

ABSTRACT

M. SYIHABUDDIN, 21.03.031. Implementation of the Jakarta Elderly Card (KLJ) Program in Cilangkap Urban Village, Cipayung Subdistrict, East Jakarta City. Supervisors: LINA FAVOURITA SUTIAPUTRI and SURADI.

Implementation is the process of applying policies or programs to achieve predetermined objectives. This research aims to determine how the Jakarta Elderly Card (KLJ) Program is implemented in terms of compliance, execution, and performance aspects in Cilangkap Urban Village, Cipayung Subdistrict, East Jakarta City. This study uses a qualitative approach with a descriptive method. Data collection techniques include in-depth interviews, observation, and document studies. Informants were selected using purposive sampling, where the researcher chose samples based on their direct involvement in the KLJ implementation. Research informants consisted of the Head of the Social Implementation Unit of Cipayung Subdistrict, KLJ Social Facilitator of Cilangkap Urban Village, the Neighborhood Chief (RT), and elderly KLJ beneficiaries. Data analysis techniques include data reduction, data presentation, and drawing conclusions/verification. The research results showed that in terms of compliance, most elderly participants understood the registration procedures, utilization of the assistance funds, and officers' compliance in distribution was in accordance with SOPs, although there were still issues related to information and substantive understanding gaps among the elderly, digitalization barriers within the elderly group, absence of written guidelines for fund usage, and accuracy and validity issues of the DTKS data. Based on these findings, the researcher designed a program named "SIAGA LANSIA" (Elderly Synergy, Action, and Advocacy). This program is expected to improve the elderly's digital and financial literacy, provide an elderly advocacy forum at the urban village level, and optimize KLJ implementation to comprehensively support the quality of life of the elderly.

Keywords: Implementation, Jakarta Elderly Card, compliance, execution, performance, SIAGA LANSIA.

ABSTRAK

M. SYIHABUDDIN, 21.03.031 Implementasi Program Kartu Lansia Jakarta (KLJ) di Kelurahan Cilangkap, Kecamatan Cipayung, Kota Jakarta Timur. Dosen Pembimbing: LINA FAVOURITA SUTIAPUTRI dan SURADI

Implementasi adalah proses penerapan kebijakan atau program untuk mencapai tujuan yang telah ditetapkan. Penelitian ini bertujuan untuk mengetahui bagaimana implementasi Program Kartu Lansia Jakarta (KLJ) pada aspek kepatuhan (*compliance*), Kelancaran (*execution*), Kinerja (*performance*) dalam implementasi program kartu lansia jakarta (KLJ) di Kelurahan Cilangkap, Kecamatan Cipayung, Kota Jakarta Timur. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan Studi dokumentasi. Teknik menentukan informan menggunakan *purposive sampling*, di mana peneliti memilih sampel berdasarkan kriteria keterlibatan langsung dalam implementasi KLJ. Informan penelitian terdiri dari Kasatpel Sosial Kecamatan Cipayung, Pendamping Sosial KLJ Kelurahan Cilangkap, Ketua RT, dan lansia penerima manfaat KLJ. Teknik analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan/verifikasi. Hasil penelitian menunjukkan bahwa pada aspek kepatuhan, sebagian besar lansia memahami prosedur pendaftaran, penggunaan dana bantuan, dan kepatuhan petugas dalam penyaluran sudah sesuai SOP, meskipun masih terdapat permasalahan terkait lansia yang mengalami Kesenjangan Informasi dan Pemahaman Substantif Lansia, Hambatan Digitalisasi pada Kelompok Lansia, Ketiadaan Pedoman Penggunaan Dana yang Tertulis, Akurasi dan Validitas Data DTKS. Berdasarkan temuan tersebut, peneliti merancang program yang diberi nama program “SIAGA LANSIA” (Sinergi, Aksi, dan Advokasi Lansia). Program ini diharapkan dapat meningkatkan literasi digital dan keuangan lansia, menyediakan forum advokasi lansia di kelurahan, serta mengoptimalkan pelaksanaan KLJ untuk mendukung pemenuhan kebutuhan dasar lansia secara menyeluruh.

Kata Kunci: Implementasi, Kartu Lansia Jakarta, kepatuhan, kelancaran, kinerja, SIAGA LANSIA