ABSTRACT

IMPLEMENTATION OF SOCIAL ASSISTANCE DISTRIBUTION FOR JOINT BUSINESS GROUPS IN* PANAKKUKANG *SUB-DISTRICT OF* MAKASSAR *CITY

Author : Iin Alfani Rusdin
Supervisors : Frida Chairunisa
Wahyu Nurdiansyah N

*This thesis examines the implementation of distributing social assistance to the Joint Business Groups (*Kelompok Usaha Bersama or KUBE) *in* Panakkukang *Sub-district,* Makassar *City. Income inequality, a consequence of development, has led to an increase in poverty rates, including in South* Sulawesi *Province. In response, the Department of Social Affairs of South* Sulawesi *Province implements the* KUBE *Program as a form of social and economic intervention through the provision of business assistance amounting to Rp. 20,000,000 per group. This study aims to analyze the implementation of the policy of distributing* KUBE *social assistance in* Panakkukang *Sub-district,* Makassar *City.*

The study employed a qualitative approach to evaluate the processes of planning, procurement, distribution, and supervision of assistance conducted by the Department of Social Affairs of South Sulawesi *Province.*

*The study's findings indicate that, in general, the program implementation has been performed according to procedure, particularly in the five primary stages: proposal submission, verification and validation, assistance procurement, goods distribution, as well as monitoring and evaluation. Nevertheless, several obstacles remain, such as limited accuracy of data in the Integrated Social Welfare Data (*DTKS*), uneven distribution, and the lack of sufficient social facilitators. These constraints have affected the program's effectiveness in enhancing the economic independence of beneficiary groups. In conclusion, this study states that the program's success is highly dependent on the synergy between stakeholders, data validity, and compliance with regulations. The* KUBE *program has the potential to serve as a sustainable economic empowerment instrument for poor communities, yet it requires strengthening in the aspects of data collection, facilitation, and continuous evaluation.*

Keywords: *Policy implementation, social assistance,* KUBE*, poverty, economic empowerment.*

Translated by:

The AgencyES
Language Institute
File No.: 575-S2-225016