

## Conference Paper

# Government Policy Communication in Poverty Alleviation in the City of Makassar

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## Abstract.

One of the economic development policies in a country is based on the accelerated pace of poverty alleviation in society, which is increasingly becoming a problem for the government. The poverty rate in Makassar City is relatively high, so it is very important for the government to optimize policy communication by the government in poverty alleviation. The purpose of this study was to determine the process of communication on government policies in poverty alleviation in Makassar City. This research uses a qualitative method and a phenomenological approach. The study focuses on policy communication on the aspects of transmission, clarity, and transparency of information using data analysis techniques of qualitative interactive models. The results of this study indicate that the communication of Makassar city government policies in reducing community poverty is considered less effective; this is indicated by one of the poverty reduction policies through the Productive Economic Enterprises (UEP) assistance program and the Joint Business Group assistance program (KUBE) whose distribution is not well targeted to the community due to the lack of information provided by the Makassar city government to the sub-district government to assign the sub-district party the task of identifying and collecting data on poor citizens. Apart from that, the Makassar city government also, according to the program policy, did not provide clear and transparent information on the amount of the budget allocated to each community group and the budget allocation for the development needs of the program, because of the UEP and KUBE policies. The findings of this study also assessed that the communication process for poverty alleviation policies did not work according to community expectations because of the sectoral ego of the city government which was politicized by seeking benefits to be obtained by several parties who were not responsible for the implementation of the UEP and KUBE programs.

**Keywords:** policy communications, government, poverty

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## 1. Introduction

The government is one of the most important conditions in the theory of the formation of a state which has the essential task of providing certainty for realizing just and just national development sustainability. One of the supports for development in developed countries is high national income and fast economic growth rates [1]. An important foundation in realizing national development is the existence of social welfare that is obtained by the community, as stated in the Law of the Republic of Indonesia Number 11 of 2009 concerning Social Welfare which is stated in article 3 paragraph 1 that the implementation of social welfare aims to increase the level of welfare, quality, the survival of the community, so that from this Law the government is serious about addressing various problems of welfare or poverty that exist in people's lives in Indonesia, then the government's policy through Presidential Regulation (PERPRES) concerning Amendments to Presidential Regulation Number 15 of 2010 concerning Acceleration of Mitigation Poverty in article 1 paragraph 10 explains that there is a membership of the National Team for the Acceleration of Poverty Reduction consisting of elements from the government, the community, the business world, and other stakeholders in poverty alleviation whose goal is that all these actors jointly have duties and functions to carry out various innovations. programs that can enhance economic development. Easton's theory in [2] suggests the paradigm of economic development in three development models, namely Economic Growth, Basic Needs and People Centered. Of the three models, one of the most important things in realizing community economic development is existence *Basic needs* (basic needs/welfare development model), [2] which tries to solve the problem of poverty directly by fulfilling all the basic needs of the community, especially the poor, as well as access to public services such as education, health, clean water, transportation, etc. other. In addition, [3] added that one of the important things in economic development is the transformation in the economic structure.

Along with the development of the City of Makassar, it is targeting to become a world city which results in a very high level of urbanization so that it spurs the growth of the population of marginalized communities more rapidly which are faced with increasingly complex social welfare problems including the problem of poverty. Looking at the data from the Central Bureau of Statistics for Makassar City in 2023 figures where the population in Makassar City has reached 1,436,626 people with a poverty rate in the last three years, namely in 2020 it reached 69,980 people, in 2021 there were 74,690, and in 2022 there were 71,830 people who In terms of percentage, the poverty rate in Makassar City in 2022 will still reach 4.58 percent. Under these poverty conditions,

the public's hope is that the Makassar City government will make efforts through Makassar City Regional Regulation No. 11 of 2002 concerning the Establishment of the Makassar City Poverty Reduction Coordinating Team to demand a strategic and solutive policy for poverty alleviation. [4] governments in developing countries are focused on changing policies such as the current policy that has been made is presenting the Productive Economic Business Assistance Program (UEP) and the Joint Business Group Assistance Program (KUBE) which are one of the policy efforts to help people get out of poverty. poverty zone. However, empirically it can be seen that the program's policies are considered to be not implemented effectively, this is due to the lack of effective communication between institutional actors and the dissemination of information on the two UEP and KUBE programs to the public in a clear and precise manner.

Makassar City government policy in handling poverty through business assistance programs has actually become a lot of criticism from the people of Makassar who assess the program is not communicated to allocate to the right target, as well as for people who are provided assistance is also not carried out consistently and periodically so that people who previously has started entrepreneurship now he is no longer running the business on the grounds of capital, low production and marketing systems that are no longer able to compete with other business actors. For this reason, in order for the UEP and KUBE program policies to run effectively, the government should be able to communicate these policies properly to all involved institutional actors, as well as to other stakeholders, and of course so that communication on poverty alleviation policies in Makassar City, then in This research, which is considered suitable for measuring and answering all communication problems in policy, refers to the theory of communication according to [5], which aims to improve coordination, share information and satisfy social needs. Furthermore, George C. Edward in [6] said there are three indicators that determine the success of communication variables in policy implementation, namely: transmission, clarity of information, and consistency of information.

## 2. Method

The research approach has an important role in a study. This research is a qualitative type with a policy approach so that the aim of this research is to describe the empirical reality behind the phenomenon in depth, detail and thoroughly. The research focus is on policy communication with the dimensions of information transmission, information clarity and information transparency. The research data source is the subject from which the data is obtained. The sources of data needed in this study are primary

and secondary data using interactive model data analysis techniques by [7] which consists of four paths, namely data collection, data condensation, data presentation, and verification/conclusion.

### 3. Results and Discussion

Poverty reduction policies in the city of Makassar are the government's big responsibility in creating justice and sustainable national development. The Productive Economic Business Assistance Program (UEP) and the Joint Business Group Assistance Program (KUBE) are one of the policy efforts to help people get out of the poverty zone. However, research results show that communication regarding this policy is not effective.

#### 3.1. Policy communication on the transmission dimension

Effective communication is crucial to ensure success in running or implementing a program. This also applies to the Productive Economic Enterprises (UEP) and Joint Business Group (KUBE) programs at the Makassar City Social Service. The success of the implementation of these two programs will be ensured if communication between all parties involved runs smoothly. Based on the research findings, it was shown that collaboration between the government and actors from private institutions and the community in the process of transmitting information regarding poverty alleviation programs was less effective. These actors need to work together better in conveying messages related to poverty alleviation programs. It also refers to the failure of targeted distribution.

Statistical data from the Central Bureau of Statistics for the City of Makassar shows that the poverty rate in this city has increased significantly from 2020 to 2022. In 2020, there were 69,980 people living in poverty. In 2021, this number will increase to 74,690 people, and in 2022, there will still be 71,830 people living in poverty. This indicates that poverty alleviation programs, such as the Productive Economic Enterprises (UEP) and Joint Business Group (KUBE) programs, are not achieving their targets properly. Policy communication theory, as proposed by [5], emphasizes the importance of communication to improve coordination and information sharing. Distribution of good Communication will be able to produce a good implementation as well. Communication channels often face a significant problem, namely miscommunication. This miscommunication often arises because there are various levels of bureaucracy that must be passed in the communication process. As a result, messages that should

be conveyed clearly can be distorted on the way. Furthermore, the lack of effective communication between relevant actors in the context of these programs has resulted in an inability to distribute aid in a timely manner. This emphasizes the importance of increasing collaboration in the information transmission process so that these programs can run according to predetermined expectations [8].

The importance of effective communication between the Office of Social Affairs which is responsible for the implementation of the UEP and KUBE programs and the community which is the main focus of this program cannot be overlooked if we want to ensure that these two programs run effectively. Communication in this case includes the process of conveying information about the program to people who are classified as poor who are the main target of the program, which is interpreted through the process of socializing the program to the target community. Socialization is the main key to success in achieving the goals and objectives expected of a program. By carrying out an effective outreach process to the community, the program will more easily achieve success in its implementation. This is due to the fact that the better the program's socialization process, the better the community's understanding of the concept and objectives of the program. That way, the community will be more motivated to seek further information about the program and be actively involved in programs launched by the government.

Based on the search results through interviews, it was found that the government, in this case the Makassar City Social Service, was not fully successful in carrying out the process of socializing the UEP and KUBE programs effectively. In interviews with community representatives (AB), it was revealed that the community often did not receive sufficient information about these programs, and sometimes programs that should only be aimed at certain groups of people actually enjoyed those who were not supposed to be beneficiaries. This creates a significant imbalance in the allocation of resources and results in inequity in the distribution of program benefits. This situation underscores the importance of active involvement of target communities in policy planning and implementation, according to the people-centered approach which emphasizes the central role of society in economic development, as described by [3].

### **3.2. Policy communication on information clarity dimensions**

In addition to transmission problems, the research results also show that the information conveyed to the public regarding the Productive Economic Enterprises (UEP) and Joint Business Group (KUBE) programs is unclear and detailed. Statistical data from the

Central Bureau of Statistics for the City of Makassar showing an increase in the poverty rate over the last three years indicates that people may not understand very well how these programs can help them. Information transparency and clarity is critical in ensuring that communities understand well how these programs can help them. As stated by Edward III [9], that communication received by policy implementers must be clear and not confusing to measure the success of communication.

Policy communication theory shows that information clarity is an important element in building public trust in the government and its programs [10]. Lack of clarity of information can lead to public distrust of the implemented policies. Therefore, the government needs to ensure that information regarding the Productive Economic Enterprises (UEP) and Joint Business Group (KUBE) programs is conveyed in a clear, detailed and easily understood manner by the public.

One of the important conditions for the Joint Business Group Program to be successful in accordance with “Regulation of the Minister of Social Affairs Number 25 of 2015 concerning Joint Business Groups” is a good understanding of the contents of the program by implementers or implementers. The success of the Joint Business Group empowerment program can only be achieved if all parties involved thoroughly understand the contents of this program. However, in reality, there are still many members of the beneficiary community who do not understand the essence of this program due to a lack of socialization efforts that have been carried out. It can be seen from the results of tracing through interviews with poor families that they often do not receive sufficient information about these programs, and they are marginalized in this process. Ideally, community participation in the implementation of activities is a positive first step in efforts to provide understanding and sense of ownership related to the assistance provided. This can be achieved through effective information dissemination and good implementation.

### **3.3. Policy communication on the information consistency dimension**

In the dimension of information consistency, the research findings show that there is a problem of information consistency between the promises contained in the policies and their practical implementation. This can lead to a discrepancy with societal expectations. Statistical data showing an increase in the poverty rate from year to year reflects this problem. Interviews with community leaders and government officials highlighted the need for changes in the approach to policy communication. Communities need to be

part of the process of planning, implementing, and monitoring policies. In addition, the government needs to ensure that information is conveyed clearly, transparently and accurately.

From the research findings, it is known that the policy of the Makassar city government in dealing with poverty through the Joint Business Group (KUBE) program by providing business capital assistance to the community is less effective due to information that is inconsistent with the expectations of existing regulations, where the KUBE program plan is projected to the community qualified from the specified mechanism such as heads of households who are categorized as underprivileged. However, in the implementation of the KUBE program, the implementation was only given to heads of households who were classified as able-bodied. Apart from that, the consistency of communication from the government also did not go well, judging by the amount of the aid budget, in 2023 the KUBE aid budget actually decreased and even the quota that received was classified as decreasing compared to 2022.

The implementation of a policy for the Makassar city government is not very easy in overcoming every economic problem for the Makassar people, but that does not mean that with complex constraints the government forgets its role as a communicator who is obliged to provide clear and consistent information to the public, so that all planned programs can be implemented. implemented effectively and efficiently. Therefore, a policy is very important to be influenced by one of the factors of consistent and open communication, as stated by Brigman and Davis in [11] that there are several factors of failure in achieving the goals and objectives of implementation policies, namely limited administrative resources and failure communication.

Lack of forms of communication through socialization by the Makassar city government to the community which is not carried out regularly and continuously, of course this is an obstacle to the KUBE program policy not being implemented which should also be the Makassar government so that the realization of this policy can run according to its designation, it is very important to be consistent in building information to partners, because it is understood that one of the main objectives of public policy is solving public problems, Smith and Larimer in [11] suggest that public officials who are authorized to make policies always try to understand community problems. So that when public officials have identified problems from the KUBE program which in the previous year were not implemented effectively, it is very important for the government to evaluate the pattern of communication that has been carried out so far, because another form of consistency in communication is also the Makassar government's efforts to evaluate of every program implemented in overcoming poverty in the city of Makassar. Apart from

that, in order for the poverty program policy in Makassar to be implemented properly, it is important to involve stakeholders in the policy planning process and ensure that every plan made is based on relevant information from community needs.

## 4. Conclusion

The results of this study, it can be concluded that the policy communication by the government of Makassar City in overcoming poverty is not going well. Lack of collaboration between related actors, lack of clarity of information, and discrepancy between policy promises and practical implementation have resulted in an inability to reduce poverty in the city.

The implication of this finding is that the government needs to make changes in the policy communication approach. Communities need to be an active part in the process of planning, implementing and monitoring poverty alleviation policies. In addition, the government needs to ensure that information regarding poverty alleviation programs is conveyed clearly, transparently and accurately. Approach “people-centered” which prioritizes the interests of the community must be the main focus in improving policy communication. Statistical data on the poverty rate which continues to increase from year to year also shows that the Productive Economic Enterprises (UEP) and Joint Business Group (KUBE) programs need to be revised and perfected. Program changes and stricter monitoring must be made to ensure that the assistance provided actually reaches the target and helps people get out of the poverty zone. In all dimensions, it can be stated that effective policy communication is a key element in the success of poverty alleviation. Without good communication, poverty alleviation programs will find it difficult to achieve their goals, and the impact is that the poverty rate does not decrease and even increases, as can be seen from the statistical data on the poverty rate in Makassar City. Therefore, the government needs to prioritize improving policy communication in an effort to overcome this poverty problem.

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