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SOCIAL PROTECTION FOR SOCIAL WELFARE SERVICE RECIPIENTS (PPKS) THROUGH SIMASOS MEDIA RECORDING BY THE SOCIAL SERVICES DEPARTMENT OF KUTAI KARTANEGARA REGENCY, EAST KALIMANTAN PROVINCE

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ABSTRACT

Social protection efforts are one of the main supporting factors for a successful social welfare development. Therefore, data on social welfare service needees must be updated continuously and the appropriate services can be provided immediately. However, Kutai Kartanegara Regency experienced obstacles in the process of updating the data, hence the SIMASOS was created. The purpose of this research is to describe and analyze social protection through SIMASOS Media from the Social Service in Kutai Kartanegara Regency, East Kalimantan Province, as well as the supporting and inhibiting factors. This research was conducted using a descriptive qualitative method based on the theory by Sabates-Wheeler and Devereux, which examined social protection in four indicators. Social protection through SIMASOS Media data collection was implemented by fulfilling the indicators of protective, preventive, promotive, and transformative dimensions. However, one of the indicators, namely transformative, was not implemented properly due to the lack of policy follow-up on reports received through the SIMASOS media. Social protection focuses on the implementation of programs created by the government, but innovation is also needed so that the goal of a prosperous country can be achieved. One of which is through Social Welfare Service Recipients (PPKS) data collection using SIMASOS media which is based on four dimensions by Sabates and Wheeler. It was found that the supporting factors

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for the research object were the availability of a legal basis and the selection of the right application, while the inhibiting factors were the lack of socialization of SIMASOS media to the people of Kutai Kartanegara Regency, as well as the lack of manpower and quality of human resources responsible for the media at the Kutai Kartanegara Regency Social Service.

Keywords: *SIMASOS Media; PPKS; Social Protection.*

ABSTRAK

Upaya perlindungan sosial merupakan salah satu faktor pendukung utama dalam rangka mencapai keberhasilan pelaksanaan pembangunan kesejahteraan sosial, sehingga keterbaruan data atas pemerlu pelayanan kesejahteraan sosial pun perlu terus diperbarui dan pelayanan yang semestinya pun dapat segera diberikan. Akan tetapi, Kabupaten Kutai Kartanegara mengalami kendala dalam proses pembaruan data tersebut, maka hadirilah inovasi media SIMASOS. Tujuan dari penelitian ini ialah untuk mendeskripsikan dan menganalisis perlindungan sosial melalui Media SIMASOS oleh Dinas Sosial di Kabupaten Kutai Kartanegara Provinsi Kalimantan Timur, serta faktor pendukung dan faktor penghambatnya. Penelitian ini dilakukan dengan metode kualitatif deskriptif dengan dasar teori Sabates-Wheeler dan Devereux, yang mengkaji perlindungan sosial dalam empat indikator. Perlindungan sosial melalui pendataan media SIMASOS dilaksanakan melalui pemenuhan indikator pada dimensi protektif, preventif, promotif, dan transformatif. Akan tetapi, salah satu indikator yaitu transformatif tidak terlaksana dengan baik dikarenakan tidak adanya tindak lanjut kebijakan atas laporan yang masuk melalui media SIMASOS tersebut. Perlindungan sosial tidak hanya berfokus pada pelaksanaan program yang sudah dibuat oleh pemerintah saja, perlu adanya inovasi agar tujuan negara yang berkesejahteraan dapat tercapai, salah satunya yaitu melalui pendataan PPKS menggunakan media SIMASOS yang didasari empat dimensi oleh Sabates dan Wheeler. Kemudian diketahui yang menjadi faktor pendukung terhadap objek penelitian ialah tersedianya landasan hukum dan pemilihan aplikasi yang tepat, sedangkan yang menjadi faktor penghambatnya ialah kurangnya sosialisasi media SIMASOS kepada masyarakat Kabupaten Kutai Kartanegara, serta kurangnya tenaga dan kualitas sumber daya manusia penanggung jawab media tersebut di Dinas Sosial Kabupaten Kutai Kartanegara.

Kata Kunci: *Media SIMASOS; PPKS; Perlindungan Sosial.*

INTRODUCTION

Poverty is a serious problem in Indonesia, especially after Covid-19. The Central Bureau of Statistics noted that in March 2023 the poverty rate was 9.36%. Although slightly decreasing from September 2022, this decrease is not directly proportional to income inequality, so the 2020-2024 National Medium Term Development Plan (*Rencana*

Pembangunan Jangka Menengah Nasional/RPJMN) target to reduce poverty to 6.6-7% is difficult to achieve (Sekretariat Wakil Presiden RI, 2024). With the high poverty rate, the number of Social Welfare Service Recipients (*Pemerlu Pelayanan Kesejahteraan Sosial/PPKS*) have increased as well and this is the responsibility of the state to realize the Welfare State (Pamungkas & Hariri, 2022). The concept of a welfare

state emphasizes that the government is responsible for ensuring the people's welfare based on five main principles, namely Protection of Human Rights, Anti-Discrimination, Law Enforcement, Social Justice, and most importantly, Democracy. Prof. Mr. R. Kranenburg, as the initiator of the Welfare State theory, stated that the state must proactively fight for equitable and balanced welfare for all people, not only for certain groups (Kranenburg & Sabaroedin, 1989).

Social protection programs are designed for prevention, early intervention, and risk mitigation, to ensure protection for all levels of society. The government, through President Joko Widodo's two terms, made social protection a priority for human resource development towards the Vision of Golden Indonesia 2045. In accordance with the target in RPJMN IV (2020-2024), 98% of the Indonesian population is targeted to receive social protection (Jaya, 2023). The success of social protection programs depends on accurate PPKS data, with poverty measurement as a vital instrument for targeted policies. This is because social problems that arise are closely related to poverty, and many people are unable to meet their needs, so they become PPKS (Manoppo & Laoh, 2022).

Quality data on PPKS is important for evaluating government policies in dealing with social problems, comparing poverty levels, and determining social assistance targets. However, the 2023 Integrated Social Welfare Data (*Data Terpadu Kesejahteraan Sosial/DTKS*) only covers 40% of Indonesia's population and many people have not received assistance, even though they are affected by the pandemic (Suchaini, 2023). The implementation of PPKS data collection media shows that active community participation and service integration are important for following up on reports quickly. Providing rewards for social service offices that successfully input data can be a motivation to improve the data collection process. In East Kalimantan, which has been designated as the National Capital City (*Ibu Kota Negara/IKN*), social protection efforts must be further optimized to prevent PPKS problems from getting worse. The Governor of East Kalimantan, Isran Noor, stated that the growth of PPKS will increase along with the status of IKN (Heriansyah, 2023). In the 2019-2023 Regional RPJM, it is stated that the highest poverty in East Kalimantan is in urban areas, with Kutai Kartanegara ranking first (Badan Pusat Statistik Provinsi Kalimantan Timur, 2023).

Table 1. Poverty per Regency/City in East Kalimantan Province

Regency/City	Number of Poor Population Based on Regency/City (Thousand People)		
	2021	2022	2023
Paser	27.56	27.02	26.39
Kutai Barat	15.38	15.38	14.69
Kutai Kartanegara	62.36	62.87	60.86
Kutai Timur	37.78	36.84	37.04
Berau	13.62	13.31	13.26
Penajam Paser Utara	12.13	11.59	11.19
Mahakam Ulu	3.18	3.10	3.06
Balikpapan	18,53	15,83	14,99
Samarinda	42,84	41,95	41,89
Bontang	8,41	8,39	7,71
Kalimantan Timur	241,77	236,25	231,08

Source: *Badan Pusat Statistik Provinsi Kalimantan Timur (2023)*

Poverty includes the inability to meet basic needs, which increases the number of PPKS. Handling PPKS in Kutai Kartanegara requires attention to various categories, such as neglected disabled people and disaster victims. However, the Social Service faces obstacles in validation, DTKS mapping, the number of assistants, and the scope of Minimum Service Standards (*Standar Pelayanan Minimal/SPM*) policies, as stated in the 2022 Government Agency Performance Report (*Laporan Kinerja Instansi Pemerintah/LKJIP*).

Social welfare data must be updated regularly to support social development and ensure that PPKS receive appropriate services. One of the efforts to address social problems is social protection, which includes more than just social security, social insurance, and social

safety nets. Social protection aims to reduce vulnerability and poverty. The Kutai Kartanegara Social Service launched SIMASOS, a WhatsApp-based innovation to report PPKS. This technology integration increases service efficiency and supports the principles of Society 5.0 which prioritize technology and humanity.

The importance of collaboration between the government, private sector, and the community is also emphasized to ensure the success of the digital transformation. This innovation aims to expand the reach of social services to be faster, more responsive, and more targeted (Zam et al., 2023). Thus, PPKS data is not just a performance report, but also an important step in preventing social problems through a digital system. This research examined the use of SIMASOS by the Kutai Kartanegara Social Service for social protection.

THEORETICAL STUDIES

1. Government

The concept of governance encompasses all state institutions and activities. Hasibuan (2021) defined government as an authorized organization that manages people's welfare and development through leadership and coordination. Wasistiono and Simangunsong (as cited in Labolo et al., 2020) distinguished governance as the activity of governing, while government is the subject that is given the legitimacy to do so. Rewansyah (2013, as cited in Mustafa, 2013) identified five functions of government: regulation, service, community empowerment, management of state assets, and security and protection. This is in line with Article 1 paragraph (2) of Law No. 30 of 2014 concerning Government Administration, which includes the functions of regulation, service, development, empowerment, and protection. In the context of social protection, the government must protect the people from internal and external threats. In Kutai Kartanegara Regency, the implementation of the social protection function is regulated in Article 9 of Regent Regulation No. 56 of 2023, which is the responsibility of the Social Protection and Security Sector at the Social Service. Thus, the Kutai Kartanegara Social Service is the

executor of government functions related to social protection.

2. Regional Government Management

Government management is defined as an effort to achieve state goals by utilizing resources owned by the state. The main focus of government management is the process of organizing to achieve state goals; this involves the duties and functions of civil service (Suradinata, 1998). Salam (2007) stated that government management is an effort by government agencies to manage the state to achieve order, welfare, and prosperity. Meanwhile, regional government in this concept acts as the object of the implementation of government management itself. Therefore, regional government management can be interpreted as an effort by government agencies to regulate their regions with the aim of achieving order, welfare, and prosperity.

3. Community Protection

Community protection is interpreted as one form of implementing the function of government, namely as an effort by the government to secure and protect the community from all forms of threats, both physical and non-physical (Evianny & Sutiyo, 2023). This includes various aspects such as crime, disasters, freedom, to things that are considered valuable by the community. Hence, community protection cannot only be

used as a mere conceptual understanding, but rather an obligation that must be guaranteed by the government.

4. Social Protection

Social protection is defined as all efforts aimed at preventing and addressing the risks of social shocks and vulnerabilities. The objectives of social protection vary widely, from reducing poverty and vulnerability, building human resources, to responding to economic and other shocks. As a result, the form and function of social protection programs can vary greatly, according to the objectives of each program. The World Bank in its Social Protection and Employment Strategy document states that social protection must consider the actual situation and focus more on prevention, rather than just addressing symptoms and impacts. Community participation, effective resource allocation, and structured policies play a key role in achieving social welfare as the goal of social protection (Najwa et al., 2024).

This research uses the theory by Sabates-Wheeler and Devereux to understand social protection because this theory carries a transformative dimension, which has the potential to influence social protection efforts. Transformative actions aim to change or improve the social protection system so that the benefits are

directly felt by the targets, and create structural changes that strengthen the basis of the social protection system (Devereux & Sabates-Wheeler, 2007). The other three dimensions contained in Sabates and Wheeler's theory are:

- a) Protective: It is defined as a targeted safety net program that aims to provide assistance from social problems to the community, which is then adjusted to research as an effort that includes the availability of goals and targets through social protection implementation.
- b) Preventive: It includes social risk management to prevent deprivation that directly intervenes in the eradication of social problems that is then adjusted to research as an effort that includes social risk management through social protection implementation.
- c) Promotive: It is defined as all steps taken by the government to improve individual capabilities that are then adjusted to research as an effort that includes steps taken to improve individual capabilities with the affordability of the form of social protection implementation.

Based on the above explanations, it can be said that social protection is an effort made to prevent and handle problems related to social vulnerability. Thus, social protection is important to protect vulnerable individuals and community groups so that they can

overcome challenges and develop their potential.

5. Social Welfare Service Recipients

The term Social Welfare Problem Sufferers (*Penyandang Masalah Kesejahteraan Sosial/PMKS*) was changed to Social Welfare Service Recipients (*Pemerlu Pelayanan Kesejahteraan Sosial/PPKS*). This change was made because the term PMKS was considered irrelevant and did not reflect the needs and rights of the group (Purnamawati, 2019). The Minister of Social Affairs, Agus Gumiwang Kartasmita, explained that people with disabilities, for example, have needed social welfare services since birth and not categorized as social problems that have existed since birth. This change in nomenclature is regulated in the Regulation of the Minister of Social Affairs Number 11 of 2019 concerning Amendments to the Regulation of the Minister of Social Affairs Number 5 of 2019 concerning Integrated Social Welfare Data Management. This regulation updates the Regulation of the Minister of Social Affairs Number 8 of 2012 concerning Integrated Social Welfare Data Management.

6. SIMASOS Media

SIMASOS (*Sistem Informasi*

Masalah Sosial/Social Problem Information System) is a WhatsApp-based public service innovation that allows the public to report social problems or the presence of PPKS to the Kutai Kartanegara Social Service. Launched in December 2022, SIMASOS aims to improve the quality of services, public trust, and participation in regional development. Managed by the General Sub-Section of the Social Service, this media can be accessed via the number 0813-5095-5560 and covers various community groups. With a fast and effective approach, SIMASOS is expected to expand the reach of services and provide benefits to the community.

METHOD

This research used qualitative method to describe the problems and the research focus. The qualitative method is used to examine the natural or existing conditions of objects (Sugiyono, 2022). Qualitative research offers flexibility in its design. The qualitative research method is also based on the philosophy of postpositivism which views social reality as something full of meaning so that research is carried out in more depth. In contrast to rigid quantitative research, qualitative research allows for adjustments to the research plan based on the situation and findings that emerge in the field (Simangunsong, 2017). The data presented are from interviews, several types of reports,

personal archives, and other supporting documents. The data is then analyzed inductively, which is an effort to connect the data found, both in the form of primary and secondary data with the theory used to then draw conclusions (Hasan, 2011). The operational concept of social protection used in this research is based on the theory by Sabates-Wheeler and Devereux which was divided into four dimensions, namely Protective, Preventive, Promotive, and Transformative.

1. 'Protective' is defined as a targeted safety net program that aims to provide assistance from social problems to the community, which is then adjusted to the research as an effort that includes the availability of goals and targets through social protection implementation.
2. 'Preventive' includes social risk management to prevent deprivation that directly intervenes in the eradication of social problems that is then adjusted to the research as an effort that includes social risk management through social protection implementation.
3. 'Promotive' is defined as all steps taken by the government to improve individual capabilities that are then adjusted to the research as an effort that includes steps taken to improve

individual capabilities with the affordability of the form of social protection implementation.

4. 'Transformative' is a follow-up to policy transformation for PPKS.

Sugiyono also explained that in qualitative research, data can be collected through in-depth interviews, participatory observation, and document studies. In this research, three data collection techniques mentioned by Sugiyono (2022) were used. The data analysis consisted of three stages mentioned by Miles and Haberman (as cited in Sugiyono, 2022) which include data reduction, data presentation, and drawing conclusions or verification. The research location was at the Social Service of Kutai Kartanegara Regency which is located at Jalan Cut Nyak Dien, No. 01, Melayu, Tenggarong District.

RESULTS AND DISCUSSION

A. Availability of Goals and Targets of SIMASOS Media

Protective in the context of social protection through SIMASOS media by the Kutai Kartanegara Regency Social Service can be interpreted as an effort to protect Kutai Kartanegara residents through the use of WhatsApp services provided by the service. In writing, the objectives to be achieved by SIMASOS are listed in the Decree of the Head of the Kutai Kartanegara Regency Social Service concerning the Establishment

of the Social Problem Information System Innovation (SIMASOS) as a Social Service Innovation at the Kutai Kartanegara Regency Social Service. In other words, the SIMASOS media as a one-stop reporting media regarding social welfare can facilitate other relevant Regional Organizations (*Organisasi Perangkat Daerah/OPD*) to obtain data on residents who need assistance to be discussed within the scope of the district government. In addition to being community-oriented, this SIMASOS media was also created by the district government to improve the DTKS Information and Management System.

Therefore, a decree regarding Social Service Innovation at the Kutai Kartanegara Regency Social Service was stipulated, signed by the Head of the Social Service on November 1, 2022, to realize the integration of PPKS data and social problems in the surrounding area. The forms of legal basis intended to support the implementation of PPKS data collection and services through the SIMASOS media, are (a) Decree of the Head of the Kutai Kartanegara Regency Social Service Number 13/DINAS SOSIAL/SET.I/060/5/2022 concerning the Establishment of a Public Complaints Management Team at the Kutai Kartanegara Regency Social Service; (b)

Decree of the Head of the Kutai Kartanegara Regency Social Service concerning the Establishment of the Social Problem Information System Innovation (SIMASOS) as a Social Service Innovation at the Kutai Kartanegara Regency Social Service; (c) Statement Letter Number: 948/SOCIAL SERVICE/SET.I/072.3/11/2022 concerning the Innovator of the Social Problem Information System (SIMASOS); and (d) Decree of the Head of the Social Service of Kutai Kartanegara Regency Number 1167/SOCIAL SERVICE/SET.I/337/12/2022 concerning the Establishment of Standard Operating Procedures for Direct and Online Public Complaints at the Social Service of Kutai Kartanegara Regency.

B. SIMASOS Media as an Effort to Collect PPKS Data

Preventive in the context of social protection through SIMASOS media can be interpreted as an effort by the Kutai Kartanegara Regency Social Service to expand its service reach in providing social services quickly, responsively, and on target so as to prevent or minimize the increase in problems related to PPKS. Therefore, the application of SIMASOS media is the answer to these preventive efforts. SIMASOS media is an information channel for community members about the existence of PPKS in their environment by reporting the existence of

PPKS and other social problems encountered. In its management, SIMASOS is the responsibility of the General Sub-Section administrator at the Social Service Secretariat.

In the system, the online service flow through SIMASOS media is based on the Decree of the Head of the Kutai Kartanegara Regency Social Service Number 1167/DINAS SOSIAL/SET.I/337/12/2022 which is as follows:

1. The administrator receives complaints online;
2. The administrator verifies and follows up on messages/comments related to complaints;
3. The administrator responds that the complaint has been received and will be processed immediately;
4. The administrator forwards the report to the head of the complaint team or the secretary of the office;
5. The head of the complaint team disposes/forwards the complaint to the member of the complaint team/head of division;
6. The head/member of the complaint team follows up on the complaint to the admin
7. The member of the complaint team/head of division replies to the complaint follow-up on online media;

8. The administrator forwards the reply/follow-up to the complaint on online media

9. Reporting and archiving

During the research, it was discovered that SIMASOS is a development of the SP4N Lapor service which is a platform from the Ministry of Empowerment of State Apparatus and Bureaucratic Reform in Indonesia as the manager of complaints related to public services. SP4N Lapor service was implemented in the same way, namely via WhatsApp media in 2021 until SIMASOS was officially launched through the Decree of the Head of the Social Service in 2022. There were 14 reports received via SIMASOS, seven of them contained complaints about not receiving assistance that should have received, three about BPJS activation, and four others were about requests for assistance, and there was no reporting related to unrecorded PPKS in the reported area. SIMASOS media can actually be used as a fast-track reporting media that can be done by individuals so that the problems can be handled immediately and PPKS data recording in Kutai Kartanegara Regency can be improved.

Furthermore, based on the Work Plan Document (*Rencana Kerja/Renja*) of the Kutai Kartanegara Regency Social Service regarding strategic problems and issues, of the issues in the field of human resources is

the lack of quality of social welfare service implementers. Employees in the Social Service were mostly older generation which became one of the factors in the lack of quality of social protection services

through the SIMASOS media. The data on the age of employees (State Civil Aparatus and Non-State Civil Aparatus) at the Kutai Kartanegara Regency Social Service can be seen in Table 2.

Table 2. Data on Employees of Kutai Kartanegara Regency Social Service

Employee status	Age					Total
	>55	51-55	46-50	39-45	30-38	
State Civil Aparatus	18	11	19	20	5	73
Non-State Civil Aparatus	1	3	3	14	12	33
Total	19	14	22	34	17	106

Source: Personnel Section of the Kutai Kartanegara Regency Social Services, 2024

As shown in Table 2, employees aged 30-38 years old can be more empowered in managing SIMASOS media. Although SIMASOS services and data recapitulation seem easy, it is necessary to determine employees who would become permanent administrators in responding the WhatsApp reports. To have a quality government process, it is necessary to implement programs or activities to improve employee capabilities at the Kutai Kartanegara Regency Social Service.

C. Accessibility of SIMASOS Media for the People of Kutai Kartanegara Regency

Promotive in the context of social protection through SIMASOS media can be interpreted as government intervention in expanding the reach of SIMASOS media to the community. One kind of intervention can be done the District Social Welfare Workers (*Tenaga Kesejahteraan*

Sosial Kecamatan/TKSK). According to Article 1 paragraph (1) of the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 28 of 2018 concerning TKSK, a TKSK is a person who is given tasks, functions, and authority by the Ministry of Social Affairs, provincial social services, and/or regency/city social services to assist in organizing social welfare according to the scope of the assignment area in the district. In Article 8 of the Regulation, it is stated that one of the functions of TKSK is administration. The administrative function can be defined as an effort for social mapping, recording, and reporting. Even though TKSK has played a role as the first officer to conduct an assessment/follow up on ethical cases in his/her jurisdiction, TKSK is deemed important to play a role in increasing public awareness of the SIMASOS media.

Unfortunately, based on research data, TKSK in each district in Kutai

Kartanegara Regency did not play an active role in carrying out its duties. The impact can be seen from the non-updated data on the target community that has been served and has not been served. In the 2024 Kutai Kartanegara Regency Social Service Work Plan document, the target community is people with disabilities, neglected children, neglected elderly people, and vagrants/beggars. This is in line with Octavia (2022), that TKSK's role is not only in the implementation stage but

also in the report, evaluation, and follow-up stages. The data recap obtained during the research only summarized data from people with disabilities in Kutai Kartanegara Regency and how the reports were received was not explained, especially the SIMASOS media. Moreover, the data was not updated and was not explained transparently in Work Plan Document. This indicates a lack of clarity in administrative follow-up through research on OPD government reports. The data is presented in Table 3.

Table 3. Data on People with Disabilities in Kutai Kartanegara Regency in 2024

No.	Kecamatan	Fisik		Intelektual			Mental			Sensorik				Grand Total
		Tuna Daksa	Kronis	Down Syndrome	Grahitita	Lambat belajar	Autis	Hiperaktif	Psikososial	Low Vision	Tuna Rungu	Total Blind	Wicara	
1	Anggana	5	-	-	1	-	-	-	1	-	-	-	1	8
2	Kembang Janggut	18	1	-	-	-	4	2	2	-	3	-	4	34
3	Kenohan	14	1	2	6	-	7	-	3	1	1	5	2	42
4	Kota Bangun	68	2	2	5	4	9	5	13	9	8	-	17	142
5	Loa Janan	18	6	-	-	1	3	1	4	1	1	-	3	38
6	Loa Kulu	53	11	6	2	9	26	7	16	1	11	2	8	152
7	Marangkayu	43	5	1	1	2	9	-	10	4	6	-	1	82
8	Muara Badak	22	-	-	1	-	3	1	2	-	3	2	5	39
9	Muara Jawa	66	9	14	6	5	21	3	44	3	9	5	16	201
10	Muara Kaman	22	2	5	6	3	12	-	27	4	3	1	14	99
11	Muara Muntai	24	4	1	-	1	-	-	19	2	1	2	5	59
12	Muara Wis	5	2	-	1	-	4	-	-	-	-	-	-	12
13	Samboja	49	20	4	6	5	13	2	16	12	12	5	12	156
14	Samboja Barat	54	1	1	1	-	15	3	13	5	6	2	21	122
15	Sebulu	8	3	2	1	-	1	1	2	1	3	2	3	27
16	Tabang	7	-	-	-	-	3	2	5	-	3	1	3	24
17	Tenggarong	31	5	7	17	3	11	8	4	12	19	4	3	124
18	Tenggarong Seberang	6	3	-	1	-	1	-	8	2	1	-	2	24
Grand Total		513	75	45	55	33	142	35	189	57	90	31	120	1385

Source: *Processed research data from the Social Service of Kutai Kartanegara Regency, 2024*

However, the promotive efforts towards the accessibility of SIMASOS media carried out by the Social Service were not only by going in-person to the field to increase the accessibility of SIMASOS media. Other interventions by

the government were also realized through the Instagram account of the Kutai Kartanegara Regency Social Service. (@dinsos.kukar). The SIMASOS service can be accessed via the link listed on the Instagram account which will then be

automatically directed to the SIMASOS WhatsApp. Other efforts were also carried out verbally by the Social Service employees to parties who ask directly and are also conveyed repeatedly during activities involving other OPDs. However, even though it has been running for almost two years, SIMASOS media has never carried out a special launch or socialization, so this this innovation from the Kutai Kartanegara Regency Social Service has not been widely known. It can be concluded that it is necessary to carry out special socialization of SIMASOS media so that the public can know about and reach the Social Service services.

D. Policy Follow-up for PPKS based on SIMASOS Media Data Collection

The transformative dimension positions social protection not only as poverty alleviation but also as life transformation, through policies that rebalance unequal power relations and create vulnerability. Other actions include improving and enhancing relationships between stakeholders to support vulnerable community groups and achieve social justice. There needs to be a connection between government policies as a legal umbrella and the Social Service as a mentor for implementing program activities, as well as social workers who involve the community and Non-

Governmental Organizations (NGOs) as program implementers (Ritonga et al., 2023). In this research, the Kutai Kartanegara Regency Social Service revealed a plan to develop larger and integrated media with a superApp model is integrated with data from other OPDs. However, it was not yet known whether there were any new policy updates during the research, either issued by the Kutai Kartanegara Regency Government or the Social Service. Other efforts that were considered close to transformative are the coordination meetings with the provincial government and field visits for more comprehensive DTKS data collection, because not all people have utilized SIMASOS services. In other regions, the Family Hope Program (*Program Keluarga Harapan/PKH*) has been proven to have a positive impact (Inkiriwang & Effendy, 2024), so that the data used by the program can be used as a database on SIMASOS. However, human resources play an important role in running the program, so that data collection and taking follow-up policy steps for PPKS can be more optimal (Sari & Simanjuntak, 2023).

Discussion of Key Research Findings

This research mapped the differences and similarities with previous studies from the method, theory, and object, and filled in the existing gaps so that the research is clear

in its position. In describing the research results, qualitative method was used with an inductive approach discussing that data collection is one of the initial steps that can be used as a benchmark for subsequent policies so that it cannot be ignored and the policy-makers do not have to wait for incoming data. Therefore, what makes this research different is how the data collection process is focused as an effort to realize social protection carried out by the Kutai Kartanegara Regency Social Service, which is realized through innovative WhatsApp-based media called SIMASOS. Then, based on Devereux and Sabates-Wheeler's (2007) social protection theory, it can be understood that social protection can be assessed as being implemented through the realization of four aspects, namely the availability of objectives as the implementation of the protective dimension, data collection through SIMASOS as the implementation of the preventive dimension, accessibility of SIMASOS media as the implementation of the promotive dimension, and policy follow-up as a transformative effort. However, like other programs, it does not always run smoothly. Regarding data or reports received via SIMASOS, it turns out that the flow is not automatic. There must be an administrator who is responsible and willing to be on standby to provide a

response. Moreover, an understanding of the social protection and services implementation is also needed.

CONCLUSION

Based on the presented analysis and supported by the research results obtained from field, it can be concluded that social protection implemented by the Social Service of Kutai Kartanegara Regency was implemented by fulfilling the indicators in the protective, preventive, promotive, and transformative dimensions. However, one of the indicators, namely transformative, was not implemented properly due to the lack of policy follow-up on reports received through the SIMASOS media. What is considered to support its implementation is the availability of a legal basis and the selection of a suitable type of application for the people of Kutai Kartanegara Regency, namely WhatsApp. Meanwhile, the inhibiting factors were the lack of specific media socialization and the lack of personnel and quality of the human resources in the social welfare service. Therefore, achieving the performance targets in social welfare services by the Social Service of Kutai Kartanegara Regency will still face challenges in the future. This challenge mainly arises because the type and number of people with social welfare problems that continue to grow are not comparable to the number of human

resources who have a professional educational background in the field of social work and social welfare science. The limitations in this research are the time and location of the study, that it was not able to reach all districts in Kutai Kartanegara Regency. Only few have discussed similar research objects, so that future research can be carried out in similar locations related to social protection and with more refined methods.

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