

Jambi City Government's Strategy for Community Economic Recovery During the Pandemic Through the Pakar Kasih Program

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DOI: 10.22219/jurnalsospol.v9i1.25613

Abstract

Purpose of this study is to determine the Jambi City Government's Economic Recovery Strategy through the Padat Karya Kali Bersih Program (Pakar Kasih) using the Fred R. Dafid concept, namely strategy determination, namely, strategy formulation, strategy implementation, strategy evaluation. Research method used is qualitative with the aim of explaining the phenomenon deeply through data collection by interviewing, observing, and documenting. Results obtained by the Pakar Kasih program are the Jambi Mayor's innovation program in the midst of the Covid-19 pandemic in 2020, which aims to provide a stimulus for people's income to absorb a lot of workers as an additional income for people affected by the economy due to the Covid-19 outbreak. The formulation of the strategy refers to presidential decree number 9 of 2020, government regulations, ministerial regulations of the interior, and Jambi Mayor Regulation Number 37 of 2020. Implementation of the strategy as many as 1102 people of Jambi City participated in the Padat Karya Kali Bersih program at 23 drainage locations in Jambi city. with a length of 25.3 KM with a total APBD of approximately 3 billion. The evaluation of the Pakar Kasih program strategy is held once a year, preferably twice a year or every 6 months.

Abstrak

Tujuan penelitian ini yakni untuk mengetahui Strategi Pemulihan Ekonomi Pemerintah Kota Jambi melalui Program Padat Karya Kali Bersih (Pakar Kasih) menggunakan konsep Fred R. Dafid yaitu penentuan startegi yakni, perumusan strategi, implementasi strategi, evaluasi startegi. Metode penelitian yang digunakan adalah kualitatif bertujuan menjelaskan fenomena sedalam-dalamnya melalui pengumpulan data dengan wawancara, pengamatan, dokumentasi. Hasil didapatkan program Pakar Kasih adalah program inovasi WaliKota Jambi di tengah pandemi Covid-19 tahun 2020 bertujuan memberi stimulus pendapatan masyarakat menyerap banyak tenaga kerja sebagai penambahan income masyarakat terdampak ekonomi akibat wabah Covid-19. Perumusan strategi mengacu pada keputusan presiden nomor 9 tahun 2020, peraturan pemerintah, peraturan menteri dalam negeri, dan Peraturan WaliKota Jambi Nomor 37 Tahun 2020. Implementasi strategi sebanyak 1102 orang masyarakat Kota Jambi mengikuti program padat karya kali bersih di 23 titik lokasi drainase di kota Jambi dengan panjang 25,3 KM dengan total APBD kurang lebih 3 miliar. Evaluasi strategi program Pakar Kasih ini diadakan satu kali dalam setahun sebaiknya dilakukan dua kali dalam setahun atau 6 bulan sekali.

Keywords

Covid-19, government, Jambi, pakar kasih, strategy

Article History

Received March, 27

Revised June, 26

Accepted June, 27

Published June, 28

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Introduction

Indonesia experienced a severe economic downturn in various sectors during the outbreak of COVID-19. The impact caused and felt by the entire population of Indonesia from this virus is very diverse, apart from the health sector, the emergence of this virus has an impact and influences other sectors such as the education sector, employment or labour, politics, and even the economic sector. This pandemic has also resulted in a wave of high unemployment. Restrictions on social activities, self-isolation and travel bans have caused many residents to lose their jobs. This has an impact on reducing people's income and purchasing power. Another impact of the pandemic is that the number and percentage of poor people is increasing day by day.

The poverty that occurred due to the outbreak of COVID-19 was also felt by the City of Jambi. When the pandemic lasted from 2019 there was a surge in the number of poor people. According to data from the Jambi City Central Statistics Agency, the number of poor people in 2019 was 48.95 thousand people and there was an increase in the number of poor people by 1.49 thousand with a percentage of 0.15 percent, so the number will be 50.44 thousand people in 2020. Pandemic Covid-19 has resulted in a decline in the economic level in Jambi City, namely the termination of employment (PHK) of its employees. A total of 76 cases of layoffs (PHK) resulted in 121 workers being laid off, with the largest contributors coming from the service and trade sectors (Disnakerkop and UMKM Jambi City, 2020).

Various government efforts have been made to overcome the impact of Covid-19 with the PEN (National Economic Recovery) Program. PEN is a series of activities for national economic recovery carried out by the government to accelerate handling of the Covid-19 pandemic or face threatening situations that endanger the stability of the national economic financial system. The PEN program supports entrepreneurs and workforce productivity in the hotel and restaurant sector by providing social assistance grants (bansos) and additional allocations to reduce tax burdens and government assistance through the Ministry of Tourism and Creative Economy as well as disbursing tourism grant funds amounting to IDR 3.3 trillion for hotel, restaurant and local government business actors (Tobing: 2021). Ralitasari in her research stated that the National Economic Recovery Strategy in East Java includes a plan to help leaders or direct organizations and agencies in East Java Province as an effort to restore the economy, due to the Covid-19 pandemic. The National Economic Recovery Strategy in East Java through Jatim Bangkit is by reviving agro-industry, the tourism and investment sectors (Ralitasari: 2021). The national economic recovery program is carried out in various ways and with various approaches with macro and micro-objectives. For the MSME sector, the government is taking action by providing stimulus to the economy. This stimulus can be done by collaborating with fintech lending as a platform that can provide direct access to capital for MSMEs (Kartiko: 2021).

The discussion of the three studies above discusses PEN which provides stimulus to agencies such as the government and private sector and MSME groups as the driving force of the program. In Jambi City, in overcoming the impact of Covid-19 with the Inovasi Pekerja Padat Karya Tunai Kali Bersih program (Pakar Kasih). This is an effort by the Jambi City government to handle National Economic Recovery as a result of the Covid-19 pandemic. This program directly provides stimulus to people affected by Covid-19 in the Jambi City area. The

Inovasi Pekerja Padat Karya Tunai Kali Bersih Program is basically a step towards community empowerment, which aims to create jobs in order to reduce unemployment and poverty. Megawati (2022) in her research states that the Padat Karya program is a fairly effective program with the implementation of Padat Karya Tunai (PKTD) in Pekarungan Village, Sukodono District, Sidoarjo Regency with the results showing that the Pekarungan Village PKTD has met the effectiveness and impact indicators. Hadi (2022) in his research explains that the Padat Karya Program in Benteng Utara Subdistrict, Benteng District, Selayar Regency reduces the number of poor people by fulfilling the basic needs of the community, which will reduce crime in an area and the workforce who joins the program works together for the sake of avoiding flood disasters. The benefits of the program are estimated at 57.078% and the benefit most felt by the community is that the Padat Karya drainage revitalization program can improve people's welfare by increasing income.

A program requires a plan and strategy to help leaders or direct the organization towards the desired goals. Risa's research (2021) states that the implementation of the Padat Karya Tunai program from the Karang Gading Village Fund in the concrete rebate activity for sirtu stockpiling in Hamlet VI for the 2020 fiscal year, the results were not optimal, as seen from four aspects, namely communication that was not optimal, resources that were not sufficient, the bureaucratic structure is not yet organized, and the attitude component. Saraswati (2021) in her research shows that all activities carried out during the pandemic in Menang Village to increase residents' resilience were not well integrated with the BUMDes Gemilang program in Menang Raya Village. From the two studies above, it was found that there were obstacles faced during the process of implementing Padat Karya programs. Collaboration between internal strategies and external strategies is also required by considering various related elements, including governance, resources, cultural values, technology, social environment and others. The problem that occurs is how the government responds to implementation, what is the role of good organizational communication so that performance improvements can be realized and the program can run smoothly.

In the research on the Jambi City Government's Strategy for Community Economic Recovery during the Pandemic Through the Pakar Kasih Program, there are several similarities and differences with the seven studies discussed previously. The similarities lie in efforts to restore the national economy with various programs where the targets are groups, the government and the private sector in empowering local communities. The difference with previous research lies in how this research analyses the Jambi City Government's strategy used in recovering the community's economy during the pandemic. From this analysis it is known how this innovation works, the implementation of the Pakar Kasih program and its strategies, weaknesses, obstacles, problems, models and solutions in the economic recovery of the people of Jambi City.

The Inovasi Pekerja Padat Karya Tunai Kali Bersih Program (Pakar Kasih) is a form of embodiment and solution for the community in increasing purchasing power, cleanliness of the drainage environment, and fostering a spirit of mutual cooperation, a sense of community concern for the environment as well as providing community income in the context of economic recovery in the Jambi City area. This program provides income stimulus for the community by the Jambi City Government through a Padat Karya program. People who take part in this

program will receive intensive and consumption funds issued by the Jambi City Government amounting to Rp. 2.9 billion. The Pakar Kasih Program is a policy of the Mayor of Jambi City where this strategy is focused on the policy making process and cross-functional implementation coordination. This research was conducted to analyse how the Jambi City Government's strategy was used in recovering the community's economy during the pandemic by holding the Pakar Kasih program, so later it will be known how this innovation works, the implementation of the Pakar Kasih program and its strategies, weaknesses, obstacles, problems, models and solutions in economic recovery of the people of Jambi City.

Theoretical Framework

Theory of Strategy

In the book of Business Strategy and Policy Second Edition, Smith Arnold Bizzell in (Rapitasari, D. 2021) states: "A strategy can be thought of as the overall game plan or map to help lead or direct the organization toward the desired objectives." Fred R. David and Forest define strategic management as the science and art of formulating, organizing to achieve goals. The focus of this definition lies in the process of making policies and coordinating cross-functional implementation within the company.

The substance of strategic management is designing strategies based on collaboration between internal and external elements of the company with the aim of creating new strategies with synergy value by collaborating internal strategies and external strategies. Collaboration on strategy design is carried out carefully by considering various related elements, including corporate governance, resources, cultural values, technology, social environment and others. In accordance with the findings in several studies (Schendel & Hofer, 1979; Kraus & Kauranen, 2009). In the book (Yam, J. H. (2020) concludes that there are main components that need attention in strategic management, namely:

1. Formulation of goals or formulation of strategic objectives

The strategy needs to describe the goals that are the targets which are formulated in the form of measurable performance. The strategy explains activities in detail, clearly, without multiple interpretations and can be measured quantitatively, so that comparisons or growth can be evaluated.

2. Market analysis of industry and environment

The ideal strategy considers competitive elements in micro and macro markets. The elements analysed in strategy formulation cover the domestic scope, namely the condition of the industry and market the company is in

3. Internal and external resources

Strategy formulation also needs to pay attention to the company's internal and external conditions. The element that is focused on in this case is resources.

Fred R. David (2011) explains that the strategic management process consists of three stages, namely formulating strategies, implementing strategies and evaluating strategies. The stage of formulating a strategy includes establishing a vision and mission, identifying opportunities and challenges that the organization will face from an external point of view, determining the weaknesses and advantages that the organization has from an internal point of view, preparing long-term plans and choosing certain strategies to be achieved.

The strategy implementation stage requires a decision from the authorities in making decisions to set annual goals, create policies, motivate employees and allocate existing resources so that the strategy that has been formulated can be implemented. At this stage, cultural support strategies are developed, planning an effective organizational structure, reorganizing marketing efforts, preparing budgets, developing and utilizing information systems and linking employee compensation to organizational performance.

Implementing a strategy is often referred to as the “action stage” of strategic management. Strategy implementation has the aim of mobilizing employees and managers to translate the formulated strategy into action.

The strategy evaluation stage is the final stage in strategic management. Managers really need to know when a formulated strategy is not working well. Strategy evaluation has three fundamental activities, namely reviewing internal and external factors that form the basis for the current strategy, managing performance and taking corrective steps.

In some of the definitions regarding strategy above, it can be concluded that strategy is a method or effort that is planned systematically and adapted to the organizational environment to achieve the desired goals.

The SWOT analysis method is the most basic analysis method in carrying out strategic analysis, which is useful for understanding a problem or topic from 4 different sides. According to David (2006:287) explains that SWOT analysis is the right tool to find problems from 4 different sides, where the application is:

- a. How strengths are able to take advantage of existing opportunities.
- b. How to overcome weaknesses that prevent profits.
- c. How strengths are able to face existing threats.
- d. How to overcome weaknesses that can create threats become real or create a new threat.

According to Siagian, a SWOT analysis is needed in a recovery strategy. Strength and weakness factors exist in an organization, including a particular business, while opportunities and threats are environmental factors faced by the organization or company or business unit concerned. If it is said that SWOT analysis can be a powerful instrument in carrying out strategic analysis, this efficacy lies in the ability of company strategy determiners to maximize the role of strength factors and exploit opportunities so as to minimize weakness factors that exist in an organization or company and they can detect threats that arise and must be faced.

National Economic Recovery Program (PEN)

Based on Government Regulation Number 23 of 2020, the National Economic Recovery (PEN) program can be defined as a series of activities for the recovery of the national economy which is part of the state financial policy implemented by the Government as an effort to accelerate overcoming challenges related to the Corona Virus Disease 2019 (Covid-19) pandemic. 19) and facing threats that pose a major risk to the national economy and/or the stability of the financial system as well as saving the national economy.

PEN is contained in Perpu 1/2020 and its derivative fiscal policy is regulated in (Government Regulation (PP) No.23/2020.) The PEN program aims to provide protection, maintain and improve the economic capabilities of Business Actors in running their businesses.

Meanwhile, the principles for implementing the PEN program according to Government Regulation (PP) No.23/2020 are:

1. Principles of social justice
2. As much as possible for the prosperity of the people
3. Support entrepreneurs
4. Apply prudent policy principles, as well as good, transparent, accelerated, fair and accountable governance in accordance with the provisions of laws and regulations;
5. Does not create moral hazard; And
6. There is a sharing of costs and risks between stakeholders according to their respective duties and authorities.

Methods

This research uses a qualitative approach. The reason for choosing a qualitative method is because this method is expected to be able to describe analysis in the form of text or narrative in depth (Creswell, 2014). The type of research chosen from the qualitative method is descriptive research. Descriptive research aims to describe in detail a symptom or phenomenon. Descriptive research itself is a method used to find the broadest possible knowledge about the research object at a certain time (Creswell, 2014). The innovation process of the Pakar Kasih in Economic Recovery Efforts in Jambi City during the Pandemic will be researched by collecting secondary and primary data. In this research, a field survey was also carried out first to get an initial overview of the research. Descriptive research was used to describe the development of the Pakar Kasih Innovation in Economic Recovery Efforts in Jambi City during the Pandemic.

Data collection techniques were carried out using in-depth interviews and focus group discussions involving 5 resource persons including relevant officials from the Jambi City Mayor's Policy Institute, Jambi City DPRD, Jambi City PUPR Service, Jambi City District, Jambi City Subdistrict and the Pakar Kasih working community. In collecting research data using interview techniques, the results obtained are expected to be in the form of strategies, innovations and implementation of the Pakar Kasih program which is an effort to restore the economy.

Apart from that, data was also collected from several secondary sources, both in electronic form and documents obtained based on data collection activities at the research locus. Data analysis technique, using triangulation of data sources with document analysis. and triangulation of data analysis (Renz Carrington & Badger: 2018). This research will be carried out by interviewing key informants and then re-checking them using different techniques. There are various types of triangulations, there are investigator triangulation, theoretical triangulation.

Results and Discussion

The Corona Virus Disease 2019 (Covid-19) pandemic is hitting the whole world, including Jambi City. Covid-19 has an impact on people's lives, especially reducing people's quality of life in the health and economic sectors. It has been proven to have had a tremendous impact on the decline of all aspects of people's lives, including the economic life of the community. Not a few people were seriously affected, losing jobs and income. The increase in the poor population due to layoffs makes it difficult for people to live their lives. One of the

impacts of Covid-19 is that almost 2802 people were laid off, not to mention the impact on other informal workers.

Pakar Kasih, an abbreviation for Padat Karya Tunai Kali Bersih, is an innovation program from the Jambi City Government during the Covid-19 pandemic. The Jambi City Government through the Padat Karya Tunai Kali Bersih Program (Pakar Kasih) is trying to innovate to stop the spread of Covid-19. The Mayor of Jambi's innovation program which was introduced in the midst of the Covid-19 pandemic outbreak in 2020 aims to provide an income stimulus for the community through a labour-intensive program that absorbs a lot of labour to increase income for people economically affected by the Covid-19 outbreak. Apart from that, with the existence of the Padat Karya Tunai Kali Bersih Program (Pakar Kasih) the Jambi City government is trying to foster a sense of public concern for environmental cleanliness, especially for people who live in river tributary areas and drainage channels.

This program really helps people affected by Covid-19, both those who have been laid off and from a community perspective, they cannot try to sell their business products to MSME owners or workers. The Pakar Kasih program is a great solution in the midst of a pandemic. The people who work at Pakar Kasih are actually people who have been affected by the Covid-19 pandemic. This program is quite good because the environment becomes clean, the air becomes fresh and people become embarrassed about throwing rubbish carelessly.

This program is also in line with the Jambi city government's efforts to reduce inundated areas in the city of Jambi as well as educate and encourage public concern for creating a clean and healthy environment. One of the causes of puddles of water during high rainfall is rubbish because the positions in several sub-districts have an arch structure. The channel that is cleaned is not only rubbish in the drainage channel but also bushes and grass one meter left and right in the drainage channel so that the water can flow properly. There are many culverts which, if not cleaned, can cause flooding. Thanks to our experts, our areas are kept clean and clogged areas can move smoothly again.

In the Pakar Kasih program, the most important thing is support from the surrounding community, who live in drainage areas or around river flows because the community's habit of throwing rubbish carelessly really worsens drainage conditions. Starting to sort household waste, such as dry waste, wet waste, plastic waste or organic waste, must become a community habit. This program also hopes that people can understand how to live a healthy lifestyle and a clean lifestyle.

Strategy Formulation

Strategy formulation requires study to identify information contained in various documents (assessment results, study results, reports, study programs). Policies produced by related institutions or agencies that have meaning and are relevant to the problem. In implementing the Pakar Kasih Program, we continue to pay attention to each person's duties, functions and authority, along with the concept of national economic recovery and the central government's program for handling the Covid-19 outbreak with the implementation of the Mayor of Jambi's innovations.

Corona virus government spending provided through this program will effectively maintain people's purchasing power to support economic activity in the real sector. This

innovation program is in line with the concept of national economic recovery and the central government's Covid-19 outbreak handling program. This program is to empowering the people of Jambi City who have been greatly affected by Covid-19. To normalize drainage channels in Jambi City.

The policy basis for the issuance of Government Regulation Number 23 of 2020, concerning the National Economic Recovery Program (PEN). PEN is contained in Perpu 1/2020 and its derivative fiscal policy is regulated in (Government Regulation (PP) No.23/2020.) The PEN program aims to provide protection, maintain and improve the economic capabilities of Business Actors in running their businesses. Minister of Home Affairs Regulation Number 20 of 2020, Presidential Decree Number 9 of 2020, Joint Decree of the Minister of Home Affairs and Minister of Finance No. 119/2813/SJ and Number 177/KMK.07/2020, Jambi Mayor's Regulation Number 37 of 2020.

To achieve optimal goals and targets in carrying out the Pakar Kasih program, it is necessary to create harmonious cooperation, communication and coordination, mutual support through role relationships between actors to jointly run the Pakar Kasih program. Strategy is the main pattern of action chosen to realize the vision and mission of an organization. With this pattern, the organization can mobilize and direct all resources effectively. Without the right strategy, organizational resources will be irregular in consumption, which will result in organizational failure. Strategy is a strategic policy followed by tactical and technical policies about how to communicate ideas. This is where the role of socialization is needed as a strategy to equalize perceptions among stakeholders. The goal is to achieve program understanding. to help make it easier to implement plans in the field.

In formulating the Jambi City government's strategy, in this case the mayor was innovative together with Jambi City Bappeda, Jambi City DPRD and Jambi City PUPR to suppress the spread of Covid-19 through the Inovasi Pekerja Padat Karya Tunai Kali Bersih Program. In the initial stage, coordination of related sectoral activities was carried out, where the PUPR Service carried out observations to map the areas that would be the target points for the Padat Karya Tunai Kali Bersih in Jambi City. Then appeal and instruct the relevant sub-district ranks, then continuous instructions to the sub-district and sub-district heads provide instructions to the RT and local residents.

Communication is needed because it is one of the keys to success. Formal channels such as internal consolidation. At the internal communication level, it indicates that horizontal communication that occurs between cross-sectors has been well established. Ongoing communication identifies the work that should be carried out based on the duties and functions of each element as they should. Such as clear task instructions from the highest levels from the mayor to the relevant service levels, then at the sub-district level and even to the lowest level at the community level.

In formulating a strategy for implementing the Pakar Kasih Program, the strategy needs to describe the goals that are the targets which are formulated in the form of measurable performance. The expected goal of this program is to provide an income stimulus for the community through a labour-intensive program that absorbs many workers affected by the Covid-19 outbreak.

Resources, in this case resources are divided into four parts, namely human resources, budget resources, infrastructure or equipment resources and authority resources. Human resources are an important factor in running the program. The human resources referred to here are people affected by the Covid-19 outbreak. Another important ingredient is the involvement or participation of the local community. Then other human resources are the government. The government is at the forefront. The government serves as a facilitator and regulator. Budget resources come from the Jambi City regional government budget (APBD). Facilities and infrastructure resources such as equipment and supplies, personal protective equipment, transportation equipment and others have been allocated directly by the Jambi City Government. The source of authority is very clearly the authority of the Jambi City government, in this case the Mayor of Jambi.

Before communicating with external parties, the steps taken are first to carry out internal consolidation of the department. Each part or field synergizes with each other. The external environment is external factors that influence the survival of an organization and are explicitly characterized by the opportunities and threats it faces. Analysis of the external environment, namely: cross-sectoral communication conditions are running well, and cross-sectoral coordination is solid. The external communication that takes place has substantial content in carrying out the Pakar Kasih program. Facilities and infrastructure for various other supporting activities such as outreach and counselling are carried out at every level of government concerned. In this external communication process, the media or channels used are consolidation or formal meetings. In-depth communication regarding the substance of the Pakar Kasih program messages is carried out in stages according to the needs of each location point.

Strategy Implementation

The Pakar Kasih Program is still in the progress stage of cleaning waterways or drainage in various designated areas. Steps in the strategy involving internal and external parties are needed so that the Pakar Kasih program can develop well and in accordance with the objectives of this program. The bureaucratic structure is the implementation or implementation of policies, where the bureaucracy is a characteristic, norm and recurring pattern of relationships in executive institutions, having a real or potential relationship with what they have to enforce this policy. In terms of bureaucracy, river flow or drainage cleaning work activities are carried out through the Pakar Kasih program. It can be classified as a form of policy implementation that is very complicated and requires multi-party collaboration. When bureaucracy is not conducive to policy implementation, this will cause it to be ineffective and hinder the implementation of the policy.

Strategy is not only a guide but shows operational tactics. The approach is carried out using government bureaucratic procedures, starting from the top organizational system or group and continuing down to the lowest organizational system. then the technical and implementation is continued by the sections within it by communicating with the district. Then in the Subdistrict system it is continued to the Village or Subdistrict Party until it reaches the community. The government, which is on the communicator side, has an interest in ensuring that citizens have positive perceptions, support and participation in the program. Influenced by how the government communicates the program in appropriate ways.

In the process of implementing the Pakar Kasih program, it is monitored by the lowest government levels such as RT and RW, then the village head, sub-district head, as well as monitoring by related agencies such as the PUPR service. This Pakar Kasih activity is also monitored by Babinsa in the process. Babinsa here communicates and urges workers to work in areas that they feel are dirty and work on them straight away.

After the organizational structure plan has been outlined and implemented effectively. The steps taken by the government or related agencies are detailed as follows:

1. Normalization of Drainage in Jambi City
2. Workers' wages per day.
3. Assistance with facilities and infrastructure for work equipment
4. Basic food assistance to workers
5. BPJS guarantee. Professional workers are given BPJS health.
6. K3 equipment
7. Collaboration with MSME actors in the Pakar Kasih Program Activity environment

In the implementation of the Padat Karya Tunai Kali Bersih program (Pakar Kasih) there are 23 drainage location points in Jambi City with a length of 25.3 KM and a workforce of 1,102 people. Infrastructure or supporting facilities and infrastructure use APBD as the budget. Each location point has a Shopping Budget Plan (RAB).

The Pakar Kasih Program at the sub-district level, one of which is in Jelutung District, in 2021 is running well and is currently progressing in 7 sub-districts. There are two subdistricts that have been completed, namely Cempaka Putih Subdistrict and Payo Lebar Subdistrict. One of the sub-districts, namely Lebak Bandung Sub-District, is located below other sub-districts or basins so that a lot of rubbish from neighbouring sub-districts also flows here so that community participation is needed. Active community participation is needed to maintain the cleanliness of the environment, especially after high rainfall so that we can continue to carry out mutual cooperation at times and drainage around the house. In Handil Jaya Village there are around 2,500 meters, this number must be completed with a target per day. The Public Works Department targets Pakar Kasih workers to work for 15 days, then the 2,500 meters are divided by 15 days so the target per day is obtained from this division.

Workers receive cash wages of Rp. 100,000- per day and Rp. 10,000- for consumption funds. Expert workers are given BPJS health. For example, this is given when an accident occurs, such as falling in a culvert or being affected by itching when descending into a dirty drainage area or culvert. The solution is that from BPJS workers can seek treatment if a worker disaster occurs.

The MSMEs involved were from a total of 23 work points followed by 5 heads of families, so the total obtained was 115. Then calculating transportation at 23 points, followed by 4 heads of families, the total obtained was 92. The source of funding was unexpected expenditure funds or BTT in the task force Covid 19 with a total allocation of approximately 3 billion with details of the budget for workers' wages plus consumption, budget for equipment and supplies, personal protective equipment budget, transportation equipment budget, honorarium budget for the implementing team and socialization budget.

Strategy Evaluation

The discussion of factors that originate from within as internal sources and external sources can be studied using a SWOT analysis to determine various factors that constitute strengths, weaknesses, opportunities and threats.

The advantage of the Pakar Kasih Program is that this program is present in the midst of community conditions affected by the Covid-19 pandemic. Due to the impact of Covid-19, many people have had their jobs laid off, making it difficult for them to fulfil their daily lives. Therefore, the Mayor of Jambi's innovation program which was present in the midst of the Covid-19 pandemic outbreak in 2020 aims to provide an income stimulus for the community through a Padat Karya program that absorbs a lot of workers to increase income for people economically affected by the Covid-19 outbreak.

The weakness in this program is that the Inovasi Pekerja Padat Karya Tunai Kali Bersih Program is held once a year, it should be done twice a year or once every 6 months. The Pakar Kasih program is very helpful and the community hopes that this program will always be there. It would be better if this program could be held every 6 months so that the community can be empowered to help clean drainage. The Padat Karya Tunai Kali Bersih is carried out without requiring professional staff. Every community can easily and of course clean the environment without using any skills so that people can easily participate in this program. Physical activities with a Padat Karya Tunai pattern are carried out by poor and unemployed local people who of course do not have adequate skills. In this way, the function of reducing the unemployment rate is covered more by the Jambi City Government.

The strength to face threats is that public awareness will arise about clean living as well as educating and encouraging public concern for the creation of a clean and healthy environment. From the emergence of this awareness, flood disasters can at least be minimized through this program.

Conclusion

Pakar Kasih, an abbreviation for Padat Karya Tunai Kali Bersih, is an innovation program from the Jambi City Government during the Covid-19 pandemic. This program is an innovation by the Mayor of Jambi to stop the spread of Covid-19. The aim is to provide an income stimulus for the community through a Padat Karya program that absorbs a lot of labor to increase income for communities affected by the economy due to the Covid-19 outbreak.

The strategy formulation refers to the basic policy of issuing Government Regulation Number 23 of 2020, concerning the National Economic Recovery Program (PEN). PEN is contained in Perpu 1/2020 and its derivative fiscal policy is regulated in (Government Regulation (PP) No.23/2020.) The PEN program aims to provide protection, maintain and improve the economic capabilities of Business Actors in running their businesses. Minister of Home Affairs Regulation Number 20 of 2020, Presidential Decree Number 9 of 2020, Joint Decree of the Minister of Home Affairs and Minister of Finance No. 119/2813/SJ and Number 177/KMK.07/2020, Jambi Mayor's Regulation Number 37 of 2020.

Strategy implementation takes the form of internal and external coordination between the government or related agencies and the community. The implementation carried out by the community regarding the Pakar Kasih program is: Normalization of Drainage in Jambi City;

Daily Wages of Workers; Assistance with facilities and infrastructure for work equipment; Basic food assistance to workers; BPJS Guarantee; K3 equipment Collaboration with MSME actors in the Pakar Kasih Program Activity environment.

The thing that is evaluated in the Pakar Kasih program is that the program is held once a year, preferably twice a year or once every 6 months. The Pakar Kasih program is very helpful and the community hopes that this program will always be there. It would be better if this program could be held every 6 months so that the community can be empowered to help clean drainage.

The recommendation for further research is the importance of analysing the development budget in Indonesia, regarding the achievement of the SDGS, especially point one about eradicating poverty, point six about access to clean water and sanitation and point eleven about sustainable cities and communities. In this research, this analysis has not been carried out so that a program that is good and has a good impact can become a sustainable program.

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