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Implementation of the Distribution of Welfare Rice Social Assistance for the Poor Southeast Minahasa

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Abstract. Poverty is still one of the issues that continue to grow. Efforts to create a prosperous society are strongly influenced by poverty in the region because of the relatively high poverty level. The government has launched a Non-Cash Food assistance program that beneficiaries can use. This article aims to investigate the implementation of assistance from the government to the community. Investigate the implementation of the aid from the aspect of socialisation, effectiveness and suitability of targets. The method used in this research is qualitative. Qualitative research is descriptive, the data collected is in the form of words or pictures, so it does not emphasise numbers. Data collection techniques using in-depth interviews, observation, and documentation. Qualitative data analysis (Miles and Huberman) with procedures, data reduction, data presentation, drawing conclusions or verification. The results showed that social welfare rice assistance for beneficiaries in Ratatotok District, Southeast Minahasa Regency. It had been running according to the applicable rules, following the procedures set by the government. The acceptance of people receiving social assistance prosperous Rice into the excellent category, participate in socialisation activities, participate in the provision of the necessary administrative requirements, and support the officers in disseminating information to other residents and the required cooperation attitude between citizens.

Keywords. implementation, assistance, prosperous rice

A. Introduction

The problem faced by the State of Indonesia at this time is the high poverty rate in Indonesia. Poverty is currently still one issue that continues to develop at the national and provincial, and district/city levels. Efforts to build a prosperous society are strongly influenced by poverty in the area because the poverty level is still relatively high indicates that the economy's ability and the welfare of society have not been reached. Indonesia is a developing country trying to develop in all fields such as politics, social, education, economy and others. One of the areas currently in the development process is the economic sector, which is due to an increase in poor people in Indonesia. Poverty has become a global problem experienced by all countries globally; poverty is located in the state - developing and underdeveloped countries and experienced by state-developed countries. Poverty is when a person or household has difficulty meeting basic needs. At the same time, the supporting environment does not provide opportunities for continuous improvement of welfare or out of vulnerability.

The poverty problem in Indonesia is a social problem that is always relevant to be studied continuously. All this because poverty has been around a long time and still attends the middle of us

today. For now, the symptoms are increasing in line with the multidimensional crisis that Indonesia still faces. It is also because Indonesia is a developing country with a population that continues to grow every year. The welfare level is still far below the status of a welfare state - developed countries. To ensure the achievement of human development, there are 4 (four) points that need to be considered, namely productivity, equity, sustainability and empowerment. The Indonesian people do not wholly own this condition. For example, there are still poverty problems closely related to education and health. The family's low income makes it difficult for the family to meet even the minimum health and education needs. Based on the poverty line set by the Central Statistics Agency, namely, someone who earns Rp. 12,066 or equivalent to Rp. 12,000, reliable measurement of poverty, can be a formidable instrument for policymakers to focus their attention on. The concepts of calculating poverty that is widely applied in countries including Indonesia is basic needs carried out by the Central Statistics Agency.

The Central Bureau of Statistics collects data on poor households using 14 (fourteen) poverty criteria. These criteria have a very close relationship with the ability to meet caloric needs and basic non-food needs. The agency defines poverty by making criteria for the amount of expenditure per person per day as reference material. In that context, unemployment and low income are taken into consideration for determining these criteria. Poverty in Southeast Minahasa Regency has a poverty level, according to the Central Statistics Agency. The number of poor people in Southeast Minahasa Regency reaches 44,630 people or equivalent to 12,087 Heads of Families from 117.00 Population in Southeast Minahasa Regency. So it is realised that the essential aspects of supporting poverty reduction strategies are the availability of accurate and targeted poverty data.

The 1945 Constitution of the Unitary State of the Republic of Indonesia explicitly mentions food as one of the human rights. To reduce the burden of spending on poor households due to the 1997/1998 economic crisis, the Government of Indonesia implemented a rice subsidy to fulfil some of the food needs of the poor. The rice subsidy program for low-income groups, known by the name of prosperous rice, is distributed each month with an allocation of 15 kg for each Target Households Beneficiaries (RTS-PM) to redeem the price of Rice is prosperous for Rp1,600, - / kg. To improve the effectiveness and accuracy of program targets, prosperous Rice is mandated to be transformed from a subsidy pattern to a social assistance pattern in the form of food. This was conveyed by the President of the Republic of Indonesia at the Limited Cabinet Meeting for Reducing Poverty and Economic Inequality on March 16, 2016. Social assistance and subsidies were distributed non-cash. From the beneficiary's perspective, the distribution of non-cash social service will encourage productive behaviour of beneficiaries and realise the community accumulation assets through flexibility in withdrawal of assistance and opportunities for saving.

Meanwhile, from the government's perspective, the distribution of non-cash social assistance using the banking system is intended to increase program transparency and accountability to facilitate control, monitoring, and reducing irregularities. Food Social Assistance can be distributed in in-kind (Rice) or the condition of non-cash. In-kind or referred to as Rice Welfare Social Assistance, food social assistance is given in Rice and distributed every month without any price/cost of redemption. The welfare rice social assistance aims to reduce the burden of spending and increase access for the poor and vulnerable through fulfilling basic food needs, which are their fundamental rights. Meanwhile, food assistance in non-cash or Non-Cash Food Assistance (BPNT) can be used by beneficiaries to buy Rice or eggs, according to the quantity and quality and at the desired time and place.

Non-Cash Food Assistance has a broader goal: to provide more balanced nutrition, provide choice and control to the poor and vulnerable, encourage people's retail businesses, provide access to financial services for the poor and vulnerable, and streamline the budget. The Non-Cash Food distribution Aid (BPNT) has been implemented since 2017 in 44 selected cities and will gradually expand. The expansion of the Non-Cash Food Assistance scope is carried out by considering the readiness of various regions, including the preparedness of payment infrastructure and telecommunications networks, the willingness of food supply and retail businesses, and support from local governments. Meanwhile, areas that do not implement the Non-Cash Food Assistance Program will receive food social assistance in kind. For the successful distribution of food social assistance, a guideline is needed for program managers, activity implementers, and other related parties. The last term

for the word poor Rice was considered impolite to hear, so it was changed to prosperous Rice, but the change still has the same goal. This Prosperous Rice is interpreted not to consider discrediting people. The speech-language is more polite to hear. However, the most important thing is not the name but the quality that reaches the RTS; it is free of fleas and is cracked so that the quality must be guaranteed”.

According to TNP2K (National Team for the Acceleration of Poverty Reduction) 2012, prosperous Rice is one of the poverty reduction and social protection programs in the food sector organised by the Central Government in subsidised rice assistance to low-income households (poor households). The Prosperous Rice Program is a cross-sectoral national program both vertically (central to regional government) and horizontally (across ministries or institutions). All relevant parties are responsible for their respective main tasks and functions for the smooth implementation and achievement of prosperous rice social assistance. The government uses various programs and stimuli to overcome the poverty problem. To improve the effectiveness and determination of program targets, prosperous Rice is mandated to transform from a subsidy pattern to a social assistance (food) pattern. Food Social Assistance is distributed in kind or referred to as Prosperous rice social assistance. Prosperous rice social assistance is given in Rice and distributed every month without any price/cost of redemption. Welfare rice social assistance aims to reduce the burden of expenditure and increase access for the poor and vulnerable by fulfilling basic food needs, which are their fundamental rights. To reduce the burden on Beneficiary Families through the provision of social assistance in the form of medium quality rice to Beneficiary Families with an amount of 10 kg/quantum. Every month without being charged a price/fee. The system used in distributing social assistance for prosperous Rice is for people registered in an integrated database by data collection from the Central Statistics Agency.

According to the 2018 Pedum for prosperous rice social assistance, the implementation of the distribution of prosperous rice social assistance must refer to the success of prosperous Rice. Namely, the achievement of 6T (six right) on the correct target recipients, on the right amount, on time, on the right quality and the proper administration. However, rice prosperity and social assistance Rice prosperous who has been running for the last few years, still have many problems, especially during the distribution. From the evaluation results from the Social Worker Coordinator (Korteks) in Ratatotok District, Southeast Minahasa Regency, there are several problems including. The frequency to the distribution point does not go according to what is set. It is not right on target, meaning that many rice recipients are not included in the community who have the criteria to get prosperous Rice. There are even multiple recipients. The indications are the lack of socialisation and program transparency, not optimal monitoring and the lack of public complaints. The following description through the table is the community receiving social assistance for prosperous Rice in Ratatotok District, Southeast Minahasa Regency. Based on observations, in-depth observations and interviews in the field, there can be a gap between expectations and reality. Namely, implementing social assistance distribution for prosperous Rice is not optimal, caused by some of the problems above. In general, the success of social aid for prosperous Rice is not by the goals and targets set out. Set by the government.

B. Literature Review

1. Public policy

Public policy is often understood as an instrument used by the government to solve general problems in a technocratic manner. The government uses a *rational choice* approach to choose the best alternative to solve problems faced by society [1]. According to William & Dunn, public policy is an interrelated series of choices made by government agencies or officials in areas related to government tasks, such as security, energy, health, education, public welfare, urban crime and others [2]. *Policy* (policy) comes from the Greek and Sanskrit *police* (city-state) and finally in middle English *policy*, which means to deal with public affairs or government administration [3]. The policy is a series of concepts and principles outline and basic plans in executing a job, leadership in government or organisation, statement of goals or objectives, principles or intent as guidelines in achieving the goals [4]. Making any public policy generally begins with a *problem awareness* or specific issues understanding. However, in other situations, the initial start of the general policy-making process usually occurs because particular problems that have existed for so long are perceived as having never been

touched by or addressed through government policies [5]. At this point, it then arouses particular attention. In everyday political practice, it turns out that not all issues that have been or are developing in society then automatically become public policies. In essence, *policy issues* usually arise because there have been disagreements between actors regarding the direction of action that has been or will be taken or conflicting views regarding the character of the problem itself [6].

Based on the theory put forward by Bromley in Tachjan (2006) that public policy has three different levels based on the policy hierarchy, namely: *policy level*, *organisational level*, and *operational level*. In a democratic country, the judiciary and the legislature play the policy level, while the executive plays the corporate level. Furthermore, the *functional group* is carried out by implementing units such as offices, institutions or ministries [7]. At each level, public policy is embodied in the form of institutional arrangement of regulations tailored to the level of its hierarchy. At the same time, the *interaction pattern* is the interaction pattern between the lowest policy implementers and the target group [8]. The policy shows the way of policy implementation that determines the impact (*outcome*) of the policy. The results of a policy within a specific time will be reviewed (*assessment*) to become *feedback* for all levels of the policy. That is expected to improve the procedure. The public policy process involves preparing, determining, implementing, and controlling policies [9]. Public policy effectiveness is determined by a policy process that involves stages and variables. Jones (1984) suggests eleven activities carried out by the government about the policy process, namely: “perception/definition, aggregation, organisation, representation, agenda-setting, formulation, legitimacy, budgeting, implementation, evaluation and adjustment/termination” [10].

2. Public Policy Implementation

Policy implementation is seen in a broad sense as a stage of the policy process immediately after the enactment of the Law. Implementation is seen broadly as having the meaning of implementing the law in which various actors, organisations, procedures and techniques work together to achieve the objectives of policies or programs [11]. Implement policy is the implementation of the primary policy is usually in the form of law. Still, it can also form the command or important executive decisions or decisions Research Agency [12]. Van Meter and Van Horn define policy implementation as an act committed by individuals or officials or government or private groups geared towards achieving the goals in policy decisions [13]. In addition, in defining policy implementation, it is seen in a broad sense as a legal administration tool where various actors, organisations, procedures and techniques work together to carry out policies to achieve the desired impact or goal [14]. to implement means *to provide the means for carrying out* providing a means to carry out something *to give practical effect* to have an impact or influence on something [15]. A program is containing actions proposed by the government to achieve set targets whose achievement is problematic. The program will exist if the initial condition, namely the policy hypothesis stage, has been formulated. The word program itself confirms the change from all hypotheses to government action. While the initial premise of the idea has been validated, the degree of implementation of the expected consequences or consequences is the next stage referred to as implementation [16].

It can be said that an activity intended to operationalise a program through three pillars as follows: the first organisation: the formation or realignment of resources, units and methods to make the program run [17]. Then the second interpretation: interprets that the program is often in terms of status into plans and directions that are appropriate and acceptable and implemented, and the third is an application: routine provisions of services, payments or others that are tailored to the objectives or equipment of the program [18]. Policy implementation from the description above can be concluded as implementing administrative processes or actions taken either by individuals or groups - government, private or organisation as the provision of facilities. Procedures and techniques in the form of laws can also be in the form of orders. Important executive decisions can carry out the policies set to achieve the goals or impacts outlined in the policy decisions or desired goals. Policies that policymakers have recommended *are* not guaranteed that these policies will be successful in their implementation [19]. The three generations of implementation research can be divided into three different theoretical approaches to implementation studies: (1) the top-down model, emphasising primarily on the decision-makers

ability to produce clear policy objectives and on controlling the implementation phase; (2) Bottom-up criticism, which sees local bureaucrats as the main actors in policy delivery and understands implementation as a negotiation process within the implementing network; (3) Hybrid theory, tries to overcome the gap between the two approaches by combining top-down, bottom-up models and other theoretical models [16].

3. Rice Welfare Social Assistance Program

Prosperous Rice is a strategy to fulfil basic needs in the form of food carried out nationally. 2018 was the beginning of the transition from a subsidy pattern to a social assistance pattern. Thus, there is a fundamental change in its implementation. The beneficiary family has no redemption price/cost to be paid in the Prosperous rice social assistance. Prosperous rice social assistance is provided in physical Rice with quantity and quality by those stipulated by applicable regulations. Rice distributed is 10 kg with medium rice quality, namely Rice with a minimum grinding grade specification of 95 per cent, maximum moisture content of 14 per cent, and whole broken grain of 25 per cent [20]. In carrying out the distribution, Perum BULOG distributes social assistance for prosperous Rice to distribution points. The distribution point is a public facility in the village as a place or location for the delivery of social service for prosperous Rice from Perum BULOG to the Distribution Executor at the office/village hall, or other areas agreed in writing by the Regency/City Government (Tikor Food Social Assistance) with Perum BULOG. Then the Regency / City Government is responsible for distribution to the Sharing Point.

The Sharing Point is a strategic and affordable location for the delivery of Rice for Prosperous rice social assistance to beneficiary families that has been agreed upon by the Distribution Executor and local beneficiary families. It is expected that the distribution of the Prosperous rice social assistance regularly every 25th of every month, except in certain areas that require special treatment due to geographical factors, transportation and other limited facilities. The Prosperous rice social assistance is expected to fulfil a portion of the beneficiary families' food needs to reduce their expenditure in meeting food needs. The mechanism for implementing the Prosperous rice social assistance has not undergone many changes with the Prosperous Rice Subsidy, which was implemented until 2017, except in terms of accountability for distribution because the distribution requires local government support. To realise this, guidance or guidance is needed for all parties, both managers, implementers, controllers and other stakeholders, so that starting from planning, implementation, distribution, utilisation to control can be carried out in a directed, planned, transparent and transparent manner accountable manner [21].

In general, the objective of social assistance for prosperous Rice is based on Article 6 of the Minister of Finance No. 254 of 2015 are: 1) Social protection; which aims to prevent and manage risks from shocks to the social vulnerability of a person, family, group, and/or community so that their survival can be met according to minimum basic needs; 2) Social rehabilitation; aims to restore and develop the ability of a person experiencing social dysfunction in order to be able to carry out their social functions properly; 3) Social security; is an institutionalised scheme to ensure that all people can fulfill their basic needs for a decent life; 4) social empowerment; are all efforts directed at making citizens who experience social problems have the power, so that they are able to meet their basic needs; 5) Poverty alleviation; are policies, programs, and activities carried out against people, families, groups, and/or communities who do not have or have sources of livelihood and cannot meet the needs that are appropriate for humanity; 6) Disaster management; is a series of efforts that include the development policies establishment that pose a risk of disaster, disaster prevention activities, emergency response and rehabilitation [4].

C. Research Method

The method used in this research is qualitative. Qualitative research is descriptive, the data collected is in the form of words or pictures, so it does not emphasise numbers. Emphasis on process rather than product or outcome [22]. The research location is in Ratatotok District, Southeast Minahasa Regency. Data collection techniques using in-depth interviews, observation, and documentation. Discussions in this research were used to determine what general things were known

about the successful rice social assistance program regarding the target, quantity, time, quality and administration. Other things obtained from this interview are general views and informants' knowledge about social assistance for prosperous Rice. Observation.

According to Sutrisno Hadi, observation is a complex process composed of various biological and psychological processes. The most important is the observation and memory processes. This study uses documents, books, articles, or newspapers that contain prosperous rice social assistance. Documents that include implementing successful rice social assistance, journals via the internet that have social service for prosperous Rice, photographs used to take social assistance. Pictures of informants and voice recordings via cell phones during interviews. Conduct inductive data analysis and emphasise meaning. According to Mile and Huberman, qualitative data analysis suggests that activities in qualitative data analysis are carried out interactively and take place continuously until they are saturated. In qualitative research, data analysis is carried out from the beginning and throughout the research process. The researcher's used qualitative data analysis (Miles and Huberman) with procedures, data reduction, data presentation, draw conclusions or verification as follows: data collection, data reduction data presentation and decision. The data validity technique uses four criteria: trust degree, transferability, dependence, and certainty. Using this method, researchers will get more in-depth, complete, credible data and contain real meaning, namely actual data regarding implementing the prosperous rice social assistance Policy in Ratatotok District, Southeast Minahasa Regency.

D. Results and Discussion

Community welfare is a condition that shows the state of people's lives that can be seen from the everyday living of the community. Community welfare is the sum of people's choices and the freedom to choose between these choices and will be maximised if people can read, eat and vote. Community welfare can be measured from various indicators. The welfare indicator was measured community achievement where the community can be said to be prosperous or not. Community welfare which is only measured by monetary indicators refers to the imperfect aspect of the community welfare measure due to the weakness of economic indicators. According to the Central Statistics Agency, there are 14 criteria to determine low-income families or households such as building area, type of floor, walls, toilet facilities, lighting sources, drinking water sources, type of fuel for cooking, frequency of consuming meat, milk and chicken, frequency of buying clothes in one year. Frequency of eating every day, ability to seek treatment, land area for farming, education of the head of the family and savings or goods quickly sold with a minimum value of Rp. 500,000, such as ownership of credit or non-credit motorcycles, gold, livestock. If at least nine variables are met, it is categorised as a poor or not prosperous household. Referring to the results of the research described earlier, the implementation of the distribution of social assistance for prosperous Rice to the people of Ratatotok District has been running according to what is expected by the government in improving people's welfare. Especially in helping the provision of Rice as the primary consumption in the daily life of the recipient community, although obstacles are still found. And obstacles in the implementation process. Implementation of the Distribution of Prosperous rice social assistance in Ratatotok Plem District, Southeast Minahasa Regency

After the exposure and identification of the various problems underlie this research, it is to determine the issues in Ratatotok District, Southeast Minahasa Regency related to implementing the Prosperous rice social assistance Policy through interviews with informants described words and actions. The informants were asked for information to know with certainty the problems that occur and are representative to meet the needs of this research. The implementation of the Distribution of Prosperous rice social assistance in Ratatotok District, as the result of an interview with the Ratatotok sub-district about the existence of rastra in Ratatotok District, explained that:

The system for distributing social assistance for prosperous Rice (Rastra Social Assistance) is by the Ministry of Social Affairs regulations of Indonesia. Through socialisation, circulars and media regarding technical instructions must be carried out by all parties involved in the distribution of Rastra Social Assistance. This means that the

district government must continue again at the sub-district and village levels as the target recipients of the assistance.

The explanation given by one of the staff of the Social Welfare Section of Ratatotok Subdistrict who is in charge of recording, validating and making the scheme and flow of receiving social assistance for prosperous Rice is also strengthened, that:

The data obtained from each of the villages have been verified according to a questionnaire of participants receiving help social Rice prosperous by attaching a recapitulation of participants receiving support. Then our party to validate and update the data to be sent to the level District in the Department of Social Affairs. After receiving a list of recipients approved by the Ministry of Social Affairs of the Republic of Indonesia through the Southeast Minahasa Regency Social Service, we mapped and distributed the recapitulation of aid recipients per village to facilitate the socialisation.

Summary of the interview results that the government at the Ratatotok sub-district level has carried out outreach activities to village governments in the Ratatotok sub-district. All forms of technical guidelines and recipient lists have been disseminated stages up to the guard level. This condition indicates that the implementation of this social assistance has been massive and continuous in settings within the local government. The receiving community also knows and at the same time receives the service according to the schedule informed to them. After the researcher described the research described in the previous discussion, the researcher will now discuss in more detail related to the current research focus. A policy should be enriched with a decision-making frame of mind that expresses response considerations to policy issues and helps shape the government's philosophy and authority framework that the government believes leads to the policy area [11]. The Bureaucratic Structure is the implementer of either an organisation or an individual in charge of implementing policies responsible for implementing and supervision of having a significant influence on policy implementation. The implementer accountable for the program's success is the government bureaucratic apparatus starting from the bureaucratic apparatus at the village, sub-district, district, provincial and national levels. In implementing the Prosperous rice social assistance Program Policy, the main targets are beneficiary families or low-income communities to assist in meeting the basic food needs of their families.

Based on the data interview on respondents who have been described in the results section of the study, it can be explained that the implementation of the distribution of social assistance for prosperous Rice for beneficiaries in Ratatotok District spread over 15 villages. Especially in the object of research in Basasan Induk village, it was found that the policy has been running according to the applicable rules, meaning that the implementation of the policy starts from determining the database of recipients who are entitled to receive it. This condition has been established by the Ministry of Social Affairs, which has been distributed to local governments to be forwarded to the recipient community members to help rice social welfare. All parties who have been given the task of carrying out the policy have followed the procedures established by the Southeast Minahasa Regency local government at the Ratatotok District Social and Apparatus Service and officers at each village level. And take care. This means that all tasks and authorities given to staff and field officers have carried out according to the procedures established through the technical instructions for distributing the prosperous rice social assistance.

Their complaints are from some citizens who are not on the list of social assistance recipients prosperous Rice. In contrast, the tangible and the facts to support, citizens are entitled to a ration of Rice this successful. On the other hand, the fixed list of recipients of social assistance, which in turn, the community members are already well-established and capable of improving the family's economy, is no longer worthy of receiving the social service. In this condition, settlement steps and solutions have been provided by data collection officers in the field to community members who are not on the list by making an additional list and recapitulating the submission of other names by attaching supporting data through the indicators and formats provided. Likewise, the list of recipients names who are already capable in the economy of their families has also been updated with data by submitting new data by issuing several lists of names. The fundamental rights of justice and equality are balanced to deserve

social assistance for prosperous Rice. Referring to the technical guidelines regarding the schedule for receiving social service for prosperous Rice each month according to a predetermined schedule, the acceptance schedule for receiving community members often changes to the following month, so there is a double schedule of receipts in one month. The regulatory approach to the budget disbursement policy has been adopted. The prosperous rice provider has accepted that the original program that has been set together will automatically shift.

In line with the opinion that has been stated by George Edward III (1980), resource indicators consist of several elements, namely, staff, information, authority and facilities. Staff is the primary resource in policy implementation [18]. One of the failures that often occur in policy implementation is caused by insufficient, adequate, or incompetent staff in their fields. Information has two forms, namely, the *first* information related to how to implement the policy. Implementers must know what to do when they are given an assignment or an order to take action. *Second*, information on compliance data from implementers and government regulations that have been set. The implementer must know whether other people involved in implementing the policy comply with the law. Indicators should be the formal authority so that the commands can be executed. Authority is authority or legitimacy for implementers in carrying out politically determined policies. When that authority is nil, then the power of implementers in the public's eyes is not legitimised to thwart the process of implementing the policy. President instruction was to increase farmers' income, food security, the development of the rural economy, and the stability of the national economy. In particular, Bulog was instructed to provide and distribute subsidised Rice for low-income and food-insecure community groups whose supply prioritises the procurement of grain/rice from domestic farmers.

1. Determinant Factor

Determinant factors that determine the distribution of social assistance policy implementation prosperous rice are, respectively, set policy regulations, especially beneficiary database, are valid and reliable and can be accessed by the general public. Characteristics in data collection of Beneficiary Families are deemed not right on target where low-income families in terms of economy and income are lacking and have many children who have not received or distributed the Rice Prosperous Social Assistance. In contrast, people classified as capable because they have a decent place to live and own agricultural land (rice fields) received Social Assistance for Prosperous Rice because they are old widow. The distribution of Social Assistance for Rice for Prosperous Rice is not on target as stipulated in the technical guidelines for the distribution of Social Assistance for Rice for Prosperity.

Second, there are socialisation activities that have a clear designation. The activities have been carried out several times. They are right on a target who gets socialisation activities and stages the officers in the field about the ins and outs of information in effective communication to residents who receive social assistance for prosperous Rice. According to George C. Edwards III that communication is a factor in ensuring the success of policy implementation. Implementers should know what to do regarding the implementation of the policy exactly [10]. The policy target must also understand or be informed about the goals and objectives of the policy, so it is evident that communication is needed in a policy so that the procedure can be appropriately implemented. *Third*, number of human resources in the distribution system competence is timely, targeted, and integrity. The resource is essential, even though the content of the policy is communicated clearly and consistently. However, if the implementor lacks the resources to implement, implementation will not run effectively. These resources can be in the form of human resources, namely the competence of the implementor and financial resources. Resources are an essential factor for effective policy implementation. Without resources, policies will only remain on paper as documents. *Fourth*, transportation availability adequate infrastructure according to the needs required to deliver social assistance for the poor Rice expedite aid to the population receive house, so people do not feel harmed or bothered to get such service. The government should prepare transportation facilities that the recipients of the aid can use.

Fifth, in general, it can be concluded that the attitude and behaviour of the beneficiaries are positive. The response is good. There is ready support by participating in assisting the officers in implementing the social assistance policy for prosperous Rice. The participation of these recipients can

be a spirit and support for the government to establish good cooperation in improving the quality of services provided by all stakeholders from the Southeast Minahasa Regency level to the Head of Guard. The effectiveness of the poor rice program was in improving the welfare of the community in the village of Tempakan, Batu Engau District, Paser Regency. It was found that the implementation of the Poor Rice Program (Poor Rice) in Tempakan Village, Batu Engau District, Paser Regency has not been fully effective. This is evidenced by the number of recipients who do not meet the criteria because poor Rice is divided by an equal distribution system. In addition, there is a lack of socialisation in the community regarding program implementation and policy changes from the village government. Reduction of the ration received due to policy changes from food subsidies to social assistance. The basic concept of management is also emphasised that one of the factors that can encourage the Rice for the Poor program, apart from implementing the management functions correctly and consistently, must also consider several fundamental values known as "management principles". The management principle of the Rice poor program is an actual value that is always the basis or reference in every decision making or action to be taken in the implementation of a series of activities for poor Rice.

Here are the factors, namely: first, partiality to poor households, whose meaning encourage these families to take an active role in the planning, execution, control and preservation of all activities Rice poor in both rural and district, including receiving benefits or enjoy the results. Second, transparency, the meaning of open access to information to the traffic offenders Rice poor especially beneficiary communities Rice poor, who should know, understand and appreciate the activities of Rice is poor. It has the freedom to conduct independent control. Thirdly, participation, whose meaning encourages people to participate in every step of Rice poor, ranging from the stage of socialisation, planning, implementation, and control. Fourth, accountability means reminding that every management of poor Rice activities must be accountable to the local community and all competent parties by applicable or agreed rules and regulations.

2. Acceptance Rate

The government at this time has issued many programs that aim to improve health, education, economy, and most importantly, the fulfilment of food and clothing needs that can reduce the burden on society in meeting the needs of life. One of the government's efforts related to poverty alleviation is implementing the Food Subsidy Program, in this case, Rice. In its development, the subsidised rice program expanded its function as part of a social protection program that aims to reduce the burden of spending on low-income people in fulfilling fundamental rights in basic needs and known as poor Rice, which started running in 2002. Still, in 2017 it was officially called poor Rice. Rice Welfare Social Assistance Program is strategic and became a national program administered either vertical cross-sectoral (the Central Government to the Local Government) or horizontally (cross Ministry or Institution). The entire Ministry or related Institutions at both central and local levels to take part in carrying out the duties and responsibilities of this program, by the duties, responsibilities and functions of each - each in the implementation and achievement of Rice prosperous.

They were referring to the processed data of informants regarding the level of acceptance of the recipients of the prosperous rice social assistance. They were cheerful and included in the excellent category, which was marked by their participation in several socialisation activities, both carried out at the village office and carried out by the head of each guard to further clarify the goals and objectives of the prosperous rice social assistance. On the other hand, receiving community members participate in providing the necessary administrative equipment and support officers in disseminating information to other residents and cooperation among recipients to help jointly facilitate prosperous Rice to the homes of other beneficiary residents. Experiencing obstacles in terms of transformation, especially in Basasan Induk, Ratatotok District, Southeast Minahasa Regency. An explanation of the policy was put forward by the Head of the Social Welfare Section of Ratatotok Sub-district, who said that:

If it is recorded as a whole, then the residents who receive social assistance for prosperous Rice are pleased and hope that the policy can be continued promptly. The quality of prosperous Rice needs to be improved, including the quantity or amount received each month. In contrast, complaints about neighbours who have not received the quota have been

given an understanding and understanding of the data collection that field officers have carried out and has been given a solution for valid data collection for future receipts.

Based on the interviews with respondents above, the level of acceptance of the social assistance recipients of prosperous Rice can accept it well with various suggestions and inputs put forward to field officers for further data improvement and timeliness of receipt. With the program of successful rice government hopes to be able to meet most of the needs of food (Rice) low-income families and also expects to reduce the expenditure burden of low-income families, and also to increase/open food access of low-income families to increase k's food security at household level through sales of Rice to beneficiary families at a predetermined subsidised price level. For a policy to run well, the role of the bureaucracy from the centre to the bottom is very influential as those appointed in carrying out their duties. Good coordination will make the goal of these policies can be implemented effective and efficient.

E. Conclusion

The distribution of social welfare rice assistance to beneficiaries in Ratatotok District, Southeast Minahasa Regency, has been running according to applicable regulations, following the procedures set by the government, especially the Ministry of Social Affairs of the Republic of Indonesia. However, obstacles are still found in the field, especially the fixed list of beneficiaries that have not accommodated community members who meet the criteria and indicators of the database. Likewise, the schedule for receiving welfare rice assistance is not on time every month, by the technical guidelines for distribution. The determinant factors that also determine the implementation of the policy for the distribution of social assistance for prosperous Rice are: *first*, policy regulations, especially a valid and reliable database of beneficiaries. *Second*, precise, accurate, frequent and targeted socialisation to residents who receive social assistance for prosperous Rice. *Third*, human resources are the on-time target and have high integrity in the competence aspect of the distribution system. *Fourth*, the transportation infrastructure for the distribution of prosperous rice social assistance facilitates the aid to the recipients. *Fifth*, the attitude and behaviour of recipients of assistance are excellent and supportive in implementing the social assistance policy for prosperous Rice. The acceptance of successful rice social assistance recipients in the superb category participates in socialisation activities. Engages in providing the necessary administrative equipment and supports officers in disseminating information to other residents and cooperation among recipients to help facilitate prosperous Rice to the homes of other recipients.

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