

THE IMPLEMENTATION OF THE SUBSIDIZED CHEAP FOOD DISTRIBUTION POLICY IN THE CITY OF SOUTH JAKARTA

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ABSTRACT

This study aims to see the success of implementing the subsidized cheap food distribution policy in the City of South Jakarta. This research adopts a qualitative descriptive method, which involves depicting and analyzing data collected based on the conditions of implementing the subsidized cheap food distribution policy in South Jakarta. The data sources are obtained through secondary data. The data collection is conducted using a literature study. The study shows that the Jakarta City Government has successfully implemented the subsidized cheap food distribution policy, and the people of South Jakarta have accepted it. The impact of implementing the subsidized cheap food distribution policy in South Jakarta is the effort to provide food security to the community, especially in South Jakarta, due to the increase in poverty caused by COVID-19.

Keywords: Policy Implementation; Distribution; Affordable Subsidized Food

INTRODUCTION

The implementation of policies is a series of activities that are visible after the policy is officially issued. This process involves efforts to manage resources and produce outcomes as well as consequences for society. The policy implementation stage can be distinguished from the policy formulation stage itself. As Grindle stated, policy implementation not only focuses on transforming bureaucratic procedures and making political decisions routine but also involves conflict and decision-making processes to determine who will benefit from the policy. Meanwhile, George C. Edwards III states that several factors influence the success of policy implementation, namely: Communication, Resources, Dispositions, and Bureaucratic Structure. These four factors are interconnected and collectively influence implementation. Each of these factors is interconnected with one another, then together they influence implementation, albeit indirectly affecting each of the other factors.

The success of policy implementation greatly depends on the role of **communication**. According to George C. Edwards III, communication plays a central role in achieving the goals of public policy implementation. The implementation process can only be successful when decision-makers understand the tasks that need to be done. Effective communication, including transmission, consistency, information, and clarity, is essential for decision-

makers to understand their tasks and for all decisions regarding policy implementation and regulations to be communicated to relevant staff. Policy communication should also be timely, accurate, and consistent. Through effective communication, decision-makers and policy executors can implement policies consistently and appropriately as applied in society. The success of policy implementation greatly depends on the role of communication. According to George C. Edwards III, communication plays a central role in achieving the goals of public policy implementation. The implementation process can only be successful when decision-makers understand the tasks that need to be done. Effective communication, including transmission, consistency, information, and clarity, is essential for decision-makers to understand their tasks and for all decisions regarding policy implementation and regulations to be communicated to relevant staff. Policy communication should also be timely, accurate, and consistent. Through effective communication, decision-makers and policy executors can implement policies consistently and appropriately as applied in society.

According to George C. Edwards, resources crucial for effective policies include human resources, capacity, and financial factors (George C. Edwards III, 1980:10). Therefore, resources are vital in policy implementation. Enhancing human resource quality necessitates education and experience. Human resource development programs aim to equip organizations with the necessary skills and knowledge to achieve their objectives. The quality of a person's work is influenced by education and qualifications. Hence, education and training can cultivate skills relevant not only to current employment but also to future requirements.

Quoting from the indicators presented by Edward, as mentioned by Jalaludin in the journal by Tati Hartati, implementers' dispositions or attitudes determine their willingness to execute policies. Implementer attitudes significantly impact organizational effectiveness, as attitude is a key element of human cognition that greatly influences decision-making.

The success of policy implementation hinges on the impact of the existing structure. Smooth policy implementation is hindered by structural weaknesses. In this context, two common bureaucratic characteristics affect policy implementation: the use of similar attitudes and procedures, and the transfer of responsibilities between organizational units (George C. Edwards III, 1980:11).

Food is the most essential need for humans, which must be consistently fulfilled for survival. Humans always strive to meet this need in various ways. Improving food security is a top priority in development because food is the most fundamental human need. Food security means ensuring an adequate supply of food in quantity and quality, distributed at affordable prices, and safe for consumption by the community to support daily activities always. Food availability is crucial for humans because it is a basic need that must be met for survival. People always try their best to meet their dietary needs. Therefore, improving food security is a primary goal of development because food is a basic human need that cannot be ignored. Food security can be understood as having enough food of the right quantity and quality, distributed at affordable prices, and safe for consumption by the community, allowing people to carry out their daily activities without time constraints.

LITERATURE REVIEW

Distribution is a marketing process aimed at facilitating the delivery of products from producers to consumers. The distribution function involves creating utilities and transferring ownership of products. Thus, distribution activities create added value for goods and services, such as utility, place, and time value. Distribution activities are often integrated into marketing activities. Additionally, distribution activities also create marketing channels or distribution channels. As stated by Assauri, the process of transferring a product from its source to the end consumer using distribution channels at the right time is called distribution.

According to Putri Nur Farieda (2019), the quality of service provided by Pondok Labu Village has a positive impact on the satisfaction of the community regarding subsidized basic needs programs. The results of her study indicate that all aspects of service quality, including empathy, responsiveness, assurance, reliability, and tangibles, have a positive effect on customer satisfaction and community interest in the program. In contrast, Azwar Anas (2022) found that the food assistance program was reactivated as part of the social safety net policy to meet the food needs of those in need, including students from low-income families, the elderly, and people with disabilities who cannot meet their basic needs. According to Diki Wanda Jatnika (2020), despite the implementation of a non-cash system using technology, there are weaknesses in preparation and distribution that result in inefficient food subsidy operations. Therefore, radical improvements are needed in all factors, both from the perspective of BUMDAs (Regional-Owned Enterprises), SKPDs (Regional Work Units), UKPDs (Local Work Units), and venue management. According to Nyak Ilham, Hermanto Siregar, and D. S. Priyarsono, policy implementation regarding food faces various responses. This happens due to the reduction in assistance for farmers, which leads to a lack of progress in poverty alleviation and food security.

Another perspective from RM Simanjourang (2017) found that in food distribution implementation, a process is needed to facilitate the determination of subsidized food recipients, requiring a system that can support decision-making. One method that can be applied is the Analytical Hierarchical Process (AHP) approach. This method is used to provide more structured and effective analysis support in determining the beneficiaries of subsidized food assistance programs.

Although there have been several studies on food distribution, such as the five mentioned above, none have specifically addressed the initial process of distributing subsidized cheap food. There are similarities and differences in the objects of study among previous studies. The similarity lies in the object of study, while the difference lies in the focus of the study. Therefore, researchers are interested in analyzing the implementation of subsidized cheap food distribution policies in South Jakarta. The researchers focus on policy implementation to analyze the distribution of cheap food and to test whether the distribution has had a positive impact on society or if there are errors in the distribution.

This study aims to describe the planning, implementation, and consequences of subsidized cheap food distribution policies in South Jakarta. This research uses a qualitative descriptive research type for interpretation and data analysis based on real situations related to the implementation of subsidized cheap food distribution policies in South Jakarta. Data sources are obtained from primary and secondary data. The results show that the Jakarta City Government has successfully implemented subsidized cheap food distribution policies, and this policy has been accepted by the community despite facing some challenges in implementation. The impact of implementing subsidized cheap food distribution policies in South Jakarta is an effort to ensure food supply to the community, especially in the southern part of the city, in response to the increasing poverty caused by the COVID-19 pandemic.

METHODOLOGY

The researcher employed a qualitative descriptive method through a literature review in this study. This approach was selected for its ability to provide a thorough analytical understanding of the phenomena being studied. The utilized case study method focused on a specific instance, specifically the distribution of subsidized essential items in South Jakarta city. The data collection process included analyzing pertinent research articles and journals concerning the distribution of subsidized essential items in May 2019, with participants being the community receiving subsidized essential item assistance. Additionally, the researcher compiled a research report based on the gathered findings.

DISCUSSION

In this study, various factors are discussed, including the enactment of policies and distribution of subsidized essential goods in South Jakarta city. Policy essentially refers to a set of principles and guidelines that serve as the foundation for planning and carrying out a task, leadership, and actions. This term applies in different contexts, such as in government, organizations, the private sector, and to individuals. Policy differs from regulations and laws because, while laws can compel or prohibit specific behaviors, policies only guide actions that can lead to desired outcomes. The role of policy is crucial because policy decisions made by those in power have broad impacts on almost every aspect of daily life, including education, health, and national security. Every day, public policy decisions are made at all levels of government to direct various sectors and aspects of society.

Policy implementation essentially involves a series of actions taken after the policy is officially directed, involving the management of inputs to achieve outputs and impacts on society. The implementation stage of policy can be distinguished from the policy-making stage itself. As Grindle mentioned, policy implementation involves more than just turning political decisions into bureaucratic routines. It also entails conflicts and decisions regarding the distribution of benefits from the policy.

According to George C. Edward III's perspective on key factors in policy implementation, four elements are both sources of problems and important prerequisites for achieving successful implementation processes. These factors include communication, attitude, resources, and commitment of implementers or bureaucrats, as well as organizational structure, including workflow. The role of the government in policy implementation is crucial. Here are some roles that the government can play in the implementation process:

- a) **Policy Formulator:** The government acts as a policy formulator by designing and drafting policies needed to achieve specific goals.
- b) **Regulator:** The government acts as a regulator by establishing rules, regulations, and standards that must be followed in policy implementation. They ensure that implementation is done following applicable provisions.
- c) **Coordinator:** The government acts as a coordinator in coordinating various stakeholders involved in policy implementation. They connect various institutions and stakeholders involved to work together in achieving policy objectives.
- d) **Implementer:** The government also acts as a direct implementer of formulated policies. They establish specific programs, allocate resources, and monitor their implementation.
- e) **Monitor:** The government has a role in monitoring and evaluating policy implementation. They ensure that policies are implemented properly, identify emerging problems, and make necessary changes or adjustments to improve implementation effectiveness.
- f) **Facilitator:** The government can act as a facilitator by providing support, resources, and technical assistance to parties involved in policy implementation. They facilitate collaboration, knowledge sharing, and capacity building to ensure smooth implementation.
- g) **Advocate:** The government also acts as an advocate in advocating for public interests and ensuring that implemented policies provide maximum benefits to society.

The government's role in policy implementation varies depending on the context and policy being implemented. However, generally, they have the responsibility to ensure that the policies adopted can be effectively implemented and have a positive impact on society.

Therefore, in the implementation of the subsidized cheap necessities policy, the Jakarta Provincial Government and the South Jakarta City Government collaborated with the DKI Jakarta Food Agriculture and Marine Security Service and several DKI Jakarta Regional-Owned Enterprises (BUMD) such as Dharma Jaya, Food Station Tjipinang Jaya, and Pasar Jaya. This collaboration has successfully created price stability and relatively reduced the

cost of basic needs in Jakarta. The community, especially in South Jakarta, benefits from this program because household expenses can be reduced up to threefold. Based on the Governor of DKI Jakarta Regulation No. 28 of 2022, this program offers various food items at affordable prices, including chicken eggs for Rp 10,000 for 15 eggs, mackerel fish 1 kg for Rp 13,000, rice 5 kg for Rp 30,000, UHT milk 24 packs for Rp 30,000, chicken meat 1 piece for Rp 8,000, and beef 1 kg for Rp 35,000. These prices are based on the food supply provided by PT Food Station Tjipinang Jaya and Perumda Dharma Jaya by applicable regulations.

The subsidized basic food assistance program aims to help less privileged communities meet their nutritional and family food needs. The collaboration between the Jakarta Provincial Government and the South Jakarta City Government is expected to alleviate the food shortages among the poor communities. According to the Governor of DKI Jakarta Regulation No. 28 of 2022 Chapter VI Article 15, the Subsidized Cheap Necessities Program is supervised by the Head of the Cooperative Service in its implementation by providing cheap prices every month or whatever is needed. The supervision includes:

- a) Providing food delivery and distribution services;
- b) Complying with food safety and quality requirements;
- c) The amount of food and;
- d) Selling prices of goods.

The Jakarta Provincial Government's initiative to reduce poverty levels in society is realized in the form of the Subsidized Food Program. This program is part of an integrated pilot program run by the Family Welfare Empowerment Group (TP PKK) of DKI Jakarta, aimed at improving community nutrition. With this determination, the subsidized food program is implemented in several capital city regions by the provincial government to provide affordable and quality staple food to families, especially the less fortunate families and the community.

The provision and distribution of Cheap Food to Certain Communities have been regulated by the Governor of DKI Jakarta Regulation No. 6 of 2018 concerning, groups of people who benefit from the Subsidized Cheap Food Program including Jakarta Worker Card holders (KPJ), Jakarta Smart Card (KJP), Jakarta Elderly Card (KLJ), Jakarta Child Card (KAJ), Individual Service Provider (PJLP) Card, Jakarta Disabled Card (KPDJ), residents of flats, honorary teachers, non-PNS education personnel, and Family Welfare Empowerment Cadres (PKK). Mrs. Tri Rahayu Sumarsono, the wife of the Acting Governor of Task Force (PLT) of DKI Jakarta, also stated that the subsidized food program is a form of concern from the Jakarta Provincial Government for its citizens, by striving to increase nutritional intake. from those in need.

In January 2017, the subsidized food program was officially implemented in several traditional markets in collaboration with PD Pasar Jaya. In addition, the Food Security and Marine Affairs and Agriculture Service (DKPKP) also has its program which includes managing areas and training market traders. One of the goals of this program is to support price stability and good commodity distribution in the Jakarta region. In addition, the program also aims to achieve prosperity, build a positive image, and increase profits in the market. Purwaningsih Y (2008) stated several aspects that need to be considered in addressing food issues in Indonesia as follows:

1. Food Sufficiency: The country must ensure the availability of food for all its citizens so that they do not experience malnutrition either individually or within their families.
2. Food Safety: The state must be prepared to meet nutritional needs through safe food and drinks, and ensure that there is no contamination either biologically, chemically, or from other substances.
3. Food Equality: Support must be provided to ensure that food is available evenly through a fair and guaranteed food distribution system.
4. Food Affordability: Households must have easy access to affordable food prices to meet their needs.

Based on the Governor of DKI Jakarta Regulation No. 6 of 2018 concerning the Provision and Distribution of Cheap Food to Certain Communities, Food is defined as anything that comes from agriculture, forestry, plantations, livestock, fisheries, and water resources. Food also includes food or beverages for human consumption,

whether processed or unprocessed. In an economic context, subsidies refer to government expenditures not offset by specific compensation. Therefore, budgets for all types of subsidized food have been allocated to the DKI Jakarta Regional Financial Management Agency (BPKD).

Policy implementation is a process that becomes apparent after the issuance of official directives regarding a policy, which includes various efforts in managing resources to produce desired outcomes for society. With proper policy implementation, optimal implementation results can be achieved, in line with the intended targets. Anderson stated that in implementing a policy, there are four aspects to consider:

- Who is involved in implementation,
- The nature of the administrative process,
- Policy compliance, and
- Implementation effectiveness or impact. (Tahir, 2014:56-57)

According to Arif (2018), distribution is a process in marketing aimed at facilitating the flow of goods and services from producers to consumers, so that these goods and services can be used according to desired needs. Based on this opinion, policy implementation is the execution of a plan, where the plan includes several administrations or procedures that can support the implementation of the plan. In distribution, policies are needed to direct the flow of distribution. Starting from socialization to the community about distribution of the products reaching the hands of consumers. Of course, this requires parties who understand the administrative process of the distribution flow, especially for these cheap food products.

CONCLUSION AND RECOMMENDATION

The results of the analysis of the implementation of the subsidized cheap staple food distribution policy in South Jakarta show that the policy has a positive impact on the community, especially for beneficiaries such as users of the *Kartu Jakarta Pintar (KJP)*, *Kartu Pekerja Jakarta (KPJ)*, *Kartu Lansia Jakarta (KLJ)*, *Kartu Penyandang Disabilitas Jakarta (KPDJ)*, *Kartu Anak Jakarta (KAJ)*, *Petugas Penyedia Jasa Lainnya Peorangan (PJLP)*, honorary teachers and non-civil servant educational staff, occupant *Rumah Susun (rusun)*, and *Kader Pemberdayaan Kesejahteraan Keluarga (PKK)* because this subsidized cheap food program ensures a sustainable food supply for all affected members of the community, allowing the community to continue to grow with healthy and affordable food. The government, as the implementer of this program, continues to strive to improve the distribution of cheap food by providing quality food sustainably by prioritizing its role so that this program can run smoothly for the better welfare of the community. To ensure the continuous implementation of this program, the government should enhance collaboration with the private sector to help improve the efficiency and effectiveness of this program, as well as strengthen the necessary infrastructure for food distribution, such as adequate and efficient storage warehouses and transportation. Investment in this infrastructure can help improve the availability and accessibility of food for the community.

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