

INTISARI

Kartu Jakarta Pintar Plus (KJP Plus) merupakan program jaring pengaman sosial di bidang pendidikan yang telah diterapkan di Jakarta sejak tahun 2012. Pandemi Covid-19 membawa perubahan sosial yang signifikan, termasuk penyesuaian kebijakan KJP Plus agar selaras dengan kondisi krisis yang terjadi. Pada penelitian ini membahas bagaimana perilaku penerima manfaat dalam menggunakan Kartu Jakarta Pintar Plus selama masa dan pasca-pandemi Covid-19. Bagaimana kondisi krisis melalui pandemi Covid-19 dan perubahan kebijakan yang terjadi berdampak pada perubahan perilaku penerima manfaat. Perbandingan dilakukan tidak hanya antara masa krisis dan masa normal, tetapi juga dengan kondisi pasca-krisis. Pendekatan penelitian ini adalah kualitatif dengan perspektif evaluasi bebas tujuan (*goal-free evaluation*). Data primer dikumpulkan melalui survei dan diperdalam dengan wawancara, sedangkan data sekunder diperoleh dari situs web resmi dan akun Instagram terkait. Hasil penelitian menunjukkan bahwa pandemi Covid-19 memicu perubahan perilaku di kalangan penerima manfaat. Namun, perubahan kebijakan baik dalam bentuk perluasan maupun penyempitan program juga turut mendorong perubahan perilaku secara lebih masif. Perubahan tersebut bersifat variatif, tergantung pada pekerjaan orang tua serta kondisi sosial ekonomi penerima manfaat. Temuan penelitian ini menekankan pentingnya studi dan keleluasaan kebijakan untuk merespons dinamika kondisi sesuai kebutuhan target kebijakan.

Kata kunci: Jaring pengaman sosial, KJP Plus, Covid-19, perubahan sosial, perubahan kebijakan, perubahan perilaku

ABSTRACT

Kartu Jakarta Pintar Plus (KJP Plus) is a social safety net program in the education sector that has been implemented in Jakarta since 2012. The Covid-19 pandemic precipitated substantial social changes, necessitating adjustments to the KJP Plus policy to better align with the emerging crisis context. This study explores the behavioral patterns of program beneficiaries in their utilization of the KJP Plus during and after the Covid-19 pandemic. It examines the extent to which the crisis, along with ensuing policy changes, influenced shifts in beneficiary behavior. The analysis encompasses not only a comparison between the crisis and non-crisis periods, but also an examination of the post-crisis phase. This research adopts a qualitative approach with a goal-free evaluation perspective. Primary data was collected through surveys and enriched with interviews, while secondary data was obtained from official website and relevant Instagram accounts. The findings show that the Covid-19 pandemic triggered behavioral changes among beneficiaries. However, policy changes both in the form of program expansion and contraction also played a significant role in driving broader behavioral shifts. These changes varied depending on the parents' occupations and the socio-economic conditions of the beneficiaries. This study highlights the importance of research and flexible policy making in responding to evolving conditions based on the needs of policy targets.

Keyword: Social safety net, KJP Plus, Covid-19, social change, policy change, behavioral change