

THE EFFECTIVENESS OF THE PROSPEROUS HOUSING PROGRAM IN HULU SUNGAI SELATAN REGENCY AT SOUTH KALIMANTAN PROVINCE

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Abstract: *This research was initiated due to the level of social welfare of the community in Hulu Sungai Selatan Regency is still relatively low, which is characterized by the large number of uninhabitable residences. The aim of this research is to assess the effectiveness of the Prosperous Housing Program (PRS) policy stipulated in Hulu Sungai Selatan Regency Regent Regulation No. 25 of 2015 concerning Integrated Regional Poverty Management in Hulu Sungai Selatan Regency in increasing the number of livable housing for the community in Hulu Sungai Selatan Regency as well as knowing the obstacle factors, and the efforts to solve them. This research used a descriptive qualitative research method with an inductive approach. Data collection technique used in this research were interviews, documents and data, as well as observation. Interviews were conducted with related parties. Researchers also analysed the data using Riant Nugroho's theory regarding Policy Effectiveness. The research results show that the implementation of the Prosperous Housing Program (PRS) in improving the quality of community housings can be said to be successful and effective because it meets the achievement targets every year. However, there are still several obstacles to implementing this program. These obstacles are influenced by several factors, including lack of coordination between program implementing parties, short program implementation time, limited workforce and land ownership problems. Meanwhile, the efforts to solve the obstacles include forming a coordination team, careful time planning, increasing the quality and quantity of labour and providing information regarding land ownership.*

Keywords: *Policy Effectiveness, Habitable Housings, Community.*

Abstrak: Penelitian ini disusun karena tingkat kesejahteraan sosial masyarakat di Kabupaten Hulu Sungai Selatan yang terbilang masih rendah yang ditandai dengan banyaknya hunian yang tidak layak huni. Tujuan dari penelitian ini untuk menilai bagaimana efektivitas kebijakan Program Rumah Sejahtera (PRS) yang termuat dalam peraturan Bupati Kabupaten Hulu Sungai Selatan No. 25 tahun 2015 tentang Penanggulangan Kemiskinan Daerah Secara Terpadu di Kabupaten Hulu Sungai Selatan dalam meningkatkan jumlah hunian layak huni masyarakat di Kabupaten Hulu Sungai Selatan dan mengetahui faktor yang menjadi penghambat dalam efektivitas kebijakan, serta upaya yang bisa diambil dalam rangka mengatasinya. Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan pendekatan induktif. Pengumpulan data yang digunakan menggunakan wawancara, dokumen dan data, serta observasi. Peneliti juga menganalisis data menggunakan teori dari Riant Nugroho terkait efektivitas kebijakan. Hasil penelitian menunjukkan bahwa dalam penerapan Program Rumah Sejahtera (PRS) dalam meningkatkan kualitas hunian masyarakat dapat dikatakan berhasil karena memenuhi target capaian pada setiap tahunnya dan bisa dibilang cukup efektif dalam penerapannya. Walaupun demikian, penerapan program ini masih terdapat beberapa kendala yang menghambat penerapannya. Hal ini dipengaruhi oleh beberapa faktor yaitu kurangnya koordinasi antar pihak pelaksana program,

waktu pelaksanaan program yang singkat, keterbatasan tenaga kerja dan permasalahan kepemilikan tanah. Sedangkan upaya yang dapat dilakukan yaitu pembentukan tim koordinasi, perencanaan waktu yang matang, peningkatan kualitas dan kuantitas tenaga kerja dan penyuluhan terkait kepemilikan tanah.

Kata Kunci: Efektivitas Program, Rumah Layak Huni, Masyarakat.

I. Introduction

Poverty is a global problem that has existed for a long time and has continued to become a crucial issue in every country in the world. Poverty is a condition of living in limitations that are neither chosen nor desired but rather is the result of various external factors influencing it (Tamboto & Manongko, 2019). The high poverty rate in a country will affect various aspects of community life. Indonesia was recorded to have a poverty rate of 9.57% in 2022. This percentage places Indonesia as a country with the fourth lowest poverty rate in Southeast Asia (W. I. Sari et al., 2021). According to Statistics Indonesia (BPS), the number of poor people in Indonesia on March 2024 reaches 25.22 million people, this number is very fluctuating at 0.68 million people. There are some factors influencing the poverty problems in Indonesia, including Indonesia's Human Development Index level that shows a low position, the increase of unemployment, the high inflation, and the low economic growth (Budhijana, 2019). The investment in education and health sectors is expected to achieve human development through increased productivity accompanied by increased income. If the life quality index or human development index is low, then the human productivity will also be low. This problem will affect the income levels and exacerbate poverty.

Poverty impedes people from fulfilling their basic living needs, one of which is a decent house or a place to live (Tursilarini & Udiati, 2020). Due to its vast population, Indonesia has a huge need for housing, particularly in urban areas. As a result, there is a shortage of residential land, requiring government efforts to address housing issues despite several challenges. The high demand for housing makes it difficult to realize the dream of owning a house, particularly for low-income individuals (Saputra et al., 2023). In order to meet the availability of housing needs for low-income communities, the government provides subsidies to them as stipulated by Law Number 1 of 2011, Article 1, paragraph (24) concerning Housing and Residential Areas (Rahman et al., 2023). The government offers subsidies to low-income people to help them obtain a house. The government took this action due to almost all of Indonesia's population have low to middle-income (Parmadi, 2018).

The government, as represented by the Ministry of Public Works and Housing (PUPR), cannot solve the housing shortage on its own. Solving this problem requires an active role from many stakeholders, both individuals and groups, particularly in the housing sector.

One of them is local government's role in licensing and spatial planning for regional development (Kementerian PUPR, 2021). The government holds a central role in formulating policies to address the problem of uninhabitable housing (Saputra et al., 2023). As an initial step, the government is gathering data on those who live in uninhabitable houses. This accurate and detailed data is crucial because it will act as the basis for policies to solve housing problems. The success of policy implementation is heavily dependent on how well the data are collected, which in turn influences the effectiveness and sustainability of future government programs. The data on the number of uninhabitable houses in South Kalimantan Province is presented in the following table.

Table 1. Data on Uninhabitable Houses in South Kalimantan Province

No.	Location/Year	Year			
		2018	2019	2020	2021
1	Tanah Laut Reg.	2406	2406	2406	453
2	Kotabaru Reg.	4218	4218	4218	2509
3	Banjar Reg.	6035	6035	6035	3772
4	Barito Kuala Reg.	6318	6318	6318	8828
5	Tapin Reg.	2363	2363	2363	594
6	Hulu Sungai Selatan Reg.	3137	3137	3137	6898
7	Hulu Sungai Tengah Reg.	6380	6380	6380	4132
8	Hulu Sungai Utara Reg.	3621	3621	3621	2642
9	Tabalong Reg.	1932	1932	1932	1901
10	Tanah Bumbu Reg.	2013	2013	2013	3402
11	Balangan Reg.	2087	2087	2087	3602
12	Kota Banjarmasin	5359	5359	5359	4677
13	Kota Banjarbaru	598	598	598	511
14	South Kalimantan Prov.	46467	46467	46467	43921

Source: The BPS Hulu Sungai Selatan Reg., 2022

According to the data from Hulu Sungai Selatan Regency's BPS, it shows that Hulu Sungai Selatan Regency is ranked second after Barito Koala Regency at South Kalimantan Province as the regency with the most uninhabitable houses in 2022. As seen in the table above, Hulu Sungai Selatan Regency has a total of 6,898 uninhabitable houses, making this a special concern for the Hulu Sungai Selatan Regency Government, which must take immediate action to address the problem. To address the issue of uninhabitable houses in Hulu Sungai Selatan Regency, the government mapped the number of uninhabitable houses in each district. The following table then presents the data.

**Table 2. Data on Uninhabitable Houses Per District in Hulu Sungai Selatan Regency
2017-2022**

No	District	2017	2018	2019	2020	2021	2022	Total
1	Kandangan	17	59	4	35	25	20	160
2	Simpur	26	73	56	90	36	25	306
3	Loksado	31	21	37	44	26	26	185
4	Padang Batung	26	73	56	90	36	22	303
5	Telaga Langsat	254	24	24	39	1	22	36
6	Angkinang	119	14	20	25	2	30	210
7	Sungai Raya	85	71	53	92	64	31	396
8	Kalumpang	38	19	60	49	25	17	208
9	Daha Selatan	44	41	45	67	31	23	251
10	Daha Utara	22	25	32	15	17	22	133
11	Daha Barat	45	10	30	20	23	23	151
Total		707	430	417	566	286	261	2667

Source: The Social Agency of Hulu Sungai Selatan Regency, 2022

Based on previously presented data, there were around 2,767 uninhabitable houses in Hulu Sungai Selatan Regency in the 2017-2022. This number is relatively high, given the amount of houses in the area that do not meet habitable criteria. The problem of uninhabitable houses is complex, thus the local government needs to take proper strategic actions to address it. In an effort to address this problem, the Government of Hulu Sungai Selatan Regency launched the Prosperous Housing Program (PRS). The program offers financial assistance to household families, with the aim of enabling them to make necessary repairs to their houses that do not meet the required standards. The main objective of this program is to provide services to the community by fixing their houses so that they can have adequate housing. It is expected that this program will greatly enhance people's housing conditions.

The following are some earlier studies that form the basis and important references for this research: Firstly, Khusnul Khotimah published a research paper titled Analysis of the Decent Housing Assistance Program for Poverty Alleviation in Mesuji District from an Islamic Economic Perspective. Based on in-depth writing and discussion, the analysis revealed that the Decent Housing Assistance Program (BARULAHU) in Mesuji District, which is based on Mesuji Regency Regional Regulation No. 5 of 2011, had been well implemented in accordance

with the regional government's policies. In terms of economic development, the Researcher emphasized the significance of Islamic economic principles such as justice, which requires an equitable distribution of wealth throughout society to minimize income inequality. This research has similarities with the research currently being conducted, especially in the main focus related to the Decent Housing Program. However, the difference between the two studies is that Khusnul's study makes greater use of an Islamic economic perspective, whereas the current research does not entirely rely on one (Khotimah, 2018). Secondly, Meltesa Rapita wrote the journal "Effectiveness of Distribution of Social Rehabilitation Assistance for Uninhabitable Houses (RSRTLH) to Communities in Pino Raya District, South Bengkulu Regency (Study of Distribution Principles in Islamic Economics)". She stated that, while the objectives of the uninhabitable house rehabilitation program (RSRTLH) had been achieved within a reasonable time frame, the effectiveness with which the assistance was distributed was deemed insufficient. This result is due to a mismatch between program successes and its expected specific targets. Furthermore, the effectiveness of the distribution of RSRTLH assistance in Pino Raya District has not been entirely in line with Islamic economic distribution principles, as actual social objectives have not been achieved, and the principle of social solidarity has not been applied in its implementation. This study is similar to the current study, especially in terms of using a qualitative approach with a descriptive writing form, and focusing on the issue of uninhabitable houses. However, there is a fundamental difference between the two studies. Meltesa's research focuses on the effectiveness of providing social rehabilitation assistance for uninhabitable houses (RSRTLH), whereas this study focuses more on the evaluation of a comprehensive Prosperous Housing (PRS) Policy or Program (Rapita, 2019). Lastly, Rira Permata Sari conducted research entitled Evaluation of the Livable Housing Development Program in Kuantan Singingi District. The findings of this study indicate that the program's performance is insufficient, with only two of the six indicators effectively met. The key connection between this research and the current research is that they both address the issue of uninhabitable housing. However, the difference is in the variables used; Rira's research focuses on evaluating the construction of habitable housing, whereas the current research focuses on the policy and program aspects of prosperous housing.

There are some major similarities and differences between the previously discussed studies and the Researcher's research, titled Effectiveness of the Prosperous Housing Program in Hulu Sungai Selatan Regency, South Kalimantan Province. There are similarities with earlier studies, particularly in the focus on uninhabitable housings and the use of descriptive

qualitative methods. Meanwhile, the differences are found in the variables and approaches used. Khusnul Khotimah's research analysed the program from an Islamic economic perspective, emphasizing the principle of justice in wealth distribution, whereas the current research focused more on a comprehensive evaluation of the Prosperous Housing Program policy. Meltesa Rapita's study emphasized on the distribution effectiveness of social rehabilitation assistance, whereas Rira Permata Sari's study focused more on evaluating indicators for the development of habitable housing. Thus, the main difference is in the variables and theories employed in each study.

Therefore, it is essential to evaluate the implementation of this policy to determine its effectiveness, so providing a basis for assessment to ensure the program meets its targets. Based on the description of the introduction above, the purpose of this study is to determine the effectiveness of the Prosperous Housing Program in Hulu Sungai Selatan Regency, South Kalimantan Province, to analyze the obstacles faced during its implementation, and to evaluate the measures undertaken by the Hulu Sungai Selatan Regency Social Agency to address these obstacles.

II. Literature Review

Policy effectiveness is related to the extent to which policy objectives are met through implementation (Sutmasa, 2021). According to Riant, there are five "correct" things that must be carried out to ensure good policy implementation:

1. **Appropriate policy.** It is the appropriateness of policy that is assessed by the extent to which existing policies contain elements that actually solve the problems that need to be handled.
2. **Right implementation.** In order to measure the effectiveness of a policy, we must first examine how it is implemented. Whether the implementation meets the established standards or not.
3. **Right on target.** It deals with whether it meets expectations, does not conflict or overlap with other policies, and whether the intervention from the implementation is new or simply renews the implementation of already established policies.
4. **The right environment.** In this case, it is categorized into two groups: policy implementers with related institutions and internal environment related to interactions between policy makers.

5. The correct process is divided into three stages; acceptance of a policy, public knowledge of the policy, and the government's ability to interpret it as a necessary responsibility (Nugroho, 2021).

III. Research Methodologies

This study employed an inductive qualitative research methodology, analyzing and explaining the collected data based on actual field observations (Leavy, 2022). Data collection included numerous techniques, such as interviews, document collection, and observation (Creswell, 2015). The informants in this study comprised all stakeholders who participated directly in the development and implementation of the Prosperous Housing Program (PRS) in Hulu Sungai Selatan Regency, South Kalimantan. A total of eight informants interviewed offered significant insights for this research. The data analysis method involves carefully organizing the data to enhance understanding and draw conclusions. The analysis techniques employed consist of three primary stages: data reduction, data presentation, and drawing conclusions (Miles, M. B., Huberman, 2014).

IV. Result and Discussion

The findings of the research carried out to determine the effectiveness of the Prosperous Housing Program in Hulu Sungai Selatan Regency, South Kalimantan Province, are reported as follows:

1. Correct Policy

a. The Integration Between Policy Implementation and Policy Objectives

The effectiveness of this policy is evidenced by the connection between its implementation and the pre-established design or targets, hence providing a beneficial impact on anticipated problems (Laila et al., 2022). The results from the interview with Mr. Nordiansyah, S.Sos. M.AP, Head of the Social Agency of Hulu Sungai Selatan Regency, revealed that the regent's regulation has effectively diminished the quantity of uninhabitable houses in Hulu Sungai Selatan Regency. This claim can be confirmed, as the program has successfully renovated about 6,050 housing units since it was launched. The interview results indicate that the policy stated in Regent Regulation Number 25 of 2015 regarding Regional Poverty Alleviation in Hulu Sungai Selatan Regency has progressed annually. In support of the previous interview findings, the following table displays data regarding the implementation of the prosperous housing program as follows:

Table 3. Realization Data of Prosperous Housing Program 2020-2023

No	District	2020	2021	2022	2023	TOTAL
		Realization	Realization	Realization	Realization	
1	Angkinang	23	19	43	42	TOTAL
2	Daha Barat	20	44	33	21	
3	Daha Selatan	57	59	39	58	
4	Daha Utara	37	21	39	54	
5	Kalumpang	32	55	40	43	
6	Kandangan	35	57	40	56	
7	Loksado	82	62	36	26	
8	Padang Batung	104	102	35	44	
9	Simpur	80	59	33	48	
10	Sungai Raya	83	92	40	55	
11	Telaga Langsat	22	41	35	30	
TOTAL		575	611	413	477	3625
		Rp 7.997.100.000	Rp 9.446.076.000	Rp 7.227.500.000	Rp 8.347.500.000	Rp 54.561.668.000

Source: The Social Agency of Hulu Sungai Selatan Regency, 2023

Research carried out at the location of the Prosperous Housing Program indicates that, following the implementation of the regulation, Hulu Sungai Selatan Regency has demonstrated significant annual improvements. The program has effectively diminished the number of uninhabitable houses in the region by 6,050 units. Through effective design and strategy, the program has enhanced the community's quality of life and contributed to overall welfare improvement.

b. The Policy Impact on Problems

To evaluate the impact of a policy, it is essential to comprehend the correlation between the policy and an existing problem (Winarno, 2016). Therefore, the first step involves observation. Additionally, the researcher interviewed local government officials, including Mr. Nordiansyah, S.Sos., M.AP., the Head of the Social Agency of Hulu Sungai Selatan Regency. He stated that the implementation of this regulation has a considerable impact that is directly experienced by the community. Prior to the implementation of the Regent's Regulation, the poverty rate and the number of uninhabitable houses were very high. However, following the implementation of it, each of them started showing a decline. The main focus of the program to reduce uninhabitable houses in Hulu Sungai Selatan Regency is the renovation or construction

of houses, aiming to transform formerly unusable houses into habitable ones within a one-month timeframe. Based on the results of the interview, it can be concluded that the program consistently achieves its annual aim of 100%, resulting in a reduction of uninhabitable houses overall. However, upon observation, the annual target amounts consistently vary in quantity, with the difference related to the alignment of target numbers with the APBD budget established for that year. Moreover, the researcher's observations indicate that this program has resulted in numerous positive outcomes, particularly in decreasing the population lacking decent housing.

c. The integration of Policy Character and Authorized Institutions

To understand the interactions between policy-making and policy-implementing institutions in this program, researchers conducted comprehensive interviews with relevant stakeholders, including Mr. Nordiansyah, S.Sos., M.AP., the Head of the Social Agency of Hulu Sungai Selatan Regency. He revealed that the relationship between policy-making and policy-implementing institutions continues beyond the implementation of the policy. The making institution continues to consult with the implementing institution and other stakeholders to improve and develop better policies in the future, ensuring that these policies stay relevant and adaptable to evolving circumstances and community needs. He further stated that the community welcomed the execution of the Regent's Regulation, seeing it as a constructive measure to address problems such as poverty and inadequate housing. They hope that this Regent's Regulation will accomplish substantial change in economic and social aspects, including enhanced access to healthcare, education, and employment opportunities. The interview indicates that the Regulation of the Regent of Hulu Sungai Selatan Regency Number 25 of 2015 about Regional Poverty Alleviation has a significant positive impact. The community welcomed the regulation with enthusiasm, anticipating enhancements to their economic and social conditions. The continual collaboration among policy-making and policy-implementing institutions enables the ongoing enhancement and modification of regulations, leading to improved policies over time. The people of Hulu Sungai Selatan Regency regard this regulation as a strategic step that positively influences their welfare.

2. Correct Enforcer

a. The involved policy-enforcers

Clarity regarding the implementers and accountable parties in any policy or program is essential for ensuring a smooth and focused implementation process (Mitasari et al., 2023). To further investigate the program's implementation, the researcher interviewed Mrs. Lea Indarti, SH., the head of the Social Security Protection Division of the Hulu Sungai Selatan Regency Social Agency. He explained that this Regent Regulation is a crucial legal tool in addressing poverty problems at the regional level. To implement the Regent's Regulation effectively, the participation of multiple stakeholders, each with their respective roles and duties in the process, is required. As a result, the Hulu Sungai Selatan Regency Government plays a central role in the implementation of this Regent Regulation, which includes the Regent, Deputy Regent, Regional Secretariat, Head of Service Agency, Head of Division, Village Companion Scholars, DPRD, and all relevant regional government agencies. They are tasked with formulating policies, allocating budgets, and ensuring effective implementation. Additionally, she offered a comprehensive explanation of the role of the Village Companion Scholars: "Village Companion Scholars are crucial to the successful implementation of this program. The suitability of the aim objectives is significantly reliant upon the performance of the Village Companion Scholars themselves. Their responsibilities involve data mapping, program dissemination, field observation, and evaluation to verify that the houses receiving aid comply with the established objectives.

Based on the statement above, it can be concluded that the policy implementers in this program comprise various stakeholders, including policymakers, the social agency as the primary sector for implementation, and the Village Companion Scholars, who are essential to the process. The Village Companion Scholars are tasked with identifying the intended recipients of aid and serves as an assessor of the program's advancement. Data from the Social Service of Hulu Sungai Selatan Regency indicates that the number of the Village Companion Scholars across 144 villages in this research area amounts to 148 people. Thus, each village has 1-2 Village Companion Scholars, with the quantity adjusted according to the population size and the accessibility challenges faced by the community in the area. These data are presented in the following table:

Table 4. The Number of the Village Companion Scholars in Hulu Sungai Selatan Regency

No	District	Total of sub-district	Number of the Village Companion Scholars
1	Angkinang	11	12
2	Daha Barat	7	7
3	Daha Selatan	16	17
4	Daha Utara	19	19
5	Kalumpang	9	9
6	Kandangan	14	15
7	Loksado	11	11
8	Padang Batung	17	17
9	Simpur	11	12
10	Sungai Raya	18	18
11	Telaga Langsat	11	11
Total		144	148 People

Source: The Social Agency of Hulu Sungai Selatan Regency, 2023

Research observations revealed that the implementation of Regent Regulation No. 25 of 2015 included numerous stakeholders, from the Regent as the primary authority to village companion scholars who directly participated in the field. The local government plays a central role in the successful implementation of this regulation, which is thoroughly supported by the policy implementers, specifically the Social Agency of Hulu Sungai Selatan Regency.

b. Direct Implementation of the Policy

In the context of policy, compliance and responsiveness can be evaluated from multiple viewpoints, involving both the policy implementer and the community as beneficiaries. If the community complies with and executes the regulations appropriately, the policy objectives will be preferably accomplished (Dilapanga et al., 2022). To further investigate the extent of community compliance and responsiveness to this policy, the researcher interviewed Mrs. Lea Indarti, SH., the Head of the Social Security Protection Division at the Hulu Sungai Selatan Regency Social Agency. She remarked that, in implementing this Regent Regulation for the first time, there will inevitably be certain obstacles encountered. One of them is the lack of coordination between the government, specifically the Social Agency, and the Village Companion Scholars, which adversely affects the implementation of the regulation. These obstacles may hinder the implementation of poverty reduction programs, consequently impacting their effectiveness. The researcher's observations revealed that the community's compliance and responsiveness to Regent Regulation Number 25 of 2015 regarding Regional Poverty Alleviation in Hulu Sungai Selatan Regency encountered obstacles, particularly due to

insufficient coordination in the regulation's implementation. It directly affects the effectiveness of the restrained program's implementation, hence minimizing the expected impact on the community.

3. Correct Target

a. The Impact Felt by the Community

A policy must consider the implications of its implementation (Agus et al., 2020). To figure out the impacts of the Hulu Sungai Selatan Regency Government on poverty alleviation, the researcher interviewed Mr. Iwan Setiawan S.sos., the facilitator and a field technical team member, who stated that the implementation of this regulation has a substantial impact on the community. Prior to the implementation of the Regent's Regulation, poverty was prevalent, and numerous houses were uninhabitable. Following its implementation, the level of poverty and inadequate housing started to decrease. The interview results indicate that the implementation of this regulation significantly affects the community, receiving aid for home repairs with recipients acquiring Rp. 17,500,000 for one home renovation. This fact is supported by the following table data:

Tabel 5. Realization Funds of the Prosperous Housing Program for One House

Realization	Total (Rp)
One House	Rp.17.500.000

Source: Technical Guidelines for the Prosperous Housing Program, 2021

According to the above data regarding funds utilization, the assisted community used the funds to improve their houses, transforming formerly inadequate housing into a suitable one. The outcomes of the renovation are evident in the following before and after pictures:



Source: The Social Agency of the Hulu Sungai Selatan Regency, 2021

Figure 1. The Before After Picture of the Prosperous Housing Program

According to researchers' observations, Regent Regulation Number 25 of 2015 has significantly enhanced social life for the people in the regency. The decline in poverty rates and the decrease in inadequate housing demonstrate that this regulation has significantly affected the lives of the people of Hulu Sungai Selatan Regency.

b. Designated timeframe for policy achievement

In order to achieve this policy target, it is essential to assess the temporal achievement, necessitating an understanding of the duration required to establish the time target for the implementation of this program (Idris et al., 2023). The Researcher later interviewed Mr. Iwan Setiawan S.sos., the facilitator and a member of the Field Technical Team. He stated that the objective timeframe to decrease the number of uninhabitable houses in Hulu Sungai Selatan Regency is centered on the repair or construction of several houses, aiming for a duration of one month to renovate those previously classified as uninhabitable to a habitable status

The interview results indicated that the designated timeframe for completing the renovation of each beneficiary's house was thirty days, equivalent to one month. This fact aligns with the stipulations outlined in the Technical Guidelines for the 2021 Prosperous Housing Program, particularly in the section regulating the stages of the program's implementation. The stages of implementing the Prosperous Housing Program comprise particular steps that guarantee the renovation process follows the predetermined timeframes listed below:

- 1) Create plans and identify the parts of the house that require repair.
- 2) Determine repair priorities for various parts of the house according to the functionality and the availability of funds and other resources.
- 3) Provide a detailed analysis of the types of building materials needed and the corresponding costs.
- 4) Conduct the purchase of building materials at a mutually agreed-upon supplier to ensure optimal quality and cost-effectiveness, while simplifying administration.
- 5) The rehabilitation of uninhabitable houses emphasizes mutual cooperation by engaging all stakeholders and the surrounding community in the process.
- 6) The implementation of the Prosperous Housing Program development must be finalized within 30 days under standard conditions, excepting force majeure circumstances, following the receipt of the funds by the program recipients.

The results of observations conducted by the Researcher show that the policy's implementation rapidly transforms previously unusable houses into habitable ones.

4. Correct Environment

a. Interaction between policy makers and policy implementers

The formulation of public policy involves significant interaction among the community, regional government officials, and regional government institutions. The interaction mechanism among these parties seeks to harmonize their interests throughout the formulation and implementation of the public policy (Maldun, 2016). To find out the interactions involved in the implementation of Regent Regulation Number 25 of 2015 about Regional Poverty Alleviation in Hulu Sungai Selatan Regency, the researcher conducted an interview with Mr. Iwan Setiawan, S.Sos, who serves as the facilitator and a Field Technical Team member. He clarified that the connection between policy-making and policy-implementing institutions continues after the implementation of the policy. The policy-making institutions continue to interact with policy-implementing institutions and other stakeholders to enhance and formulate better policies in the future. This action guarantees that policies remain relevant and adaptable to evolving circumstances and community requirements. The interviews indicate that this interaction occurs not only during the policy's creation phase but also extends throughout its implementation, with the objective of facilitating ongoing improvement and adaptation of policies throughout time. This process involves multiple stakeholders, including activity implementers tasked with monitoring and assessment activities. During the reporting phase, activity implementers, specifically the Social Agency represented by the Village Companion Scholars, must submit the program implementation reports to the Regent within 45 (forty-five) days following the community's receipt of assistance.

b. Public Perception of the Policy

A public policy is established to demonstrate its value and benefits. (Kadir, 2020). To ascertain the community's perspective in Hulu Sungai Selatan Regency regarding Regent Regulation Number 25 of 2015 on Regional Poverty Alleviation, the researcher interviewed a community member, Mrs. Mila, who expressed that she feels direct benefits from the implementation of the regulations and poverty alleviation programs stipulated therein. Another community member shared this sentiment, stating that he/she felt significantly aided by the implementation of the Regent's Regulation, which was promptly addressed through the

Prosperous Housing Program, improving the liveability of his/her home. In line with this statement, another member of the community expressed that, as a representative of the lower middle class, he/she felt significantly aided by the enactment of this regulation, as the implementation of this program will enhance his/her welfare and that of his/her family regarding access to adequate housing.

Interviews conducted by researchers show that the community supported the implementation of the Regent's Regulation (Perbup), perceiving it as a constructive step to address issues of poverty and inadequate housing. They hope that the Perbup will accomplish substantial improvements in the community's economic and social situations, including better access to healthcare, education, and employment opportunities. The Hulu Sungai Selatan (HSS) Regency Government received an award from the central government in 2020, affirming the innovative nature of its programs, particularly the prosperous housing program (PRS), which was recognized among the TOP 45 Public Service Innovations of that year (Banjarmasin.Post). According to observations carried out by the researcher, the community has welcomed the implementation of Regent Regulation Number 25 of 2015 regarding Regional Poverty Alleviation in Hulu Sungai Selatan Regency. The community anticipates that the regulation would substantially enhance the social and economic conditions in Hulu Sungai Selatan Regency. With proper design and implementation, this regulation will assist communities in improving their welfare and reducing poverty.

5. Correct Process

a. Community understanding of the policy

The public's understanding of public policy is an important step toward achieving its goals. This comprehension involves a group of people united by customary laws, norms, and regulations to which they are ready to comply (Subianto, 2020). An effective public policy is one that directly addresses society's fundamental problems. The Researcher conducted interviews with several informants to assess the public's understanding and awareness of government policy. One informant indicated that he/she became aware of the regulation's implementation through official notices disseminated via the government website and notice boards in government offices. Another informant noted that numerous individuals became aware of the regulations via social media, seen as a highly effective medium for information

dissemination. Local governments, he/she stated, employed social media platform to disseminate information, encourage discussions, and address inquiries from the public.

Meanwhile, another informant claimed that initially he/she did not fully understand the regulation and its purpose. Afterwards, following the government's data collection carried out by the Social Agency on the houses eligible for assistance, the data collecting process was accompanied by a dissemination regarding the issued policy. The interview results suggest that social media is an effective tool for delivering regulatory information to the public. By utilizing social media platforms, the local governments may effectively disseminate information, encourage discussion, and offer immediate responses to public inquiries. For instance, one of the posters shared by the Twitter account of the Ministry of Administrative and Bureaucratic Reform is illustrated in the following picture.



Source: Ministry of Administrative and Bureaucratic Reform. 2014

Figure 2. The dissemination Poster of The Prosperous Housing Program

Based on observations of the community's understanding of Regent Regulation Number 25 of 2015 regarding Regional Poverty Alleviation in Hulu Sungai Selatan Regency, the community is already aware of its existence. This condition can be achieved by publication activities conducted by local governments utilizing diverse media to ensure accessibility to all levels of society. Through disseminating activities such as this one, the people in Hulu Sungai Selatan Regency can obtain information regarding these regulations and enhance their awareness of the policies enacted by the local government. This awareness will assist the

community in understanding and improving social and economic welfare in Hulu Sungai Selatan Regency.

b. Community response in the direct implementation of the policy

Community compliance and responsibility to a policy or program are essential for its successful implementation. When individuals comply with and execute regulations appropriately, the policy objectives will be accomplished effectively (Sos, 2020). To evaluate the extent of community compliance and responsibility regarding Regent Regulation Number 25 of 2015 on Regional Poverty Alleviation in Hulu Sungai Selatan Regency, researchers conducted interviews with several informants. One of them, Mrs. Mila, stated that she strongly supports the implementation of the Welfare Home policy because the community already understands the benefits and importance of the policy. This claim is evidenced by the community's active participation in related programs, including housing repairs, skills training, and the provision of social assistance. A complete understanding of the program's benefits and objectives improves community compliance with established rules and guidelines. Moreover, Mrs. Amel stated that the implementation of the Prosperous Housing Program significantly enhanced her understanding of the policy's long-term advantages, including the improvement of economic and health welfare. This understanding increases their compliance with current regulations. Mrs. Dina similarly stated that this program was favorably received by nearly all segments of society in Hulu Sungai Selatan Regency. As a direct beneficiary of the assistance, she firmly supports multiple programs implemented by the local government to alleviate poverty and guarantee an adequate life for all segments of society.

The interview results suggest that awareness of the long-term advantages of the Prosperous Housing policy, including improvements in economic and health welfare, greatly affects community compliance with the established regulations. The extent of community involvement in programs like home repairs, skills training, and social assistance indicates a profound comprehension of the benefits of these policies. This comprehension reflects the community's willingness to comply with relevant regulations and guidelines. According to the researcher's findings, the compliance and response of the people in Hulu Sungai Selatan Regency to the implemented policies can be classified as excellent. This finding is due to public awareness regarding the significance of these regulations for their social and economic existence. The people of Hulu Sungai Selatan Regency, demonstrating strong compliance and

responsiveness, significantly contribute to the implementation of this program, thereby improving welfare and decreasing poverty in the surrounding area.

Factors Inhibiting the Development of Habitable Housing

1. Lack of Coordination Among Parties.

The lack of cooperation among numerous parties frequently serves as the main obstacle to the construction of habitable housing (Kiwang et al., 2014). The researcher has discovered multiple problems related to coordination within the local government, in which insufficient cooperation among agencies may inhibit important processes such as permit issuance, land allocation, and the management of resources essential for constructing habitable housing. This claim is supported by an interview with Mrs. Lea Indarti, SH., the Head of the Social Security Protection Division of the Social Agency in Hulu Sungai Selatan Regency, who indicated that the implementation of this Regent Regulation, particularly in the initial phase, will undoubtedly encounter obstacles, one of which is the inadequate coordination between the government, specifically the Social Agency, and the Village Companion Scholars. The lack of coordination negatively impacts the implementation of poverty alleviation efforts, diminishing the effectiveness of the policy. The researcher's observations identify three main problems concerning cooperation among parties. The lack of cooperation among the government, private sector, and civil society could inhibit the development of habitable housing. Limited community involvement in the planning phase frequently leads to suboptimal consideration of community needs. Therefore, strengthening coordination among all parties involved, including the government, private sector, and civil society, is crucial to ensure the effective and sustainable development of habitable housing.

2. Short Construction Duration

The program's short deadline for constructing habitable houses has resulted in multiple obstacles during its implementation (Rahmah et al., 2023). Mr. Nordiansyah, S.Sos. M.AP, the Head of the Social Agency of Hulu Sungai Selatan Regency, affirmed that the aim to diminish the number of uninhabitable houses in the region is centered on the repair or construction of several houses, with a targeted timeframe of one month for turning previously uninhabitable houses into habitable ones. The researcher's observations suggest that many factors may inhibit the effective construction of habitable houses, one of which is the limited timeframe for the renovation process. When a renovation is only given a month, a number of

potential problems may exist. These time limits could hinder efforts to finish extensive repairs, resulting in a remodeled house that does not reach the intended level of appropriateness. In this context, limited time restricts repairs or improvement to numerous areas of the house that should be modified, including the building structure, electrical system, sanitation, and occupant comfort. As a result, the renovated houses may not fully meet the intended standards of suitability, including safety, comfort, and sustainability. Thus, limited time could reduce the effectiveness of repair and the quality of the resulting houses, affecting the success of local housing reform programs.

3. Construction Workforce Shortage

A shortage of skilled workers can have a substantial impact on the quality of construction work (Syahrudin & Nuh, 2021). In such situations, the craftsman may choose to disregard safety procedures or compromise the quality of work in order to meet the tight deadline. This situation puts a house at risk of being unsafe or failing to meet the expected eligibility standards. Therefore, to solve these problems, a complete strategy is required, which includes investments in workforce training, better working conditions, and increased flexibility in the workforce recruitment process. This statement is also supported by the results of an interview with Mrs. Lea Indarti, SH, the Head of the Social Security Protection Division of the Social Agency in the Hulu Sungai Selatan Regency, who stated that, in addition to the limited time for renovation work, another factor that might inhibit the realization of the prosperous housing program is a lack of human resources of craftsmen/laborers with adequate skills in building construction. According to the researcher's observations, a lack of qualified labor can lead to building project delays. This delay is due to the difficulty in finding enough workers with the necessary skills. In some cases, the available workers may lack the expertise or skills required to accomplish the project efficiently and according to the specified quality standards. Furthermore, a shortage of trained workers might raise constructing costs because the renovation process takes longer and requires more effort to meet established standards.

4. Land Ownership

In some cases, several people at the researcher's research site in Hulu Sungai Selatan Regency were unable to receive aid from the Prosperous Housing Program due to land ownership issues. Many prospective recipients of aid face familial land ownership problems. This dispute is caused by the majority of households disagreeing about or having differing

interests in how the house should be used. This claim is supported by the researcher's interview with Mrs. Lea Indarti, SH., the Head of the Social Security Protection Division of the Social Agency in the Hulu Sungai Regency, who stated that the next obstacle to implementing this program is land ownership status. Many people who should benefit from this program are instead limited by their property ownership status. Some do not have an original certificate of ownership, while others' families, who also have ownership rights to the house, reject that the house be renovated or given aid. According to the findings of the researcher's observations and interviews, land ownership issues are frequently an obstacle to the program's implementation, particularly in the Hulu Sungai Selatan Regency area, where land ownership status is uncertain or ownership conflicts exist. Many recipient areas that should get renovation assistance under this program are limited by land ownership. Given that under the direct requirements, aid recipients must be able to attach documentation of land ownership in their personal name, and even if the land or plot is jointly owned, an agreement must be reached between the individuals who have the right to possess the land.

Efforts to Overcome Obstacles to the Effectiveness of the Prosperous Housing Program in Hulu Sungai Selatan Regency

1. Formation of Coordination Team

The formation of a coordination team tasked with managing and supervising all aspects of the Prosperous Housing Program is crucial, especially during the program's planning, implementation, and evaluation processes (Putri et al., 2022). This coordination team must include a variety of parties, including the government through the social agency, village officers or individuals who go directly to the field to conduct data mapping and monitor development implementation, as well as community leaders and program beneficiaries. The formation of a solid and well-coordinated team will ensure that the program runs smoothly at all stages. The claim is also supported by Mr. Iwan Setiawan, S.Sos, a facilitator and a Field Technical Team member, who stated in an interview that in order to overcome the problem of lack of coordination in the implementation of this program, a special team must be formed to handle coordination, so that there are no misunderstandings in data collection, renovation implementation, and fund distribution to beneficiary communities. According to the researcher's observations, coordination between related parties has been quite successful, particularly through the role of village companion scholars who serve as a bridge between the government, represented by the Social Agency, and the beneficiary community. However, in

the absence of a dedicated team responsible for direct coordination, misunderstandings frequently occur. This miscommunication suggests that while the role of village assistants is crucial, a more structured and coordinated system is necessary to improve the effectiveness of communication and program implementation.

2. Careful Planning

Careful planning may address the limited time constraints imposed during the implementation of the Prosperous Housing Program. A very structured and strategic approach is crucial for performing this planning, which involves determining program priorities and allocating tasks proportionately to optimize the available time (Laili, 2016). This claim is supported by an interview with Mr. Iwan Setiawan S.sos, a facilitator and a member of the Field Technical Team, who indicated that the short target completion timeframe, combined with insufficient labor availability, requires careful initial planning. The initial planning starts with the collection of data from potential beneficiary communities, the collection of administrative data, and the submission of an agreement specifying that the house renovation must be finalized within one month. Afterwards, data collection on the available construction workers or craftsmen must be conducted to ensure the swift completion of the renovated house, meeting the anticipated standards of the renovation results. The researcher's observations pointed out that the constraints of the specified time limit were a major obstacle to program implementation, added to by the insufficient availability of skilled workers. The beneficiary community eventually overcomes this obstacle through collaboration, enabling them to achieve the completion target within the allotted timeframe.

3. Skills Training Enhancement

Enhancing the skills of construction workers is an important step to address the scarcity of skilled workers in the building construction sector (Meithiana, 2017). The necessary skills cover not only conventional skills in building construction but also the utilization of modern technology to enhance work efficiency and quality. The previous claim is further supported by the findings from an interview with Mr. Iwan Setiawan S.sos, a facilitator and member of the Field Technical Team, who claimed that the necessary steps to address the shortage of qualified construction workers involve enhancing the skills of the community. The enhancement of this skill will likely produce skilled workers capable of assisting the implementation of the prosperous housing program. Based on the results of observations conducted by researchers,

the limitations in the availability of construction workers have been evident since the beginning of this prosperous housing program. To address this issue, most beneficiary communities have chosen to renovate their own houses, or the surrounding community has engaged in mutual cooperation to ensure that the one-month target is met as scheduled.

4. Conducting Land Counseling and Mapping

Land counseling and mapping are crucial steps for understanding land characteristics that supply the necessary information for implementing the Prosperous Housing Program (Ridwan & Achmad Sodik, 2023). Land counseling and mapping are essential for providing information to prospective beneficiary communities and assessing their eligibility for assistance, thereby reducing common land ownership obstacles in Hulu Sungai Selatan Regency. This claim is further supported by the findings from the interview conducted by the researcher with Mr. Iwan Setiawan S.sos, a Facilitator and Field Technical Team member, who pointed out that counseling and land data mapping are essential for identifying potential beneficiary communities. These actions must be conducted prior to the distribution of aid funds to ensure that the community benefiting in the future has no obstacles in renovating the designated houses within the allocated timeframe. The researcher's observations suggest that the problem of land ownership frequently occurs at the study site. However, over time, the social Agency managing this program has offered counseling regarding this land ownership problem through village companion scholars. The main task of the village companion scholars in this counseling is to describe the criteria that the prospective beneficiary community must fulfill to obtain this assistance.

V. Conclusion

The Prosperous Housing Program in Hulu Sungai Selatan Regency, South Kalimantan Province, has been functioning effectively and optimally. The program successfully renovated 6,050 houses over approximately ten years. The program's success is evident from multiple dimensions, including the alignment of the policy with its objectives, the engagement of policy implementers, the community's impact, the interaction between policy-makers and policy-implementers, as well as favorable community responses and recognition from the Ministry of Administrative and Bureaucratic Reform as one of the best innovations at the national level. Although this program has received a number of achievements, there are still several factors that inhibit its implementation. The factors include lack of coordination among the involved parties, limited renovation time, a shortage of construction workers, and internal disputes

regarding land ownership. To address these obstacles, particular efforts have been carried out, including the establishment of a dedicated coordination team, comprehensive planning, training for construction workers, and counseling and land mapping for prospective beneficiary communities.

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