

THE EFFECTIVENESS OF THE COMMUNITY SOCIAL CARE MANAGEMENT PROGRAM (PPKM) ON THE WELFARE OF THE COMMUNITY OF SENGON SARI VILLAGE, ASAHAN REGENCY

Ira Hairun Nisa Munthe^{a*)}, Reni Ria Armayani Hasibuan^{a)}, Muhammad Ikhsan Harahap^{a)}

^{a)} State Islamic University of North Sumatera, Medan, Indonesia

^{*)}Corresponding Author: hairunnisa815@gmail.com

Article history: received 13 June 2024; revised 21 June 2024; accepted 21 July 2024

DOI: <https://doi.org/10.33751/jhss.v8i3.10601>

Abstract. The Community Social Care Management Program (PPKM) in Sengon Sari Village is an initiative launched to improve community welfare through various social interventions. This program aims to address fundamental problems such as lack of public facilities, health services, education, and community economic conditions. By involving donations from more affluent residents, PPKM focuses on providing assistance to underprivileged communities, including orphans, the elderly, and families in need of educational support. This study evaluates the effectiveness of PPKM by considering five main indicators: community understanding of the program, targeted assistance, timeliness of implementation, achievement of program objectives, and real changes in community life. Data were collected through interviews with the Village Head, PPKM Chair, and village community, and analyzed using NVivo 12 Plus software to identify key themes and patterns in the data. The results showed that although PPKM provided significant benefits in increasing access to education and improving public facilities, there were challenges that needed to be addressed. The main challenges included a lack of community understanding of the program, resistance to change, limited funds, and uneven participation. To address these issues, strategies such as increased socialization, use of local media, and transparency in fund management were implemented. This study recommends expanding socialization methods and increasing community participation to improve program effectiveness. In conclusion, PPKM in Sengon Sari Village has shown great potential in improving community welfare, but the success of this program depends on better understanding, active participation, and effective management. The results of this study are expected to provide a clear picture of PPKM implementation and offer recommendations for future improvements.

Keywords: PPKM; welfare; participation; socialization; funding

I. INTRODUCTION

Welfare general is Wrong One ideals nation Indonesia who is trying For increase economy, And matter This stated in Constitution 1945 paragraph fourth that is protect the Indonesian people and promote general welfare. Prosperity is effort For fulfil need in accordance with his wish And obtain income Which Enough [1]. Welfare public is condition fulfillment basic needs are reflected in the fulfillment of citizens' needs appropriately, both necessities material (clothing, food and shelter) and non-material needs, namely education, health, and place to live. Welfare is closely related to the number of poor people And problem poverty is circumstances Where a House ladder Which experience deficiency in meeting life's needs [2]. In an alleviation effort poverty and improving policies in the field of social security in the Sengon Sari village government has emit type program help that is Manager Care Sociability Public (PPKM).

Welfare Care Management Program (PPKM) is a program from the head Village village sengon sari through meeting Which held with leader public. ppkm is a symbol of togetherness helping each other in the village community. inspiration for this ppkm emerged because there were many

people belonging to the middle to upper economic class in the village sengon sari but there are some people who are still experiencing economic difficulties so the village head came up with the idea through the program he created so that it was formed ppkm in the village sengon sari with management Which formed from each hamlet.

The aim of this program is to maintain and improve social welfare poor communities and break the chain of poverty that is still experienced today public Indonesia. Program PPKM addressed For public which has economy middle to upper class to share a little of their wealth with people who cannot afford it and PPKM aid recipients will be selected through PPKM officers and they will see the eligibility of recipients to receive assistance or not. PPKM has internal criteria distribute funds to recipients of aid from this program specifically for the poor, person Sick chronic as well as help increase education para child orphan And stray and people who cannot afford to go to school. Even the village head and ppkm administrators has very noble ideals for orphans and orphans and the poor, namely want to achieve one degree and one degree in the sense that when the recipient of educational assistance will be in Colleges use funds collected from donors to educate the public poor people who have children and orphans. The number of people in Sengon

Sari village is 3,831 soul. Program benefits PPKM this is for the community namely opening access for families Which not enough capable or economy medium down like child orphan, elderly, help education, public needs, improving health, natural disasters, improving community concern. The impact of the PPKM program has had a very positive impact on improvement education as well as repair prosperity social And Also can help reducing the burden of expenses and income also helps improve public facilities that society uses. One of the programs implemented in Sengon Sari Village is the Community Social Care Management Program or PPKM. This program is designed to improve the standard of living and welfare of village communities through a social approach And community empowerment [3].

However, the implementation of programs such as PPKM often faces various challenges can affect its effectiveness. One of the main problems is the level of understanding programs in the community. Lack of understanding can result in poor participation low and mismatch between program objectives and implementation in the field. This matter give rise to question about so far where public Village Sengon Sari understand objective And mechanism PPKM. Target accuracy program Also become issue crucial in implementation of PPKM. There are concerns that the program may not reach out all levels of society in need, or vice versa, may be enjoyed by those who parties who are not actually the main target of the program. Evaluate the accuracy of this target It is important to ensure that program benefits actually reach the community need. The aspect of timeliness in implementing the PPKM program also needs to be addressed attention. Delay in implementation or distribution help can reduce program effectiveness and even have a negative impact on community welfare. Therefore Therefore, it is necessary to examine whether the PPKM program in Sengon Sari Village has been implemented in accordance with predetermined schedule. Achieving program objectives is an important indicator assess the effectiveness of PPKM. It is necessary to evaluate whether this program has succeeded in achieving its objectives. predetermined goals, such as increasing income, improving access to services basic, or strengthening the social capital of village communities. Finally, real changes are felt by the community is a benchmark for the success of the PPKM program. It's important to know whether this program has brought about significant and sustainable positive changes in life village community Sengon Sari, both economically, socially, as well as culture.

Remember importance fifth aspect the understanding program, targeting accuracy, punctuality, achieved objective, And change real - in determine effectiveness Program Manager Care Sociability Public, so required a study. This research aim For analyze effectiveness PPKM in increase welfare public Village Sengon Sari, with consider fifth indicator the. Results This research is expected to provide a clear picture of program implementation, identify areas Which need repair, And give recommendation For increase effectiveness of the program over time coming.

Research conducted by ([4] with The title " Policy Implementation on the Distribution of the Family Hope

Program (PKH) for the Empowerment of Poor Communities in Duampanua Village " focuses on evaluating the implementation of the PKH policy which aims to empower poor communities in Duampanua Village. This research uses qualitative descriptive methods with in-depth observations and interviews, as well as data analysis using the Nvivo 12 Plus application to identify program effectiveness and challenges in distribution and implementation. The results of the PKH research show that although the program is successful in several aspects of empowerment and poverty reduction, there are challenges related to targeting accuracy and inhibiting factors that require further attention. Study other conducted by [5] with results research, PKK Program in Taloarane Village show effectiveness in a number of aspect, like implementation routine activities and participation active member. However, there are need for more programs in accordance with skills members and variations activity. Although focus on empowerment Woman Already Enough well, less innovation and internal problems reduce its effectiveness. Deep repair matter training more skills and program development varies will increase results the entire program.

Study This different from other studies like research by Meleru, Pangemanan, and Sampe (2022) and Aliza et al. (2023) in a number of aspect main. Study This use possible NVivo method analysis deep towards qualitative data from interviews and documents, facilitating identification more themes and patterns complex in program evaluation. Temporary study Meleru et al. (2022) focuses on PKH policies in sub-districts Duampanua with emphasis on challenge distribution and accuracy target, as well as Aliza et al. (2023) observed PKK effectiveness in Taloarane Village with highlighting skills and innovation, research This offer more insight detailed about impact social programs at the level specific village. With evaluate impact welfare public in a way holistic and contextual, research This give more perspective comprehensive about effectiveness intervention social in different settings.

Difference other is use advanced NVivo method For qualitative data analysis. NVivo makes it possible researcher For analyze data thoroughly deep with identify patterns, themes, and relationships in interview data and documents, which is often not the case reachable by the method analysis traditional. Apart from that, focus study this is on the impact of social programs at the level specific village, with consider various dimensions welfare society, giving more insight holistic and contextual about effectiveness intervention social. Approach This give more results detailed and applicable, which can be adapted For development of similar programs in place other.

Effectiveness

Based on Dictionary Big Language Indonesia, effective own meaning as a achieving goals correctly or choosing correctly a goal from various choices of methods or a series of alternatives and determine a choice from various other options [6]. Effectiveness can be interpreted as a benchmark to provide an idea of how far the target is what has been determined can be achieved. Streets explains that effectiveness is reach business a program as a system with source Power And means certain For achieve goals and objectives without placing unreasonable pressure in their implementation [7].

Effectiveness is utilization source Power, means And infrastructure in amount certain Which in a way aware set previously For produce a number goods or service from activity Which implementation [8]. Effectiveness shows success in terms of whether or not the target is achieved has been set. If the results of the activity are closer to the target, it means the higher the effectiveness. According to [9, p. 143] state that effectiveness is connection between output with a goal, the greater the contribution (contribution) of the output to achieving the goal, the more effective the organization, program or activity. Abdurahmat (2003:92), stated that utilization source Power, means And infrastructure in amount certain in a way aware set previously For produce a number right job in time.

Effectiveness is the relationship between output and objectives, the greater the contribution (contribution) of the output to achievement objective, so the more effective organization, program or activities [10]. Abdurahmat (2008), stated that the utilization of resources, facilities and infrastructure in amount certain consciously set previously For produce a number work just in time. Effectiveness according to Handoko (2006) state "Effectiveness is ability to choose objective Which most appropriate or equipment Which appropriate For achievement of predetermined goals". Likewise with opinion [11] that "Effectiveness is defined as the ability of a unit to achieve its goals desired." Effectiveness as level achievement organization term short And term long" [12]. From these definitions of effectiveness it can be concluded that effectiveness is a circumstances Which show so far where plan can achieved. Thus, an activity can be said to be effective if a goal can be achieved appropriately predetermined time and can provide real benefits. Effort measuring the level of effectiveness can be measured by comparing the plans that have been made determined with results real Which has realized. However, If results work Which carried out incorrectly, resulting in goals not being achieved or being ineffective. This too conveyed according to Sustrisno in [13] stated that to measure effectiveness program can done using the indicator.

- a. Program Understanding Program understanding is an indicator used for measure so far where knowledge public to Program Manager Care Community Social Affairs (PPKM). This was also conveyed by Budiani in Astari state that For measure effectiveness program can done with use one of the indication is program outreach.
- b. Appropriate Target According to Budiani In [10], state that The determination of program targets is seen from the extent to which the PPKM Program is on target Already previously determined.
- c. Appropriate Time Accuracy time in melting Program help PPKM very necessary so that the implementation of the PPKM Program runs effectively and on time is one strategy Which important in the PPKM program.
- d. Achieved Objective Objective is achievement from a target And target Which is carried out through several predetermined stages, thus providing directions related target Which want to achieved. In matter This delivered in theory Which stated by Budiani in [13], state that objective program can seen from so far where suitability between

results implementation with objective program Which has been previously determined.

e. Real Change Real change is a form of change that is felt by a person or a program that has been implemented. Meanwhile, according to Danin in (Nova Abizal, 2022), states that measuring effectiveness can be done with use Wrong One the indicator amount results Which can issued, This means that the results are in the form of quantity or physical form of the organization. Based on explanation above, it can be concluded that effectiveness is a benchmark writer For measure effectiveness Program Manager Care Sociability Community (PPKM) in increase welfare public in Village Sengon Sari.

Welfare Public

Welfare according to the Central Statistics Agency (2007) is a condition where all The physical and spiritual needs of the household can be met according to level life. Welfare is a social, material and social order of life and livelihood spiritual which is followed by a sense of safety, decency and peace of self, household and inner and outer society that allows every citizen to do business fulfillment need physical, spiritual And social Which the best for self Alone, household, as well as public with uphold tall rights basic. Body Center Statistics, according to Sugiharto (2007:33), measuring the degree of welfare using eight factors, including income, family consumption or expenses, living conditions, facilities life, as well as family health [14].

According to Elfindri et al (2011), welfare public is a condition Which show about circumstances life public Which can seen from standard life public certain. [15]welfare can interpreted as adequate fulfillment of needs, people who feel prosperous when they feel happy, no not enough a whatever in limit Which Possible achieved, his soul peaceful And he thought maintained, he feels that justice exists in his life, he is free from excruciating poverty And spared from danger poverty Which threaten.

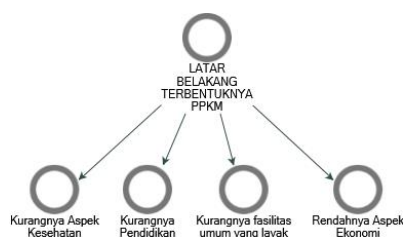
II. RESEARCH METHOD

This research processes data using software NVivo 12 Plus and using qualitative research approach. NVivo 12 Plus is a qualitative data analysis program developed internationally by QSR (QDA). NVivo software is used for handle data studies qualitative And own a number of characteristics. Device soft This focuses on qualitative research with small and large scale texts and multimodal data. Research was carried out in several stages, starting with defining and discussing a topic, set about problem, gather And analyze literature, collecting data, analyzing data, and drawing conclusions [16]. Nvivo 12 plus covers several steps Which must done to process the data, that is: a. Coding. b. Analytical Folder. c. Matrix Coding Queries. d. Frameworks Matrices.

This research took place in Sengon Sari Village, Aek Kuasa District, Asahan Regency. The reason is because Sengon Sari Village is a village that created the PPKM program for Welfare Public with invite Public Village sengon sari donate a little of his wealth to help people in need. As for the research subject is namely Village Head, Hamlet Head, BPD (Village

various factor the each other related in evaluate effectiveness of the PPKM program.

Background Establishment of the Management Program Care Sociability community (PPKM)



Source: Nvivo Data Processing Results 12 Plus

Figure 3 Hierarchy Chart Project Map Background to the Formation of PPKM

Background formation of the Management Program Care Community Social Affairs (PPKM) in Sengon Sari Village has taken root from various need fundamental society that hasn't fully fulfilled. this program initiated by the Head of Sengon Sari Village, Mr. Yatimin, with objective main increase welfare public through various designed intervention For answer problem social life in the village.

As beginning, this program appear as response to various challenges faced by residents village. Especially, still exists lack in facility general like electricity, latrines and access worthy path. Health and education problems also arise focus main, remembering exists need For increase access and quality service health as well as education in the village. PPKM aims For repair condition This with give support form facility general, help education, as well repair infrastructure.

According to results interview with Chairman of PPKM Al-Ikhlas, Asnanum Damanik, this program also aims For create a healthy and happy family, as well push increase level life public through financing and facilitation various need. Apart from that, PPKM is committed For fix facility less public adequate and giving help in sector economy through funding from infaq and alms inhabitant.

More far away, Mr Yatimin emphasized that PPKM is expected can become comprehensive initiative with support full from government villages and communities. this program No only focus on improvement facilities and education, but also effort For create more environment conducive For growth and development public.

With hope that every house in the village can own a degrees and facilities more general OK, PPKM is trying For build more society prosperous and independent. this program involve all over citizens, incl device villages and cadres local, for ensure broad and effective participation in every aspect its implementation.

Following This is background matters formation of PPKM:

1. Lack facility decent general

In Sengon Sari Village, there are many facility general like there is no electricity, latrines and roads adequate, create challenge significant for welfare inhabitant. Limited electricity

and access bad road hinder mobility and access to service basic, temporary toilets that don't worthy influence health and comfort public. Existence facilities that are not adequate This push formation of PPKM as effort For repair and improve quality infrastructure for prosperity inhabitant village.

2. Lack Health aspects

Public health in Sengon Sari Village is still need attention special Because Still there is lack in access and quality service health. Many residents villages that don't get service adequate health, good from facet facility nor accessibility. Condition This contributed to the low level health community, so that PPKM is present as a program for provide support and improvements in aspect health, incl facilities and services more health Good.

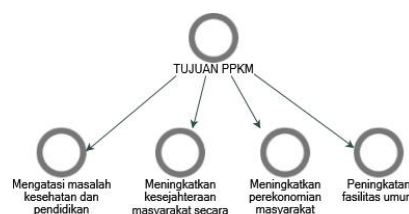
3. Lack of Education

Education is one very important aspect However Still not enough adequate in Sengon Sari Village. Many children in the village this is not it get access proper education, good from facet facility nor quality teaching. Limitations This hinder development potential generation young and future village. PPKM is committed For increase access and quality education with give support like scholarships and facilities education For help children achieve more in the future Good.

4. The low economy

Economy people in Sengon Sari Village still in low conditions, which has an impact on welfare in a way overall. Many families experience this difficulty economics, influence ability they For fulfil need basic and improving quality life. PPKM aims For overcome problem This with give support economy, fine through help direct nor repair infrastructure, for help increase level life and prosperity public village.

Purpose of Establishing the Management Program Care Sociability community (PPKM)



Source: Nvivo Data Processing Results 12 Plus

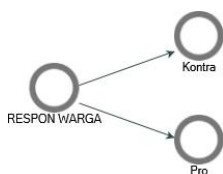
Figure 4 Hierarchy PPKM Goal Project Map Chart

The main purpose formation of the Management Program Care Community Social Affairs (PPKM) in Sengon Sari Village is For increase welfare public in a way comprehensive. Based on interview, Mr Yatimin, Head of Sengon Sari Village, explained that PPKM aims For create a healthy, happy and prosperous family. this program designed For give support comprehensive to public through improvement facility adequate general, such as electricity, latrines, and roads, as well overcome problem health and education. With hope that every house in the village can own One undergraduate, PPKM strives For push repair quality life public in a way comprehensive.

Apart from that, PPKM also aims For increase access and quality education for children in the village. In an interview, Asnanum Damanik, Chair of PPKM Al-Ikhlas, revealed that one focus main program is provide facility adequate education and scholarships For children orphaned and underprivileged capable. With support that, is expected children can obtain more education good and accomplished potential maximum they. PPKM wants it ensure that every children in Sengon Sari Village have the same opportunity For learn and achieve ideals them, so contribute to development more society proceed.

Lastly, PPKM is committed For increase economy public through various supporting initiatives welfare economy. this program rely on funds from infaq and alms managed citizens with Good For help families in need. this effort including repair supporting infrastructure activity economy as well as giving help direct to lacking family capable. With increase condition economy community, PPKM hopes can reduce poverty and creating more environment stable and prosperous for all over inhabitant village.

Residents' Response to the Management Program Care Community Social Affairs (PPKM)



Source: Nvivo Data Processing Results 12 Plus

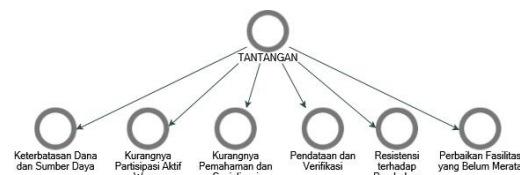
Figure 5 Hierarchy Chart Project Map Citizen Response

Based on results interview with a number of residents of Sengon Sari Village, visible that the PPKM program is getting various response from public. Mrs. Siti, one trader, revealed that he really supports PPKM because of this program give help significant, esp in education children and repairs infrastructure like road. According to him, the scholarships provided were very helpful burden economy family and improvement facility general makes it easier activity daily inhabitant.

However, no all response positive. Mr Rahman, one entrepreneurship, stated that although he see Lots benefit from the PPKM program, yes difficulty in invite all over inhabitant For participate active. Insufficient participation caused by a lack of understanding and distance from center activity. He hoped exists more socialization wide for all inhabitant can involved and feeling the benefits in a way evenly.

On the other hand, Mrs. Lina, a Mother House stairs, revealing his disagreement against PPKM because feel collection of funds from inhabitant Enough burdensome, esp for those who are also experience difficulty economy. He also mentioned that socialization of the program is still ongoing not enough effective so that No all inhabitant Find out the details of the benefits you can get they get. Although so, he still hope this program can continues with repair in socialization and distribution more benefits evenly.

Challenges of the Board Program Care Sociability community (PPKM)



Source: Nvivo Data Processing Results 12 Plus

Figure 6 Hierarchy Chart Project Map Challenge

According to results interview with Asnanum Damanik, Chair of PPKM Al Ikhlas, one of them challenge main problem faced in implementation of PPKM is lack understanding public about the importance of this program. Frequent program outreach done through meeting warning, but No all inhabitant can present at the event, cause misperceptions and lack of awareness about PPKM benefits. Many residents still do Not yet realize or understand how is this program can help increase welfare them, so participation active from public Still become a must challenge handled by the PPKM administrators.

Mr Yatimin, Head of Sengon Sari Village, also highlighted this challenge in ensure that assistance provided through PPKM really appropriate target. Careful data collection and verification process required For ensure that recipient help is they really are need. Apart from that, funding and program sustainability are also important significant challenge. Government villages and PPKM administrators need Keep going look for method For get support and cooperation from various party use confirm this program can walk Keep going continuous and giving benefit maximum for public. More socialization effective and inclusive required For increase understanding and participation public in the PPKM program.

Management Program Care Community Social Affairs (PPKM) in Sengon Sari Village has initiated with objective glorious For increase welfare public. However, like other programs, PPKM also faces problems various challenges that require special strategies For resolved. Following is a number of challenge main :

1. Lack Understanding and Socialization

One of challenge main is low understanding public about the importance of the PPKM program. Socialization carried out through warning No always effective Because No all inhabitant present in the event. As a result, it appears wrong perception about this program by the lack of their information accept or discomfort with changes that occur.

2. Limited Funds and Resources

PPKM faces constraint in funding and sources limited power. this program depend on alms and infaq citizens, which sometimes No sufficient For cover all need.

3. Data Collection and Verification

Data collection and verification recipient help often becomes challenge Because need time and accuracy For ensure help appropriate target.

4. Lack Participation Active Citizen

Participation active from inhabitant village is very important For success of this program. However, involvement inhabitant often still less than optimal.

5. Uneven Facility Improvements

Although Lots repair facility general who has done, still There is a number of areas that haven't feel the benefits in a way evenly.

Coping Strategies Challenges of the Board Program Care Sociability community (PPKM)



Source: Nvivo Data Processing Results 12 Plus

Figure 7 Hierarchy Project Map Chart Strategy for Overcoming Challenges

For overcome various challenges faced by PPKM, several strategies have been implemented as following :

1. For increase understanding, PPKM is necessary expand method socialization with utilise various community events like taziah, social gatherings, and activities other. Additionally, deployment information through local media like pamphlets, posters and social media can help reach more Lots inhabitant.
2. approach and discussion open with residents who refused can help reduce resistance. Engaging figure society and leaders respected local in program socialization can be done give influence positive.
3. For overcome limited funds, PPKM can look for support from party external like company or institution philanthropy. Apart from that, transparency in fund management and reporting in a way periodically can increase trust and participation inhabitant in give donation.
4. Improvement system data collection with utilise technology information can help with this process become more efficient. Training for PPKM cadres within do verification is also important For ensure accurate data.
5. Push participation active can done with stage regular meetings and giving room for inhabitant For convey their opinions and ideas. Award or incentive for active citizen You can also participate increase participation.
6. Monitoring and evaluation in a way periodically need done For identify areas that haven't get repair. Priority can given to areas that need it most, and plans more work structured can arranged For ensure equality benefit.

For overcome lack understanding and socialization regarding PPKM, steps innovative has taken with expand method spread information. Apart from through warning, this program utilise various community events like taziah and social gathering For reach more Lots inhabitant. Apart from that, the use of local media like pamphlets, posters and social media help spread information more broad and effective. In overcoming resistance to change, personal approach and discussion open with residents who refused has do, involve figure society and leaders respected local For give influence positive and reducing resistance.

Additionally, for overcome limited funds and resources power, PPKM is looking for support from party external like company or institution philanthropy. Transparency in fund management and reporting in a way also periodically improved For build trust and participation inhabitant in give donation. In facing the challenge data collection and verification recipient assistance, PPKM improves system data collection with utilise technology information and training PPKM cadres for do accurate verification. For push participation active citizens, held regular meetings and provided room for inhabitant For convey their opinions and ideas. Award or incentive for active citizen participating also helps increase participation. Lastly, monitoring and evaluation in a way periodically done For identify areas that haven't get repair, with priority given to areas that need it most For ensure equality benefit.

Effectiveness of the Board Program Care Community Social Affairs (PPKM) Against Welfare of the Sengon Sari Village Community

Welfare is a system of social, material and spiritual life and living which is accompanied by a sense of safety, decency and tranquility for oneself, the household and the community physically and mentally which enables every citizen to make efforts to fulfill their physical, spiritual and social needs as well as possible for themselves, themselves, households and society by upholding human rights [3]. Management Program Care Community Social Affairs (PPKM) in Sengon Sari Village has show impact positive in effort increase welfare public local. One of indicator success of this program is increase access education for children not enough capable. With exists scholarships and facilities more education OK, the kids from before difficulty access education now can Study with more Good. Impact This No only felt by children, but also by families those, who feel helped in reduce burden cost education. Apart from education, PPKM also focuses on improvement facility general like roads, electricity and latrines. Infrastructure improvements this is very important for life daily inhabitant village. With more path OK, access transportation become more easy, which in turn increase activity economy and mobility inhabitant. Provision electricity to areas remote also delivers impact significant, possible inhabitant For operate activity daily with more efficient and improving quality life they.

However, the effectiveness of this program Still face a number of challenge. No socialization of the program yet evenly cause Still exists residents who don't fully understand PPKM benefits and objectives. Resistance to changes are also becoming obstacles, esp for citizens who feel burdened by contributions economic demand. Therefore that's an increase in communication and education about the importance of this program need done For ensure participation active and supportive full from all over public. By Overall, PPKM has give significant contribution to welfare the people of Sengon Sari Village. However, for reach more optimal results, necessary exists evaluation periodically and adjust strategy accordingly bait come back from inhabitant. With Keep going involve public in every stage program implementation, as well ensure distribution PPKM has equal benefits potential big For

Keep going increase quality life and prosperity public village in a way sustainable.

Connection between PPKM (Enforcement Restrictions Community Activities) with welfare public village in Islamic context can understood through a number of principle regulated basis in Islamic teachings regarding protection and welfare public. PPKM, as policy For limit activity public in frame control spread disease, have aligned goals with Islamic principles in guard safety and welfare people.

In Islam, prosperity public No only covers material aspects but also health and safety. Principle This supported by the teachings of the Koran which emphasizes importance guard health and prevention danger. For example, in Surah Al-Baqarah verse 195, Allah says :

وَأَنْفِقُوا فِي سَبِيلِ الْخَيْرِ

Meaning: "And invest (wealth you) in the way of Allah and do not You drop yourself Alone to in destruction and doing OK, because Indeed, Allah loves those who act good." (QS. Al-Baqarah: 195)

This verse underline importance guard yourself and do Good For well-being, deep PPKM context means follow established rules For protect health public. Apart from that, in Surah Al- Ma'idah verse 32, Allah says :

وَأَنْفِقُوا فِي سَبِيلِ الْخَيْرِ

Meaning: " Because We determine that over the Children of Israel, that whoever kill a man No because of (killing) another person or Because make facial damage earth, then as if He kill all over man. And whoever maintains it life a human, then as if He look after life all over humans." (QS. Al- Ma'idah : 32)

This verse show how importance guard life and health man. With Thus, the PPKM policy is aimed at For prevent spread disease and protect health public in line with Islamic principles in guard welfare and safety people.

IV. CONCLUSIONS

Study This use NVivo app for processing data and compiling theme based on generated code in accordance with question research and secondary data. The data processing process includes data input, creation code, and data triangulation, follow guidelines interviews and applied theory. Management Program Care Community Social Affairs (PPKM) in Sengon Sari Village was initiated For increase welfare facing society various challenge like lack facility general, problem health, education, and the economy. PPKM aims For repair condition This through support in form facility general, help education, and improvement infrastructure, as well increase economy public. Parties involved in PPKM includes device village, cadre posyandu, and all inhabitant village. this program involve collaboration between government villages and communities For ensure broad and effective participation.

Response inhabitant towards PPKM varies ; a number of inhabitant support this program Because the benefits provided, while others expressed difficulty related participation and burden economy. A number of challenge main including lack understanding about the program, resistance to changes, limited funds, data collection and verification, as well as less participation active. Strategy for overcome challenge including expand method socialize, involve figure society, looking for support external, enhancing system data collection, and encouragement participation active inhabitant. Evaluation periodic and strategy adjustments are necessary For ensure effectiveness and distribution equitable benefits. By Overall, PPKM has give impact positive to welfare the people of Sengon Sari Village, especially in increase access education and improvement infrastructure. However, for reach more optimal results, necessary done evaluation and adjustment sustainable based on bait come back public.

REFERENCES

- [1] D. A. Putra, M. Marliyah, and M. Yafiz, "Analisis Pengaruh Dana Pihak Ketiga, Pembiayaan, Bancassurance Terhadap Laba Dan Dampaknya Pada Kesejahteraan Masyarakat (Studi Kasus Bank Syariah Di Indonesia)," *AT-TAWASSUTH: Jurnal Ekonomi Islam*, vol. 4, no. 1, pp. 21–42, 2021.
- [2] D. Sukmasari, "Konsep kesejahteraan masyarakat dalam perspektif Al-Qur'an," *At-Tibyan*, vol. 3, no. 1, pp. 1–16, 2020.
- [3] N. K. Sumbawati, A. Asmini, H. Juliawati, and B. D. Pamungkas, "Efektivitas Program Keluarga Harapan (Pkh) Dalam Meningkatkan Kesejahteraan Masyarakat Desa Ropang," *Jurnal Ekonomi & Bisnis*, vol. 8, no. 3, pp. 194–203, 2020, doi: 10.58406/jeb.v8i3.570.
- [4] J. Meleru, F. Pangemanan, and S. Sampe, "Efektivitas Program Pemberdayaan Kesejahteraan Keluarga (PKK) Desa Dalam Meningkatkan Pendapatan Masyarakat Di Desa Taloarane Kecamatan Manganitu Kabupaten Kepulauan Sangihe," *Jurnal Governance*, vol. 2, no. 1, pp. 1–11, 2022.
- [5] N. Aliza, Irwan, M. Rusdi, and Muh. Tamrin, "Implementasi Kebijakan Pada Pendistribusian Program Keluarga Harapan Untuk Pemberdayaan Masyarakat Miskin Di Kelurahan Duampanua Kecamatan Baranti Kabupaten Sidenreng Rappang," *Elvandar*, vol. 9, no. 4, pp. 100–104, 2023.
- [6] S. Siagian and Marliyah, "Analisis Efektivitas Penyaluran Zakat Pada Baznas Kabupaten Langkat Analysis of the Effectiveness of Zakat Distribution in Baznas , Langkat Regency," *Jurnal Ekonomi Syariah, Akuntansi dan Perbankan*, Vol. 5, Issue. 2. *ANALISIS*, vol. 5, no. 2, p. 223, 2020.
- [7] D. Aprian and P. Sari, "Analisis Efektivitas Penyaluran Zakat Pada Kantor Baznas Provinsi Sumatera Utara," *Management, Accounting, Islamic Banking and Islamic Economic Journal*, vol. 1, no. 2, pp. 487–497, 2023.
- [8] S. P. Siagian, "Manajemen sumber daya manusia," 2008.

- [9] Mahmudi, *Manajemen Kinerja Sektor Publik*. Yogyakarta: Penerbit UUP STIM YKPN, 2010.
- [10] U. T. Astari, "Efektifitas Program Keluarga Harapan Dalam Upaya Penanggulangan Kemiskinan di Kecamatan Pandak Bantul," *Jurnal Fakultas Ilmu Sosial, Karangmalang, Yokyakarta*, 2018.
- [11] M. Maulana and B. Rachman, "Harga pembelian pemerintah (HPP) gabah-beras tahun 2010: Efektivitas dan implikasinya terhadap kualitas dan pengadaan oleh Dolog," *Analisis Kebijakan Pertanian*, vol. 9, no. 4, pp. 331–347, 2011.
- [12] U. N. Suci and M. Marliyah, "Performance Effectiveness of Employees of the Regional Development Planning Agency of North Sumatra Province during the COVID-19 Pandemic," *Jurnal Ekonomi, Manajemen, Bisnis dan Akuntansi Review*, vol. 2, no. 1, pp. 101–106, 2022.
- [13] N. Abizal, Maimun, and Yulindawati, "Efektivitas Program Keluarga Harapan (PKH) terhadap Kesejahteraan Masyarakat Masa Pandemi Covid-19 (Studi Kasus Kecamatan Tangan-tangan Kabupaten Aceh Barat Daya)," *Jurnal Ilmiah Basis Ekonomi dan Bisnis*, vol. 1, no. 1, pp. 55–70, 2022, doi: 10.22373/jibes.v1i1.1576.
- [14] I. P. Sari, F. A. Lubis, and K. Tambunan, "Analisis Efektivitas Program BPJS Kesehatan Dalam Meningkatkan Kesehatan dan Kesejahteraan Masyarakat," *Reslaj: Religion Education Social Laa Roiba Journal*, vol. 6, no. 1, pp. 512–521, 2024.
- [15] D. K. K. Elfindri, M. B. Wello, P. Tobing, F. Yanti, E. E. Zein, and R. Indra, "Soft skills untuk Pendidik," *Baduose Media: Jakarta*, 2010.
- [16] T. R. Fona, R. R. A. Hasibuan, and M. I. Harahap, "Community Economic Strengthening through a Circular System in the View of Sharia Maqashid," *International Journal of ...*, vol. 4, no. 3, pp. 1892–1905, 2024.
- [17] I. Zihni and A. W. Rian, "Efektivitas Program Kampung Bahari Dalam Mendukung Kegiatan Neyalan Tambaklorok, Semarang," *Prosiding Kemaritiman 2021*, 2021.