

RINGKASAN

Bantuan Stimulan Perumahan Swadaya (BSPS) merupakan sebuah program dengan tujuan meningkatkan kualitas Rumah Tidak Layak Huni (RTLH) menjadi rumah yang layak huni yang memenuhi persyaratan keselamatan bangunan, kecukupan minimum luas, dan kesehatan penghuni. Bantuan diberikan kepada masyarakat senilai total Rp 20.000.000 yang berasal dari sumber dana APBN. Kebijakan yang mengatur program BSPS adalah Peraturan Menteri Pekerjaan Umum dan Perumahan Rakyat Nomor 07/PRT/M/2018 tentang Bantuan Stimulan Perumahan Swadaya.

Lokasi penelitian ini berada di Desa Dopleng Kecamatan Adipala, Kabupaten Cilacap. Penelitian ini dilatarbelakangi dengan adanya kemiskinan yang menyebabkan adanya RTLH, salah satunya ada di Desa Dopleng dan mengalami sebuah fenomena dimana adanya masyarakat yang belum memahami mengenai tujuan dari program ini sehingga terjadi kesalahpahaman saat implementasi program, serta pembangunan rumah yang bisa dikatakan belum sepenuhnya seratus persen. Tujuan penelitian ini untuk mendeskripsikan bagaimana Implementasi BSPS di Desa Dopleng Kecamatan Adipala Kabupaten Cilacap, serta faktor yang mempengaruhinya. Metode yang digunakan dalam penelitian ini menggunakan metode kualitatif deskriptif. Sasaran dalam penelitian ini adalah Dinas Perumahan, Kawasan Permukiman dan Petanahan Kabupaten Cilacap, Koordinator Kabupaten Cilacap, Kepala Desa Dopleng, Tenaga Fasilitator Lapangan (TFL) dan Penerima Program BSPS di Desa Dopleng Kecamatan Adipala, Kabupaten Cilacap. Pemilihan informan dengan menggunakan teknik *purposive sampling*, sedangkan pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi.

Pelaksanaan program BSPS di Desa Dopleng Kecamatan Adipala, Kabupaten Cilacap sudah berjalan dengan baik dan menghasilkan terbangunnya rumah yang layak huni. Namun, implementasi belum sepenuhnya optimal karena pada aspek kejelasan program dimana tujuan program yang masih belum dipahami oleh masyarakat, serta implementasi yang dipengaruhi oleh komunikasi karena ditemukan bahwa terdapat berbagai tipe masyarakat dalam menerima dan memahami pesan yang mengakibatkan pemahaman komunikasi yang kurang sehingga terjadi kesalahpahaman dalam menangkap informasi. Sedangkan faktor sumber daya, disposisi, dan struktur organisasi sudah berjalan dengan baik dan tidak berpengaruh terhadap implementasi program BSPS di Desa Dopleng Kecamatan Adipala, Kabupaten Cilacap.

Kata Kunci: Implementasi, Program Bantuan Stimulan Perumahan Swadaya, Kebijakan Publik.

SUMMARY

Self-Help Housing Stimulant Assistance (BSPS) is a program with the aim of improving the quality of Uninhabitable Houses (RTLH) into habitable houses that meet building safety requirements, sufficient minimum area and occupant health as stated in Circular Letter Number 7/SE /Dr/2018 concerning Implementation Technical Guidelines. Assistance was given to the community in the amount of Rp. 20,000,000 which came from APBN funding sources. Support was provided to the community totaling Rp 20.000.000 derived from sources state budget. A policy governing assistance programs stimulant (BSPS) housing initiative was the minister of public works and public housing number 07/PRTM /M/2018 about assistance stimulant housing initiative.

The location of this research is in Dopleng Village, Adipala District, Cilacap Regency. This research was motivated by poverty which caused the existence of Uninhabitable Houses (RTLH), one of which was in Dopleng Village and experienced a phenomenon where there were people who did not understand the purpose of this program so that there was a misunderstanding during the implementation of the program, as well as the construction of houses that could be said to be not fully one hundred percent. The purpose of this study is to describe how the Implementation of Self-Help Housing Stimulant Assistance (BSPS) in Dopleng Village, Adipala District, Cilacap Regency, and the factors that influence it. The method used in this study uses descriptive qualitative methods. The targets in this study are the Housing, Settlement and Land Office of Cilacap Regency, Cilacap Regency Coordinator, Dopleng Village Head, Field Facilitators (TFL) and Recipients of the Self-Help Housing Stimulant Assistance Program (BSPS) in Dopleng Village, Adipala District, Cilacap Regency. The selection of informants is by using purposive sampling techniques, while data collection is carried out by interviews, observation, and documentation.

The implementation of the Self-Help Housing Stimulant Assistance Program (BSPS) in Dopleng Village, Adipala District, Cilacap Regency has been going well, but not fully optimal because in the aspect of program clarity where the program objectives are still not understood by the community, and implementation that is influenced by communication because it is found that there are various types of people in receiving and understanding messages which results in less communicant understanding resulting in misunderstandings in capturing information. Meanwhile, the factors of resources, disposition, and organizational structure have been running well and have no effect on the implementation of the Self-Help Housing Stimulant Assistance (BSPS) program in Dopleng Village, Adipala District, Cilacap Regency.

Keyword: *Implementation, Self-Help Housing Stimulant Assistance (BSPS), Public Policy.*