THE TRANSFORMATION OF IMPROVING SOCIAL ASSISTANCE SERVICES OF BAZNAS SURABAYA CITY THROUGH DIGITALIZATION OF OUTREACH IN BULAK BANTENG VILLAGE

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ABSTRACT
This research focuses on the transformation of social assistance services in Bulak Banteng Village, through digitalization of outreach by BAZNAS Surabaya City. The background of this research is driven by the Surabaya City Government's efforts to address economic balance by accelerating the distribution of social assistance to low-income communities. The innovations implemented include changing from a manual outreach system to a Google Form-based digital method, which aims to improve the efficiency and transparency of the beneficiary verification and validation process. This research uses a descriptive qualitative approach through interviews, observation, and documentation. The results showed that digitalization improved targeting accuracy, socialization, and monitoring of social assistance programs. However, program implementation still requires continuous monitoring and evaluation to achieve the set goals. Overall, this research concludes that digital transformation is expected to have a positive impact on the people of Bulak Banteng Village by improving access and quality of social assistance services.
Keywords: Social Assistance Digitization, BAZNAS Surabaya, Bulak Banteng Village.

INTRODUCTION

Surabaya City is one of the largest cities in Indonesia, which still has problems such as economic inequality. The Surabaya City Government seeks to overcome these problems by providing assistance to people who have low-income community status (MBR), through the Social Service agency as a distributor of assistance in collaboration with the Ministry of Social Affairs to help reduce the gap that occurs. In this case, social assistance provided by the Social Service can be in the form of Non-Cash Food Assistance (BPNT), Family Hope Program (PKH), Direct Cash Assistance (BLT), and BPJS PBI (Contribution Assistance Recipient).

Bulak Banteng Urban Village is located in the Kenjeran Sub-district area, which is one of the Regional Work Units of the Surabaya City Government from one of the 31 Sub-districts in Surabaya City. Bulak Banteng Village has a land area of 600,000m2 with a road width of 4 meters. Based on data taken from the web pemerintah.surabaya.go.id, population data based on gender in Bulak Banteng Village in 2024 amounted to 38,488 people, of which 19,764 men and 18,724 women. The following is the total population by sex in Bulak Banteng Village:

Table 1. Total Population Gender of Bulak Banteng Village

No.	DESCRIPTION	TOTAL POPULATION		TOTAL
		L	P	L+P
1	RW 1	2.855	2.735	5.590
2	RW 2	1.099	1.067	2.166
3	RW 3	611	589	1.200
4	RW 4	932	893	1.825

5	RW 5	1.913	1.735	3.648
6	RW 6	2.302	2.158	4.460
7	RW 7	5.379	5.071	10.450
8	RW 8	4.673	4.476	9.149
	TOTAL	**19.764**	**18.724**	**38.488**

Source: Bulak Banteng Village Profile,2024

The data shows that the number of males living in Bulak Banteng urban village is higher than the number of females. The Bulak Banteng Village area is known as an area in Surabaya City that is dominated by the Madurese tribe. Thus, the administrative area of Bulak Banteng Village has 70 RT and 8 RW. The Bulak Banteng Village Office is located at Jalan Bulak Banteng Lor 1/27, the Bulak Banteng Village Office was built in 1982 by the Surabaya City Government through the Surabaya City Bina Marga and Pematusan Public Works Office. So that with the inauguration of the village office, it is hoped that it can provide better, more comfortable services to the community as well as a more strategic location and make the community access more easily.

Bulak Banteng Village is characterized by a heterogeneous community. Basically, people's livelihoods are generated from businesses such as shops for basic necessities as well as food and drinks, laundry, flea marketers, coffee shops, and photocopying which aim to boost the economy to meet daily needs. Not only that, the Bulak Banteng Urban Village area is also considered an internal migration so that immigrant communities will settle in boarding houses and even rentals. This is also a business opportunity. The following is data on the number of residents based on occupation:

Table 2. Total Population by Occupation

No.	TYPE OF WORK	AMOUNT		TOTAL
		L	P	L+P
1	DPRD/LEGISLATURE	0	0	0
2	PNS	8	6	14
3	TNI	312	29	341
4	POLRI	6	1	7
5	Private employee	10	2	12
6	Retired	124	15	139
7	Self-employed	3	2	5

Source: Bulak Banteng Village Profile, 2024

In the table above, it can be concluded that the majority of people in Bulak Banteng Village are dominated by the occupations of TNI, Pensioners, Fishermen and Coolies. This is due to the low level of education in the Bulak Banteng community. The majority of their education is only able to complete schooling up to the elementary school level as much as 8,311% and high school (SMA) as much as 8,574%. To determine the level of progress and prosperity of an area, it can be seen from the socioeconomic situation of the community. The level of community progress is one of them by paying attention to the level of community education. Therefore, the level of human resources in Bulak Banteng is still relatively low. Meanwhile, the level of community prosperity, among others, can be seen from the fulfillment of clothing, food and shelter.

The Bulak Banteng Village Office is one of the government agencies responsible for

economic and social community services. Services in Bulak Banteng Village apart from population administration services also provide social assistance programs. The main focus of the program is to establish a social protection system and empower the poor. Target beneficiaries are poor families who receive social assistance from the Central Government in different distribution periods. If the target beneficiaries are found to have more than one family card address, outreach will be carried out first, then the decision is only given to one of the target beneficiaries in accordance with the criteria of the regulation.

In order to determine the Beneficiary Family (KPM) in accordance with the criteria of the Perwali, a village meeting will be held which is attended by RT, RW and Kader Surabaya Hebat (KSH). Furthermore, they will collect and record candidates who are eligible to be used as gamis or pramis. Meanwhile, the People's Welfare and Economic Section of Bulak Banteng Urban Village conducts manual outreach to residents' homes to record and see firsthand the socio-economic conditions of these residents whether they are truly deserving or otherwise. In the data collection, the largest number of beneficiary families are RW 01, RW 03, and RW 07 because in these areas the majority are considered internal migration, the livelihood of a fisherman, coolie and low income. The following is a manual outreach conducted by KESRA staff:

Picture 1. Non-Electronic Outreach
Source: KESRA staff of Bulak Banteng Village

The outreach carried out by the staff above still uses a non-electronic system, namely using paper forms. The following is an image of electronic outreach using google from for verification and validation in the field related to the conditions of residents proposed for social assistance by BAZNAS Surabaya City:

Picture 2. Electronic Outreach
Source: KESRA staff of Bulak Banteng Village

Based on this, non-electronic outreach is considered less effective by the staff of KESRA Bulak Banteng Village, because it takes a long time and cannot see the status of BAZNAS social assistance applications up to which stage. Ms. Kemala Nur Shabrina, S.IAN as the People's Welfare and Economic Section of Bulak Banteng Village has an innovation to improve services, which originally only used forms for outreach outreach, so now outreach is switching to using an electronic system. Based on this, the author interested in discussing this new innovation, to find out the effectiveness of transforming using a digital system.

METHOD

This research uses a qualitative descriptive approach method. The data sources in the study consisted of primary data sources and secondary data. Primary data sources in this study were obtained from interviews conducted by the author with the People's Welfare and Economic Section in an effort to improve services. While secondary data is obtained from written sources such as reports and archives. The data collection techniques used were interviews, observation, and documentation. The author uses the theory according to Budiani (2007) that there are 4 variables that can measure the effectiveness of the transformation of improving social assistance services of BAZNAS Surabaya City through digitalization of outreach in Bulak Banteng Village, including:
1. Accuracy of Program Targets
2. Program Socialization
3. Achievement of Program Objectives
4. Program Monitoring.

RESULT AND DISCUSSION

According to Budiani (2007), The effectiveness of public service transformation can be measured using several important variables, including:
1. Accuracy of Program Targets

Innovations are created with a targeted goal in mind. The accuracy of the program target is carried out at the outreach time where the beneficiary families are selected according to the criteria of the Perwali. Peraturan WaliKota Surabaya Nomor 117 Tahun 2022 tentang Perubahan atas Peraturan Walikota Surabaya Nomor 106 Tahun 2022 terkait tata cara pengumpulan, pengolahan dan pemanfaatan data keluarga miskin. Thus, this can be considered right on target, because outreach efforts through google form and then submission through e- Letters and proposals attached to reports on outreach results by urban villages have succeeded in achieving their goals, namely the realization of social assistance from BAZNAS Surabaya City as expected by residents through UPZ Sub-district.
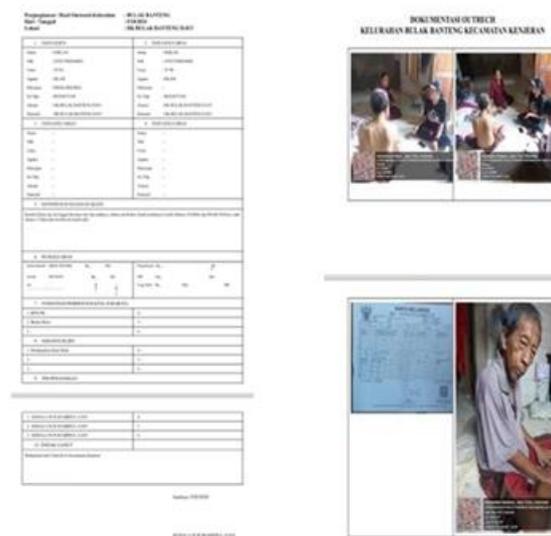
Picture 1. BAZNAS Social Assistance Outreach Result Display
Source: KESRA staff of Bulak Banteng Village

2. Program Socialization

The program socialization was carried out in Bulak Banteng Village as "Musyawarah Kelurahan" which was attended by RT, RW, and KSH. The socialization is carried out with appropriate mechanisms such as data collection, data processing, and data determination in accordance with Standard Operating Procedures (SOP). The program socialization is considered effective because it meets the standards set by the Head of the Social Service. Therefore, KESRA staff are required to be able to keep up with technological developments where almost all work is accessed through computers or internet access. Therefore, in order to implement the transformation through digitization using google form which is accessed through the google page with the following link https://docs.google.com/forms/d/e/1FAIpQLSdtkRhWLDwWahQYToX97CMAnQQJfE8 DA0XL88UyRcQChJaGA/viewform?usp=send_form. In order for the transformation to run smoothly, socialization is needed to introduce these innovations and their functions. Thus, socializing innovation can also use the Instagram platform @kelurahan_bulakbanteng as a medium for delivering information to the general public.

Picture 2. Instagram Platfrom as Information Media
Source: Capture by author, 2024

3. Achievement of Program Objectives

The achievement of program objectives is to determine the extent of conformity between the results of implementation and the objectives that have been set. This innovation aims to improve social assistance services through transformation involving technology in order to create a more effective and efficient process. However, unfortunately this innovation is still relatively new, launched in September 2024 and in its implementation it is still not fully realized for beneficiary families, because it requires a significant adaptation process.

4. Program Monitoring

Program monitoring is an activity carried out after outreach is carried out, as a form of attention from program implementers to staff who have verified and validated the conditions of residents. Program monitoring has been carried out properly through e-Letters. Later, the proposal for social assistance by the Sub-district UPZ is attached with a report on the results of outreach by the Kelurahan to BAZNAS Surabaya City. Furthermore, the realization of social assistance, BAZNAS Surabaya City sends assistance as expected by residents through UPZ Sub-district.

Capture 3. MS. Excel view after filling out the Google Outreach Form
Source: Capture by author, 2024

CONCLUSION

The Surabaya City Government has an effort to overcome economic inequality, namely through social assistance programs in Bulak Banteng Village. This gap is a significant challenge, especially for low-income communities. Kelurahan Bulak Banteng, which has a population of around 38,488 people, seeks to improve the effectiveness of social assistance distribution through outreach digitization innovation. By switching from a manual system to an electronic system using Google Forms, it is expected that the process of verifying and validating social assistance proposals will become more efficient and transparent.

The success of this transformation depends on continuous monitoring and evaluation of each step taken. Good monitoring will ensure that the program is running in accordance with the set objectives, as well as provide room for improvement if needed. With a planned and collaborative approach, the expected social assistance program in Bulak Banteng Village can have a significant positive impact on the local community.

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