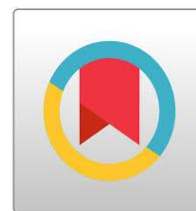


Challenges in the Implementation of the Distribution of Non-Cash Social Assistance Based on Presidential Regulation Number 63 of 2017



Tantangan Tantangan Pelaksanaan Penyaluran Bantuan Sosial non Tunai Berdasarkan Peraturan Presiden Nomor 63 Tahun 2017

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ARTICLE INFORMATION	
<p>Keywords <i>Policy Implementation</i> <i>Community Welfare</i> <i>Poverty</i></p>	<p>ABSTRACT The distribution of non-cash social assistance until now still has problems that are pretty complicated in its implementation. This study aims to see how Presidential Regulation Number 63 of 2017 regarding the distribution of non-cash social assistance for the community. So that this research is not too broad, the researchers only focus on implementation in 2018. This study uses a qualitative descriptive approach with the object of this research being in the Taman District, Pemalang Regency, Central Java Province by taking samples in Kedungbanjar Village, North Jebed Village, South Jebed Village. The technique of collecting data is using in-depth interviews with stakeholders and the community who receive social assistance. The study results show that the 3 villages have the same tendency in the problems faced when implementing Presidential Regulation number 63 of 2017 concerning non-cash social aid for the village community, namely the assistance that is not on target received by the local community. In addition to the support that was not well-targeted, it turned out that another finding was the problem of communication between the government and the community that did not go well, confusing the community regarding the procedure for distributing this non-cash food aid.</p>
<p>Kata Kunci <i>Implementasi Kebijakan</i> <i>Kesejahteraan Masyarakat</i> <i>Kemiskinan</i></p>	<p>ABSTRAK Penyaluran bantuan sosial non tunai sampai saat sekarang ini masih menyimpan permasalahan yang cukup rumit dalam pelaksanaannya. Penelitian ini bertujuan untuk melihat bagaimana pelaksanaan dalam implementasi Peraturan Presiden Nomor 63 tahun 2017 tentang penyaluran bantuan sosial non tunai untuk masyarakat. Agar penelitian ini tidak terlalu luas, maka peneliti hanya berfokus pada pelaksanaan di tahun 2018. Penelitian ini menggunakan pendekatan Deskriptif Kualitatif dengan Objek penelitian ini adalah di Kecamatan Taman Kabupaten Pemalang Provinsi Jawa Tengah dengan mengambil <i>sample</i> di Desa Kedungbanjar, Desa Jebed Utara, Desa Jebed Selatan. Teknik pengumpulan data dengan cara wawancara secara mendalam terhadap stakeholder dan masyarakat yang menerima bantuan sosial. Hasil penelitian menunjukkan bahwa 3 Desa tersebut memiliki kecenderungan yang sama dalam permasalahan yang dihadapi saat melakukan Implementasi kebijakan Peraturan</p>

	<p>Presiden nomor 63 Tahun 2017 tentang bantuan sosial non tunai untuk masyarakat Desa, yaitu adanya bantuan yang tidak tepat sasaran yang diterima oleh masyarakat setempat. Selain bantuan yang tidak tepat sasaran ternyata temuan yang lain adalah masalah komunikasi antara pemerintah dan masyarakat yang tidak berjalan dengan baik sehingga menimbulkan kebingungan ditengah masyarakat perihal prosedur penyaluran bantuan pangan non tunai ini.</p>
<p>Article History Send 18th August 2020 Review 6th Nov 2020 Accepted 14th Sept 2021</p>	<p>Copyright ©2022 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p> 

Introduction

Poverty is defined as a scenario in which a person's condition prevents him from living up to the group's standard of living and from harnessing the group's mental and physical resources. Conditions now this, a State rich and poor in side by side is not a problem socially until the time of trade growing by leaps and bounds and the emergence of society's values were new. With the development of work throughout the world and the establishment of a certain standard of living as a habit of the people, poverty emerged as a social problem so that they were able to say whether they were rich or poor.

The problem of poverty until whenever will always be interesting to discuss because poverty becomes a tool for measuring the success of a country in building a welfare society. Poverty is on the rise, as is the multifaceted issue that has afflicted Indonesia for decades. For us when now this is the concept of poverty not in the sense narrow that the problem of poverty solely as factors of economic, but also the dimensions social, cultural and political as well as a source of poverty (Race, 2013).

When this poverty is regarded as an issue of social if the firm determines the difference in the economy's position of the community's residents, poverty becomes a social problem in complex modern society because of the attitude of hating poverty. A person does not feel flawed because of a lack of food, clothing, or housing. But because the property owned is deemed not sufficient to meet the standard of life that exists.

Poverty is also made as -by a country's leader might be deemed to have failed since it could not control the poverty that exists in the country. According to (Setiady & Kolip, 2011), there are two factors important that can lead to failure of the program alleviation of poverty in Indonesia; (1) program alleviation of poverty during these tend to focus on program support social for the poor. In addition, it makes the community always depend on government assistance without having to work hard. (2) a lack of understanding of the various parties about poverty alone, so that the program of poverty is not based on issues of poverty that cause different every area.

It aids in the flow of urbanization, which is defined as the movement of people from rural to urban areas. Urbanization can be a problem that is quite serious for us if the government cannot regulate and facilitate the urban that came to town with a number that is growing increasing every year. Distribution of the population is not evenly distributed between villages and cities would cause various problems in the social community. The high level of urbanization poses a problem only in the town alone and in the Village, which resulted in a reduction in the number of resources humans have to improve the growth of the Village's own.

It is seen in large cities in Indonesia, such as J Jakarta, Surabaya, Semarang. A person is considered flawed because he does not have a radio, television, or car. Conditions like this a long time gradually object secondary is used to measure socio-economic someone, namely whether he is poor or rich. The problem may be another that is not the distribution of wealth that is evenly distributed. In the period 2001-2011 reviewed aspect poverty, the Province with the percentage of poverty the highest in the Province of Papua which amounted to 38.82% per year, while the Province with the rate of poverty lows is the Province of Jakarta at 3.73 per year (Salah, 2014).

Harahap conducted results of the study (2013) show the urbanization is a result of the development of urban and economy, which ultimately affects the dynamics of the city, mainly associated with the city's ability as a powerful pull for people who work and live. Life in the city is considered better than in the Village, making urbanization impossible. Pretext to get the good life in the town, it turns out not all people can survive the rigors of life in the city that caused the numbers of poverty that is constantly growing.

Increasing urbanization will not be separated from policy development in urban areas, especially the development of the economy that the government constantly developed (Harahap, 2013). Urbanization which is the proportion of the population who live in urban (urban area). Urban (metropolitan area) is not the same as the city. Urban is the area or areas that meet three requirements, namely the density of population of 5000 or more per km square, the number of home stairs that work in the sector of agriculture amounted to 25% or less and have 8 or more types of facilities urban (Tjiptoherijanto, 2000).

Poverty continues to be a problem phenomenal in different parts of the world, especially in the first Indonesia that the State develops. Poverty has made millions of children unable to get an education, the difficulty of financial health, lack of savings and investment, and other issues lead to violence and acts of crimes (Gratia, Benjamin, Sumarno, & Wariki, 2020). The poverty that occurs in one country is seen as a severe problem because when this poverty makes Masyarakat Indonesia experienced trouble in fulfilling the needs of his life.

When this takes a public policy that regulations concerning how the seriousness of the government in dealing with cases of poverty that exist in Indonesia, paradigm policy public in the other is a product that is fighting for the interests of the public that Filosofia a is entailed complicity public k from the beginning until the end of the corresponding needs of the community (Nugroho, 2014). One of the policies that made the government suppress the number of poverty is made regulation number 63 of 2017 regarding the distribution of non-help cash.

After issuing the regulation that runs in various regions in Indonesia, each area conducts the data collection for the channel in the pat target. By the Regulation of the President of the Republic of Indonesia Number 63 years in 2017 "Distribution Help Social non-cash "Article 1 Paragraph 1 reads :

"Help Food Non- Cash is aiming to reduce the burden of spending family of the recipient benefits (CARD FAMILY WELFARE ELECTRONICS) through the fulfillment of a need for Food, provide nutrition is balanced to the family of the recipient benefits (CARD FAMILY WELFARE ELECTRONICS), increasing the accuracy of the target and the time reception Aid Food for families recipients benefit (CARD FAMILY WELFARE ELECTRONICS), giving over much choice and control to the family of the recipient benefits (CARD FAMILY WELFARE ELECTRONICS) to meet the needs of the Food and encourage the achievement of the purpose of the development of sustainable (sustainable development goal / SDGs). Recipients Benefits Help Food Non- Cash is a family from now on referred to Family Recipient Benefit (CARD FAMILY WELFARE ELECTRONICS) Help Food Non-Cash In the year 2017, and CARD FAMILY WELFARE ELECTRONICS is the population with the social economy 25% Lowest area implementation. The amount of Non- Cash Food Aid is Rp. 110,000,- /CARD FAMILY WELFARE ELECTRONICS/ month ."

Public Policies require a concept implementation that is clear so that could be accomplished or walk with good. The process model implementations that in developed by Edward III (1980) implementation can be started from the condition of the abstract and a question about whether the requirement that the performance of the policy to succeed, according to George Edward, revealed four factors in implementing a policy of public among others are; 1) Communication, 2) Resources, 3) Disposition / Attitude, 4) Bureaucratic Structure.

Research focuses on implementing the policy of the government written on the Regulation of President Number 63 the Year 2017 concerning Aid Food Non-Cash for the village, which only focuses on pad Tahun 2018. Research concerning Policies Public mainly Implementation is not something new to Indonesia, meaning that researchers else. Several previous researchers have done this. But in writing, it will focus on implements policy with the expectation capable of improving the welfare of society.

Method

Space scope of research policy public is vast because included therein Fields and fields of economic, political, social, cultural and others, Law, etc. Besides that, from the perspective of the hierarchy of the Public may be a legal national, regional or local, such as the Law of the Law, regulations of the government, regulatory president, regulatory minister, Rule government regional/provincial, regulations governor, regulations decree the District / Municipal and District / Mayor.

Pressman and Widavsky (2002) Defines the policy public as a hypothesis. Contain condition early and the results that can predict. Public policy must be distinguished from other forms of policy. The participation of non-government factors influences this. Leo Agustino (2008) defines public policy as "the relationship between government departments and their environment." I think the definition is too broad to understand because the meaning of public policy can cover many things.

As some experts have described previously, the policy public can conclude that the policy public is a series of actions carried out or not carried out by the government that is oriented to resolve the issue public or for the benefit of the Public. Policies typically contain policies to make something Regulation of government or Law and regulations by because it was binding and obligatory.

Policy Implementation

Model George Edwards III (1980) suggests, " In our approach to the study of policy implementation, we begin in the abstract and ask: What are the preconditions for successful policy implementation?" meaning that Edward III makes the main foundation in the success of policy implementation based on the prerequisites that must be known in advance. M aka of things that Edwards III offers and considering there are as many as four factors in the implementation of policies public which becomes the benchmark prime, namely: "Communication, resources, disposition or attitudes, and bureaucratic structure" That Communication, Resources, Disposi or ethics and structure of the bureaucracy become the primary indicator in seeing the success of policy implementation. The four implementation factors are seen as crucial by every implementor in carrying out public policy. The fourth factor of the mutual interaction and synergy of each other, meaning that not anyone aspect, then three factors other will be affected and the impact on the weak implementation of the policy of the public that made by the Government. Researchers much use the idea or the idea of Edward III to create a foothold major in a study that discusses the policy public. The theory employed by Edward III to answer the challenges in the study of this has also been approached through research.

1) Communication

Communication becomes a crucial thing in a policy because it is between the policymaker and the community as the recipient of the impact of a policy. According to Hasan, government communication is a process of sharing information, ideas, attitudes, ideas or feelings, and perspectives among government officials for internal organizations and external

organizations (Buluamang & Handika, 2018). At variables have required the three things, namely : (1) distribution (transmission) that both would result in the implementation of that good anyway; (2) the clarity that is received by implementing policies that not confusing in the implementation of policies and (3) the consistency of which is given in the implementation of the policy. Communications became one of the factors determinants of the pace of development in every area where the need for the synergy between the institutions of government as a maker of policy with the public will impact (Bokau, 2013). Then from it, not be surprised if Edward III make communication thing that is very important that the implementation of policies run by the well.

2) Resources

The process of implementing the policy so that it can be carried out correctly. These resources include human resources, materials, and methods. For the procedure to be implemented correctly, the implementer must also have qualified competence (Irwan, 2011). Goals, objectives, and contents policies despite already being communicated clearly and consistently. Still, if the implementor shortage of source power to carry out, the implementation will not run effectively and efficiently. The source of energy is a factor essential to the performance of the policy to be effective and efficient. Without resources, policies only stay on paper as documents. They are not realized to provide solutions to problems that exist in the community and efforts to provide services to the community (Ruky, 2003).

3) Disposition

Short instructions on follow-up or better known as dispositions, must be owned by human resources to implement an appropriate policy effectively and efficiently. A spirit in the implementation and characteristics is held by enforcing procedures, such as commitment, honesty, communication, cleverness, and democracy. The implementor either must have a good disposition. Then he will be able to carry out a policy with good as what the desired and specified by the manufacturer policy. Policy implementation if it has an attitude or perspective (Aneta, 2010).

4) Bureaucratic Structure

A government that makes a policy to be implemented by the community requires an excellent bureaucracy to maximize a policy to be appropriately implemented. A bureaucracy usually provides a simple map to show its activities, and the distance from the top indicates its relative status. The lines between the various positions are framed to offer a defined formal interaction. Most map organization is hierarchies which determine the relationship between

superiors and subordinates and relations in the direct diagonal organization. The condition of society when it still has a stigma that is less well against the bureaucracy of government Indonesia even they were disappointed because the services provided besides convoluted due to bureaucratic stiff, also the behavior of officers who provide services to the community are sometimes less friendly and less satisfactory for the community (Riva, 2013).

Community Welfare

Welfare is a state of fulfillment of the needs of life feasible for the community, so it can develop themselves and be able to carry out the functions of society that can do governments, government area, and the community in the form of service social which includes the rehabilitation of social, guarantee social, empowerment of social and protection social. Inequality and gaps that occurred in Indonesia caused by the resources human, changes in demographics, unemployment, and migration so that the welfare of the people be not evenly distributed (Silvia & Sumarto, 2014).

In addition, practical human resources are a prerequisite for achieving economic growth and community welfare (Sulistiyowati, 2011). Welfare is a matter to be subjective. Each family or individual in it with guidelines, objectives, and ways of life that are different will give a value different from the factors that determine the level of welfare.

Until the moment, it is tough to identify whether the people of Indonesia already include people who prosper or not. Because each country has its unique way of classifying categories to develop. But for Thomas et al. (2005) submit that the welfare of intermediate society bottom can be represented on the level of life of society among others; 1) Eliminate poverty; 2) The level of health is good; 3) Acquisition level of education is high; 4) Increasing community productivity. All of these things reflect the increase in the income level of the lower middle class.

Based on the data obtained from the Central Bureau of Statistics, Indonesia also tries to classify how seeing the level of prosperity in a home stair an area there are several indicators which can be used as a measure, among others (CBS, 2010):

1. Level of family income.
2. The composition of expenditure house stairs with comparing expenditures to food to non-food.
3. Family education level.
4. The story of family health.
5. The condition of housing and facilities are owned in the housing ladder.

Programs Help non-Social cash held by the government to improve the effectiveness and efficiency, accuracy target channeling aid social and pushing finance inclusive. Of course, before that Rastra/rice prosperous, rastra is rice subsidized by the government for public low economic. This rice is sold at a relatively low price and gets a subsidy of Rp. 5,000 per kilogram. But the program Rastra the lot once the problems are complained of by the community, viewed from the issues that the government change the program that became the Help Food Non- Cash.

To support implementing the program non-cash social assistance, the president of the republic of indonesia has set the presidential republic of indonesia number 63 for the year 2017 concerning distribution help social in non-cash. the president highly appreciated the program non-cash social assistance because it can reduce the burden of expenditure card family welfare electronics through the fulfillment of the majority needs of food, provide nutrition that balanced the participant's card family welfare electronics, improve the accuracy of target and time of receipt of relief food and push towards the development of the sustainable.

Each family recipient benefit, get help social amounted to rp.110.000 thousand, were transferred every month through card family welfare electronics. with the card family welfare electronics, participants' card family welfare electronics can buy needs material food like (rice, sugar, flour, oil cooking, and deodorized) through an agent available in several locations specified. the essential implementation of a fusion between responsibility and confidence to realize the vision embodied in presidential decree no. 63 years in 2017 (suyono & rismanto, 2018).

Non-cash social assistance program the first time applied at the beginning of the year 2017 and has been implemented in unison in 44 cities, consisting of 7 cities in sumatra, 34 cities in java, and three cities in the east. total family recipient benefit will receive card family welfare electronics in indonesia, which amounted to 1.286 million inhabitants, with a total of \$ 1.7 trillion. implementation of the program non-cash social assistance began to be implemented at the beginning of 2017 and has several recipients aid social in phase i, amounting to 17 572 participants. then, the number of recipients aid social experience increment in phase ii 5 to phase iv, which amounted to 17 634 participants. communities that have been registered into the participant card family welfare electronics, in addition, would receive support social of the program non-cash social assistance, the participants are going to be automatically enrolled into participants program family hope (ministry of social affairs, 2019).

In the cards KKS electronics such, there is a system of saving accounts and e-wallet/purse electronics, so that participants card family welfare electronics can spend funds help social to buy the material needs of the principal. if the funds help those remaining and not discharged in one month, then the funds will be automatically stored in savings and can be used back in the months following. residents of the kedungbanjar village, which consists of five hamlets, has felt the program of the government that are intended to reduce the burden of the people less able / communities are poor, there are approximately 262 heads of families consisting of 5 hamlets in the village kedungbanjar who have received the program are, furthermore village jibed north there around 292 heads of families who receive assistance are. the town mocked south the number of heads of families that receive service. there are approximately 434 heads of families. however, even if the program has been implemented and accepted by society, many residents still do not receive help. this shows that the implementation of the program non-cash social assistance is not the right target. still, many problems regarding the performance of the division of the program, the government non-cash social assistance is not the right target. the meaning is a lot of people are not getting the help of the (people poor).

Based on the exposure of the problems that have been presented above, the authors wanted to see how the implementation of the presidential decree no. 63 of 2017 on aid government of non- cash by taking samples village kedungbanjar, village jebed north, jebed south. some things need to be considered in influencing the success of a policy by looking at the public policy approach with instruments including communication, resources, disposition / attitude, bureaucratic structure (suherry, 2016).

Results and Discussion

Communication

Communication becomes a thing that is important in delivering information to the public. In the context of Openness Government, information becomes a thing that is important to implement a policy so that society as a recipient of the impact of a policy will know and understand the intent and purpose of an approach that is there. For the implementation of the Presidential Decree 63 of 2017 concerning aid food non -cash these officers already carry out the task with good and already provide information that is the explicit provision of information which officers carry out, there are some problems in delivering news with the limited number of officers so that sometimes can stall for time to prepare, but officers immediately provide a solution.

One general model of the government communication process is initiated by the sender (administrator or government manager) trying to communicate with the bureaucratic apparatus, the public, and other organizations. For this reason, a set of information is selected as the message to be sent (Silalahi, 2004). Program aid was granted the Government had in the run with good, but some things should be in a correction again by officers. This information is given officers to community recipients aid, hoping that the community can get the help that the Government has customized and the extent to which This officer has provided the best service.

The success of communication done by the Government is one of the forms keys of success in a policy carried out by the Government (Jannah, Tarifu, and Saidin, 2020). The Government has a responsibility to communicate excellent and clear to the public that did not happen misunderstanding or ignorance of the public regarding a policy. The Government must also understand and understand what is to be implemented in a policy, including the aims and objectives and the applied stages.

Each program of the Government, of course, there is a misunderstanding between officials with the public, but from the head of the Villages directly provide referrals happen things are, of course only the clerk provide solutions related to misunderstandings in the process of distribution of relief food in non -cash, the matter is often the case when the officer was carrying out the task her, there are some people who have not fully understood, often their miscommunicate and other people can receive help with the supposed and by the duties receiver.

In the implementation of conformity, communications are conducted by officers well in the VillageVillage of Jebed North, Village Jebed the South, and the Village Kedungbanjar already carry out tasks with both the officers provide solutions related to misunderstandings in the process of distribution of relief food in non -cash, things had often happened when the officer was carrying out the task her, some people have not fully understood, often their miscommunicate and so forth.

Something interesting about how implemented this policy. Among the three VillageVillage Such people a lot to get information instead of a government village, but from its neighbors. It makes no complete information obtained by the public, so many misconceptions about the information there. When socialization is done by the Government of the Villages of the aid social given by the Government Center, the public is not much that is coming but wait for the information of which come alone, which sometimes the differences in perception that occur.

Resources

Resource refers to every policy supported by adequate resources, a good resource of human and financial. Sumbedaya man is the adequacy of both quality and quantity implementor that can cover the entire group of targets. Financial resources are the adequacy of investment capital for a program/ policy. Both must be considered in the implementation of government policies. The capacity of the source power of man that quality is expected to manage the financial area with good, to performance and accountability implementation policy of running with good anyway (Darwanis & Mahyani, 2009).

At the time of the passage of the distribution of relief food non -cash, the clerk was very hardship facing the people who trooped to come, but the contribution of the officer and the apparatus of government village. This process can run with better suit the expectations of ours. In addition to the number of officers in the program's implementation, support the highly influential once on the distribution of aid that, if the number of officers a little, they will be overwhelmed facing society recipient aid which amounts much.

The quality and quantity of officers are one of the keys to success in a social assistance program like this. Because there are so many people, it will make it very difficult for officers to serve the community in distributing the existing aid. They are needed a strategy that precisely to not create a problem recently with the height of the public who came to take away the rights that he has provided by the Government of the center. Same- same we know and understand together that the clerk government village is very minimal compared to the hundreds of people entitled to get help, where people also come in simultaneously.

Regarding the unit of analysis of resources, researchers discovered that in distributing relief food non -cash, the clerk was very overwhelmed by the face of a society that exploded. N Amun to work stern officer and the apparatus of government village, a process that can run with better suit the expectations together. Because the officers on duty are indeed accustomed to dealing with the existing community so that the officers are better able to overcome the current problems, it takes effort were good in dealing with things like this, apparatus Village Jebed North, Village Jebed the South, and the Village Kedungbanjar have a strategy that is equally in dealing with things such. Among them is doing the schedule taking the help based on RW exist. So the Government of the Village made a schedule for making aid based on each RW there.

Is there enough assistance in terms of aid distribution in every village? Because it is people do not directly in rollicking come to Hall Village for making aid that had become entitled them. So from that resource man who owned indeed become a concern shared to

overcome the complex problem when facing the public later. Proven in the village of Jebed North, Village Jebed the South, and the Village Kedungbanjar indicate that the human resource being accustomed to in the face of things is.

Disposition/Attitude

Implementing the policy is critical to the three- approaches regarding the performance of a public policy if the implementation of the guidelines is effective. The executor of policies has to know what that will do and must have the ability to carry it out so that in practice does not happen things that are not desirable regarding errors in the implementation of policies that exist.

The people who receive help feel happy, and then some people contend that they think on notice by the government because the program is helping the economy. Their findings in the village of Jebed North said that the implementation of the program allows food non -cash, not entirely precise target, things have happened since the data received by the clerk fewer updates, and has not been updated, the fair when there are people whose complaints related to something like this because he says things like this is not fair to the people less able.

The existence of differences in the data concerning families is less able to be a problem in every village. Documenting the family is not competent and entitled to receive assistance is a job that is sustainable because it is the condition of life for the community village very volatile (Setianingsih, 2017). Renewal of the data must be done sustainability because the data required by the Government Center want to provide the help that is there for the public.

The attitude of officers in implementing the program helps food non -cash already well by the rules or laws that apply, stuff it in the show when the division is carried out. In addition, the researchers found the officers were there in the field that has been working with both, already contribute actively in the process of implementation of relief food of non-cash. In contrast, a bit of mistake and it does not have a significant impact, so it can overcome with good and make people disappointed.

Bureaucratic Structure

The determination of the recipients of non-cash food assistance is the community that has been registered in the data at the social service. If there is an error in data collection, the village only submits it to the social service. Before doing the distribution of aid, the compulsory officers surveying and logging community that deserves receive assistance such. It is helpful to see how is the support is already the right target or not.

The same also occurred in the village of Jebed North, Village Jebed the South, and the Village Kedungbanjar, which still refer to the data-guided to the Department of Social. As an official government agency, it is necessary to carry out the existing bureaucratic procedure. Indeed, if the bureaucratization goes well and should, it will lead to satisfactory performance (Sudirno & Utama, 2017). It did not intend to complicate the society, but the running wheel organization with good and right and can be accounted for. The government of the area uses a top-down model such as by doing comprehension to devices village about how the technical distribution of relief that there are, and assign devices are skilled to support the implementation of assistance is inadequate (Simangungsong & Djaga, 2018).

To help it to be distributed to people who are entitled the government villagers participate helps in the process of implementation of the aid it to be able to do it right, the government village fully contribute in the process of implementation of program aid food in non -cash, and government village to work as closely as possible to create a welfare society village who are less capable because it is that the government village fully contributes in the process of implementation of program aid food in non -cash, and government village to work as closely as possible to create a welfare society villagers who are less capable.

Conclusion

Implementation of relief food non -cash already by the facts that occurred in the field and have been by the requirements and regulations which have been set before, and 1Unit analysis that communication goes less well, things that show still any confusion regarding the understanding in interpreting the meaning of which is contained in Presidential Decree No. 63 years in 2017 such. When the government village, which was given the mandate as a guard forefront in distributing relief food non -cash, a majority still lack an understanding of the rules that exist.

Communication was conducted by the Government of the Village Jebed North, Village Jebed the South, and the Village Kedungbanjar has been done by inviting the community in the form of socialization that exists in Central Village. But the tendency which each of the three villages that is society not many were present and only got the information from the current course. The problems that arise are when people have not provided complete information to the other about the help that is there, so the information does not precisely target the community area.

In addition to the problem of less good communication, the tendency of the problem faced by the village Kedungbanjar, Village Jebed North, village Jebed South also reports people

who say aid food non -cash is not the right target. It was found that there were families who were included in the category of being able to still receive assistance compared to families who could not afford it. It happens because there are no updates of data concerning people poor there at 3 Village that. It occurs because the village Government did not have the data that is the most involving families are entitled to receive assistance so that the efforts that do report to the Department of Social District for renewal Data.

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