

ABSTRAK

AZHURA RACHMASYIFA. 21.03.043. Implementasi Program Kartu Depok Sejahtera Di Kecamatan Pancoran Mas Kota Depok. Dosen Pembimbing: Decky Irianti dan Atirista Nainggolan.

Program Kartu Depok Sejahtera merupakan kebijakan perlindungan sosial Pemerintah Kota Depok yang ditujukan untuk membantu masyarakat prasejahtera dalam pemenuhan kebutuhan dasar pada bidang pendidikan, kesehatan, pangan, dan kesejahteraan sosial. Penelitian ini membahas bagaimana implementasi Program Kartu Depok Sejahtera (KDS) di Kecamatan Pancoran Mas, Kota Depok. Penelitian ini bertujuan untuk memperoleh gambaran tentang : (1) Proses Pelaksanaan, (2) Pencapaian Tujuan, (3) Dampak Program, (4) Peningkatan Kualitas Hidup / Kesejahteraan Keluarga Penerima Manfaat. Metode Penelitian menggunakan pendekatan kualitatif dengan jenis deskriptif. Data diperoleh dengan wawancara mendalam dan studi dokumentasi. Teknik penentuan informan menggunakan purposive sampling, dengan jumlah enam orang informan yang terdiri dari satu kabid linjamsos, dua koordinator wilayah, dan 3 Penerima manfaat. Hasil penelitian menunjukkan bahwa secara umum program KDS telah memberikan kontribusi positif bagi peningkatan kesejahteraan masyarakat, antara lain melalui akses layanan kesehatan gratis, bantuan biaya pendidikan, serta dukungan pangan yang mampu meringankan beban ekonomi keluarga. Namun demikian, terdapat kendala dalam implementasi seperti ketidaktepatan data dan sasaran, lemahnya koordinasi dan komitmen pelaksana program, kecemburuan sosial, serta ketergantungan bantuan yang memengaruhi tujuan awal program. Dampak yang dirasakan KPM menunjukkan adanya perubahan positif, meskipun masih belum sepenuhnya sesuai dengan harapan masyarakat terutama terkait pemerataan manfaat dan keberlanjutan program. Penelitian ini merekomendasikan perlunya peningkatan akurasi data, penguatan koordinasi antarinstansi, serta pelibatan masyarakat secara aktif agar program KDS dapat berjalan lebih optimal dan berkelanjutan sebagai instrumen perlindungan sosial daerah.

Kata kunci: Implementasi, Kartu Depok Sejahtera, Bantuan Sosial

ABSTRACT

AZHURA RACHMASYIFA. 21.03.043. Implementation of the Depok Sejahtera Card Program in Pancoran Mas District, Depok City. Supervised: Decky Irianti and Atirista Nainggolan.

The Depok Welfare Card Program is a social protection policy of the Depok City Government aimed at helping underprivileged communities meet their basic needs in the areas of education, health, food, and social welfare. This study discusses the implementation of the Depok Welfare Card Program (KDS) in Pancoran Mas District, Depok City. This study aims to obtain an overview of : (1) Implementation Process, (2) Achievement of Objectives, (3) Program Impact, (4) Improvement in the Quality of Life / Welfare of Beneficiary Families. The research method used a qualitative approach with a descriptive type. Data was obtained through in-depth interviews and documentation studies. The technique for determining informants used purposive sampling, with a total of six informants consisting of one head of social welfare, two regional coordinators, and three beneficiaries. The results of the study show that, in general, the KDS program has made a positive contribution to improving community welfare, including through access to free health services, educational assistance, and food support that can ease the economic burden on families. However, there were obstacles in implementation, such as inaccurate data and targets, weak coordination and commitment of program implementers, social jealousy, and dependence on assistance, which affected the initial objectives of the program. The impact felt by KPM showed positive changes, although it was still not fully in line with community expectations, especially regarding the equitable distribution of benefits and the sustainability of the program. This study recommends the need to improve data accuracy, strengthen inter-agency coordination, and actively involve the community so that the KDS program can run more optimally and sustainably as a regional social protection instrument.

Keywords: Implementation, Depok Welfare Card, Social Assistance