



The Implementation Of Student Service Program For The Central Kalimantan Community Is A Blessing In Pulang Pisau District

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Abstract

Accurate and reliable data on poor people based on existing conditions is the goal of the student service program for the Central Kalimantan Berkah community. The purpose of this study was to determine how the program was implemented in Pulang Pisau Regency with Edward III's implementation theory using qualitative descriptive research methods and data collection using observation, interviews and documentation. The results of this study indicate that the data collection of poor people has gone quite well, because 1) communication in the training has been carried out but the lack of information delivery in the input in the student account mostly experienced obstacles in the input of data that was not saved and disappeared on the website, 2) Limited student resources so that there are areas that have not been recorded, lack of attribute facilities with the distribution of cheap market coupons is an obstacle to survey data collection. 3) The disposition of student concern makes data collection meet the target, and 4) A clear bureaucratic structure and has completed tasks and reports on student accountability and incentives. The suggestion of this research is that the implementers of the activities make improvements to the system, openness of information, increase performance and coordination of implementers to ensure the sustainability and success of policy implementation in the future.



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INTRODUCTION

Accurate and reliable data on poor and very poor communities based on current conditions is crucial, especially for the government of Central Kalimantan, to ensure that assistance is provided effectively to the target population. The Provincial Education Office of Central Kalimantan has collaborated with students from across the region by organizing a community service program for the people of Central Kalimantan, focusing on collecting data on poor and very poor communities in the 13 districts and 1 city of Central Kalimantan. The participating students are provided with facilities by the Provincial Education Office of Central Kalimantan, such as monthly incentives, PMMK Berkah attributes, free training facilities, transportation for remote areas, and certificates of appreciation from the Governor of Central Kalimantan. This program serves as a platform for students to engage in community service, which is part of the Tri Dharma of Higher Education. The community service activities help develop communication skills, collaboration, problem-solving in the community, networking, and carrying out tasks and responsibilities as lecturers and students (Pattipawaej & Setiawan, 2023).

Before conducting the data collection, students receive training and technical guidance, PMMK Berkah striker stickers, and cheap market coupons to distribute to the respondents. The students involved are divided into three teams: leader, CEO leader, and surveyor. Leaders and CEO leaders are tasked with assisting surveyors in overcoming challenges and ensuring smooth data collection in the community. Leaders are stationed at the representatives of each district and city, while CEO

leaders coordinate the data collection efforts conducted by the surveyors. The students acting as CEO leaders and surveyors are assigned to collect data in their respective regions and input the information into the website <https://pmmkberkah.kalteng.go.id/>. The Provincial Education Office of Central Kalimantan has partnered with CV. Berkah Setia for the student leader team under a contract agreement from April to December 2024. Additionally, they collaborate with CV. Media Cipta Medina for the CEO leader and surveyor students in reporting data collection, addressing challenges, and processing incentive payments under a two-month contract from May 21 to July 21, 2024.

Before starting the data collection in Pulang Pisau District, CEO leader and surveyor students undergo technical guidance provided by the leader and CEO leader teams. During the training, they are given instructions on community data collection, distributing cheap market coupons and PMMK Berkah stickers to respondents, as well as the PMMK Berkah attributes and the signing of the work contracts between the students and CV. Media Cipta Medina. Before collecting data in rural areas, the CEO leader and surveyor students coordinate with the village government staff, presenting the work orders from the Provincial Education Office of Central Kalimantan and a letter from the Governor of Central Kalimantan regarding the implementation of the PMMK Berkah program. The data collection of poor and very poor communities conducted by the CEO leader and surveyors in Pulang Pisau District can serve as a consideration for local government support for targeted social assistance. The data collection includes personal information and documentation of living conditions, and it also helps propose that communities who are not receiving social assistance or are not yet included in the Integrated Social Welfare Data (DTKS) at the Ministry of Social Affairs be considered for future aid.

The purpose of this study is to evaluate the implementation of the student community service program for the people of Central Kalimantan (PMMK Berkah) in collecting data on poor and very poor communities in Pulang Pisau District. The success of the implementation of a program or policy can be assessed from various perspectives, one of which is the implementation model by David C. Kurton, known as the appropriateness model, which emphasizes three elements of appropriateness: the program itself, the implementation of the program, and the target group of the program (Sururi et al., 2023). Kurton suggests that a program is successful if it meets all three components of implementation. According to Van Meter and Van Horn, implementation is "the actions taken by individuals, officials, or groups in the public or private sectors aimed at achieving the goals outlined in the Policy Decision." They state that "the essence of implementation is understanding what should happen once a program is declared effective or formulated" (Herabudin, 2016). According to George C. Edwards (1980:17), the key to effective policy implementation is that those applying the decisions must know what they are supposed to do. Edwards III (Sururi et al., 2023) identifies four factors influencing the success or failure of policy implementation: Communication, Resources, Disposition, and Bureaucratic Structure. Community service is the practice of applying knowledge, technology, and cultural arts directly to the community through institutional methods based on scientific methodology, as part of the Tri Dharma of Higher Education, and it is a noble responsibility to help develop community capabilities, thereby accelerating the achievement of national development goals (Nurdin, 2023).

No previous research has been conducted on the implementation of the program with Edward III's policy theory in collecting data on poor and very poor communities through student collaboration organized by the Provincial Education Office of Central Kalimantan. Therefore, this study evaluates the implementation of the student community service program for the people of Central Kalimantan (PMMK Berkah) in Pulang Pisau District. This research is particularly interesting because it focuses on the implementation of a community data collection program based on a digital website,

using the analysis of Edward III's policy implementation theory, which has not been explored before. Additionally, this study analyzes the challenges and obstacles faced on the ground, as well as suggestions for improving the website system and the program's implementation process carried out by the students as leaders, CEO leaders, and surveyors in Pulang Pisau District.

METHODOLOGY

The research method used in this study is the Qualitative Descriptive Research Method, which is research that presents data in the form of words, sentences, and images. The purpose of the qualitative descriptive research method is to provide a description of events and phenomena that occur in the field and to provide data systematically and accurately about what happens in the field. This study uses the Qualitative Descriptive Method because the researcher participated in the program as a surveyor in Pulang Pisau District, allowing for direct observation and study of a process or discovery. This enabled the researcher to record, interpret, report, and draw conclusions from these processes. This method is particularly appropriate for this study, which aims to examine the Implementation Process of the Student Community Service Program for the People of Central Kalimantan Berkah in Pulang Pisau District to collect existing data and facts.

According to Arikunto, data collection techniques refer to the ways researchers can use to gather data, where these methods point to something abstract, not tangible, but can be demonstrated in their use (Wahyuni, 2023). The data collection techniques in this study are observation, interviews, and documentation.

The researcher conducted observations by participating in the program activities as a surveyor in Pulang Pisau District, following training and technical guidance sessions held by the Provincial Education Office of Central Kalimantan in Palangka Raya and the guidance for leaders and CEO leaders in Pulang Pisau District for the data collection of poor and very poor communities. The interview informants were selected from program implementers such as the Head of the Workforce Section of the Provincial Education Office of Central Kalimantan, the leader of the student community service program for the people of Central Kalimantan, leaders, CEO leaders, and PMMK Berkah surveyors working in Pulang Pisau District. For documentation, the research focused on the community service program for the people of Central Kalimantan, including interviews with the Head of the Workforce Section of the Provincial Education Office of Central Kalimantan, the leader of PMMK Berkah, and surveyor members. Additionally, it included the preparation of socialization, training, and technical guidance sessions at Batang Garing Hotel and the Eka Hapakat Hall at the Governor's Office, as well as the documentation of technical guidance in Pulang Pisau District and the survey data collection by student surveyors in the district.

The focus of this research is based on the implementation of Edward III's policy theory with four indicators: Communication, Resources, Disposition, and Bureaucratic Structure.

RESULTS AND DISCUSSION

This study uses Edwards III's theory of policy implementation, which includes four indicators: Communication, Resources, Disposition, and Bureaucratic Structure. According to Edwards III, policy implementation is a process that is constantly

changing, with many variables interacting and influencing each other. Below are the indicators that contribute to the success or failure of the implementation of the Community Service Program for Students in Central Kalimantan Berkah in the Pulang Pisau district:

A. **Communication**

Communication is an indicator that illustrates the process of delivering policy information from policymakers to policy recipients (Sururi et al., 2023). Communication in the delivery of the community service program for students in Central Kalimantan Berkah, which focuses on data collection of poor and very poor communities across Central Kalimantan, was published on the official Instagram account of the Central Kalimantan Department of Education. It began when students who received the Berkah Scholarship Savings (TABE) were selected, followed by a second confirmation from students wishing to participate in the program on their respective TABE accounts. The Head of the Central Kalimantan Department of Education, Mr. M. Reza Parbowo, S.IP., MPA, then conducted a socialization session via Zoom and in person at the Berkah Hall of the Central Kalimantan Department of Education, alongside the students, providing guidance before conducting a community survey with technical assistance and training on inputting data into the PMMK Berkah website.

The Central Kalimantan Department of Education issued an invitation letter to the students who had confirmed their participation for the technical guidance and training on data input at the Batang Garing Hotel in Palangka Raya City and the Eka Hapakat Hall at the Central Kalimantan Governor's Office. The training and technical guidance session was attended by students from across Central Kalimantan, as detailed in the invitation. The PMMK Berkah students were equipped with PMMK Berkah attributes, input forms on the website, and the workflow for the survey data collection. During the survey of poor and very poor communities, each respondent who was surveyed received a coupon for a discounted market, which could be redeemed at the Central Kalimantan Trade and Industry Office. However, the criteria for identifying poor and very poor communities were not clearly defined, which led to differing perspectives among the surveyors. The training session included materials on website data input, workflow, and instructions on distributing the market coupons in collaboration with the Central Kalimantan Department of Education and the Central Kalimantan Trade and Industry Office, alongside the PMMK Berkah student surveyors.



Figure 1. Technical Guidance PMMK Berkah

After the technical training, surveyors were assigned to districts, including Pulang Pisau. After some time waiting for the continuation of the program, communication issues arose, leading to uncertainty and doubt among the participating students in Pulang Pisau, which caused most of them to withdraw from the activity. The appointed leader for the Pulang Pisau district then conducted data collection for the students who stayed in the program, recruited new

students, and assigned them to be CEO leaders, who coordinated the surveyors in the subdistricts, participated in data collection, and were responsible for ensuring the smooth flow of the data collection process. CEO leaders were directly trained at the Smart Hall of the Central Kalimantan Department of Education. Following this, the Pulang Pisau leader gathered the CEO leaders and surveyors in Pulang Pisau for further technical training with clarity on the criteria for poor and very poor communities. However, the training did not cover inputting data into the PMMK Berkah website. After the technical training, the CEO leaders and surveyors signed a work contract with CV. Media Cipta Medina from May 21 to July 21, 2024, to oversee the performance of the CEO leaders and surveyors, as well as the provision of incentives by submitting a salary disbursement request along with documentation of website data input and respondent collection.

During the training, the CEO leaders and surveyors were given market coupons and PMMK Berkah stickers for the community. However, it was unclear when the coupons could be exchanged because the Central Kalimantan Trade and Industry Office organized the distribution. A shortage of market coupons to be given to the community became a challenge for the students during the data collection process. The leader and CEO leaders instructed the surveyors to continue documenting and distributing market coupons to the community, informing them that those who did not receive the coupons would get them once they were available.

The CEO leaders and surveyors in Pulang Pisau completed the district-level data collection targets and were then encouraged by the leaders and co-leaders to input the data into the PMMK Berkah website. However, due to limited guidance on how to input the data, and because new students joining the program had not received adequate training on the workflow, the data input failed, and some data was not saved. The surveyors reported this to the team leader, who was directly responsible for the website server. There was a communication issue in handling the website, which caused the surveyors and CEO leaders in Pulang Pisau to stop inputting data. All CEO leaders and surveyors were then asked to create the data in Excel and submit it, along with the second salary disbursement request, to CV. Media Cipta Medina as a report for program accountability.

The next problem arose when there was a reduction in the salary or incentives, which caused the CEO leaders and surveyors across Central Kalimantan to challenge the decision, as it did not align with the work contract and there had been no prior notification about the reduction. After a mediation session with the head of the labor section, Mr. Juliansyah, via Zoom with all PMMK Berkah students, the decision to reduce incentives was canceled and the original agreement was reinstated. Communication, clarity, and consistency in the program's delivery from the organizer to the implementer are essential to achieving the program's goals and ensuring there are no violations of rights as outlined in the work contract signed by the students with CV. Media Cipta Medina, which must be adhered to by the field implementers and the information provided to the community in the PMMK Berkah community service program in Pulang Pisau.

B. Resources

Resources in policy implementation refer to the implementers who need to be ready and equipped for the policy's successful execution (Sururi et al., 2023). Even when the policy is delivered clearly and consistently, its implementation can be ineffective if the implementers lack the necessary resources. The resources for the PMMK Berkah community service program in Pulang Pisau included 37 participating students who were responsible for collecting data on poor

and very poor communities, comprising 10 CEO leaders and 27 surveyors. The limited number of students meant that in some areas, data collection had not yet been carried out, particularly in the two subdistricts, Kahayan Kuala and Sebangau Kuala, and in villages that were not yet surveyed due to the limited number of participating students.

Information resources were also important. The program relied on online media published on the official Instagram accounts of the Central Kalimantan Department of Education and PMMK Berkah to disseminate the data collection process carried out by the students. During implementation, there were communication challenges regarding the market coupons, failed data input, and a lack of transparency about the program's stages, which led to confusion among the surveyors and CEO leaders in the field.

The authority and prerogative of the students were essential in determining whether a community was eligible for data collection, as the students had the discretion to assess and observe the community's condition. The Governor of Central Kalimantan supported the program by issuing letters to all district heads, mayors, and regents throughout Central Kalimantan to back the PMMK Berkah student community service program as part of the effort to optimize targeted assistance. However, some community members rejected the survey data collection because they were unaware of the PMMK Berkah program, even though the letter from the governor outlined its purpose.



Figure 2. Team Leader, CEO Leader, and Surveyors of Pulang Pisau District

The Central Kalimantan Department of Education provided the following facilities to the PMMK Berkah students: monthly incentives for the surveyors during the 2-month survey, PMMK Berkah attributes such as office supplies, vests, bags, and hats, free technical training, transportation facilities for remote areas (speed boats, double-cab vehicles, trail bikes), and certificates of appreciation from the Governor of Central Kalimantan for their efforts in alleviating poverty and stunting in the region. However, the certificates of appreciation had not yet been distributed, as they were still in process. The certificates were important because they could serve as proof of work experience for the students after graduation. The PMMK Berkah attributes received by the surveyors in Pulang Pisau were incomplete, with only bags and office supplies given, and some surveyors did not receive the PMMK Berkah equipment throughout the data collection process. The program budget for the PMMK Berkah 2024 community service program came from the Budget Implementation List (DIPA) of the Central Kalimantan Department of Education for the 2024 fiscal year, sourced from the Regional Revenue and Expenditure Budget (APBD). This budget was used for various program facilities, including technical training, student incentives, and other necessary resources.

Resources in policy implementation are a key part of the program's success, following the communication process and the goals and benefits for the community. In Pulang Pisau, the limited human resources meant that not all areas were covered, while the information resources through online media were only partially accessible to the public, and some

members of the community remained unaware of the program, leading to rejections, including from the letter issued by the Governor. The incomplete distribution of PMMK attributes to the Pulang Pisau surveyors and the lack of items like vests need to be addressed, as these attributes were meant to symbolize the surveyors' role and the program itself. The limited facilities, like the lack of PMMK vests, should be considered, as these served as identification for the students conducting the community survey and as a distinguishing feature of the PMMK Berkah program.

C. Disposition

According to Edwards (in Winarno, 2016), many policies fall into the "Zone of Indifference." Some policies are implemented effectively because they receive support from the implementers, while other policies may directly conflict with the views, personal interests, or organizational interests of the implementers (Sururi et al., 2023). In the disposition of the research on the student community service program for Central Kalimantan in Pulang Pisau District, there is an effect of disposition on the attitudes, beliefs, and motivations of the implementers in accepting and implementing the policy. The student community service program for Central Kalimantan involves the survey of poor and very poor communities, which became a work experience and a form of service to communities in need, such as those who have not yet received targeted assistance and are not included in the Integrated Social Welfare Data (DTKS), as well as a manifestation of students' concern for the surrounding community. The survey data inputted into the PMMK Berkah website has reached nearly 100,000 records of poor and very poor people in Central Kalimantan, including data from Pulang Pisau District. The implementers hope that the students will use this program as an opportunity for self-actualization by interacting directly with the community, listening to aspirations, and providing motivation to meet the daily needs of the surveyed communities. Through this program, the government's welfare policies could better serve the lower-income communities.

The assignment of staff or human resources for the PMMK Berkah program involved dividing students into leader teams directly under the Central Kalimantan Department of Education, with CV. Berkah Setia serving as the leader representing each district and CV. Media Cipta Medina as the co-leader representing sub-districts and the surveyors responsible for data collection in the villages. The collaboration with these third-party organizations aimed to coordinate the activities of the program, which involved students from all over Central Kalimantan. The Provincial Education Office of Central Kalimantan provided incentives and transportation allowances for the students on the leader teams, co-leaders, and surveyors. The leader team received an incentive of IDR 2,500,000 per month, with a work contract from April to December 2024, while the co-leaders and surveyors in Pulang Pisau District had incentives according to the nominal amount specified for each district in the work contract with CV. Media Cipta Medina. The work contract for 2 months stated the incentive for co-leaders as IDR 4,000,000 and for surveyors as IDR 2,850,000 from May 21 to July 21, 2024.

PMMK Berkah co-leaders and surveyors in Pulang Pisau conducted surveys with a target of 500 households. However, the number decreased to 200 households after the data entry request was made to input the data into the PMMK Berkah website. The first incentive for the student surveyors was processed through a salary request letter, with the total survey data and website input details. Initially, information on the incentives was provided at the beginning of the data collection, but changes occurred, with the students conducting the surveys first and later submitting a salary request letter to CV. Media Cipta Medina. The collected data was then inputted into the PMMK Berkah website, but many co-

leaders and surveyors encountered issues, such as the data not being saved in their accounts. Only a few students successfully managed to input their data. This issue was communicated to the PMMK Berkah team leader in Pulang Pisau but no immediate solution was found. Surveyors were instructed to send videos detailing the issues to a WhatsApp group, but the responses were delayed. Consequently, when the leader guided them on website data entry, many students failed to follow through because they had not received a solution or clear answers to their data entry problems.



Figure 6. PMMK Berkah Website Application

Both the surveyors and co-leaders did not follow the leader's guidance, as the issues related to data entry were not resolved. This led to a conflict when the second round of incentives was reduced, with the reasoning being adjusted to match the reduced target. In Pulang Pisau District, the incentives were reduced to IDR 1,000,000 for co-leaders and IDR 715,000 for surveyors, and no disbursement was made if the data was not fully entered. This situation raised concerns about the violation of the work agreement, as the reduction in salary was decided unilaterally, without prior notification to all parties, including the surveyors. As a result, the students conducted mediation via Zoom with the head of the Labor Section at the Central Kalimantan Department of Education, along with the leaders and representatives of the district leaders and surveyors across Central Kalimantan. The mediation resulted in the cancellation of the incentive reduction, and the head of the Central Kalimantan Department of Education issued a letter extending the data input deadline.

During the data input process, only a few co-leaders and surveyors from Pulang Pisau were able to successfully input their data, while others faced challenges with data disappearing when checked in their accounts. As a result, the students who encountered issues with data input ceased further data collection. In response, the leader directed the students to create videos outlining their difficulties. However, this solution was insufficient to address the problems faced by the surveyors and co-leaders, so the leader visited the field and invited the surveyors and co-leaders to gather and directly address the issues related to their accounts on the PMMK Berkah website. The leader then submitted a report to the Central Kalimantan Department of Education regarding the data input issues and requested that all surveyors and co-leaders create Excel sheets with the names of the surveyed communities, which were then submitted to CV. Media Cipta Medina for reporting purposes. Students who completed the data entry and submitted the required documents received their second incentive disbursement to their respective bank accounts.

D. Bureaucratic Structure

The student community service program for Central Kalimantan, organized by the Central Kalimantan Department of Education, established various bureaucratic structures during its implementation. According to Firmas (in Sururi et al., 2023), "Bureaucracy is a political machine that implements political policies made by political officials. As a machine, bureaucracy should not have personal interests. It is not politically responsible except for the duties assigned to it." The

Central Kalimantan Department of Education, as the organizer of the PMMK Berkah program, worked with CV. Berkah Setia, which served as the leader representing each district, and CV. Media Cipta Medina, which represented sub-districts and coordinated the surveyors in the villages. This collaboration aimed to coordinate the program activities, which were followed by students across Central Kalimantan.

The Central Kalimantan Department of Education worked closely with other governmental bureaucracies, such as the Department of Trade and Industry of Central Kalimantan, which helped distribute discounted market coupons to the surveyed communities during the 2-month survey period. These coupons could be exchanged for subsidized rice or other basic necessities. The program also received support from the Governor of Central Kalimantan, H. Sugianto Sabran, who issued a letter to the regents, mayors, and district heads in Central Kalimantan to support the implementation of the student community service program as part of optimizing targeted assistance.

In Pulang Pisau District, the students coordinated with village heads and local RT (neighborhood unit) leaders to request permission to conduct the community survey. The data collected by the students, especially from Pulang Pisau District, was inputted into the PMMK Berkah website or manually submitted to the Central Kalimantan Department of Education, which then reported it to the Social Services Department of Central Kalimantan for follow-up in providing social assistance. The poor and very poor community data collected by PMMK Berkah was submitted for consideration in social assistance programs, such as the DBH DR (Regional Fund Allocation) of IDR 500,000 per person. The data was reviewed, and eligible recipients were informed to open bank accounts at Bank Kalteng to withdraw the assistance.

The collaboration between the Central Kalimantan Department of Education, students, and various governmental agencies has led to the successful collection of data to optimize targeted assistance. However, challenges arose when some agencies failed to communicate information about the implementation, such as market coupon distribution, the list of beneficiaries, and the involvement of students as implementers. This lack of transparency created confusion among the program's implementers, which ultimately affected public trust in the PMMK Berkah program. CV. Berkah Setia and CV. Media Cipta Medina, as the program coordinators, need to provide better understanding and clarity to the leaders, co-leaders, and surveyors, with clear division of responsibilities to avoid blame-shifting. They should also conduct regular evaluations to find solutions to problems that arise from the start of data collection to the completion of the program. This will ensure that the PMMK Berkah program can be held accountable and maintain its integrity, with accurate and reliable data being collected through direct interviews with the community to create trustworthy documentation. The bureaucratic structure of the PMMK Berkah student community service program in Pulang Pisau District followed the standard operating procedures (SOP), but there is room for improvement in terms of transparency, communication, and resolving obstacles encountered during the survey process.

CONCLUSION

The implementation of the Student Community Service Program for Central Kalimantan, Berkah, in Pulang Pisau District has been quite successful, as it met the target for data collection of poor and very poor communities in the district. However, there were some issues that need to be addressed, such as the data input problems on the PMMK Berkah website, where most of the student accounts experienced data loss and failure to save the inputted information. Additionally, the dissemination of information about the survey implementation in the field was not in line with the schedule, and the slow handling of issues with the PMMK Berkah website, including the availability of the market discount coupons for

respondents, became obstacles in the survey process. The limited resources available meant that not all areas in Pulang Pisau District were covered. There was also a lack of facilities such as attributes and certificates of appreciation for the surveyors, which were not yet received by some members, leaving them without the items provided by the Central Kalimantan Department of Education.

The disposition, especially the confidence of the participating students, was positive, which allowed the individual surveys to meet the target manually, despite facing various internal and external challenges during the program. The bureaucratic structure, which supported cooperation between the government, other departments, and local district and city governments, was crucial in achieving the government's objectives for the program. This PMMK Berkah program has been very beneficial, especially for the poor and very poor communities who are not yet included in the DTKS (Integrated Social Welfare Data), as the data collected is more accurate and reliable, incorporating interviews and documentation of living conditions. This data can be utilized by the Social Services and local governments to distribute government aid.

The recommendation from this research is that the program implementers should improve the system, ensure transparency in information, and enhance understanding and coordination among implementers to address the obstacles and challenges faced during the program's implementation in the community. However, significant improvements are needed in the aspects of communication, resources, and bureaucratic structure to ensure the sustainability and success of the policy implementation in the future.

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