



EVALUATION OF PROGRAM IMPLEMENTATION POOR STUDENT ASSISTANCE/ BANTUAN SISWA MISKIN (BSM)

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Abstract : This paper describes the implementation of the BSM Program for poor students in MAN 19 Jakarta. The implementation of the BSM program is not only to get the proper education but also to provide opportunities for poor students to compete fairly in gaining achievements. The government often announces school tuition waivers for students to help improve education access and opportunities for children from families with low economic status, but these efforts have not been considered effective because tuition fees are only the smallest part of the overall cost of education for students. The policy of social assistance programs in Indonesia has become very important, as outlined in the 1945 Constitution of the Republic of Indonesia which mandates that the State is obliged or responsibility to protect the entire Indonesian people and promote public welfare in order to realize social justice for all Indonesian people. This observation is an evaluation of observation, using a qualitative approach observation method with analytical techniques based on the technical guidelines for implementing the BSM program published by the Director General of Islamic Education Ministry of Religion of 2015. From the results of this observation, it is known that the implementation of the program is not fully in accordance with the program technical guidelines. The researcher suggested that a number of improvements are made to the existing BSM program so that the program could be better and more useful in the future.

Keywords : program evaluation, technical instructions, poor students, and learning facilities

I. INTRODUCTION

In the current era of community development, there are so many symptoms caused by the dynamics of the society itself. One of the efforts to achieve sustainable consumption contained in the *SDG* program is the goal where the main aspect is how to influence the role of the community related to the consumption of products to create a healthy impact. Departing from the concept of *SDGs* goal then that attract attention today that about responsible consumer. This starts from efforts to maintain consumption not only in physical but also environmental and social aspects.

To create a society especially in urban areas as responsible consumers do not have to be on a large scale or national scale because it is certainly not an easy matter. One symptom that is currently developing is growth in the food sector which has an impact on the environment, social and health. Developments in the national food and beverage sector recorded in the Ministry of Industry continued to show positive performance with growth reaching 9.82 percent or Rp.192.69 trillion in the third quarter of 2016. The growth of this



industry was mainly driven by the tendency of the community, especially the middle-class people to consume products of current food trend products.

In the form of social responsibility in the field of food development not only can be seen from the quantity growth, but also consider the quality to be consumed sustainably. Sustainable consumption can be defined as the production of the use of products and services in ways that are beneficial socially, environmentally, and healthily. Responsibility as an effort to control food in most countries is usually assigned to institutions or a ministry. But the role and responsibilities of these agencies still pitch-fragmentation between supervision as protection of public health and as institutions that facilitate trade or develop an industry.

II. RESULTS AND DISCUSSIONS

Sustainable Food Consumption

The development of a variety of foods with various tastes ranging from western food, Asian food, coffee shops, and even street food makes the concept of sustainability need to be considered in line with the culinary development. The security warning term printed on food and showing the quality of food can sometimes be confusing. Food safety must refer to things that can endanger both chronic and acute. This difference between security and quality has implications for public policy and can be used as a reference for the community to consume a food product.

One of the dynamics of cultural shifts can be felt, namely in terms of the taste of food commonly consumed by the community. The high activity of most people has encouraged the erosion of traditional culture to become a more practical, fast and efficient thing. According to Abraham (1991), the components of the cultural system model emphasize that traditional society can only be moderated through the diffusion of values and cultural traits that mark contemporary advanced society. The cultural system approach sometimes refers to cultural determinism and its advocates are called "value diffusionists" (Abraham, 1991: 53).

Like western food, where in its presentation gives substantial emphasis on grapes and sauces such as seasoning or topping. This is done because most herbs are more difficult to penetrate the often-larger pieces of meat. It is very different if it is reviewed backward in traditional culture, where in creating the taste of the food will go through a process that is quite time consuming. The thing that distinguishes clearly seen in aging is a staple that is often used and has become a characteristic of western food. In addition, many dairy products, various types of cheese varieties, and fermented milk products are used in processing western food.

Another phenomenon arises due to the development of a modern city that has characteristics such as the high level of mobility of community activities in various fields. This activity brings people trapped in a relatively high school routine from time to time and tends to be monotonous. This can lead to saturation which results in decreased productivity. Therefore, they need amusement between leisure times with a practical way to relax and unwind from their busy life. One practical way to relax is to get tired from their busy life. One way to do this is to relax and gather at eating places such as cafes or coffee shops.



Seeing this opportunity is a shift in people's lifestyles that make entertainment activities a part of their daily needs, making food service business people look at a café or coffee shop business. Where the presence of this cafe is considered the most suitable for the lifestyle of urban communities today. A comfortable atmosphere, quality menu choices, and attractive facilities are certainly the reason for people to choose this coffee shop. Producers package food and food by creating a distinctive atmosphere and experience that can be felt by consumers.

Departing from the above phenomenon is very interesting to discuss, where in addition to being a restaurant the place also symbolizes a community identity. Coffee shop has managed to build a symbol as a location to enjoy coffee for urban people. It can be said that, urban communities have built a labeling in a place where not only is the location to enjoy coffee, but it has also been described as a gathering place for sharing stories (*kongkow*) and even as a place to give birth to various inspirations.

Referring to the concept of sustainable food consumption, the discussion in this paper is related to several things about the form of social responsibility from consuming food, namely health, social, and environment.

a. Health

If we see from the social responsibility that is owned by the community towards consumptive behavior, especially in the field of food is still very low. The lack of public knowledge about health concerns through eating patterns has an impact on problems. Diseases arising from diet include diabetes, stroke, heart disease, high blood pressure, cholesterol, gout, and excess nutrition (obesity). Diabetes, for example, is a condition of the body's inability to process glucose metabolism (sugar) which is absorbed by the body, so that blood sugar levels become high. The increasing number of prevalence of people with diabetes in the world becomes this disease carried as the main theme in the commemoration of World Health Day in 2016.

b. Social aspects

In the social aspects that arise in the development of the food industry in the community, namely the growing growth of food delivery service and the variety of food consumption that shows the identity of urban communities.

1) The emergence of online application-based Food Delivery Service Business

In the current era of globalization, food is very easy to find in various places. From starting foods that are served through the process or fast food. In general, urban communities have a habit of consuming fast food, where fast food and contain high fat and sugar but low in vitamins, fiber, minerals and micronutrients are increasingly preferred (Virgianto and Purwaningsih, 2006). This becomes a habit because the demands of work are increasing along with the times. Fast food is increasingly popular and increasingly in demand by the community in line with the development of the digital world in the midst of society. Several years ago, social media has not been used to promote food products like today. Today, people have used social media to access preferred foods and then order online.



Very rapid progress in the field of information technology has a great influence on various aspects of human life. The most obvious influence is seen in fundamental changes to the way people make transactions, especially in the business world. One of the results of the advancement of information technology that has contributed greatly to this change is social media. Social media is a network that is paired with communication tools so that it functions to interact wherever and whenever. With the presence of social media too, the way companies conduct transactions changes, from the old ways that the process of sacrificing large amounts of time and costs becomes a faster and easier process. The era of social media development in the midst of rapid population growth, media is needed to meet the needs of the community.

Social media can stimulate the emergence of various forms of social dynamism such as the presence of online application-based transportation services. The presence of online application -based transportation services is considered to be able to meet needs in the midst of fast and efficient community activities. One business that is currently developing is the business of motorcycle transportation services or what used to be called ojek. Starting from the many transportation services that have sprung up resulting in supporting business growth in the food sector.

This opportunity is also accompanied by the development of online -based applications that can help to order food. One online application that is very familiar to the public is Go-food. The presence of this application is one reason in the development in the culinary field. Go-food is a Go-jek service that serves food service providers in Indonesia. This service is organized as a promotional activity which is known as an activity informing about a product that is presented by a particular distributor or manufacturer, in this case a culinary presenter. The activities carried out by Go-food are providing information and introduction to culinary products. This is the achievement of goals in the use of public relations.

According to Soemirat and Ardianto (2010), public relations is used in marketing planning to achieve the goal of helping the company and its product names to be better known and helping to introduce new products or product improvements. This effort is one way to develop production using the mechanism of promotion to customers. According to Lovelock (2011), promotional activities are often designed to stimulate trial purchases as soon as possible or to encourage consumption when the demand level is low. There is no marketing program that will succeed without effective communication. This component has three important roles: providing the information and advice needed, convincing the target customer of the goodness of a brand or product, and encouraging them to take action at a certain time.

The existence of Go - food is also in the midst of the current condition of the people who have high mobility can help in presenting various culinary products. The tendency of city people who have high mobility, limited time, and



high need for food can now be overcome by the existence of Go - food. Until now, there have been more than 37,000 restaurants in partnership with Go-food, with a number of drivers according to Palahudin (2006), around 200,000 people.

The increasing public interest in consuming food and besides having limited reach, this has automatically opened up space for online transportation services to develop very rapidly. The increasingly advanced culinary development has been balanced with the availability of driver services as a food delivery service provider. This phenomenon is very extraordinary, so it is expected that the creation of solutions for sustainability in culinary developments and delivery service providers.

Back to the discussion of social responsibility, where in the phenomenon of the development of food service, there are new phenomena that arise such as fictitious orders. This has happened several times as reported by Kholid (2017) in one of the online medias. The phenomenon of fictitious ordering has left many stories where not a few drivers actually suffered losses and even sacrificed children's school fees. This happens due to low responsibility from the community so that they cannot predict the negative possibilities that occur.

2) Consumption of food which identifies urban communities

Food becomes very important if it is used as a cultural identity of a society. Like dance, food is also the most important part of an identity that can characterize a particular culture. Sociologically and anthropologically, various foods can also reflect the diversity and cultural wealth of the community. Simanjuntak (2012), is one reflection of a fairly central cultural element because it shows a marker of diversity in the perception of the human body, which in this case is the tongue and taste.

Along with the cultural dynamics found in society, not being left behind in the food sector also experienced a significant shift. Transformation in terms of food is currently very popular with some people, especially those who are in urban society. The selected food products also describe the identity or character of the community. Besides that, modern and minimalist food design places can be of more concern in attracting consumers.

According to Kotler and Armstrong (2008), place is the selection and management of trade channels that are used to channel products or services and to serve target markets, and develop distribution channels for the delivery and commercialization of products physically. Various design places for restaurants that are built in a unique, innovative, creative, and even inspirational way are created to be able to attract consumers to get their own impression in terms of experience.

Restaurant design themes are very diverse, starting with the theme of go green, traditional, minimalist, artistic, to design that can interact with animals. This symptom illustrates that in urban communities that make excuses other than being able to enjoy food but also looking for locations that can eliminate saturation. Sometimes urban communities intentionally choose a



unique place to eat for inspiration, or even locations that can support laughter with their family and friends.

c. Environment

While the substantial environmental impact arising from food has occurred during the production phase. Starting from land degradation, decreasing soil fertility, using water that does not pay attention to aspects of sustainability, overfishing, to activities that can interfere with the marine environment, it is all done to only supply raw materials for making food. UNDP data in 2017 shows that the food sector has contributed at least 30% of the world's total energy consumption and accounts for around 22% of total GHG emissions.

From this phenomenon can be illustrated that excessive food consumption behavior will have an impact on the loss of health and the surrounding environment. UNDP (2017), has recorded about 1.3 billion tons of food wasted annually, while nearly 1 billion people experience hunger and malnutrition. In addition, it is also recorded that around 2 billion people worldwide are overweight or obese. The need to regulate people's consumption patterns towards food so that an understanding of social responsibility in terms of consumption can be embedded well to realize sustainability.

In addition to the community consumption pattern that must be considered is the impact of packaging on food production. Starting from the use of basic materials of paper, plastic, metal, fiber, styrofoam, and so on the impact is very felt on environmental pollution. Not a few packets of leftover food can be seen in the river flow, lying on the ground, and even in the garbage disposal location will cause various pollution to the environment. Suwaidah, et al. (2014), view the function of packaging in food as among others to protect food from contamination that can interfere with, harm and endanger human health. But packaging materials can contain dangerous compounds such as heavy metal lead which can contaminate food and the environment itself.

In the packaging system, three main components are involved, namely products, packaging, and the environment. The three components interact with each other and therefore packaging is a way of providing the right surrounding conditions for food so that food becomes more durable. In Indonesia, paper packaging is still widely used from used paper to pack food for savings reasons. Facts in the community show that paper is most widely used to pack a variety of foods or snacks.

III. CONCLUSION

Social responsibility in the form of community consumptive behavior, especially in the food sector, is still very low. In consuming food for most people there are many who override the impact that arises, especially health impacts for the community itself. Not to mention now that the activities of urban communities that are so high have demanded that people consume fast food to be faster and more efficient. When revisited, it is very unfortunate for urban communities who have sufficient education but still override health aspects.



And the emergence of this food delivery service is a manifestation of the response from entrepreneurs to take advantage of the social dynamics that are happening in the community. In addition, the development of these services has encompassed the growing growth of dining businesses. When viewed from this phenomenon, it can be said that the growth of the food business with inter-service services was born to meet the needs of the people who have limitations in between busy activities.

The development of various types of food turned out not to be balanced by the social responsibility of the community itself towards the environment. There is still a lot of environmental damage created in the food production process. This is very important for the realization of a system or pattern of sustainable food consumption.

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