

EVALUATION OF THE IMPACT FOOD PROGRAM IN KAPAS MADYA VILLAGE TAMBAKSARI DISTRICT SURABAYA CITY

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ABSTRACT

The food delivery program is an effort to meet basic food needs for low-income and displaced people in Surabaya in order to obtain a decent life. This research aims to provide an overview of changes before and after the existence of food programs in the Village Kapas Madya Tambaksari district reviewed from the economic and social aspects located in the city of Surabaya. This study uses qualitative descriptive approach with qualitative descriptive data analysis tool. From the results of the research obtained that the implementation of food programs in the Village Kapas Madya Tambaksari district Surabaya produced a positive impact for the community this is due to the improvement of quality of life and life expectancy to the beneficiaries of the food program, data analysis using a single programme evaluation study before-after comparism using indicators of program achievement Raider Dale's theory is intended objectives that lead to program output.

Keywords: *Public Policy, Impact Evaluation, Food Program*

A. PRELIMINARY

Speaking of social welfare policy, there are several social issues that become important issues in society that need countermeasures, one of which is the issue of providing eligibility or services for people with social welfare problems. The basis of completeness lies in the key to the success of public policy which lies in the performance of the management functions determined by the synchronization and synergy of its elements (Roxelana, 2018).

This is supported by four stages of management function elements, namely policy plan preparation, plan setting, implementation control and policy evaluation (Septiana, 2014). The four stages are interconnected, interconnected and each gives feedback and input to the other stages of policy, especially the social security content. The legal basis for access to social security is set out in this. The legal basis for access to social security is stated in the Undang-Undang Dasar Republik Indonesia Tahun 1945 Article 28 letter h states that everyone is entitled to social security that allows the development of himself or herself as a dignified human being.

The efforts of the Surabaya City Government together with the Surabaya City Social Service in tackling poverty are the top priorities that need to be

applied in the implementation of development programs. Correlated from this, there is a policy to improve the welfare and quality of life of the elderly, disabled and poor in Surabaya through the Food Delivery Program whose implementation is guided by Paasl 4 of the Peraturan Walikota Surabaya Nomor 19 Tahun 2016 concerning Guidelines for the Implementation of Food Delivery in the City of Surabaya.

On top of the high number of people with social welfare problems in the city of Surabaya, the Provincial Government through social services get an important view and make this a priority for the government in the affairs of policies that are implemented proactively to the community and provide public trust to the government's performance (Widiarma & Suwitri, 2015).

Through the food program implemented is expected to provide active solutions related to reducing the number of groups with social welfare problems that exist. Speaking of food programs, the Surabaya City Government placed the issue in a program that should get more attention.

There is inequality from the recipients of each sub-district is caused by the vulnerability of an area that is due to the spread of the population that has too large social problems and the fulfillment of independent needs is not sufficient (Kiu, 2018).

The Food Delivery Program has a priority in providing services to people with social welfare problems by providing food assistance to pmks groups where the data is obtained from the database of Social Services and Community Empowerment Agency of Surabaya City. The breakthrough made by the Surabaya City Government through the Permakanaan Program has three main objectives by looking at the PMKS group, namely the displaced elderly, orphans and people with disabilities (Yoseph, 2020).

In the process of implementation of the food delivery program has a condition that must be needed through the conformity of population data that is entitled to obtain assistance. Criteria are one of the ways used by the government to determine program recipients to be able to conduct the right selection process on the affected targets (Vibriyanti, 2018).

In Tambaksari sub-district that has the beneficiaries of the program there are at most 8 villages located in 1 area, among others: Dukuh Setro, Gading, Kapas Madya, Pacar Kembang, Pacar Keling, Ploso, Rangkah and Tambaksari. Looking at the distribution of villages in tambaksari sub-district the table below provides data on the beneficiaries of the cooking program in each village as follows:

Table 1. Data of Beneficiaries of Food Program per Village in Tambaksari District 2019 – 2021

No.	Sub-district	Number of Beneficiaries		
		2019	2020	2021
1.	Pacar Kembang	261	271	251
2.	Rangkah	208	208	199
3.	Pacar Keling	217	205	190
4.	Gading	301	311	292
5.	Dukuh Setro	83	77	82
6.	Kapas Madya	371	373	347
7.	Ploso	322	321	293
8.	Tambaksari	369	372	435
Total		2232	2061	2089

Source: Dinas Sosial Kota Surabaya, 2021

Looking at the data that the Kapas Madya village has a consistent beneficiary from 2019-2021 with an average of 300 people in each year. Therefore, this study focuses on evaluating the impact of changes before and after the food program conducted by the Surabaya City Government together with Dinas Sosial Kota Surabaya an effort to eliminate groups with social welfare problems reviewed from economic and social aspects.

With the evaluation of the impact of a policy product in this case the food program, it can provide an idea of whether the resulting impact has achieved the goal and to measure the large benefits obtained after the existence of the policy program.

From the background description of the above problems, this study is very interesting to be researched because it is related to food programs, especially in Tambaksari district, Kapas Madya Village which has the highest number of recipients of food programs, of course, has vulnerable problems affected by basic needs for individuals in the region.

In an effort to alleviate poverty through assistance provided to groups with social welfare problems in the form of food assistance that is distributed daily as a solutive step that becomes the hope to realize the welfare of the community by alleviating the food needs of PMKS. Therefore, researchers want to know the evaluation of the impact of changes before and after the resulting from the existence of the food program is reviewed from the economic and social aspects.

B. LITERATURE REVIEW

a. Public Policy

Good public policy is a policy that is able to encourage every citizen to build competitiveness (competitive) respectively, not to plunge into a pattern of dependence (Marjoyo, 2016). Carl Friedrich's other opinion defines public policy as a series of actions or activities proposed by a person, group, or government in a particular environment where there are obstacles and possibilities of the proposed

policy can overcome and achieve the intended objectives (Asmara, 2017).

The existence of public policy has a special purpose that is to organize life together in order to achieve the agreed goals, in other words public policy is a way to achieve the goals that have been planned. Public policy implementation has various processes in it, among others: identification of policy issues, agenda preparation, policy formulation, policy ratification, policy implementation, and evaluation of public policy.

b. Evaluation

Evaluation is used in a program policy to obtain whether the expected results of the emergence of a program have been achieved and in accordance with the objectives and can measure how much benefits have been generated (Ramadan, 2018).

In this study, using the evaluation of the single programme before-after, namely by looking at the changes that occurred in the group of beneficiaries of the target program before and after the implementation in the village of Kapas Madya Tambaksari district which has the highest number of program recipients among other sub-districts by reviewing the social and economic aspects and using data of a certain period in the program policy to see the impact of changes resulting from the implementation of policy programs.

According to Finterbusch and Motz explained the existence of four types in the evaluation contained in the table below:

Table 2. Methods for Program Impact Evaluation

Evaluation Type	Condition Measurement		Control Group	Information Obtained
	Before	After		
<i>Single programme after only</i>	No	Yes	No	The state of the target group
<i>Single programme before-after</i>	Yes	Yes	No	Target group changes
<i>Comparative after only</i>	No	Yes	Yes	The state of the target group and the control group
<i>Comparative before-after</i>	Yes	Yes	Yes	Effect of the program on target groups and control groups

Source: Finterbusch & Motz (Wibawa, 1994)

From the opinion of the above experts, in this study using Finterbusch and Motz theory where evaluation is divided into four types, namely single programme after only evaluation, single programme before-after, comparative after only, comparative before-after.

Of the four types of evaluation, researchers used a single programme before-after evaluation, namely by looking at the changes that occurred in the group of beneficiaries of the target program before and after implementation in the village of Kapas Madya Tambaksari district which has the highest number of program recipients among other sub-districts by reviewing social and economic aspects and using data of certain periods in the program policy to see the impact of changes resulting from the implementation of the food policy program.

c. Impact Evaluation

Impact evaluation focuses on the extent to which a program policy causes the desired change. Research on impact evaluation aims to measure the effectiveness of a policy or program in achieving its planned goals. Impact evaluation aims to (Muryadi, 2017):

1. Assess whether the program has had the desired impact on individuals, households and institutions
2. Assess whether the impact is related to program intervention
3. Find and find out if there are unthought able consequences in either positive or negative form
4. Review how the program can affect the target group and whether the changes are caused by the existence of the program or due to other factors.

Basically research that discusses the impact of a policy should be able to see and compare the conditions before and after the implementation of the policy program. This is related to whether the implementation of the program has been appropriate in the target group or the policy is able to provide materials for individuals or target groups to be better in the future. If sharpened, the form of sumative evaluation can be further detailed by looking at the goals or achievements to be achieved for the running of the program. Things to note before conducting an evaluation must first be poured into the indicator or its size to adjust the assessment of the success of a program.

C. METHOD

This research was conducted using qualitative descriptive research method. Qualitative research studies issues, cases or events that must be done in depth and in detail (Sugiyono, 2014).

This research was conducted in The Village of Kapas Madya Tambaksari district as one of the areas located in the city of Surabaya with the highest level of program beneficiaries among other regions.

The location is specific and interesting to conduct research because it is an area that has a vulnerable to the growth of people with social welfare problems with the highest recipient status in it.

The interview was conducted at the Dinas Sosial Kota Surabaya, Kapas Madya Village, RW and three representatives of the beneficiaries of the food program. In addition, documentation studies are conducted by accessing books, journals or websites that help information related to food program data.

Data obtained through interviews, evaluations, and documentation are processed and analyzed using theories from Raider Dale (Suharto, 2020). In this study only focuses on Intended Objectives where evaluation is used to see the

achievements (output) of food programs with assessment through the objectives of impact evaluation or sumative.

Table 3. Program Achievement Evaluation Indicators

Planning	Evaluation
<i>Intented Objectives</i>	<i>Outputs</i>
<i>Immediate Objectives</i>	<i>Direct Change/outcomes</i>
<i>Effects Objectives</i>	<i>Effects</i>
<i>Development Objectives</i>	<i>Impacts</i>

Source: Dale (Suharto, 2020)

D. EXPLANATION

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In this chapter consists of one chapter presented by the researcher and then conducted analysis. The first sub-chapter is about the Evaluation of the Impact of The Permkanaan Program in The Village of Kapas Madya Tambaksari Subdistrict, Surabaya. This sub-chapter presents about life changes for the beneficiaries of the program in The Village of Kapas Madya Tambaksari subdistrict related to the existence of food programs by comparing the social and economic situation of the community before and after receiving the benefits of the food program from the implementation of food programs in the period 2019-2021 by paying attention to 2020 as a benchmark of analysis before-after comparism from the year before and after. While in the field, researchers found a variety of information that can help answer the formulation of a predetermined problem. Therefore, this chapter aims to explain and analyze various information that has

been obtained in the field especially related to the Evaluation of the Impact of Food Program in The Village of Kapas Madya Tambaksari Subdistrict reviewed from the changes in the life of the beneficiaries of the program before and after which includes economic and social aspects.

Analysis of intended objectives program Objectives – Output:

1. Assessing Program Achievements Has An Impact on Individuals, Households and Institutions.

It is an activity used to see how the impact of the food program has results in accordance with the planning, namely providing the target group of assistance programs as needed appropriately and the implications of the program bring positive meaning in the health of the program

a. Before the program

The social and economic condition of the community of Kapas Madya Village before receiving the benefits of the food program is an important concern of the Surabaya city government, this is because the unproductive environment makes the community depressed by the situation, with the pressure to influence individuals and households related to the ability to meet their daily needs. Businesses and trading activities have been conducted to meet their basic needs, but income limitations make people more away from the word enough. Unstable social and economic conditions give rise to various dynamics of new problems in obtaining welfare, various efforts are made to be able to survive and maintain their lives.

b. After the program

It is an assessment of the impact resulting from the running of food programs in the suitability of the program. Firstly, the change in life for individual beneficiaries of food assistance provided daily, is shown by the community's response to the food program, which is felt by the program's beneficiaries to their primary needs. The lightness of the need is used as a tool for the fulfillment of other needs and alternatives for additional income support activities. Second, the change of life for household needs from before receiving program benefits and conditions after receiving benefits of food programs, real conditions shown at the time before receiving benefits of food programs there are limitations and inadequacy in the fulfillment of daily needs, the condition is supported by an environment that does not support to increase productivity in earning more. In contrast to the conditions after receiving program benefits, the household has the ability to take advantage of income limitations to increase income productivity through trading activities. Third, in the agencies involved in the running of the food program has conformity to the purpose of the food program in alleviating people with social welfare problems, full responsibility is carried out by Dinas Sosial Kota Surabaya in the activities of food programs related to the monitoring process of the substance of the achievement of food programs in an effort to alleviate social problems received by the community of The Village Kapas Madya Tambaksari Subdistrict Surabaya. Monitoring is focused on supporting components in the OPD and IPSM areas of food providers as well as field task forces tasked with accommodating the aspirations or complaints of the beneficiaries of the food program. Thus, in the assessment of achievements on

individual changes, households and agencies are known that the running of food programs has a change impact on all affected components, the change brings positive implications to the beneficiaries of the food program from the fulfillment of the main needs or for agencies to provide alternative solutions to the dynamics that run for food programs in the future.

2. Assessing the resulting achievements related to program interventions.

Food programs that aim to provide assistance to people with social welfare problems through food assistance in reducing the burden of basic needs of beneficiaries before and after the implementation of this program.

a. Before the program

There are limitations in meeting their basic needs, raising hopes in the community regarding the efforts that will be made by local governments in welfare and empowering their lives. On the other hand, the surabaya city government has had a plan in an effort to alleviate social welfare problems through a program that specifically provides food assistance every day to people who have social welfare problems, from planning and setting programs assessed the resulting implications can later ease the burden of basic needs of people with social welfare problems, as well as can use their income in the other situation

b. After the program

The purpose of the food program is to provide assistance to people with social welfare problems from food assistance provided in reducing the burden of basic needs. First, to ease the burden of the needs of the community of Kapas Madya Subdistrict Tambaksari, especially in terms of food from the assistance provided from the food program, it is shown from the exit of the community from the limitation zone for its main needs, the result after the community receives the benefits of food programs there is a change in life and efforts to have a better life. Second, the achievements of the food program are directly applied to the basic needs for the continuation of the program beneficiaries in the Village Kapas Madya Tambaksari Subdistrict Surabaya, the impact on the community is felt when receiving the benefits of food programs it can provide survival and continuation of good life every day and the future. The existence of food programs has implications on the limitations of fulfilling the needs of the community towards freedom in the fulfillment of basic needs. Another support is on the achievement of food programs at a time when the beneficiaries of the food program can provide better survival every day or the continuation of life in the future.

3. Find unexpected consequences (positive or negative).

It is one of the focuses that become the output of the program for future review of how the program should run by looking at the positive and negative impacts of food programs.

a. Before the program

There are hopes and efforts to continue to synergize in alleviating people with social welfare problems, government agencies have conducted field studies related to the actual development of conditions to receive future programs with the aim of making people with social welfare problems more empowered and able to be independent. From the efforts made to bring up a food program that is

justified to be an alternative solution in providing guaranteed survival of people with daily social welfare problems. Hope and input from the community has been heard for active participation in its efforts to obtain a level of welfare in its basic food needs.

b. After the program

A review of how the program should run by looking at the positive and negative impacts of food programs. First, the positive impact of the food program in the Village of Kapas Madya Tambaksari Subdistrict, Surabaya before and after receiving the benefits of the food program, the condition of the community before the food program is seen from the attention of the Surabaya City Government to people with social welfare problems, especially in the Village of Kapas Madya to improve its survival and efforts to increase the productivity of daily income. In contrast, the time after receiving the benefits of the food program, has significant implications on the beneficiaries of the food program the community realizes that the assistance received brings their lives more towards ease in the fulfillment of basic needs. Second, the negative impact of the program on the recipients of the program in the Village Kapas Madya Tambaksari Subdistrict Surabaya before and after receiving the benefits of the program, from the implementation of the program found various phenomena related to dynamics in the implementation of the program, among others; there are some people who still feel significantly unhelped from the food assistance provided, in the OPD area there is still a lack of coordination with IPSM in the provision of food and still found food discrepancies with the budget set, as well as a monitoring officer unit from the Dinas Sosial Kota Surabaya who still has problems in the delivery of information from the public to the agency so that it is found that the solution will not be channel. Third, alternative solutions are set to prevent the dynamics continue to develop, Dinas Sosial Kota Surabaya affirms by cooperating with legal parties to solve problems in the agency, while for the community synergistic is improved with OPD in giving rise to the conduciveness of the implementation of food programs.

4. Reviewing programs in influencing target groups and changes that occur due to the program.

To know about the food program that has an influence on the implementation produced and how the food program causes changes in the target group to basic needs, especially regarding food and the cause of the change.

a. Before the program

The process of formulating public policy is carried out in accordance with the actual provisions and conditions in the field, this is also in line with the journey of the emergence of food programs in the community. The determination of the right target group becomes one of the keys to the success of the food program later, Dinas Sosial Kota Surabaya works with NGOs and operational areas to validate the data of the right and appropriate community in receiving assistance from food programs later, the efforts get an active and positive response from the community because of the expectations they have voiced to be heard. Through this, it can be known that the attention and attitude of feedback provided can give rise to public trust to the government, and there is an influence

on the target group at the time when what they want has been pursued and realized. As for other things that are concerned about the condition of the community of Kapas Madya Village, namely the community is still in the group of people with social welfare problems, cause and effect arises due to the absence of changes resulting either from previous efforts or assistance.

b. After the program

Food programs cause changes in the target group to basic needs, especially regarding food and the causes of such changes. First, the renewal of the target group of program beneficiaries, the form of change felt by the beneficiaries of the program is significant when they after benefiting from the food program there is adequacy in the fulfillment of basic needs, different at the time before receiving the benefits of the food program that has many limitations related to the fulfillment of its main needs. Second, the emergence and establishment of food programs provide changes in the number of people with social welfare problems in the Village Kapas Madya Tambaksari Subdistrict Surabaya, the resulting changes reduce the number of recipients from the presence of people who have success in the management of income after getting assistance in food programs. The affirmation is through the information of residents who state that they have been able to meet basic needs and can open a micro business by setting aside some of their daily income. Third, the criteria of the beneficiaries are entitled and appropriate to receive food programs in accordance with the guidelines for the implementation of food programs in Article 4 of Mayor Regulation No. 19 of 2016, the results obtained from information from both the community and the agencies involved and responsible of the food program that the criteria have been met and precisely on the target of the beneficiaries of the food program is shown by the record of all people with welfare problems social partners in the beneficiary database of the food program.

E. CONCLUSION

Based on the description above, it can be concluded that the existence of food programs implemented in the city of Surabaya has an impact on the changing lives of the people of Kapas Madya Village. The resulting change lies in increasing people's life expectancy with adequate basic needs in the form of daily food. Differences are shown from before benefiting programs that have vulnerabilities in social problems and limitations in the fulfillment of daily needs. Regardless of the dynamics of the implementation of the food program, the overall output has provided positive achievements in accordance with the purpose of the implementation or establishment of food programs, especially for the community of Kapas Madya Subdistrict Tambaksari Surabaya.

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