtained in this study are the lack of Social Service employees, women's empowerment, child protection, population control and family planning in terms of accountability, because there is a lot of invalid data on the poor so that assistance is not right on target, social services, women's empowerment, child protection, population control and family planning districts are expected to search and provide up-to-date and validated poor community data by the local village government.

1. INTRODUCTION

The government as a public body is very responsible for improving the welfare of the Indonesian people through public services and programs prepared beforehand, since the 1998 crisis, social assistance programs or often called social assistance programs have remained the government's concern and responsibility. Initially the assistance was created to overcome the effects of the economic crisis, food insecurity, reduced job opportunities and the lack of availability of facilities in various sectors namely, Health, economy and Education. In Indonesia, Corona Virus Disease 2019 or Covid 19 first entered at the beginning of 2020 with a negative impact on various sectors of life, the most affected are the social sector and the economic sector for the Indonesian people. As one form of government responsibility in efforts to overcome the impacts caused by Covid-19, especially the economic sector, is to implement a cash assistance program. Cash social assistance is assistance in the form of money given to the community or poor or disadvantaged people affected by the COVID-19 pandemic.

In a company or government organization, the quality of human resources is a factor in the success of a company or government organization in carrying out its vision and mission. The performance of its employees will be highlighted by the community if the quality of human resources or employees is insufficient. In carrying out this research, the author has several references from previous studies so that they can be used to review and make references to research that will be carried out. Previous research can be seen in the table below.

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Tabel 1 Penelitian Terdahulu

Nama Peneliti	Judul Penelitian	Hasil Penelitian	Persamaan atau Perbedaan
Nisa'ul Mufidah, 2020	Efektifitas Bantuan Sosial Tunai Di Kelurahan Purwosari Kecamatan Purwosari Kabupaten Pasuruan	Di rasa kurang efektif dalam hal kurangnya keakuratan data dan tidak ada bimbingan teknis terkait pendataan	Terdapat persamaan dalam hal kurang efektifnya penyaluran bantuan namun dalam penelitian kami berfokus pada kinerja pegawai dalam melaksanakan program bantuan sosial
Baso Iping, 2020	Perlindungan Sosial Melalui Kebijakan Bantuan Tunai (BLT) Di Era Pandemi Covid-19: Tinjauan Prespektif Ekonomi dan Sosial	Terdapat banyak sekali konflik yang ditimbulkan karena terjadi kecemburuan atau ke iri-an terhadap masyarakat jika pelaksanaan bantuan. tidak bisa dilaksanakan dengan baik dan benar	Persamaan dalam penelitian ini adalah menggunakan metode kualitatif yang bersifat deskriptif Sementara perbedaannya adalah penelitian yang dilakukan oleh Baso Iping lebih memberikan konflik apa yang ditimbulkan jika bantuan sosial tidak tepat sasaran

Sumber : Kajian Penelitian

Based on several previous studies, it is related to the performance of the employees of the Office of Social Affairs, Women Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency towards efforts to distribute Cash Social Assistance funds to underprivileged communities, there are still complaints that people feel because they often less targeted in distribution to those entitled to cash social assistance. From the background of the problem, the purpose of this study was to determine the performance of employees at the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency on the distribution of social assistance to the poor in Kudus Regency.

LITERATURE REVIEW

In good governance, to eradicate poverty not only by increasing income, but also by providing assistance and increasing capacity in terms of seeing their economic, social and political opportunities.

Social Assistance

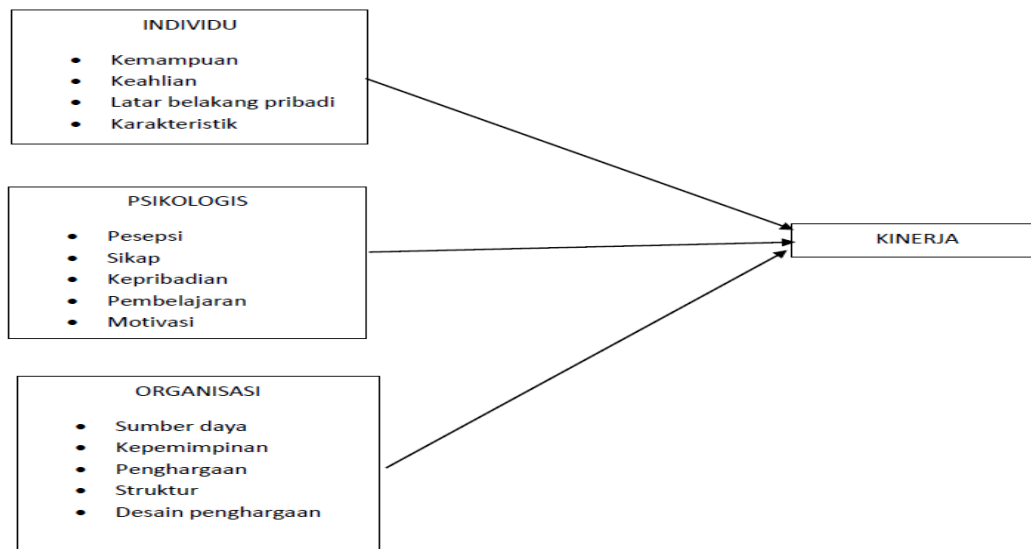
One of the goals of providing social assistance by the government is to overcome poverty, as well as disaster management. In the era of the Covid 19 pandemic, social assistance was provided to the poor, as well as vulnerable families who were negatively affected by the Covid 19 outbreak. The amount of cash social benefits was Rp. 600,000 per month per family or underprivileged community affected by Covid 19. Data collection on the poor or those affected by the COVID-19 outbreak was carried out by the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency and the assistance was carried out in several stages and disbursed through the Indonesian Post office.

At least there are several kinds of assistance provided by the government, namely:

1. Social Assistance in the form of Money, namely assistance in the form of money to be given to the poor, orphanage management foundations, elderly people, and people with disabilities. This assistance is given directly and can also be given in cash or non-cash.
2. Social Assistance in the form of Goods is assistance provided such as the provision of operational vehicles, food or clothing to displaced people or so on.
3. Social Assistance in the Form of Services, namely this assistance is provided by the government to provide training for underprivileged communities who are still productive.

Employee Performance

Performance or efficiency is a description of the extent to which a program of activities or policies has been achieved to achieve the goals, vision and mission of an organization as described in the organization's strategic plan. Factors that can affect performance can be seen in Figure 1 below



2. METHODS

The research was conducted at the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency Jalan Komplek Mejobo Office No. 99, Kudus Regency, Central Java 59313. While the sample taken is the field of Social Rehabilitation, Protection, Assistance and Social Security services, this field is in the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency dealing with social assistance. This research uses a qualitative method, a qualitative approach means that research is carried out using a natural context with the aim of interpreting what is happening and what is being done using various methods. This research is also descriptive in order to clearly describe the performance of the employees of the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency in the distribution of social assistance to the community or the poor. The technique for collecting data in this study is using observation techniques, interviews and documentation.

Variable Measurement
Table 2 Variables and Measurements

Variabel	Indikator
Bantuan langsung tunai (variabel X1)	<ol style="list-style-type: none"> 1. Tersalurkannya bantuan langsung tunai kepada masyarakat miskin kudu secara langsung dan benar. 2. Bisa menggantikan penghasilan masyarakat yang hilang karena adanya pandemi covid 19.
Bantuan paket sembako (variabel X2)	<ol style="list-style-type: none"> 1. Tersalurkannya bantuan paket sembako kepada masyarakat miskin kudu secara langsung dan benar. 2. Masyarakat miskin terbantu kehidupannya dengan adanya bantuan paket sembako.
Kinerja dinas sosial dalam penyaluran bantuan sosial (variabel Y)	<ol style="list-style-type: none"> 1. Tersalurkannya bantuan sosial kepada masyarakat secara langsung dan benar. 2. Penyaluran bantuan sosial yang tepat sasaran. 3. Kualitas layanan yang diberikan kepada masyarakat

The scale used is the Ordinal Scale measurement, namely the Measurement Scale which states the category and ranking of the number variables on the variable measurement explains the variable category and the order of values explains the rating or level of preference.

3. RESULTS AND DISCUSSIONS

Results

Social protection refers to all initiatives, whether carried out by the government, the private sector, or the community that aims to achieve better changes in income or consumption for the poor or underprivileged to improve the economic and social status of the less fortunate. Assistance is given to underprivileged communities in Kudus Regency through the Social Service for Women's Empowerment,

Child Protection, Population Control and Family Planning (P3AP2KB). In 2021, social assistance benefits will be provided to residents of Kudus Regency around 70,500 Beneficiary Families, but in 2020 there will be 72,000 Beneficiary Families in Kudus Regency, which of course will decrease to around 2,000 Beneficiary Families. For more details see the image below.

INDIKATOR	2019	2020	2021
Jumlah PMKS yang mendapat bantuan sosial BPNT	40.530 KPM	51.644 KPM	48.014 KPM
Jumlah PMKS yang mendapat bantuan sosial PKH	19.355 KPM	20.466 KPM	22.563 KPM
Jumlah	59.885 KPM	72.110 KPM	70.577 KPM
Jumlah PMKS mengalami perubahan perilaku setelah mendapat bantuan sosial (graduasi)	984 KPM	5.022 KPM	2.282 KPM
Persentase PMKS yang mengalami perubahan perilaku setelah mendapat bantuan sosial <i>Jumlah PMKS mengalami perubahan perilaku setelah mendapat bantuan sosial</i> $\frac{\text{Jumlah PMKS mengalami perubahan perilaku setelah mendapat bantuan sosial}}{\text{Jumlah PMKS yang mendapat bantuan sosial}} \times 100$	$\frac{984}{59.885} \times 100 = 1,64\%$	$\frac{5.022}{72.110} \times 100 = 6,96\%$	$\frac{2.282}{70.577} \times 100 = 3,2\%$

Gambar 2; Data penerima bantuan sosial tahun 2019-2020
(Sumber : Dinas Sosial P3AP2KB Kudus)

Based on the results of research on the performance of employees at the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning in Kudus Regency, the distribution of assistance to the community or poor residents in Kudus Regency can be seen based on Service Quality, Productivity and Accountability.

Service Quality

In a broader sense, not only the aspect of the results provided but also the process, the environment, and the people. The quality provided by the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning in Kudus district to the population is largely determined by the resources of the apparatus who manage the need for distribution of assistance to the poor.

Productivity

Productivity is a measure of success in terms of output, so productivity refers to the efficient use of inputs to produce good outputs. The productivity level at the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency in the distribution of social assistance to the poor has been carried out well, because in the distribution of this social assistance, the Social Service of P3AP2KB Kudus did as much as possible by establishing Cooperation from civil servants, village officials, PT Pos Indonesia and the community, so that the distribution can run effectively and efficiently.

Accountability

Accountability in a government agency that is responsible for the success and failure of carrying out the organization's mission to achieve its goals and objectives has been set by the organization itself. Meanwhile, the performance accountability of the P3AP2KB Social Service Office of Kudus Regency in the distribution of social assistance to the poor has not shown its maximum effective performance because many poor population data are invalid. The P3AP2KB Social Service Office of Kudus Regency has corrected the data for the poor, but not all the corrected data is received and updated by the central government, as a result the recipients of aid are not on target.

4. CONCLUSION

Based on the results and discussion of the above research based on the aspects of service quality, productivity and accountability, it can be concluded that the Office of Social Affairs, Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB) Kudus Regency does not show maximum performance. The resulting lack of performance can be seen in terms of

Accountability, in which there is invalid data so that the recipients of assistance are deemed not right on target. The invalidity of these data is due to the existence of old data used by the central government as a reference in the provision of social assistance. Suggestions submitted in this study are: the Social Service of P3AP2Kb Kudus Regency must find and prepare the latest data related to social assistance to the poor which is validated from the local village government.

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