

Penelitian ini tentang implementasi kebijakan dengan studi kasus di Kalurahan Banyuraden Kapanewon Gamping. Kajian ini dilatarbelakangi oleh Kebijakan pemerintah perihal pelaksanaan Bantuan Sosial Tunai (BST) yang tertuang kedalam Keputusan Direktur Jenderal Penanganan Fakir Miskin Nomor 18/6/SK/HK.02.02/4/2020 ini merupakan kebijakan yang ditetapkan oleh Kementerian Sosial RI pada saat pandemi Covid-19 berlangsung. Kebijakan publik merupakan hasil dari proses politik yang dilakukan dalam suatu sistem pemerintahan negara yang terdiri dari langkah-langkah pemerintahan yang dilakukan oleh pejabat pemerintah atau birokrasi untuk mengatur negara. Kebijakan Bantuan Sosial Tunai diharapkan mampu mengatasi berbagai persoalan seperti kerentanan sosial yang dialami oleh masyarakat dalam menghadapi pandemi Covid-19. Kerentanan sosial adalah gambaran kerapuhan sosial dari suatu wilayah akibat pengaruh dari adanya bahaya, ancaman, dan bencana yang memiliki potensi merusak yang dianggap mengganggu serta merugikan terhadap kegiatan ekonomi masyarakat khususnya di Kalurahan Banyuraden Kapanewon Gamping Kabupaten Sleman.

Kerangka analisis implementasi kebijakan Bantuan Sosial Tunai (BST) ini merujuk pada konsep implementasi kebijakan milik Merilee S. Grindle mengenai analisis konten dan konteks kebijakan. Kajian ini juga menganalisis mengenai hasil dari dampak implementasi Kebijakan Bantuan Sosial Tunai terhadap kerentanan sosial yang terjadi di Kalurahan Banyuraden. Kajian ini merupakan penelitian kualitatif dengan pendekatan studi kasus, dimana pengumpulan data dilakukan dengan cara observasi; wawancara pihak terkait; dan studi pustaka.

Kajian ini menyimpulkan bahwa proses implementasi kebijakan program BST dapat menanggulangi kerentanan sosial hanya dalam waktu sementara di Kalurahan Banyuraden. Namun untuk menangani kerentanan sosial, *policy content* sudah mendukung sedangkan untuk *policy context* bisa dikatakan belum mendukung dikarenakan kebijakan BST belum mengakomodir aspirasi masyarakat yang menginginkan jumlah bantuan yang lebih banyak. Karakter masyarakat di Kalurahan Banyuraden tergolong pasif sehingga mereka tidak mengutarakan ketidakpuasan mereka terhadap jumlah besaran nominal BST yang mereka terima. Dalam sisi pemerintah, kebijakan BST ini bersifat *top-down* yang mengartikan bahwa pemerintah desa beserta masyarakat harus mengikuti pemerintah pusat. Ketidaksiharian antara konten dan konteks kebijakan akan berdampak pada *outcomes*/hasil implementasi kebijakan terhadap kerentanan sosial yang terjadi di Kalurahan Banyuraden yaitu tidak terlihat perubahan yang signifikan terhadap kerentanan ekonomi yang terjadi di masyarakat.

Hasil penelitian menunjukkan bahwa bantuan sosial tunai efektif dalam mengurangi kerentanan sosial jangka pendek, seperti memenuhi kebutuhan dasar dan mencegah kemiskinan yang lebih besar. Karena program BST ini hanya ditujukan untuk mengurangi dampak ekonomi dari pandemi Covid-19, BST tidak dalam posisi untuk mengatasi kerentanan sosial jangka panjang seperti pengangguran, depresi, bahkan kriminalitas. Kerentanan sosial jangka panjang dapat dicapai dengan pemberdayaan masyarakat melalui pemberian pelatihan *softskill* bidang keterampilan dan layanan bisnis, serta pengembangan kewirausahaan. Akan tetapi, proses pelaksanaan program kebijakan BST tersebut menimbulkan dilema. Sebab, Kalurahan Banyuraden dikategorikan zona merah penularan Covid-19. Langkah ini menimbulkan dilema bagi masyarakat, karena masyarakat harus berkerumun saat mengambil BST.

Kata kunci: Implementasi Kebijakan, Kerentanan Sosial, Kebijakan Program Bantuan Sosial Tunai

This research is about policy implementation with Case Study in Banyuaden Village District Gamping. This study is motivated by the government's policy regarding the implementation of cash Social Assistance (BST) which is contained in the decision of the Director General of handling the poor number 18/6/SK/HK.02.02/4/2020 this is a policy set by the Indonesian Ministry of social affairs during the Covid-19 pandemic. Public policy is the result of the political process carried out in a system of state government that consists of governmental measures carried out by government officials or bureaucracies to govern the country. The cash Social Assistance policy is expected to be able to overcome various problems such as social vulnerability experienced by the community in the face of the Covid-19 pandemic. Social vulnerability is a picture of the social fragility of an area due to the influence of the dangers, threats, and disasters that have the potential to damage that is considered disturbing and detrimental to the economic activities of the community, especially in the village of Banyuaden District Gamping Sleman Regency.

The analysis framework for the implementation of the cash Social Assistance (BST) policy refers to the concept of policy implementation belonging to Merilee S. Grindle on content analysis and policy context. This study also analyzes the results of the impact of the implementation of the cash Social Assistance Policy on social vulnerability that occurs in the village of Banyuaden. This study is a qualitative research with a case study approach, where data collection is carried out by observation; interviews of related parties; and literature studies.

This study concluded that the implementation process of the cash Social Assistance program policy can overcome social vulnerability only temporarily in Banyuaden Village. However, to deal with social vulnerability, policy content has been supported, while for policy context, it can be said that it has not been supported because the BST policy has not yet accommodated the aspirations of people who want more assistance. The character of the people in Banyuaden Village is relatively passive so that they do not express their dissatisfaction with the nominal amount of cash social assistance they receive. On the government side, this BST policy is top-down which means that the village government and the community must follow the central government. The discrepancy between the content and context of the policy will have an impact on the outcomes/results of policy implementation on social vulnerability that occurs in the village of Banyuaden that is not seen significant changes to the economic vulnerability that occurs in the community.

The results showed that cash social assistance is effective in reducing short-term social vulnerabilities, such as meeting basic needs and preventing greater poverty. Because the BST program is only aimed at reducing the economic impact of the Covid-19 pandemic, BST is not in a position to address long-term social vulnerabilities such as unemployment, depression, and even criminality. Long-term social vulnerability can be achieved by empowering the community through the provision of soft skills training in the field of business skills and services, as well as entrepreneurship development. However, the process of implementing BST Policy program that creates a dilemma. Because, Banyuaden Village is categorized as a red zone for covid-19 transmission. This step poses a dilemma for the community, as people have to swarm when taking BST.

Keywords: Policy Implementation, Social Vulnerability, Cash Social Assistance Program Policy