EVALUATING THE EFFECTIVENESS OF POST-COVID-19 POVERTY ALLEVIATION POLICIES IN CIMAHI CITY: A COMPREHENSIVE ANALYSIS

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Abstract

This research started with the implementation of the post-COVID-19 poverty alleviation policy program in Cimahi City using a case study approach on policy evaluation. Then the results of the research explained that the PKH program in Cimahi City had not optimally fulfilled Dunn's evaluation indicators. This is due to the problem of mindset failure of several KPM and PKH. In addition, there was a problem of the integrity of the stakeholders. Cimahi City seeks to overcome poverty through a poverty program, namely PKH or Program Keluarga Harapan. The implementation of post-COVID-19 poverty alleviation in Cimahi City itself, seen from the six indicators of effectiveness, efficiency, adequacy, equality, responsiveness and accuracy, has not fully gone well. Factors that hinder the post-COVID-19 poverty alleviation program include the human factor itself, facilities and infrastructure, inequality, social jealousy, inequality in understanding poverty and other factors. From these problems, it is hoped that stakeholders can work together so that they can realize effective and targeted PKH program policies.

Keywords: Policy Evaluation, Program Keluarga Harapan (PKH), Poverty Alleviation, Cimahi City.

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1. Introduction

According to the state of emergency dimension, in 2020 Indonesia is experiencing an emergency situation, namely poverty caused by COVID-19 in Cimahi City. To overcome these problems, government efforts and policies are needed, and each region synergizes with the central government. This is because the regional government has its own autonomy which is responsible for administering government and regional financial management so that the regional government can provide space for the community to participate in regional development. One form of community participation in local government is to reduce poverty. With the central government making policies and supported by the community in their implementation. Acheampong et al. (2021), Zhao et al. (2022) dan Song & Zhou (2020) argues that public policy cannot be simply dismissed. Policies must be monitored and the monitoring mechanism is policy evaluation. In simple terms evaluation according to William, N is equated with estimation, distribution of numbers and assessments. In several studies evaluating poverty alleviation policies stated that human resources and financial resources have the lowest value compared to other dimensions. Other studies say that the utilization of resources is not maximized, low responsiveness, weak control, effectiveness, adequacy, equitable distribution of accuracy which are the inhibiting factors for program implementation.

In this study, researchers tried to show interesting facts related to the state of emergency (state of emergency) COVID-19 by offering updates to measure evaluation through six indicators, namely effectiveness, efficiency, responsiveness, adequacy of equity and accuracy. Furthermore, research will be conducted in Cimahi City. Poverty is one of the problems that exist in Cimahi City, in efforts to reduce poverty, one of which is through the PKH program (Hopeful Family Program). Through PKH, poor families have access to social services such as education, health and so on. In implementing the PKH program, the surrounding community is required to monitor PKH families.

From the list of PKH beneficiaries in Cimahi City in 2020 the poverty rate for South Cimahi District is higher than North Cimahi and Central Cimahi. In the early days of COVID-19, PKH beneficiaries received an assistance package from the West Java Provincial Government via ojol in the form of IDR. 350 in the form of IDR. 150 and groceries. In this regard, recipients chose to return the assistance because they were worried about the impact on PKH membership. This condition does not only occur in Cimahi City but in other areas. In addition, the distribution of aid was also not on target, with the data submitted, triggering jealousy. So that the community hopes that the government can improve the virgin to match the real conditions on the ground.

In addition to this, the Cimahi City government's minimum service standards are not directly proportional to the poverty rate based on empirical facts that have experienced ups and downs from 2015 to 2021. From these years Cimahi City has experienced an increase even though the government has made efforts to overcome poverty. This was caused by several problems, namely effectiveness, efficiency, adequacy, responsiveness and accuracy in the implementation of the post-COVID-19 PKH program. Therefore, researchers were interested in conducting a study entitled evaluation of post-COVID-19 poverty alleviation policies in Cimahi City with a research focus on evaluation of coping policies post-COVID-19 in Cimahi City which is focused on efficient effectiveness, adequacy, responsiveness, equity and accuracy through Program Keluarga Harapan (PKH).

2. Literature Review

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3450

Previous Research Results

Literature Review is not a comparison of the latest research with previous research but finds updates from a study, differences, similarities, shows the relationship between previous researchers and the research being carried out, sees whether there is controversy on the topic being researched, and provides new views on the topic being studied. Research by Borlase et al. (2022), Odularu et al. (2022) dan Booth et al. (2021) states that to determine the level of success of a training program refers to effectiveness, adequacy, equity, responsiveness, accuracy, and the driving and inhibiting factors of program implementation. The inhibiting factors are capital, not implemented periodically, not sustainable, and the role of the companion is still weak. With so the need to maximize monitoring and evaluation from the Government.

Chien et al.'s research (2022) states that the direction of the poverty alleviation policy for the Balikpapan city government is very appropriate, this is because the poverty alleviation policy is integrated with the macro development policies of the city of Balikpapan. In addition, the issue of poverty has received special attention in the development of Balikpapan city residents in general. Research by Nuraida, Budiman Rusli, Sintaningrum and Mudiyati Rahmatunnisa (2019) concluded that: The Policy for the Acceleration of Poverty Reduction in Subang Regency is still not running optimally because the provision of new assistance is intended for family-based, but for heads of families there is no special program so they will not be able to leave from the cycle of poverty as long as they are not given the same opportunities as other community groups.

Research by Efri Novianto (2012) states that the Kutai Kartanegara Regency in the context of alleviating poverty has issued Regional Regulation No. 2 of 2007. Based on the analysis of the regional regulation data it is not going well, this can be seen by the failure of several policies and programs, data and information as the foundation of poverty alleviation is old data so its validity is not guaranteed and the poverty alleviation budget is low and disproportionate to the number of poor people in Kutai Kartanegara Regency.

Abu & Dincer (2020) and Schislyaeya & Saychenko (2022) concluded that the implementation of Program Keluarga Harapan (PKH) policy in Rejotangan District, Tulungagung Regency was able to change the mindset of the village community. Initially, they did not pay much attention to children's health and education about the importance of education and health for their children in order to look at a better future.

Daryono's research (2015) concluded that the existing policies in the District North Samarinda is more dominant in benefits compared toother poverty alleviation programs due to policy effectiveness, from the three program units launched. In implementing its program, PNPM pays great attention to equity, the initial process involved various elements in society and there was a bottom-up concept. From the several studies above, researchers offer new novelties in analyzing and researchers will explain in more detail using six policy evaluation indicators according to William, namely effectiveness, efficiency, adequacy, equity, responsiveness and accuracy.

Public Administration Concept

In the science of public administration which discusses policy evaluation, policy is an attempt to solve, reduce or prevent a problem in a certain way, namely directed action. Gerston states that public policy is an effort made by government officials at every level of government to solve public problems (Lagos & Wang, 2022; Kooli, 2022; Cao et al., 2023). It can be concluded that policy is an answer to a problem in an effort to prevent, reduce or solve problems with directed action and in a certain time sequence. Policies are formed for the path of achieving shared goals, solving public

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3451

problems, identifying public policy issues, developing public policy proposals, advocating public policies, implementing public policies, evaluating implemented policies. Meanwhile, according to Dunn, public policy is a complex pattern of collective choice (Abu, 2020; Naidoo et al., 2019; Liao & Fej, 2019).

According to its category, public policy is divided into several parts, namely substantive policies, namely policies regarding what is done by the government, distributive policies, namely policies based on the impact of policies on society and the relationships involved in policy formation, material and symbolic policies, which are policies that impose real losses. to those affected, while material policies, namely policies regarding minimum wages and symbolic policies, are policies that regulate people's behavior towards certain values, and the last policy, namely policies that involve collective goods (goods that must be prepared for everyone) or private goods (goods that consumed by certain individuals) (Tian et al., 2022; Elavarasan et al., 2022).

In the public policy process there are stages in which public problems must be the concern of the government, policy formulation which then develops problem solving solutions, then the solution is implemented to actually solve the problem, and the last is evaluating whether the solution has been implemented according to with the aim of policy formulation or not (Bedoya et al., 2019; Yang et al., 2020).

Organization Concept

Organizations are generally used as a place for people to gather, work together in a rational, systematic, planned, organized, guided and controlled manner as well as the existence of other means used such as money, materials, machines, methods, environment and so on as supporting tools to achieve goals. Belaid (2022) and Manasseh et al. (2022) defines an organization as any form of association between two or more people who work together and are formally bound in the framework of achieving a predetermined goal in a bond in which there is a person or several people called superiors and a person or group of people called subordinate. The characteristics of the organization are formality, delegation, coordination, structure, goals, hierarchy, superior and innate components, and organizational principles. With organizational elements, namely people, cooperation, common goals, equipment, environment, natural wealth. With organizational goals that have common interests. With a common goal, the organization is formed (Liu et al., 2019; Kakwani et al., 2019).

Policy Evaluation

Evaluation is an examination of a program that has been carried out in order to control the implementation of the program so that it is even better in the future. The evaluation is then used to assess, measure and provide direction in an effort to increase program success (Bednar & Reamses, 2020; Giles et al., 2020). The types of evaluation are evaluation at the planning stage where this stage tries to choose and determine priority scales, evaluation at the implementation stage, namely analysis to determine the level of progress of implementation and finally the implementation stage, namely seeing the implementation of these activities in accordance with the objectives achieved. The evaluation function is to provide valid information, contribute to clarification and criticism of the values that underlie goals and targets in public policy, and contribute to the application of policy analysis methods (Liu et al., 2021; Manuel et al., 2020).

According to Yao (2021) policy evaluation more broadly is an activity involving an assessment concerning substance, implementation, and impact. He also views policy evaluation as an activity that is not only carried out at the final stage in the policy process but is carried out throughout the policy process. Thus the evaluation of this policy includes the stages of

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3452

formulating policy problems, proposed programs, implementation and the impact of the existence of these policies. Quoted by Dai et al. (2023) states that the purpose of policy evaluation is to see the causes of failure of a policy that has been implemented. Laster and Stewart stated that policy evaluation is to determine the consequences of a policy and describe its impact, and assess the success or failure of the policy.

According to Sulaeman (2020) there are six steps in policy evaluation, namely identifying program objectives to be evaluated, analysis of problems, description and standardization of activities, measurement of the level of change that occurs, determining whether the changes observed are the result of these activities or due to other causes and Several indicators to determine the existence of an impact.

Junio et al. (2021) and Cazcarro et al. (2022) classify policy evaluations, namely administrative evaluations related to the administrative side of the budget, cost efficiency in government, judicial evaluations, namely regarding the validity of the law where policies are implemented, including possible violations of the constitution, legal system, ethics, state administration rules, to human rights. As well as political evaluation, namely to assess the extent to which constituents accept the implemented public policies.

In this study, researchers used William's policy evaluation analysis. According to him, evaluation has the meaning of pointing to the application of several value scales to the results of policies and programs. Meanwhile, in general, policy evaluation is an assessment, scoring, and assessment. When policy outcomes contribute to goals, the policy or program has reached a meaningful level of performance, which means that policy issues are made clear or resolved. This evaluation provides valid and reliable information about policy performance and reveals how far goals and targets have been achieved. Evaluation also contributes to clarification and criticism of the values that underlie the selection of goals and targets and contributes to the application of other methods of policy analysis, including problem formulation and recommendations.

In generating information about policy performance, this analysis uses a type of effectiveness evaluation criteria related to whether the alternative achieves the expected results or achieves the goal. The second uses the Efficiency evaluation criterion which relates to the amount of effort required to produce a level. certain effectiveness, the third is the type of adequacy evaluation criteria relating to how far a level of effectiveness satisfies needs, values or opportunities that give rise to problems, the fourth is equality which is closely related to legal and social rationality and refers to the distribution of consequences and different efforts in society, the fifth is responsiveness regarding how far it can satisfy the needs, preferences or values of certain groups of people and the sixth is accuracy which refers to the values or self-esteem that underlies these goals (Zhang et al., 2021; Yeboah et al., 2020).

Program Keluarga Harapan (PKH) Concept

Program Keluarga Harapan (PKH) is a program policy that formulated by the Government to overcome the problem of poverty in the population Indonesia. PKH's basic strategy is to provide social protection designed to reduce poverty through expanding the labor market, reducing risks that threaten human life. Meanwhile, according to Horton (2001) social protection is a policy aimed at a group of people who experience the poorest conditions, face shocks and life cycle events.

Law Number 40 of 2004 concerning the National Social Security System states that everyone has the right to social security to be able to meet the basic needs of a decent life and increase their dignity towards the realization of a prosperous, just and

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3453

prosperous Indonesian society the state of Indonesia develops social security for all people consisting of health insurance, work accident, old age, retirement and death insurance.

PKH is a family-based social protection provided by the government which is categorized as social assistance in the form of social security such as money, welfare goods or services which are usually provided to vulnerable families who have no income, poor families, unemployed, children, disabled, elderly, minorities and so on. The PKH program aims to fulfill people's basic rights, reduce the burden of living, reduce poverty, improve the quality of Human Resources (HR). In the PKH program there are conditions that must be carried out by Very Poor Households (RTSM) PKH participants related to efforts to improve the quality of human resources such as pregnant women who are required to take part in health check services, children aged 0-6 take part in child health services and so on. . From the PKH it is hoped that it can improve the quality of social welfare services, so that it can create self-reliance for people with social welfare problems.

Prosperous Family Concept

Community growth is determined by the establishment of a healthy and prosperous family. The development and growth of society for its contribution to the development of the nation and state. Family welfare is one of the main goals that all family members want and desire. The concept of a prosperous family includes a family situation that is safe, full of harmony, healthy and economically adequacy, as well as good mutual understanding in family life. This concept can be realized if there is deep mutual understanding and trust among family members, both between children and parents or between parents themselves and between children in the family environment (BKKBN, 1995).

In terms of achieving the level of family welfare, it is divided into five, namely pre-prosperous families, namely families that have not been able to meet their basic needs, Prosperous families I, namely families that can meet the minimum basic needs in clothing, food, shelter and health services, Prosperous families II are able to meet their needs minimum basic and social-psychological needs but not yet developed, Prosperous III families can meet the above needs but not yet in community efforts within the village or area. And finally, the Prosperous Family III plus which has fulfilled the above needs and at the same time regularly contributes to social activities and takes an active part in such activities.

Poverty Concept

Huang et al. (2022) states that poverty is a completely limited situation that occurs not at the will of the person concerned. A population is said to be poor if it is characterized by low levels of education, work productivity, income, health and nutrition as well as living welfare, which indicates a circle of powerlessness. Then put forward there are five characteristics of the poor. The five characteristics of the poor are: 1) They do not have their own factors of production, 2) They do not have the possibility to obtain production assets with their own strength, 3) The level of education is generally low, 4) Many of them do not have facilities, and 5) Some of them are relatively young and do not have adequate skills or education.

Poor population groups in rural and urban communities generally work as farm labourers, smallholders, small traders, fishermen, small craftsmen, laborers, street vendors, hawkers, scavengers, homeless and beggars (sprawled), and the unemployed. This poor group will cause ongoing problems for cultural and structural poverty, if not taken seriously, especially for the next generation. According to the National Family Planning

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3454

Coordinating Board (BKKBN), there are six criteria that do not meet the needs of the poor, namely decent homes, both owned and not owned, access to clean water and sanitation, income/converted by expenditure, asset ownership, frequency of meals (more than 2 times a day) and nutritional quality of food and within a year can buy at least 1 set of new clothes (Chong et al., 2022).

The causes of poverty are income inequality, limited resources, low wages Low education, disadvantaged fate, discrimination, heredity, differences in access and capital, and low productivity of a person which causes low income. Other reasons include low investment, difficulty managing the market, decreased real income, low savings, lack of capital, musibag, physical disability, unproductive spending.

According to the theory commonly used to explain the roots of poverty, namely the theory of marginalization and the theory of dependency (Wei et al., 2022; Reddy et al., 2022). In marginalization theory, poverty is considered as a result of apathy, fatalism, dependency, low self-esteem, wasteful and consumptive and lack of entrepreneurial spirit.

The poverty alleviation strategy is to focus thoughts and actions on government policies that encourage small people's businesses, organizational structures that function according to their functions, and develop production systems, provide services or facilitators, mediators, coordinators, support systems, in addition to active participation of the whole community through a movement. Massive efforts are also needed so that the response is not only carried out by the government but also by the people themselves. Evidence that the government cares about poverty reduction, such as Gerdu Taskin 1998, the District Development Program (PPK), the Urban Poverty Management Program (P2KP), hereinafter referred to as the National Community Empowerment Program (PNPM-PPK or PNPM-P2KP).

3. Method

The research location is located in Cimahi City, with the reason being in a strategic location. This research was carried out over a period of 12 months from pre-research to improvement. This research method uses descriptive analysis with a qualitative research type. According to Moleong (2004) defines that qualitative research is a study that intends to understand the phenomenon of what is experienced by research subjects, for example behavior, perceptions, motivation, actions and others. And in this research the researcher concentrates intensively on one particular object which is studied as a case. Case study data can be obtained from all parties concerned, in other words in this study collected from various sources. Then this research uses a case study approach on evaluating post-COVID-19 poverty alleviation policies.

It is hoped that this data validation will obtain data that proves its validity, so that the results of the research can be applied to determine the evaluation of post-COVID-19 poverty alleviation policies in Cimahi City. The validity of the data will be the starting point for accurate and reliable research results. Policy determinations that are based on valid data will be implemented more quickly for the improvement and progress to be achieved.

This study uses two sources of data, namely primary data and secondary data. Primary data comes from the field in the form of information and interviews with officials in Cimahi regarding PKH. And secondary data in the form of written data sourced from books, documents, regulations and photos related to PKH evaluation problems, in which the data sources are grouped namely Observations with direct field observations of research objects, literature looking for sources from existing books and documents and further interviews to officials who handle PKH.

Determination of informants in the study was carried out using purposive sampling and snowball sampling methods. Determining the sample in the study was carried out when the researcher entered the field and during the research. This study involved 11 informants and 4 informants. Data collection techniques in Ono's research used open-ended interview techniques. There were 15 informants in this study consisting of the government, agencies and local PKH beneficiary communities. The researchers also made observations at the Social Service and UPPKH. As well as documentation in the form of documents, books and other materials. Operational Parameters of this study are William's Policy Evaluation with 6 dimensions in which each dimension has indicators, namely; Effectiveness, efficiency, adequacy, equity, responsiveness and accuracy.

Data analysis in this study used qualitative analysis. Qualitative analysis is a process of simplifying data into a form that is easier to read and interpret. Qualitative research views data as a product of the process of providing a researcher's interpretation in which meaning is already contained which has a reference to value. In the stages of data analysis through the stages of data collection, data reduction, data presentation, and drawing conclusions.

4.   Result And Discussion

Program Keluarga Harapan (PKH) is a coping program poverty which provides non-cash assistance to Very Poor Households (RTSM) if they meet the requirements related to efforts to improve the quality of Human Resources (HR), namely education and health. The Policy for Program Keluarga Harapan refers to: 1) Regulation of the President of the Republic of Indonesia No. 63 2017 year; and 2) Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018.

While the aim of Program Keluarga Harapan is to improve the standard of living of Beneficiary Families through access to education services, health services and social welfare services, to reduce the burden of spending and increase the income of poor and socially vulnerable families, to create changes in behavior and independence of KPM in accessing education services, health and social welfare, to reduce poverty and inequality and utilize inclusive financial products and services or digital finance formally to KPM PKH implementers who are District/City coordinators have the following tasks and functions: 1) Prepare work plans for implementing PKH; 2) Carry out control and supervision in order to strengthen the implementation of PKH business processes; 3) Perform mapping of data sources; 4) Conduct PKH HR capacity building activities; 5) Carry out the coordination function with the local government in the context of implementing PKH; 6) Evaluate and compile reports on the implementation of PKH.

Implementation of PKH Program Policy Evaluation in Cimahi City

In accordance with data on the number of PKM that has increased in 2022 compared to the previous year, namely in stage 1 10,715, stage 2 10,317, stage 3 10,318, and stage 4 10,394. In addition, the implementation of the PKH program during the COVID-19 period was not effective enough. This was then for PKH group meetings, and socialization was only carried out via WhatsApp so that the socialization was carried out unevenly because not all beneficiary families or KTM had WhatsApp and the next stage of socialization was carried out on new normal era.

The first evaluation criterion is the effectiveness of the obligation program for PKH beneficiaries during COVID-19 experiencing limited access to health due to excessive fear and anxiety, this then makes KPM not fulfill their obligations. From this,

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3456

the objectives of PKH itself were not fulfilled.

The second evaluation criterion is with regard to efficiency or economic rationality in Cimahi City regarding the amount of effort required to produce a certain level of effectiveness per June according to the Indonesian Ministry of Social Affairs Pusdatin statement on May 19 2022, which has increased, this is due to the absence of verification from the UPPKH so that many beneficiaries wrong target. In addition, the problem of efficiency is also seen from the unclear poverty indicators themselves. From the problem of unclear poverty criteria, the researchers found that there were many differences in the views of several informants about the poverty criteria, this automatically had an impact on the inaccuracy of the PKH program's assistance targets which then gave rise to a sense of suspicion that occurred between residents who received PKH and those who did not receive PKH..

In addition, there is an E-PKH application that is held by each facilitator. Data updates are carried out by the facilitator whenever there is a change in the data of each member of the PKH participant. The results of updating the data will become one of the bases for calculating the amount of assistance in the next stage. In 2021 this will no longer be done. This will make the implementation of the PKH program inefficient due to the data update process. Furthermore, the problem of failure to think about KPM PKH also affects the efficiency of the PKH program, this causes a lack of initiative to resign as a beneficiary of social assistance when they feel they have been able to.

Regarding the third evaluation criterion, adequacy relates to how far a level of effectiveness satisfies the needs, values or opportunities that create problems. An indicator of the effectiveness of the PKH program in Cimahi City is related to the number of PKH beneficiaries which has increased after the pandemic. The COVID-19 pandemic resulted in an increase in the number of poor people which had an effect on increasing data on the number of potential beneficiaries, so that many residents volunteered to get government assistance from the PKH program. This is in accordance with data on the number of PKM beneficiaries which has increased in 2022 compared to 2020-2021 (pandemic COVID-19) along with data on the number of KPM PKH in 2022, 2021 and 2020 in sub-districts in the Cimahi region, of which there are 19 sub-districts. Data on the number of PKH KPM in 2020 was recorded at 104,255, then in 2021 the number of residents who registered for PKH KPM has decreased, namely 96,339. In 2022 the number of PKH KPM applicants has increased significantly by 123,626.

The fourth type of criterion is Equality which deals with legal and social rationality and refers to the distribution of effects and effort between different groups in society. In the Cimahi City PKH program itself, many are not eligible for PKH assistance, so they want equity so that KPM can also receive assistance. The fifth type of evaluation criterion is responsiveness, which relates to how far a policy satisfies the needs, preferences, or values of certain groups of people. In the PKH program policy itself, all data is systemized from the center to the regions, for PKH beneficiary proposals, all of them have used the system. For the implementation of the PKH assistant's duties, it is also in one implementation control system and is independent in nature. In its implementation in South Cimahi District, the coordination carried out by the companion team or PKH officers did not go well, such as with sub-district institutions, village/community leaders. Because it was identified that many of the related institutions did not know about PKH's agenda and activities. This means that the socialization and coordination of institutions is very weak and causes a massive lack of support from these institutions. In addition, there is a lack of coordination between the assistant and the

head of the RT or RW so that there are PKMs who don't need help anymore. However, after being evaluated, there were inputs and suggestions from community leaders so that these inputs were used as an ingredient or basis for following up on the eligibility of recipients, meaning that recipients were indeed reasonable to accept and some were indeed not eligible to be dismissed from PKH recipients. Data collection or data input to the center cannot be done quickly so there are problems with deadlines for data input or changes.The sixth type of criterion is Accuracy. The criterion of appropriateness is closely related to substantive rationality. In the PKH program in Cimahi City, related to validation by system, it is necessary to verify the KPM by the assistant but immediately become KPM without verification and the money has already been entered, so that there are several KPM that are not on target due to data discrepancies.

Factors Hampering the Post-COVID-19 Poverty Reduction Policy Program through Program Keluarga Harapan

In tackling poverty caused by the COVID-19 pandemic in Cimahi City, of course there are several problems that are inhibiting factors for the implementation of this policy. Based on the results of interviews regarding the evaluation of the post-COVID-19 family hope program in Cimahi City, it was explained that the inhibiting factors for the implementation of the policy program were. First, PKH assistant human resources are ideal, but at the RT/RW level they are still lacking. Second, the facilities and infrastructure of the UPPKH secretariat office facilities are inadequate. Third, the emergence of social jealousy among non-PKH beneficiary communities caused by the inaccuracy of targets in PKH policies. Fourth, the problem of unequal thinking between parties regarding poverty criteria, then related to communication problems related to PKH assistance during the COVID-19 pandemic, became an inhibiting factor

because the facilitators and the local RT/RW had less impact on the validation and verification of prospective PKH beneficiaries so that many beneficiaries were not on target.

PKH City Cimahi Program Policy Evaluation Model

Criticizes Dunn's theory that the actors involved in policy evaluation are limited to the government and society, and to achieve success in poverty alleviation requires the strengthening of non-governmental parties and the use of social media as a government communication strategy (Reddy et al., 2022; Pashayan, 2022). And the theory used is quite relevant and actual, and in practice there are still weaknesses, for example the ineffectiveness of the PKH program due to the COVID-19 pandemic resulting in an increase in the number of poor people which has an effect on increasing data on the number of potential beneficiaries. As happened in South Cimahi, which incidentally is an industrial area, and when restrictions on industrial activities were imposed it resulted in a reduction in the workforce and residents affected by layoffs were included in the new poor village data.

Furthermore, the problem of mindset failure of some PKH KPM also affects the efficiency of the PKH program, the mindset failure in question is a misinterpretation of the use of PKH program assistance which should be used for business development or family welfare, but in practice they use the assistance for other things apart from the program's policy objectives. Then from the facilities and infrastructure, office facilities at the UPPKH secretariat also affect the PKH policy program, laptop facilities are not provided at the secretariat but there are facilities in the form of PC computers from the Ministry of Social Affairs, to support internet connection or wifi itself in terms of connection speed it is still lacking because there are four fifty five PKH HR people (Database Administrator, City Coordinator and PKH Facilitator) who together use the

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3458

connection at the secretariat for data updates or data input so that they voluntarily collect money to subscribe to wifi independently.

There are many data discrepancies, starting from the address when checked in the field it turns out that the person has moved house or has died, as an example of one data during June 2022, companion activities in South Cimahi there were 5,781 BNPB findings by the BPK in Cibeureum, so this is not just talking about South Cimahi, in the Cibeureum dam, there were 5,781 BPK findings that were not in accordance with procedures, this number was the highest number among the fifteen sub-districts in Cimahi City. Meanwhile in Cimahi City there are more than 34 thousand data that do not comply with the procedure, of these 34 thousand data 32 thousand are data proposed by the Regional Government which are not included in the DTKS, so there are 32 thousand data which are not included in the DTKS.

To complete the lack of theory, it is equipped with novelty or novelty that requires the involvement of non-governmental parties (private) and the use of social media, with synergy between government and non-government parties and the use of social media which is expected in the future as an evaluation of poverty alleviation program policies in Cimahi City will run effectively . Non-governmental parties or private parties referred to here are non-governmental parties (business/industry actors in Cimahi City, academics, community organizations, religious organizations and women's representation. It is hoped that these stakeholders and social media can interact synergistically with each other so as to create effective and quality policy evaluation (Halkos & Gkampura, 2021; Shi et al., 2020).

From the results of the research that requires the involvement of non-government parties and the use of social media, especially in effective poverty reduction policies. Researchers offer novelty to fill this void by adding strengthening the involvement of non-government (private) parties and the use of social media as a government communication strategy. The government can involve private parties who run businesses and make profits in Indonesia to be involved in community development where they do business or other places (community development programs), not just in the form of charity (charity programs) and only distributing social assistance. The government can encourage the involvement of the private sector in corporate social responsibility (CSR) programs in the form of community and economic empowerment by taking into account the sustainability of the program.

Furthermore, the use of social media is one of the strategies that is quite effective in building government public communication patterns. Therefore, public relations practitioners must be able to transform the mindset from working in a linear and business as usual way to be visionary (think ahead) and creative and innovative, think holistically and across sectors (think across), have competence like a chief editor or newsroom head, especially in improving the ability to produce public communication content that is interesting, denser, fuller, innovative and creative by prioritizing the use of social media in accelerating its dissemination. And there is a change in mindset from an owning economy to a sharing economy related to public communication content that needs to be stimulated. Innovative and creative new patterns will result in the effectiveness and efficiency of public communication being achieved.

5. Conclusion

Like other cities, Cimahi City seeks to overcome poverty through poverty programs, namely PKH or the Family Hope program. The implementation of post-COVID-19 poverty alleviation in Cimahi City itself, seen from the six indicators of

Eur. Chem. Bull. 2023, 12 (1), 3449 – 3463

3459

effectiveness, efficiency, adequacy, equality, responsiveness and accuracy, has not fully gone well. Factors that hinder the post-COVID-19 poverty alleviation program include the human factor itself, facilities and infrastructure, inequality, social jealousy, inequality in understanding poverty and other factors.

From the post-COVID-19 poverty alleviation policy evaluation model through the PKH program in Cimahi City, it is explained that it has not optimally fulfilled the six evaluation indicators dunn. This was due to COVID-19 which resulted in an increase in the poverty rate, as well as many residents who volunteered to become potential recipients of social assistance benefits. In addition to the above, there were also communication problems between officials which caused data discrepancies. From the existence of these problems, it is hoped that synergies can be created so that PKH program policies can be realized that are effective and right on target.

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3461

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3463