

ABSTRACT

VERNANDO DIKI SANJAYA NRP 18.04.073. *Implementation of the Sembako Program in Jatisari Subdistrict, Jatiasih District, Bekasi City.* Supervisor by: Aep Rusmana and Denti Kardeti.

This study, entitled Implementation of the Sembako Program in Jatisari Subdistrict, Jatiasih District, Bekasi City, aims to explore how the program is implemented at the local level, covering the distribution process, beneficiary targeting, and challenges encountered in its execution. The research adopts a descriptive method with a qualitative approach, utilizing in-depth interviews and direct observations with key stakeholders, including subdistrict officials, program facilitators, and beneficiary households. The findings reveal that the implementation of the Sembako Program in Jatisari Subdistrict generally complies with the established guidelines. However, several issues persist, such as delays in distribution, inaccuracies in beneficiary data, and limited public understanding of the program's procedures. Despite these challenges, the program has played a significant role in alleviating the food needs of targeted households. It is expected that the results of this research will provide valuable insights for policymakers and implementers to enhance the program's effectiveness and serve as a reference for future studies on social assistance programs.

Keywords: *Implementation, Sembako Program, Social Assistance.*