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THE INFLUENCE OF SOCIAL ASSISTANCE PROGRAMS ON POVERTY LEVELS IN URBAN AREAS

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ABSTRACT

The impact of welfare programs on urban poverty will be discussed in this article. Helping those in need escape poverty and improving their economy is the main goal of social assistance programs. Reducing poverty levels is one of the main goals of social assistance programs. This research takes into account literature reviews from various books, papers and other sources. This data shows that urban poverty levels are much lower thanks to social assistance programs. The success of this program depends on many sub-chapters, including sub-chapters that discuss impact, the definition of social assistance, various types of social assistance programs, urban poverty, and implementation strategies. Implications for policy include making programs more accessible and increasing collaboration between agencies so that social assistance programs can help low-income groups in urban areas more effectively and in the long term.

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INTRODUCTION

By combining relatively strong economic development and effective poverty alleviation initiatives, Malaysia was able to significantly reduce poverty levels, both in rural and urban areas, from the mid-1960s to 1996, or under the New Order regime. About half of Malaysia 's population initially lived below the poverty line, but by the end of that period, that percentage had fallen to around 11%. However, poverty rates in Malaysia soared again during the Asian financial crisis in 1998, increasing from 11% to 19.9% by the end of that year (Sugandi, 2016).

The federal or state governments will never be able to eradicate poverty because it is a perennial problem. Malaysia n society is still suffering economically due to poverty, which gives a bad picture of this country. The government's desire to continue working to find a solution to this situation should be reflected in this. Basic needs including food, clothing, shelter, education, and employment are within reach of those in poverty. When people have difficulty getting an education or finding work, or when they do not have enough money to meet their basic needs, they may fall into poverty.

Cities are facing and overcoming the serious challenges of poverty. There are internal and external variables that contribute to the development of social problems and poverty. Factors beyond their control, such as poverty and the social challenges they face, make it difficult for them to achieve their most basic needs. Next, there are exogenous variables such as inequality, injustice, and government policies that are not yet pro-poor. Therefore, the Malaysia n government must immediately find a solution to this poverty problem.

Together, we can design strategies to end poverty. This development is carried out by the regional government and also provides wide space for inclusion, taking into account everything so that regions can work together to build their pride. Policy guidelines for integrated poverty alleviation efforts in the city. The poor group is those who are unable to meet their family's basic needs because they do not have a job or other means of earning a living. Meanwhile, the inability to fulfill basic needs such as food, clothing, housing, education and health is what is meant when talking about poverty (Bungaran Antonius Simanjuntak, 2017).

With the aim of improving community welfare, social assistance is the distribution of financial or material assistance that is non-continuous and selected to individuals or groups in a society. Communities/Community Institutions as users of social assistance and Regional Governments as providers of social assistance are obliged to be accountable for their share of social assistance in accordance with applicable regulations.

The President of the Republic of Malaysia (RI) has issued instructions for the distribution of social assistance and non-cash subsidies in order to increase the efficiency and effectiveness of the distribution of social assistance, encourage financial inclusion, and realize the 4T principle (Right on Target, Right on Target). Right Time, Right Amount, and Right Administration) (Financial Inclusion Discussion dated April 26 2016). It is believed that the social assistance distribution program can be more

transparent and accountable by providing non-cash benefits through banking. This will make supervision, monitoring easier and reduce inconsistencies.

Therefore, to facilitate distribution, it is important to develop technical instructions that will be used by event planners. In accordance with its main responsibilities, technical guidance includes activities such as creating accounts, outreach, education, as well as handing over and withdrawing non-cash social assistance via banks, e-warong, KPM and related K/L.

All relevant program implementing components, including the Central Government, Regional Government, Non-Cash Food Assistance Distributing Banks, e-warong as a social assistance distribution institution, and other related parties are encouraged to use this technical advice. In addition to the Presidential Regulation (Hikmat, Jakarta), this technical guide cites it.

Social assistance is a form of non-selective and unsustainable financial support provided by local governments to individuals, families, organizations and communities. The distribution of this aid, both in the form of money and materials, is adjusted to the financial capabilities of each region. By considering benefits, justice, appropriateness and fairness to society, we can help local government programs and activities achieve their goals.

To ensure that its population can meet their most basic needs, the state establishes a social security program. This guarantee is contained in the SJSN Law (40 of 2004). Poverty, old age, disability, unemployment, family and children are the main focus of this social welfare subfield. There is a strong correlation between social security and social assistance because both have a significant impact on Malaysia 's population growth rate. People with severe disabilities sometimes feel helpless and confused about how to live their lives, thus contributing to these problems (Albert, 2017). Another factor is the increasing population of people with disabilities caused by the weak economy.

METHOD

The approach to discussing this topic is library research. Literature-based research is research that makes literature its main focus. Important considerations for literature review methodology include: Straight text and figures are provided to the author at the outset. Second, when a writer uses library sources as a source, it means

that he did not receive information directly from an expert in that field but from another source. In addition, the third step is "creating" data or information. The fourth advantage of using library resources is that they are not limited by place and time. In line with the research mentioned previously, especially in the data collection process, it is important to review various books, papers and other relevant sources.Kartono in 1995, page 170.

RESULTS AND DISCUSSION

Results

A. Understanding Influence

The ability of an individual or group to influence the behavior, views or values of other people is defined as "influence" in the Big Malaysia n Dictionary (Abdillah & Prasetya, 2003). Several authorities agree on the following definitions or interpretations of influence:

The source of power or strength, be it a person, an object, or even nature itself, may have an impact on everything around it. Influence, in Surakhmad's view, can come from external sources such as objects or people, as well as internal sources such as symptoms, and can cause changes such as new beliefs or changes in perspective (Surakhamad, 1982).

In other words, influence is the ability to shape or change another object in such a way that it takes the form we desire; it is the force that makes things happen (Zain, 1996). The power to influence change in one's immediate environment can be described as influence, according to WJS Poewardamita (Poewadarmita, 1996).

A person's influence can be defined as the extent to which his thoughts, feelings and actions are influenced by a message, whether the impact is good or bad. Influence according to many experts' definitions is power or strength that may originate from anything—a person's character, other people, objects, beliefs, or actions—that can have an impact on the surrounding environment.

B. Social Assistance Program

The aim of social assistance, as defined by Prayitno and Erman Amti, is to help people—both children, adolescents, and adults—to build their strengths and become independent by utilizing existing resources and resources. can be made according to established standards.

Meanwhile, Surya defines social assistance as providing support to individuals of all ages carried out by someone who has a good personality and sufficient knowledge, in accordance with the unique potential that each person has.

The Ministry of Home Affairs of the Republic of Malaysia (Mendagri RI) issued regulation number 32 of 2011 concerning social assistance sourced from regional income and expenditure budgets. This regulation aims to encourage the management of grants and social assistance in an orderly, accountable and transparent manner, as stated in the APBD.

Social assistance, according to Bimo Walgito, is defined as assistance provided to individuals or organizations to help them avoid or overcome obstacles in the course of economic development. To improve community welfare, social assistance programs provide financial and material assistance to specific individuals and families based on need. Social assistance is short-term financial support provided to low-income people with the aim of helping them make realistic improvements to their quality of life (Suhartro, 2009).

Social assistance refers to the provision of financial or material assistance that is non-continuous and selected by local governments to individuals, families, organizations, or communities in an effort to mitigate potential social harm.

Responsibility for social assistance, as determined by related regulations, lies with the Regional Government as the provider of assistance, and the Community/Community Institutions as recipients of assistance. Regional social assistance was first widely regulated through Government Regulation Number 58 of 2005 concerning Regional Financial Management, then Guidelines for Regional Financial Management (Minister of Home Affairs Regulation Number 13 of 2006), and finally with Regulation Number 59 of 2007 (Minister of Home Affairs Regulation) One aspect of social assistance is providing financial support to political parties in accordance with legal requirements. However, Government Regulation Number 5 of 2009 states that starting from the 2009 budget year, all issues regarding financial support for political parties must refer to Government Regulations.

Discussion

1. **Purpose of Providing Social Assistance**

As the name suggests, social assistance seeks to address challenges associated with social harm. The six objectives of social assistance are as follows:

a. Social Rehabilitation

An individual's capacity to carry out his social duties routinely can be restored and enhanced through the provision of social support if he suffers from social dysfunction.

b. Social Protection

Social Protection The second objective is to ensure that people, families and communities are safe from social shocks and vulnerabilities so that they can meet their most basic needs and live lives with dignity.

c. Social Empowerment

Providing those experiencing social hardship with the tools they need to meet their most basic needs is another goal of social assistance programs.

d. Social Security

The purpose of social security, often referred to as social assistance, is to provide people with the means to meet their most basic needs so that they can live a decent life.

e. Poverty Alleviation

For individuals, families and communities who have no or limited means of subsistence, social assistance includes various policies, programs, activities and sub-activities aimed at reducing poverty.

f. Disaster management

Disaster management As the final step in the rehabilitation process, offer social assistance with a focus on disaster management.

2. **Nature and Criteria for Social Assistance**

Fajar and Mulyanti argue that regional governments, in their capacity as providers of social assistance, and communities and community institutions, in their capacity as recipients, have the responsibility to act responsibly in accordance with the characteristics and standards of social assistance, with allocations determined by the parties. related. regulation. Providing fair and equitable social assistance is the key to achieving the goals of an advanced society.

a. In accordance with the provisions of Minister of Home Affairs Regulation Number 39 of 2012 which is a revision of Minister of Home Affairs Regulation Number 32 of 2011, it is stated as follows: 14 After prioritizing the completion of necessary expenditure while still paying attention to principles based on justice, propriety, logic and benefit community, local governments can provide social assistance to community members/groups according to their financial capabilities.
b. Financial assistance to individuals or families for certain social assistance programs, including assistance programs that cannot be planned in advance.
c. Social assistance can take various forms, including monetary grants given directly to recipients (e.g., scholarships for low-income children, foundations for managing orphans, poor fishermen, etc.) or goods distributed to recipients (e.g., food stamps, clothing, etc.) . Vehicle operational assistance for private special schools and low-income communities is an example of a concrete form of social support that is provided directly to people in need.

3. Types of Social Assistance Programs

In accordance with Article 32 of the 2011 Minister of Home Affairs Regulation and Article 3 paragraph (2) and Article 26 (1) of the same law. Some examples of monetary and non-monetary forms of social assistance include:

a. Smart Malaysia Program

Financial assistance is available through the Smart Malaysia Program to low-income families so that their children can attend public and private schools and complete elementary, middle and high school programs as well as vocational and technical programs. Among the 19.7 million school age children in Malaysia , Smart Malaysia Cards are distributed to those who are unable to attend regular schools due to various circumstances such as living in orphanages, Islamic boarding schools, etc.

Annual assistance for elementary school students: 450,000 Rupiah. IDR 750,000 per year for junior high school students, and IDR 1,000,000 per year for high school and vocational school program students.

b. National Health Insurance Program

A total of 92.4 million people were classified as poor in 2018. In 2018, the government allocated IDR 25 trillion for PBI (Contribution Assistance Recipients)

JKN BPJS Health. With an increase to 96.8 million beneficiaries in 2019, or 38% of Malaysia 's population, assistance will be increased.

c. Family Hope Program (PKH)

As a social assistance program, PKH aims to improve community welfare by encouraging its target communities to take responsibility for their own health and their children's education. From 2014 to 2018, PKH growth was increased threefold, namely from 2.8 million KPM to 6 million KPM and finally to 10 million KPM. Every year, KPM receives social assistance worth 1,890,000 Rupiah.

d.Rastra Prosperous Rice Social Assistance/ Non-Cash Food Assistance

Starting in 2017, 1.2 million Rastra subsidy KPMs were converted into BPNT. With steady expansion, this change will reach 15.5 million KPM in 2019. You can buy rice and eggs online via e-warong using BPNT provided by the government via the Prosperous Family Card worth IDR 110,000-/month/KPM.

By fulfilling some of KPM's food needs, providing food with better balanced nutrition, and meeting delivery targets and deadlines, BPNT aims to reduce the financial burden on KPM.

Apart from that, this will also encourage the achievement of the Sustainable Development Goals and provide KPM with other options to meet their food needs. At the same time, 10 kg/KPM of medium quality rice is distributed every month as Rastra Social Assistance (D, 2020).

C. Poverty in Urban Areas

1. Definition of Poverty

When a country's income is too low to cover the cost of living, the country is said to be in a state of poverty. Low income to meet basic needs (such as food, clothing, and shelter) characterizes this disability status. The capacity to achieve daily living standards, including people's health and education needs, will be reduced due to low income capacity.

The capacity to achieve a standard of living is a good indicator of the level of poverty in a society (Nugroho, 1995). In theory, the quality of life of a society is determined by its ability to provide the basic needs of its members, such as food, shelter, clothing, health care, and education. The standard of living or standard of welfare of the people of an area includes whether or not the location is suitable for living or living. If a community's income is much lower than the average, which means

there is little opportunity for development, then we are said to be a poor community (Suryawati, 2004).

Poverty is defined as the inability to obtain enough food and other necessities, as well as to cover basic living costs, in accordance with the basic needs approach adopted by BPS and other countries. Based on survey data, someone is said to be poor if their monthly expenditure is less than the poverty line (GK). Macro poverty data published by BPS comes from Susenas (National Socioeconomic Survey), which quantifies the number of poor people based on the proportion of the total population in an area (Nugroho, 1995).

Poverty is defined by identifying and measuring a group of people or groups that are considered poor. The term “poor” has different connotations in different countries; Malaysia is no exception. This is due to the fact that poverty indicators, such as economic and social conditions, vary from one country to another. Average income, purchasing power or consumption capacity, education level, and health conditions are factors used to define each definition.

Typically, a person is considered to be living in poverty if their income is not enough to meet their basic needs. There is no guarantee that basic needs can be met with available funds, because these funds cannot meet certain price standards for quality of life. Based on this knowledge, the general definition of poverty is the inability to meet the most basic needs and things that contribute to a decent quality of life.

The people in the hamlet really need money so they are willing to give up everything to keep themselves and their families safe. They also risk their lives to earn more money for local middlemen, even though their salaries are not commensurate. For example, to support their families, agricultural laborers in rural areas are willing to work long hours for little wages.

Extreme and persistent poverty is a major global problem. Poverty reduction requires a comprehensive study, involvement of all relevant parties, and implementation of appropriate long-term solutions because of the complexity and problems that still exist.

Monitoring poverty problems can be done using various factors, and from these variables we can take a number of tactics to eradicate poverty and ensure that

programs aimed at reducing poverty can be effective and long-lasting. From an educational perspective, for example, it is clear that low levels of education are often associated with poverty. What gives rise to this perception? because giving our nation's young generation access to quality education is the most important thing.

Viewed from a health perspective, poverty is caused by poor public health. If viewed from an economic perspective, some of the main reasons why people become poor are because they do not have enough money, do not know how to use the tools available, and do not have the necessary skills (Prawoto, 2009).

2. Factors that Influence Poverty in Urban Areas

The causes of poverty are divided into two factors, namely external and internal factors.

***First*, Internal Factors,**

a. Attitude is a mental and spiritual disposition that is prepared to react to something based on experience that has the power to shape a person's actions. A person's routine, cultural background, social circle, and family history all have a significant impact on their spiritual well-being.
b. Learn through doing and seeing. A person's behavior can be shaped by his experiences, which can be obtained both from his past actions and from the knowledge he obtains through learning.
c. Character. You can find out what is unique about someone from other people by observing their behavior, which is a configuration of their personality traits.
d. A person's unique approach to resolving stressful situations is based on his or her self-concept, which is central to his or her personality pattern. The foundation of every action is this idea, which serves as a frame of reference.
e. Motive, a person's actions stem from the underlying reasons; Examples of these motives are the need for social status and the urge to feel safe. A hedonic lifestyle can develop when a person's desire for status is strong enough to drive their behavior.
f. A person's perception is a mental representation of the external environment that is based on the organization, selection, and interpretation of data.

***Second*, External factors,**

a. Caucus of experts. There is a correlation between a person's reference group and the extent to which they act and think in a certain way. The difference between groups that have direct and indirect influence is that groups that have

direct and indirect influence involve the individual's membership in the group and the possibility of interaction within it, while groups that have indirect influence involve the absence of individuals in the group.

b. My relatives. In shaping a person's character and outlook, the family unit is the most influential, lasting and comprehensive. This is because a child's behavior is shaped by his parents' parenting patterns which ultimately influence his lifestyle.

c. Community status. As a group, social class tends to be stable and consistent over time. Where these social strata are organized in a strict hierarchy, and everyone at every level has the same beliefs, norms and habits. part (d). Traditional practice. Beliefs, values, practices, arts, laws, and customs are components of culture that are passed down from generation to generation.(Tazkiyya, 2015).

1. High Population Growth Rate

   The rate of population increase in an urban area can be accelerated if the birth rate is high. Therefore, this may be the reason why there are not enough job opportunities, even though many people have to work to earn money to cover their basic living expenses. Moreover, even with high population growth rates, this figure is still below the rate of economic growth. As a result, urban poverty rates will increase every year.

2. Community Unemployment Increases

   Fewer jobs are created due to the very high rate of population growth. As a result, this will have an impact on increasing unemployment rates. The number of people living in poverty is directly correlated with the number of people who are unemployed.

3. Low Education

   Based on the survey results, there has been a significant increase in the number of children dropping out of school in the city. As a result, many teenagers receive limited or no education. This can lead to a lack of talent and skills, as well as limited insight and knowledge, making it difficult for the younger generation to find work. The reason is that those who do not have an education will find it more difficult to survive in the world of business and work.

Therefore, those with lower levels of education are less able to compete in the job market, and unemployment leads to higher levels of poverty.

4. Unequal Distribution of Income

   Resource ownership patterns will be uneven if income is unequal. These areas often have poor incomes and limited resources, making them difficult to live in.

5. Increasing Crime in Urban Areas

   People who live in poverty are more likely to commit crime. This is due to the fact that individuals living in poverty sometimes resort to criminal acts to meet their basic needs. According to Wahab and Sudirman (2023), a person is capable of committing a number of crimes, including fraud, theft, robbery and murder.

D. Implementation of Social Assistance Programs in Urban Areas

the nature of the administrative process, compliance with policies and the impact of policy implementation". Policy implementation, according to Mazmanian and Sabatier, is carrying out fundamental policy choices, often through statutory regulations. But this could also be an important court decision or presidential order; These options pinpoint the problem that needs to be fixed and outline the specific steps to follow to get the job done.

Meanwhile, "policy implementation is an action carried out either by an individual or official or government or private group which is directed to achieve the goals outlined in a policy decision" is characterized in the theory put forward by Van Meter and Van Horn.

The three implementation phases were defined by Brian W. Hogwood and Lewis A. Gunn, as quoted by Solichin Abdul Wahab

1. Outlines the program strategy by establishing its objectives, establishing implementation standards, determining implementation costs, and estimating implementation time.
2. Using the program structure, resources, procedures, budget, and methodology, execute the program.
3. To ensure the smooth implementation of the program, set timeframes, monitor progress, and supervise activities. So that corrective action can be taken without delay if discrepancies occur.

Policy implementation, if done correctly, will always include planning, scheduling, and monitoring; However, research on policy implementation problems, according to Mazmanian and Sabatier, requires efforts to understand what happens after the formulation of a program. Everything that happens after a policy is ratified, from administrative tasks to initiatives that impact society, falls into this category.

After being approved at the district level, the social assistance program for low-income families in urban areas was rolled out to poor cities, sub-districts and villages. The Head of Division claims... Welfare, Social Assistance and Social Services Mirodiyatun Following is the implementation receipt: "From the implementation we also see an action, or the implementation of a plan that has been carefully prepared. administratively good. However, the facts on the ground in poor communities show that there are still poor people, especially those who do not understand the rules set by the government." Gampong Musrembang, sub-district level, and Regency Musrembang always carry out outreach. OK, so here we look at the facts, and there are still people who don't understand government policies regarding controlled regulations and procedures for getting social assistance, as I said before. "So the point here is that there are still many people who don't understand the rules that have been made by the government" (Conversation, 17 May 2017).

How well government social assistance programs are implemented depends largely on the structure of the program. The widespread activities of policy makers and policy implementers can be standardized by looking at social assistance policy implementation standards. Additionally, different levels of government—federal, provincial, and even districts and cities—are responsible for different aspects of social assistance policy (Alba & Kurniawan, 2019).

Using Edward II's view which states that the four dimensions used to measure the implementation of public policy are communication, resources, disposition and bureaucratic structure, this analysis examines the implementation of social assistance programs in an effort to overcome the social economy. service. The following conversation:

1. Communication

The public needs to know about government assistance programs for low-income areas so that they can appreciate government service delivery and the

importance of a well-organized process, especially with regard to administering government assistance programs for families. As the initial sign of communication, transmission (delivery of information) is very important; Before implementing personnel or workers begin work, they must be informed that their actions will be in line with the directions or instructions of the program or policy maker. Dissemination of information to relevant stakeholders, such as those entitled to receive social assistance, is an important component of the transmission dimension, which also involves providing information to policy implementers.

The social service in its role as implementer must first provide clear instructions before proceeding to regional coordination to ensure that the public receives information about the social assistance program in a clear and easy to understand manner. Immediate coordination with government agencies to resolve NIK errors and follow-up with sub-district officials to remove the names of deceased beneficiaries from social assistance records are recommended actions. Social support programs for low-income communities have largely continued to be implemented since previous years.

2. Human Resources

In implementing social assistance programs, the use of human resources or employees as program implementers is very important. Employees have an important role in determining the success of the people who receive the program. Program policies will be greatly hampered and cannot be implemented properly if existing resources are insufficient.

Improving the quality of public services is very dependent on the availability of competent and skilled human resources. So that human resources can fulfill their potential as social creatures who are able to manage themselves and fully express their inherent abilities, thus leading to material success.

Delegating responsibility for implementing the social assistance program to the director of social services is an example of quality human resources. Program organizers are subject to unlimited supervision of the authorities that form the implementation team, without regard to whether there are anomalies. A sense of responsibility is also important for those responsible for implementation. The responsibilities above are in line with the main roles and responsibilities given to each worker.

Of course, facilities as supporting resources for officials in carrying out their operations must be balanced in determining the social assistance program. Benches and drinks (water) are provided by social services.

3. Disposition

Disposition is the process of arranging letters and other documents that arrive at an agency or organization to be sorted and directed in the disposition process. When dealing with government or business, authorized personnel often make dispositions to determine what should be done with letters or documents.

To ensure that the social assistance program can run smoothly and comfortably, the government takes a number of preventive steps before it is launched. Beneficiary households will receive assistance, and one part of this process is readiness to realize this assistance. Building trust between managers and subordinates requires open communication about social assistance program problems and a commitment to working together to find solutions.

As a way to show its workers how much they appreciate their dedication to helping society, social services also offer additional incentives or rewards to help them do their jobs better.

4. Bureaucratic structure

Organizational or bureaucratic structures provide a meeting place for a group of individuals to work together to achieve common goals. Provision of services by any organization to the public is bound to be governed by established norms and protocols. Standard Operating Procedures (SOP) are a list of instructions and references that help implementers do their work. The implementation of social assistance programs relies heavily on SOPs to improve the quality of services provided to the community. Therefore, the success or failure of this program will depend on how well the SOP defines the steps required to manage the social assistance initiative. To ensure that the implementation of social assistance programs continues according to plan and meets all applicable requirements, standard operating procedures (SOP) are very important.

CONCLUSION

The source of power or force, be it a person, an object, or even nature itself, may have an impact on everything around it. Fajar and Mulyanti argue that regional governments, in their capacity as providers of social assistance, and communities and community institutions, in their capacity as recipients, have the responsibility to act responsibly in accordance with the characteristics and standards of social assistance, with allocations determined by the parties. related. regulation. Making society rich and prosperous is the goal. through a fairer and more equitable allocation of social assistance.

When a country's income is too low to cover the cost of living, the country is said to be in a state of poverty. The capacity to achieve daily living standards, including people's health and education needs, will be reduced due to low income capabilities.

When a country's income is too low to cover the cost of living, the country is said to be in a state of poverty. The capacity to achieve daily living standards, including people's health and education needs, will be reduced due to low income capacity. The rate of population increase in an urban area can be accelerated if the birth rate is high. Fewer jobs are created due to the very high rate of population growth. Based on the survey results, there has been a significant increase in the number of children dropping out of school in the city. As a result, many teenagers receive limited or no education. This can lead to a lack of talent and skills, as well as limited insight and knowledge, making it difficult for the young generation to find work. The reason is that those who do not have an education will find it more difficult to survive in the world of business and work.

Resource ownership patterns will be uneven if income is unequal. This is an environment where people live in extreme poverty due to a lack of resources. This is due to the fact that individuals living in poverty sometimes resort to criminal acts to meet their basic needs. A person is capable of committing a number of crimes, including fraud, theft, robbery, and murder. with the aim of increasing communal welfare, both consistently and selectively through the distribution of monetary and material resources.

Social assistance is defined as providing non-continuous and optional financial or material assistance to a community with the aim of improving the welfare of that community, in accordance with Government Regulation Number 58 of 2005 concerning Regional Financial Management. The public needs to know about government assistance programs for low-income areas so that they can appreciate

government service delivery and the importance of a well-organized process, especially with regard to administering government assistance programs for families.

In implementing social assistance programs, the use of human resources or employees as program implementers is very important. Employees have an important role in determining the success of the people who receive the program. Improving the quality of public services is very dependent on the availability of competent and skilled human resources. So that human resources can fulfill their potential as social creatures who are able to manage themselves and fully express their inherent abilities, thus leading to material success.

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