

ABSTRAK

Andi Rafli 2025, Strategi Dinas Sosial Dalam Penanggulangan Kemiskinan Di Kabupaten Gowa (dibimbing oleh Dr. Abdi, M.Pd dan Rusliadi, S.Sos.,M.A.P)

Penelitian ini bertujuan untuk menganalisis secara mendalam strategi yang diterapkan oleh Dinas Sosial Kabupaten Gowa dalam menanggulangi kemiskinan, dengan fokus pada tiga indikator utama, yaitu strategi implementasi program, strategi evaluasi pelaksanaan program, dan dampak nyata bantuan sosial terhadap kehidupan ekonomi masyarakat miskin. Kemiskinan masih menjadi permasalahan krusial di Kabupaten Gowa, sehingga diperlukan pendekatan strategis dan sistematis yang tidak hanya bersifat bantuan langsung, tetapi juga mendorong pemberdayaan masyarakat secara berkelanjutan.

Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif, dengan teknik pengumpulan data melalui wawancara mendalam, observasi, serta dokumentasi. Informan dalam penelitian ini meliputi pejabat Dinas Sosial (Kabid Penanganan Fakir Miskin, staf pelaksana, pendamping PKH, dan TKSK), aparat pemerintah desa, serta masyarakat penerima bantuan. Penelitian ini juga didukung dengan data kuantitatif berupa jumlah penerima bantuan berdasarkan desil kemiskinan yang diolah dari sistem DTKS (Data Terpadu Kesejahteraan Sosial).

Hasil penelitian menunjukkan bahwa strategi implementasi Dinas Sosial mencakup proses pendataan dan verifikasi berbasis lapangan, pelaksanaan program bantuan seperti PKH, UWEB, bantuan sembako, serta pelatihan usaha kecil. Evaluasi program dilakukan melalui monitoring berkala dan asesmen langsung, meskipun dihadapkan pada kendala waktu dan beban kerja yang padat. Dampak bantuan sosial dirasakan langsung oleh masyarakat penerima, terutama dalam hal pemenuhan kebutuhan dasar rumah tangga. Namun, bantuan yang bersifat konsumtif belum sepenuhnya mampu meningkatkan kemandirian ekonomi. Ditemukan pula beberapa tantangan seperti ketidaktepatan sasaran, lambatnya proses pencairan, serta kurangnya sosialisasi program. Oleh karena itu, strategi Dinas Sosial perlu terus disempurnakan dengan memperkuat basis data, memperluas program pemberdayaan ekonomi, serta meningkatkan koordinasi lintas sektor agar penanggulangan kemiskinan berjalan lebih efektif, tepat sasaran, dan berkelanjutan.

Kata Kunci: Strategi formulasi, Implementasi, Evaluasi Program, Dampak Bantuan Sosial, Dinas Sosial, Kemiskinan

ABSTRACT

Andi Rafli (2025). *The Strategy of the Social Affairs Office in Poverty Alleviation in Gowa Regency.* (Supervised by Dr. Abdi, M.Pd and Rusliadi, S.Sos., M.A.P)

This research aims to analyze in depth the strategies implemented by the Social Affairs Office of Gowa Regency in alleviating poverty, focusing on three main indicators: the strategy of program implementation, the strategy of program evaluation, and the real impact of social assistance on the economic lives of impoverished communities. Poverty remains a crucial issue in Gowa Regency, thus requiring a strategic and systematic approach that goes beyond direct aid, by also promoting sustainable community empowerment.

The research employed a descriptive qualitative method, using data collection techniques such as in-depth interviews, observation, and documentation. Informants in this study included officials from the Social Affairs Office (Head of Poverty Alleviation Division, field staff, PKH facilitators, and TKSK), village government officials, and aid recipients. The study was also supported by quantitative data in the form of the number of beneficiaries based on poverty deciles processed through the Integrated Social Welfare Data (DTKS) system.

The results show that the implementation strategy of the Social Affairs Office includes field-based data collection and verification, execution of aid programs such as the Family Hope Program (PKH), Productive Economic Enterprises (UWEB), food assistance, and small business training. Program evaluation is carried out through regular monitoring and direct assessments, although time constraints and workload challenges persist. Social assistance has had a direct impact on fulfilling basic household needs, but consumption-based aid has not significantly improved economic independence. Several challenges were also identified, such as inaccurate targeting, delayed disbursement, and lack of program socialization. Therefore, the Social Affairs Office needs to continuously improve its strategy by strengthening the data system, expanding economic empowerment programs, and enhancing intersectoral coordination to ensure poverty alleviation efforts are more effective, well-targeted, and sustainable.

Keywords: *Implementation Strategy, Program Evaluation, Impact of Social Assistance, Social Affairs Office, Poverty*