



Empowerment of joint business groups for the family hope program (KUBE PKH) in Madang Suku III District, East OKU Regency South Sumatera Province

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ABSTRACT

This study examines the empowerment efforts of Joint Business Groups (KUBE PKH) under the Family Hope Program in Madang Suku III Sub-District, East OKU Regency, South Sumatra Province. The Family Hope Program, or Program Keluarga Harapan (PKH), aims to alleviate poverty and improve the well-being of underprivileged families by providing financial assistance and promoting community-based business initiatives. The research assesses the effectiveness and impact of KUBE PKH in enhancing the socio-economic conditions of the target beneficiaries. Utilizing a mixed-method approach, data is collected through surveys, interviews, and field observations to gain comprehensive insights into the challenges and successes faced by the participating groups. The findings are expected to contribute valuable information to policy makers and stakeholders in refining and strengthening the KUBE PKH program as a means to empower marginalized communities and foster sustainable development in the region.

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INTRODUCTION

Indonesia is a country with a high population density with the fourth position among other countries (Kementerian Kesehatan Republik Indonesia, 2018). This is shown based on United Nations (UN) data that in 2022 the total population density will reach 266.79 million people with the largest population in the world under China, India and the United States (Johnson, 2021). Based on data from the Central Statistics Agency (BPS) it shows that the poverty line in South Sumatra in 2022 will be 437,983 in urban areas, 374,572 in rural areas (Irham et al., 2021; Jamin et al., 2022; Maru & Ahmad, 2015). From BPS data for the province of South Sumatra, it shows that the poverty rate in South Sumatra in 2018 reached 1.1 million people or 12.80 percent. the poor population in rural areas for 3 consecutive years who experience economic problems and high poverty are still experienced by many rural communities. OKU Timur as a district that has 20 sub-districts, of course, more people

live in villages in the Madang Suku III sub-district and work as laborers and have problems meeting their daily economic needs (BPS, 2023).

The success of a country's development is measured by the rise and fall of the poverty rate in that country. Thus, every success must see a society that is prosperous or not prosperous. The benchmark is used to see the benefits and the economy must be placed as a means (means) not the final goal because the ultimate goal is to improve the quality of human life itself (Utami et al., 2020). Poverty is a multisectoral problem that must be the responsibility of the central level down to the individual community. The fact that often happens is that the policies made are not pro-poor, as a result, the policies worsen the condition. Poverty alleviation efforts must have a clear plan, strategy and direction in dealing with it supported by programs and activities that are right on target. Problems can be resolved if the government implements policies that are serious and pro-poor in favor of the community/poor families (Asmawanti et al., 2020; Dolifah et al., 2021; Rerung et al., 2017).

Poverty alleviation and alleviation programs are nothing new for the Government of Indonesia (Haqu, 2020; I Made Sukarsa et al., 2020). Since 2007 the government has implemented the Family Hope Program (PKH) for the poorest groups of people. This program is a conditional cash transfer program for poor families which is designated as PKH. The aim of the PKH program itself is to improve the economic conditions of the Beneficiary Families (KPM). PKH targets not only poor families with health and education components, but also families with severe disabilities and elderly components. This program is given to very poor households or families that meet special conditions that have been set for a period of 6 months. After the program is running, a transformation process will be carried out by reviewing the progress of the target household or family. For households or families that are no longer poor, the PKH program is terminated and for households or families that are still poor, they are given additional time to receive assistance for another 3 years as transition period (Rahayu & Zein, 2021; Rizal & van Doorslaer, 2019; Sariningsih et al., 2021).

In supporting the effectiveness of poverty alleviation, the Ministry of Social Affairs (Kemensos) cooperates with two other government agencies. The first collaboration was with the National Development Planning Agency (Bappenas) in designing a follow-up program for PKH participants following the transition period. This follow-up program is carried out by providing stimulants (assistance) for households or families in groups, this program is better known as the Joint Business Group (KUBE). KUBE is, "Poor family groups that are formed, grow and develop on their initiative in implementing a productive economy to increase family income". (Permensos Number 25 of 2016, 2017:3). The KUBE program consists of PKH program participants themselves, so the name of this program is better known as KUBE PKH. The second collaboration carried out to increase the effectiveness of poverty alleviation is the collaboration between the Ministry of Social Affairs and the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop and UKM). The two government institutions agreed to synergize the resources of the related parties in order to empower KUBE. The collaboration carried out by the two government agencies seeks to develop human resource capacity, by conducting entrepreneurial skills guidance and increasing access to financing/financial sources (Mawardi & Wisnu, 2005). Based on this explanation, the Family Hope Program Joint Business Group (KUBE PKH) is a group formed by residents or socially assisted families consisting of underprivileged families who receive non-cash assistance and also receive empowerment program activities in an effort to improve the welfare of the underprivileged who participate in the program (Rizal & van Doorslaer, 2019; Sariningsih et al., 2021).

PKH's big mission is to reduce poverty considering that the number of poor people in Indonesia until March 2022 is 10.86 percent of the total population or 28.01 million people (BPS, 2022). The government has set a poverty reduction target of 7-8 percent by 2019 as stated in the 2015-2019 RPJMN (PKH General Guidelines). PKH is coordinated by the Ministry of Social Affairs in collaboration with several ministries/institutions such as Bappenas, the Central Statistics Agency

(BPS), Ministry of Culture, Ministry of Education, Provincial and Regency/City Governments play a role in supporting PKH directly through the allocation of assisted funds (sharing) APBD including PKH implementing human resources according to the commitment of the Regent/Mayor (Bappenas, 2019; National Development Planning Agency (Bappenas), 2020; Tim Kemdikbudristek, 2020).

Various programs have not optimally reduced the poverty rate due to the fact that many government programs have not been fully implemented which has caused families to suffer even more. Poor families are generally always weak in their ability to do business and have limited access so that they are often left far behind from other communities with higher potential (Nanda Cahyani Putri & Loveani Yastika Putri, 2020). The aspect of poverty is not only related to economic aspects, on the other hand, there are several influencing aspects. Such as in East OKU due to the increase in population as a result of migration, lack of attention and awareness from the government and uneven development. According to the infographic for 2022, out of 17 cities, 16 cities in South Sumatra have poverty rates above the national level, including East OKU Regency. Poverty as a condition in which a person is unable to maintain himself and is unable to utilize his mental and physical strength (Hikmah & Murdiyastuti, 2020; Leiwakabessy & Payapo, 2022). This happens because the program has not been evenly realized and has not changed the condition of poor families/communities to a better condition because many rights have been taken away by the government. The following is the number of PKH beneficiary families (KPM) in Madang Suku III District, OKU Timur Regency.

PKH is a program to tackle poverty by increasing the quality of life for very poor families, from an economic point of view, providing conditional cash assistance and from an improvement in the quality of human resources. PKH provides family empowerment training given by assistant officers in Family Capacity Building Meetings (P2K2) activities, especially for groups of poor families. Within the PKH program there is another program, namely the KUBE program. KUBE in the context of social development, is a device, mechanism and system that is directed to achieve social goals, social goals in this case are solving social problems which means trying to make improvements to an unexpected condition, namely the problem of poverty and meeting social needs which provide social services needed to create better conditions than before (Ministry of Social Affairs, 2009).

The researcher chose Madang Suku III District, OKU Timur Regency as the focus of the research because in this sub-district the Joint Business Group (KUBE) program has been running since October 2019. In the initial observation of the research conducted by the researchers in the KUBE group, Madang Suku III District, OKU Timur Regency, the researcher found several problems, namely: First, the KUBE program management was still ineffective, where some of the people who participated in the KUBE program could not carry out activities on an ongoing basis, this can be seen from the KUBE group no longer continuing their business activities, this is because the community members receiving the KUBE program assistance are not good at managing the business they are working on. implemented, so that some KUBE groups in implementing the program did not run as they should. Second, another problem is that several KUBEs have not been able to experience the benefits of the business they are involved in because they are constrained by the type of business that takes a long time to be able to reap the benefits of the business. Third, so far the KUBE program has not been able to improve the standard of living of beneficiary communities, because there are beneficiary communities who choose other jobs compared to pursuing business from the assistance program, the community thinks that if they continue to expect results from KUBE businesses then they will not be able to meet their daily needs. In fact, with the existence of the KUBE program, it is hoped that there will be a better standard of living in the community, especially the beneficiary communities. The purpose of the explanation above is that it is interesting to study the empowerment of business groups with the Family Hope Program (KUBE PKH) recipients of social assistance in Madang Suku III District, OKU Timur Regency, South Sumatra Province. This research

implies that it can increase knowledge and how to empower joint business groups for the Family Hope program (KUBE PKH).

RESEARCH METHOD

Based on the problems studied, this type of research is descriptive qualitative research (Sugiyono, 2019). Qualitative research methods are methods for exploring and understanding the meanings ascribed to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from preparation, analyzing data inductively from specific themes to general themes, and interpreting data meaning (Creswel, 2016). In this study it was intended to determine empowerment in the joint venture group (KUBE), in this case looking at the processes and forms of empowerment carried out in the joint venture group with the Family Hope Program (KUBE PKH) in Madang Suku III District, East OKU Regency. Location This research was conducted in the District of Madang Suku III. The selection as the location of this research was based on the consideration that it was included in the sub-district which was at a considerable distance compared to other sub-districts which were located close together among the sub-districts. Madang Suku III sub-district is a sub-district that is geographically closer to OKU district but still belongs to the East OKU region. In addition, KPM quite a lot ranges from 500-1000 KPM. The large number of poor families who receive this social assistance is from a low social background among other sub-districts in East OKU Regency. Many KPM whose data was validated a year ago were enrolled in PKH in 2018, but there were also quite a number of KPM who graduated independently because they can be said to be independent after receiving PKH assistance since 2015 and 2016.

Primary data were obtained from direct observation and interviews using interview guidelines to obtain valid data regarding KPM empowerment and other supporting information. Interviews were conducted directly from the source using interview guidelines, field notes, and recordings during the interviews with the informants. For example, Supervisors, Social Security Section Heads of the OKU Timur Regency Social Service, Madang Suku III District Coordinators, PKH Facilitators in Madang Suku III sub-districts and KPM who are members of the KUBE group so that they can answer research questions to be examined: Secondary data is data that supports primary data or supporting data related to research problems. Secondary data can be obtained from various sources related to KPM empowerment such as the Central Statistics Agency (BPS), books on empowerment, books on poverty issues, literature on research issues. The researchers' documents obtained secondary data sources from several literatures, literature studies, scientific journals, articles related to the empowerment of joint business groups (KUBE). Secondary data is complementary to primary data, namely data obtained from media that can support primary data such as books, archives, notes. research to be studied.

Data collected to clarify problems in research comes from primary data and secondary data. Primary data obtained directly through in-depth interviews and observations. In this study, there are several qualitative data collection techniques, namely: 1) Observation 2) Interview 3) Documentation. In qualitative research, validity and reliability tests can be carried out on research tools to avoid invalidity and inappropriateness of research instruments, so that the data obtained from the distribution of research instruments is considered valid and in accordance with the desired data. In this study, researchers used the inspection technique of moleong .

The data analysis unit in this study is a certain unit that is considered as a research subject. The unit of data analysis in research is a research unit that can be in the form of individuals, groups, objects or a social phenomenon such as the activities of each individual or group as research subjects (Creswel, 2016; Sukmadinata, 2017)Based on this, the unit of analysis in this study is a group of social assistance recipients who carry out joint business activities that are the target of KUBE PKH empowerment in Madang Suku III District. Data analysis was carried out by organizing data into

categories, compiling and describing it into units, choosing the main and important ones and making conclusions so that they are easily understood by researchers and others. Data analysis according to Mies and Hubermas consists of three activities . Data that has been reduced and categorized regarding the Process and Strategy in empowering the Hope Program Joint Business Group (KUBE PKH) in Madang Suku III District, East OKU Regency. The data obtained through observation and interviews is adjusted to the data that supports the research focus so as to form validity. The data that has been reduced and presented can be drawn conclusions regarding the empowerment of the Hope Program Joint Business Group (KUBE PKH) in Madang Suku III District, East OKU Regency.

RESULTS AND DISCUSSIONS

Ogan Komering Ulu Timur Regency is one of 20 sub-districts in South Sumatra Province, with an area of 3,370 km². From a geographical point of view, this district is located between 103o40 East Longitude to 104o33 East Longitude and between 3o45 to 4o55 South Latitude. Administratively, East Ogan Komering Ulu Regency is bordered by:

To the north : Ogan Komering Ilir Regency
 East : Ogan Komering Ilir Regency
 To the west : Ogan Komering Ulu and Ogan Ilir Regencies
 To the south : South Ogan Komering Ulu Regency

The research location is in Madang Suku III District which has an area of 19532 Ha. Based on the administrative division of all sub-districts in Kab. OKU Timur where each sub-district has an office in their respective area. The Madang Suku III sub-district is located at the very end of itself, consisting of 10 Definitive Villages and 5 Expansion Villages with their respective areas.

Meanwhile, according to the Central Statistics Agency (BPS) for 2021 and profile data for Madang Tribe III District, it shows that the population in every village in Madang Tribe III District.

Table 1. Total population by village

No	Desa	Laki-Laki	Perempuan	Jumlah
1	Batumarta X	1246	1184	2430
2	Bina AMARTA	1956	1867	3823
3	Batumarta VI	2396	2342	4738
4	Banding Agung	569	526	1096
5	Nikan	519	499	1018
6	KaryaMakmur VIII	1229	1154	2383
7	WanaBakti	2202	2030	4232
8	Suka Damai	1296	1255	2551
9	Surabaya	1151	1032	2183
10	Marta V Jaya	405	351	756
11	Marta Mulya	NA	NA	NA
12	Tri Marta Jaya	NA	NA	NA
13	Suka Damai Timur	NA	NA	NA
14	Sido Mulyo	NA	NA	NA
15	Banjar Agung	NA	NA	NA
	Jumlah	12.969	12.240	25.209

Source: Central Bureau of Statistics OKU East, 2022

Table 1 explains the total population in the 15 villages in the Madang Suku III sub-district with the total male and female population data, namely 25,209 residents living in the Madang Suku III sub-district.

a. Education Infrastructure

There are facilities that support the advancement of education in Sukarami District, including public and private schools for kindergarten facilities totaling 21 schools, 17 elementary schools, junior high schools totaling 6 and high school totaling 4 and tertiary education 1 school.

b. Health Infrastructure

Facilities for public health services in Madang Suku III District are available, there are 2 polyclinics, and 1 auxiliary health center because there are no health center facilities and also has 1 pharmacy.

These health facilities will assist and facilitate the health services of residents in the Madang Suku III District.

c. Places of Worship Infrastructure

Most of the population in Madang Suku III Sub-District adheres to Islam, so to facilitate places of worship, there are 71 mosques and 90 prayer rooms, 8 Protestant churches, 2 Catholic churches and 24 temples.

d. Public Infrastructure

There are several public facilities in the Madang Suku III sub-district and can also be used by the general public, consisting of 1 bank, 12 cooperatives, 4 markets, 2 minimarkets. Economic activities in this area are generally supported by market facilities and agricultural equipment shops.

The management structure of the Joint Business Group for the Family Hope program (KUBE PKH) in East OKU, Madang Suku III District, consists of: Director, chairman, secretary, District/District Coordinator and PKH Assistance Team in Madang Suku III District as movers and facilitators who assist KPM in carrying out joint business groups.

In the results and discussion chapter, as explained that the purpose of this study was to analyze the empowerment of beneficiary families through the Family Hope Program in East OKU District. In this study, the researcher used descriptive qualitative, namely research procedures in the form of written or spoken words from people who became informants and observable behavior to then be compiled and conclusions drawn. Researchers used primary data and secondary data to describe it, namely primary data obtained through observation and in-depth interviews with 7 informants while 5 key informants. Secondary data was obtained in the form of journals, research reports, articles, literature and literature reviews that are relevant to empowering beneficiary families in the Family Hope Program. Research data shows that the poverty rate is a complex problem in East OKU Regency because poverty causes people to not be able to get access to education, health and welfare. In dealing with the problem of poverty, the government is trying to create a program that does not only provide cash assistance but focuses on the form of empowerment provided.

One of the government programs is the Family Hope Program which targets beneficiary families including families in the poor category so that they can get out of the cycle of poverty and make themselves qualified and have their own potential to improve the quality of life of the quality of human resources in the family. The following are the results and discussion regarding the empowerment of beneficiary families (KPM) in the Family Hope Program in East OKU Regency.

The Process of Implementing Empowerment in the Family Hope Program

Based on the Regulation of the Minister of Social Affairs Number 1 of 2018 concerning the Family Hope Program that improving the quality of life for poor and vulnerable families is carried out through increasing the accessibility of health, education, welfare and social protection that is directed and sustainable. In connection with the implementation of the Family Hope Program, one cannot only carry out the empowerment program alone, therefore it is necessary to be involved with other institutions. PKH is coordinated by the Social Services Office of OKU Timur Regency, which is implemented in collaboration with several related agencies, including: Based on the results of the research that through the Family Hope Program an empowerment activity was formed, namely by increasing Family Capability Knowledge. This program is useful for achieving a change in KPM behavior that will provide them with an understanding of the importance of awareness and knowledge through education, health, welfare and child protection to improve the future of the family.

There is data verification for determining KPM that has fulfilled the components, so the PKH KPM organization is formed which aims to improve KPM capabilities, update data, monitor aid distribution, group development and be able to solve problems in PKH implementation. According to the results of the study, the formation of this group was formed by PKH assistants who were

based on the proximity of where they lived or were also made aware of certain goals such as the KUBE group. This group is determined by a companion with a maximum of 15 members so that conditions are more conducive. Implementation of the initial meeting of facilitators in coordination with the sub-district and sub-district for socialization regarding rights and obligations, sanctions and commitments that must be carried out by KPM. Data validation resulted in a list of KPM which was then formed by groups aimed at increasing the potential of KPM, updating data, monitoring assistance as a solution to problems in implementing PKH. Based on the results of the study, it was shown that in each P2K2 activity group there were a maximum of 15 people with the aim of keeping conditions conducive. Such as the interview that was conveyed by the informant MS as Head of PKH Social Security regarding updating targeting data. The following are the results of interview statements from MS:

Empowerment through KPM Capacity Building

Based on the results of research that empowerment is a process that includes a series of activities to strengthen communities or individuals who are powerless and weak experiencing poverty. In this case, the aim of empowerment is to achieve an empowered community. The data shows that the empowerment process will not end with the completion of a program, whether it is a program implemented by the government or non-governmental organizations (Sukmawati et al., 2023). The empowerment process will last as long as the community is still there and willing to empower themselves. Empowerment through capacity building means developing the knowledge and skills possessed by the poor in solving problems and meeting their needs. This process is where families who are poor due to resources are given the power to improve their welfare independently. PKH does not only focus on providing material but also emphasizes direct practice on empowering beneficiaries.

Empowerment activities aimed at KPM must be supported by a strong sense of desire and willingness from KPM so that success and changes are felt in these activities. Empowerment through Family Capacity Building Meetings (P2K2) is a form of structured learning provided by trained assistants to KPM. Empowerment through capacity building is the goal of raising the level of economic development of the poor and enabling them to raise their educational standards to a higher level. Therefore, PKH empowerment focuses on capacity building by providing 3 materials such as education, economy and health. .

KPM FT is a KPM that has three children and has received support from PKH and has also participated in P2K2 activities. One way to meet the daily needs of the FT informants is simply to receive baskets which are only sold for around Rp. 4,000-Rp. 20,000 with uncertain results. Apart from that, to make ends meet, you depend on the income from your husband, who is only a daily worker with a temporary work system, such as a collector in one of the cash and credit lines. Based on the results of the research, it shows that poor families are always looked down upon by other communities. Therefore empowerment with P2K2 activities is very impactful and beneficial to FT's life. Empowerment through P2K2 can change the mindset of someone from a poor family. FT said that a family that can't afford it is not a family that doesn't deserve to send their children to a higher level of education.

Factors Inhibiting PKH Implementation

In the implementation of empowerment activities through P2K2 in the field, it was found that there were obstacles that occurred affecting the success of these activities. The following is an explanation of the inhibiting factors which include the following:

1. Low Participation of KPM: In this P2K2 empowerment activity, the role of the assistants is to move the KPM so they can make changes in their lives. The role of the companion greatly influences KPM's participation because the companion's communication determines whether they can contribute actively or not in the PKH empowerment program. From the results of field

observations and the results of interviews with informants, KPM's participation in participating in P2K2 activities was said to be still in the low category.

2. Time discrepancy in participating in P2K2 activities: P2K2 implementation time usually starts from 10.00 to 15.00 WIB depending on the schedule determined by the facilitator or agreement between the KPM and the assistant. This shows that both from the results of the interviews and the results from the field the KPM were absent not entirely because of their will but because the timing of the empowerment activities was less effective.
3. KPM's low motivation: In this case the empowerment program requires a companion to play a role and act as an agent of change who can motivate, facilitate and make changes happen. KPM needs a good approach so that they understand the purpose and importance of participating in P2K2 from PKH. This lack of motivation from KPM is also due to the age factor of KPM, most of whom are over 40 years old.
4. Limited infrastructure: limited tools and material modules are important factors in supporting the success of empowerment activities. Infrastructure facilities are important in supporting the success and smooth running of P2K2 activities. The empowerment program will not run well if it is not supported by infrastructure facilities.

CONCLUSION

Based on the results of the discussion, it can be concluded that the implementation of PKH empowerment is the key to success in the empowerment program. KUBE empowerment provides a change in mindset by creating conditions that allow potential to develop through capacity building. This empowerment is carried out so that KPM can develop its capacity and each KPM can have a significant impact on building the economy of beneficiary families (KPM) in a process of community empowerment so that they can get out of the cycle of poverty. In terms of empowerment, KUBE has obstacles to the implementation of empowerment in the Family Hope Program, namely the low participation of KPM, the limited time for KPM to participate in activities, the low motivation of KPM which has implications for the interest and enthusiasm of KPM to be involved and the limited infrastructure in supporting the implementation of empowerment. In implementing KUBE PKH empowerment, several inhibiting factors were encountered in this empowerment, which can be seen from two sides, namely; first, its members; a). The inconsistency of KUBE PKH members in carrying out the task schedule that has been determined together, b). Patterns of thought are still individual, c). The entry and exit of the PKH KUBE management with the excuse of being busy working in the garden, rice fields, and so on, d). PKH participants who are also members of KUBE PKH who no longer have components (non-eligible) choose to resign as members, e). Kpm which is graduated because it is economically capable, f). Kpm who have changed addresses outside the regency or province, g). The planning for this empowerment program was not carefully planned. The limitations of this research are that this research is limited to one place only and with various characteristics of respondents. Future research is expected to research the factors that influence the implementation of PKH empowerment, which is the key to success in this empowerment program.

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