

ABSTRAK

Marindah Lestari, Andi Rosdianti Razak, Nurbiah Tahir. 2025. Implementasi Kebijakan Pemberian Bantuan Sosial (Bansos) Bagi Masyarakat Miskin Kelurahan Tetebatu Kecamatan Palangga Kabupaten Gowa

Penelitian ini bertujuan untuk mengetahui implementasi kebijakan pemberian Bansos sembako bagi masyarakat miskin di Kelurahan Tetebatu. Penelitian ini menggunakan pendekatan kualitatif yang dilaksanakan di Kelurahan Tetebatu Kecamatan Palangga Kabupaten Gowa. Informan penelitian terdiri atas Dinas Sosial (DINSOS) dan masyarakat Kelurahan Tetebatu Kecamatan Palangga Kabupaten Gowa. Teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui tiga tahapan, yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Validasi data dilakukan menggunakan triangulasi sumber, teknik, dan waktu.

Hasil penelitian menunjukkan bahwa implementasi bansos di Kelurahan Tetebatu masih menghadapi berbagai kendala dalam aspek komunikasi, sumber daya, disposisi pelaksana, dan struktur birokrasi. Komunikasi dalam implementasi bantuan sosial (Bansos) di Kelurahan Tetebatu masih belum optimal dan memerlukan perbaikan. Pemerintah perlu meningkatkan efektivitas komunikasi dengan memanfaatkan berbagai saluran yang lebih inklusif, seperti sosialisasi langsung, penyebaran informasi melalui media cetak dan elektronik, serta keterlibatan aktif dari tokoh masyarakat. Sumber daya dalam implementasi bantuan sosial (Bansos) di Kelurahan Tetebatu masih belum optimal. Pemerintah perlu melakukan evaluasi terhadap ketersediaan tenaga kerja, memperbaiki infrastruktur distribusi, serta meningkatkan efisiensi dalam pemanfaatan anggaran. Disposisi pelaksana dalam implementasi bantuan sosial (Bansos) di Kelurahan Tetebatu masih perlu ditingkatkan. Pemerintah perlu melakukan pelatihan bagi petugas yang terlibat dalam distribusi bantuan sosial (Bansos) serta menerapkan sistem pengawasan yang lebih ketat untuk memastikan bahwa semua pelaksana bekerja dengan profesionalisme dan tanggung jawab. Struktur birokrasi dalam implementasi bantuan sosial (Bansos) di Kelurahan Tetebatu masih perlu diperbaiki. Penyederhanaan prosedur administrasi, pemanfaatan teknologi digital dalam pendataan, serta peningkatan transparansi dalam proses verifikasi data dapat menjadi langkah yang efektif untuk memperbaiki sistem birokrasi.

Kata Kunci: Implementasi; Kebijakan; Bansos dan Masyarakat.

ABSTRACT

Marindah Lestari, Andi Rosdianti Razak, Nurbiah Tahir. 2025.
Implementation of the Policy on Providing Social Assistance (Bansos) for the Poor in Tetebatu Village, Palangga District, Gowa Regency.

This study aims to determine the implementation of the policy of providing basic food assistance for the poor in Tetebatu Village. This research uses a qualitative approach which is carried out in Tetebatu Village, Palangga District, Gowa Regency. The research informants consisted of the Social Service Office (DINSOS) and the community of Tetebatu Village, Palangga District, Gowa Regency. Data collection techniques included observation, interviews, and documentation. Data analysis was conducted through three stages, namely data reduction, data presentation, and conclusion drawing. Data validation was conducted using triangulation of sources, techniques, and time

The results showed that the implementation of social assistance in Tetebatu Village still faced various obstacles in the aspects of communication, resources, disposition of implementers, and bureaucratic structure. Communication in the implementation of social assistance (Bansos) in Tetebatu Village is still not optimal and requires improvement. The government needs to increase the effectiveness of communication by utilising various channels that are more inclusive, such as direct socialisation, dissemination of information through print and electronic media, and active involvement of community leaders. Resources in the implementation of social assistance (Bansos) in Tetebatu Village are still not optimal. The government needs to evaluate the availability of labour, improve distribution infrastructure, and increase efficiency in budget utilisation. The disposition of implementers in the implementation of social assistance (Bansos) in Tetebatu Village still needs to be improved. The government needs to conduct training for officers involved in the distribution of social assistance (Bansos) and implement a stricter supervision system to ensure that all implementers work with professionalism and responsibility. The bureaucratic structure in the implementation of social assistance (Bansos) in Tetebatu Village still needs to be improved. Simplifying administrative procedures, utilising digital technology in data collection, and increasing transparency in the data verification process can be effective steps to improve the bureaucratic system.

Keywords: Implementation; Policy; Social Assistance and Community.