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The Issue Management Of Village Government In Managing Cash Direct Assistance Program In Taba Mutung Village Of Karang Tinggi District Of Central Bengkulu Regency

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Abstract. The aim of this research is to determine the management of village government issues in managing the direct cash assistance program in Taba Mutung Village, Karang Tinggi District, Central Bengkulu Regency as input for the Taba Mutung Village Government's strategy in responding to future problems. Direct Village Cash Assistance (BLT-Desa) is cash assistance to poor families in villages sourced from the Village Fund to reduce the impact of the COVID-19 pandemic. The research method used is qualitative description. Data collection techniques use observation, interviews and documentation methods. The analysis techniques used are data reduction, data presentation and drawing conclusions. The research results show that (1) Village government issue management by identifying issues, namely investigating and tracing issues related to direct cash assistance (BLT) problems that are developing in the community for follow-up. (2) Village government issue management by means of issue analysis, namely finding issues that are important to resolve so that the issue does not spread widely. (3) Issue management by selecting an issue strategy, namely by inviting people whose names have been excluded from the list of recipients of direct cash assistance (BLT) to held internal meetings. (4) Village government issue management with an issue handling program, namely with mutually agreed policies, namely the distribution of basic necessities to people who are excluded from direct cash assistance (BLT) recipients and those affected by Covid-19. (5) Village government issue management with evaluation of results, namely To anticipate issues that will develop in the community, the village government provides direction and explanation to the community first before taking or determining a decision, so that a decision that will be made does not cause issues in the community because they have not received a direct explanation related to a decision or decree.

Keywords: *Issue management, village government, cash direct assistance*

INTRODUCTION

The COVID-19 pandemic has caused many negative impacts felt by various levels of society, both in the educational, social and economic fields. This is supported by the opinion (Sonia, 2021) which states that with Covid-19 many workers have experienced salary cuts and layoffs, small traders have gone out of business, the economy has declined, activities outside the home have reduced, many private employees have experienced layoffs or affected by employee downsizing, many daily project workers have lost their livelihoods and so on.

As a manifestation of the government's program to help communities affected by COVID-19, the government is implementing several programs to strengthen social protection and

economic stimulus, one of which is distributing village budget funds in the form of Direct Cash Assistance (BLT).

Direct Village Cash Assistance (BLT-Village) is cash assistance to poor families in villages sourced from the Village Fund to reduce the impact of the COVID_19 pandemic. Sanusi (in Sonia, 2021) Thus it can be concluded that BLT-Desa is assistance sourced from the Village Fund for poor residents or poor families in villages to overcome and reduce the impact of the COVID-19 pandemic.

Village Regulation Number 2 of 2021 concerning the Elaboration of the Revenue and Expenditure Budget for Taba Mutung Village for Fiscal Year 2021, Village Head Regulation Number 2 of 2020 concerning Determination of the List of Beneficiaries of Direct Cash Assistance (BLT) for Village Funds Due to the Impact of COVID-19 for distribution stages 1, 2 and 3, Village Head Regulation Number 4 of 2020 concerning Determination of the List of Beneficiaries of Direct Cash Assistance (BLT) for Village Funds Due to the Impact of COVID-19 for distribution stages 4, 5 and 6.

The direct cash assistance (BLT) program in Taba Mutung village is disbursed in 8 stages or 4 stages in one year starting in 2020. In determining recipients of direct cash assistance (BLT), the village government carries out a data collection process on the number of families included in the recipient criteria. direct cash assistance (BLT) in Taba Mutung Village. In 2020 the number of families receiving direct cash assistance (KPMBLT) benefits was 73 families.

At the stage of distributing direct cash assistance (BLT) in 2021, there was a reduction for people who received direct cash assistance (BLT) previously. If in 2020 there were 73 families, then in 2021 it will be 53 families because 20 families are included in cash social assistance (BST) and non-cash food assistance (BPNT).

Even though there are regulations to serve as a reference for people who receive direct cash assistance (BLT), in reality in the field there are still many polemics from the community, especially for people who receive BLT (Direct Cash Assistance). The polemic that occurred in the field was that several people in Taba Mutung village had not been able to receive it and were still having problems regarding the determination of receiving direct cash assistance from village funds. This is related to issues that are developing in the community, such as the opinion of the community who think that the village government is unfair in determining the families who receive the benefits of direct cash assistance from village funds, many people think that the family recipients of the benefits of direct cash assistance (KPMBLT) are still relatives or from the family. village . There are people who think that families who have received direct cash assistance (BLT) receive other assistance in one family. Even though it has been explained to transfer to other assistance such as BST (Cash Social Assistance) and BPNT (Non-Cash Food Assistance), there are still people who don't understand so they want to continue getting both assistance. To anticipate this problem so that it does not drag on, the Village Apparatus, especially Taba Mutung Village, carries out issue management.

According to (Chase in Regester and Larkin: 2002) issue management is a tool that can be used by an institution or agency to identify, analyze and manage various issues that emerge to the surface and react to these various issues before the issues are known by the public wide.

Issue management is a medium for public relations professionals to fully participate in management decision making. Public relations or *public relations professionals* have an important role in making issue management effective, especially in the function of strategic planning and its relationship with the environment around the organization or agency.

The position of public relations in this village office is a village official, which means that issue management is the responsibility of village officials. In this case, the village government has held special deliberations for communities whose names were removed from BLT recipients and transferred to other aid recipients. It is important to carry out this deliberation to manage the

circulating issues so that in the future there will be no misunderstandings between village officials and the community in determining BLT recipients.

Issue management is important for organizational effectiveness because all organizations are influenced by various publics and are interconnected with other organizations. The importance of issue management is so that the issue does not drag on and develop anywhere. In order to realize transparency and establish good relations between village officials and the community for the development of Taba Mutung village.

LITERATURE REVIEW

Village government

Village governance is based on Government Regulation no. 72 of 2005 states that the village government or what is known by other names is the village head and village officials as an element in organizing village government. As an element in organizing village government, the village government has the task of carrying out government, development and community affairs. According to Law Number 5 of 1979, what is meant by village government is "activities in the context of administering government which are carried out by the village government or sub-district government" (AW. Widjaja: 1983). According to (Widjaja: 2003) the basic ideas regarding village government are diversity, participation, genuine autonomy, democratization and community empowerment. Village government administration is a subsystem of the government administration system, so that villages have the authority to regulate and manage their own communities. The implementation of village government is inseparable from the implementation of regional autonomy and village government is the leading unit (spearhead) in services to the community and is a strategic milestone for the success of all programs.

Issue Management

According to Chase in Kim Harrison (2001) issue management is "*The process of closing the gap between corporate actions and stakeholder expectations.*" (The process of closing the gap between corporate actions and the expectations of related parties).

In issue management there are steps used, namely:

1. Issue Identification. It is a process to compare trends occurring within an organization with company performance. Every gap that could give rise to an issue must be documented, categorized and reported.
2. Issue Analysis. Issue analysis is determining issues based on their urgency and impact. Once emerging issues have been identified and prioritized, the second stage begins. The goal is to determine the origin of the issue, which is often difficult because issues usually do not arise from just one source.
3. Choice of issue change strategy. This is a stage that involves making basic decisions about the organization's response to issue identification, issue analysis, choice of issue strategy, issue handling program, and evaluation of results.
4. Issue handling program. In this phase the organization must decide on policies that support the desired changes to create an issue handling program. This stage requires coordination of resources to provide optimal support so that goals and targets are achieved.
5. Evaluation of results. After all the stages above, research is finally needed to evaluate how the program is implemented (Nova Firsan, 2011).

Understanding Direct Cash Assistance (BLT)

According to the Regulation of the Minister of Villages, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Number 6 of 2020 concerning Priorities for the Use of Village Funds in 2020 Amendments to the Regulation of the Minister of

Villages, Development of Disadvantaged Regions and Transmigration Number 11 of 2019 concerning Priorities for the Use of Village Funds in 2020 Direct Cash Assistance Village Funds, hereinafter referred to as BLT-Desa, are assistance for poor people sourced from Village Funds.

Sanusi (in Sonia :2020) said that Direct Village Cash Assistance (BLT-Desa) is cash assistance to poor families in villages sourced from Village Funds to reduce the impact of the COVID-19 pandemic. Thus, it can be concluded that BLT-Desa is assistance sourced from Village Funds for poor residents or poor families in villages to overcome and reduce the impact of the COVID-19 pandemic.

The BLT-Desa value is IDR 600,000 every month for each poor family that meets the criteria and is given for 3 (three) months and IDR 300,000 every month for the following month. BLT-Village is tax free. If the village's needs exceed the maximum provisions that can be allocated by the village, the Village Head can submit a proposal for additional Village Fund allocations for Direct Cash Assistance to the Regent/Mayor. The proposal must be accompanied by reasons in accordance with the criteria determined by the Minister of Villages, additional allocations in accordance with the decisions of the Special Village Conference (Musbangun).

From the explanation above, the existence of BLT-Desa is an additional policy issued by the government during the COVID-19 pandemic which is sourced from the Village Fund to reduce the impact of the COVID-19 pandemic and help people escape poverty. According to Sanusi (in Sonia: 2020), this policy was of course made with several criteria that must be met by poor families in order to receive BLT-Village.

Criteria and Mechanisms for BLT Recipients

According to S.

1. Not receiving PKH (Family Hope Program)/BPNT (non-cash food assistance) assistance / Pre-Employment Card holder;
2. Experiencing loss of livelihood;
3. Have family members who are susceptible to chronic/chronic illness.

Data collection on potential BLT-Village recipients is carried out by the Village Head or Village Volunteer Team taking into account the Integrated Social Welfare Data (DTKS) from the Ministry of Social Affairs. The mechanism for collecting data and distributing direct cash assistance (BLT) to villages:

1. Data Collection Process
 - a. Village officials prepare village data that includes village population profiles based on age, welfare, education, health and disabilities. Data Collection Guide.
 - b. The Village Head forms and gives a letter of assignment to Village Volunteers and/or the COVID-19 Task Force to collect data on poor families who are potential BLT-Village recipients.
 - c. The minimum number of data takers is 3 people and if more, the number must be odd.
 - d. Carrying out data collection at the level of hamlet 1 to hamlet 3 is carried out by the head of hamlet (hamlet) 1 to 3.
2. Consolidation and Verification Process , Village Volunteers and/or the COVID-19 Task Force collect data collection results from RT, RW or hamlet and verify and tabulate the data. In the process of verifying the requirements for BLT-Desa recipients, what is done is:
 - a. Poor families who receive PKH or BPNT recipients are excluded from the list of potential BLT-Village recipients.
 - b. Poor families who received Pre-Employment Cards were removed from the list of potential BLT-Village recipients. Data on card recipients can be obtained from the district/city Employment Service.

- c. Identify poor and vulnerable families to be prioritized as BLT-Village recipients.
- d. Verify the population status of prospective BLT-Desa recipients based on population administration data (adminduk) held by the village or from the district/city Population and Civil Registration Service (Dinas Dukcapil).

METHODS

The methods section describes the steps followed in the execution of the study and also provide Data analysis techniques are the process of collecting data systematically to make it easier for researchers to reach conclusions. Data analysis according to Bogdan in Sugiyono is the process of systematically searching and compiling data obtained from interviews, field notes and other materials so that they can be easily understood and the findings can be informed to others. Qualitative data analysis is inductive, namely analysis based on the data obtained. In this research, qualitative analysis techniques were used. All data obtained in the field regarding issues in determining beneficiary families of direct cash assistance (KPMBLT) from village funds through various sources, namely: Observation, interviews and documentation. After reading, studying and studying it, it is classified according to the aspects of the problem found, then continues with analyzing and interpreting the data in descriptive form. The results of the analysis of the processed data are ultimately drawn to draw a conclusion. According to Miles & Huberman (1992: 16) analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, drawing conclusions/verification.

1. Data Reduction, Data reduction is defined as the process of selecting, focusing on simplifying, abstracting and transforming rough data that emerges from written notes in the field. Data reduction occurs continuously throughout a qualitative research-oriented project. Anticipation of data reduction is already apparent when the researcher decides (often without fully realizing it) the conceptual framework of the research area, the research problem, and which data collection approach to use. he chose. During data collection, the next stages of reduction took place (summarizing, coding, exploring themes, creating clusters, creating partitions, making memos). This data reduction/transformation continues after the field research, until a complete final report is prepared. Data reduction is part of the analysis. Data reduction is a form of analysis that sharpens, classifies, directs, removes unnecessary data, and organizes data in such a way that final conclusions can be drawn and verified. With data reduction, researchers do not need to interpret it as quantification. Qualitative data can be simplified and transformed in various ways, namely: through strict selection, through summaries or brief descriptions, grouping them into one broader pattern, and so on. Sometimes it is possible to convert data into numbers or rankings, but this is not always wise.
2. Data Presentation, Miles & Huberman defines a presentation as a collection of structured information that provides the possibility of drawing conclusions and taking action. They believe that better presentations are the main means for valid qualitative analysis, including: various types of matrices, graphs, networks and charts. Everything is designed to combine information arranged in a form which is solid and easy to achieve. In this way, an analyst can see what is happening, and determine whether to draw the correct conclusion or continue to carry out the analysis according to the suggestions told by the presentation as something that might be useful.
3. Drawing Conclusions, Drawing conclusions according to Miles & Huberman is only part of one activity of a complete configuration. Conclusions were also verified during the research. The verification may be as brief as a second thought that passes through the analyst's (researcher's) mind while he or she is writing, a review of field notes, or it may be as thorough and energy-consuming as reviewing and exchanging ideas among colleagues to

develop intersubjective agreement or also extensive efforts to place a copy of a finding in another data set.

RESULTS

Based on results from study in reach something correct and objective conclusions , researcher will do confirmation and analysis from some data has been obtained as results observation as well as interview in a way direct to Taba Mutung Village Karang Tinggi District, Central Bengkulu Regency . From the results study so researcher can discuss Management Issue Government Villages in Managing Assistance Programs Direct Cash in Taba Mutung Village Karang Tinggi District , Central Bengkulu Regency is as following : **Identification Issue, Analysis Issue, Issue Strategy Options, Treatment Program Issue, Evaluation of Results.**

DISCUSSION

- 1. Identification Issue** , is a process for compare trends that occur within organization with performance company . Based on results research and observation researcher that problems that occurred in Taba Mutung Village about help direct related cash (BLT). subtraction recipient help direct cash trigger misunderstanding between society and government village so that give rise to various type assumptions from society.On 2020 distribution help direct cash (BLT) in the first stage with amount recipient help direct cash as many as 83 families from the number of 118 families in Taba Mutung Village , with letter circular issued by the Regent of Central Bengkulu that public those affected by COVID-19 and affected by COVID-19 are eligible accept help direct cash (BLT) for help reduce impact from how difficult it is economy during the Covid-19 pandemic . Next in 2021 at the stage distribution help direct the second cash occurred data reduction with previous amount as many as 83 families to 73 families, because exists rule latest about decent society accept help direct cash that is poor communities affected by Covid-19 with standardized terms and conditions so that from rule the happen subtraction as many as 10 families. This matter predicted it emerged the issues that will appear from public Because exists subtraction recipient help direct cash (BLT) from year before.To anticipate the issue will be appear from public related subtraction recipient help direct government cash (BLT). village do a number of action For overcome turmoil from society will happen in the future .
- 2. Analysis Issue** , Based results study For level urgency and impact from problems that occurred in 2020 , namely exists turmoil from public Because accepting society help direct cash (BLT) only 83 KK no completely , so There is the people who come to office village For request explanation Because they No including as recipient help direct cash (BLT) with assumption public that who receives help direct cash (BLT) . Lots from you device village . The same thing also happened at the time subtraction help direct cash (BLT) in 2021 at stage second distribution help direct cash (BLT, community assume that government village No fair in determine decent society accept help direct cash (BLT) with replace those who were expelled to you from device village . With exists view public to government village that government village No fair in determine decent society get help direct cash (BLT), then importance problem This For followed up to reduce the risk will be happen furthermore .
- 3. Issue Strategy Options** , In step This required several possible alternative strategies become policy organization from issues that arise . From various problems and issues that will arise happens , then government village do some strategies. As for the strategy is as following :
- 4. Treatment Program Issue** , The choice of how to respond to the issue has been made, management must implement policies to support the chosen strategy. After held meeting internally between society and government village especially named society issued from the recipient list help direct cash (BLT). So results decision from agreed policy together that is

Distribution groceries to expelled society from the recipient list help direct cash (BLT) or those affected by Covid-19 with door to door method and some also pick up to office village .

5. **Evaluation of Results**, At stage An e- evaluation step is also required for the management team before the issue management process is declared complete. After investigated and traced issue about help direct cash (BLT) which occurred in Taba Mutung Village started from data reduction in 2020 recipients help direct cash (BLT) as many as 83 families but in 2021 it will be 73 families so exists assumption from public that government village do reduction of recipient data help direct cash in a way unilateral .

In overcoming problems that occur so government village do meeting internally for give explanation to public that in determine entitled society accept help direct cash (BLT) based rules that have been set by the government center . After public get explanation by the government village through meeting internally related subtraction recipient help direct cash (BLT) then government village take policy For share groceries to named society issued from the recipient list help direct cash (BLT) or those affected by Covid-19. So that developing issues in society Already Can handle it and finish it in accordance with what was expected . For anticipate the issues that will develop in society government village give directions and explanations to public moreover formerly before take or set A decision , order a decision to be made No give rise to issues in society Because they Not yet accept explanation in a way direct related with A decision or determination.

CONCLUSION

Based on results study researcher on Management Issue Village Government in Managing Assistance Programs Direct cash in Taba Mutung village Karang Tinggi District, Central Bengkulu Regency can concluded as following :

1. Management issue government village with identification issue that is investigate and explore issues related problem help direct cash (BLT) is growing in society For followed up .
2. Management issue government village with analysis issue is find important issue to resolve the issue No spread wide .
3. Management issue with selection of issue strategies that is with inviting named society issued from the recipient list help direct cash (BLT) for done meeting internally .
4. Management Issue government village with the program handling issue that is with agreed policy together that is distribution groceries to expelled society from recipient help direct cash (BLT) or those affected by Covid-19.
5. Management Issue government village with evaluation results is For anticipate the issues that will develop in society government village give directions and explanations to public moreover formerly before take or set A decision , order a decision to be made No give rise to issues in society Because they Not yet accept explanation in a way direct related with A decision or determination .

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