

Strategy of the Jambi Provincial Health Service in Accelerating the Implementation of the Dumisake Program through the Jambi Sehat Card

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Abstract

Strategy is steps containing indicative programs to realize the vision and mission, which are formulated with criteria including a rational relationship between the vision and mission with the program priorities of the elected regional head, a strong relationship with regional analysis and strategic issues, a general statement to guide development of an annual development program for five years, and developed in a regional strategy mapping. A strategy is needed to clarify the direction of development of regional heads' priority programs. The strategy created in essence does not stand alone but is related to the national development strategy and regional development strategy. The Jambi Provincial Health Service Strategy as a guideline in planning health development programs for the next 5 (five) years. The "Two Billion One District" or Dumisake program, which is one of the flagship programs of the Jambi Provincial Government, is an action and strategy of the regional government in alleviating poverty. The aim of this research is to evaluate the extent to which the dumisake program is running and implemented in accordance with applicable regulations, this will help the community to get the best service.

Keywords:

Strategy, Dumisake, Health Program

Introduction

Strategy is steps containing indicative programs to realize the vision and mission, which are formulated with criteria including a rational relationship between the vision and mission with the program priorities of the elected regional head, a strong relationship with regional analysis and strategic issues, a general statement to guide development of an annual development program for

five years, and developed in a regional strategy mapping. A strategy is needed to clarify the direction of development of regional heads' priority programs. In essence, the strategy created does not stand alone but is related to the national development strategy and regional development strategy.

Therefore, it is deemed necessary to have a Jambi Provincial Health Service Strategy as a guide in planning health development programs for the next 5 (five) years. The "Two Billion One District" or Dumisake program, which is one of the flagship programs of the Jambi Provincial Government, is an action and strategy of the regional government in alleviating poverty. "Dumisake, which was initiated by the Governor of Jambi, is one of the concrete actions in an effort to improve social welfare in Jambi Province, in turn to accelerate efforts to eradicate poverty," said Sudirman in Jambi, Friday. Sudirman explained that handling social welfare is a priority for the regional government which is being implemented through the Dumisake program. The program is described in five pillars of action, namely Smart Jambi, Healthy Jambi, Resilient Jambi, Religious Jambi and Responsive Jambi.

Al Haris also revealed that the Jambi Sehat Card is also the result of synergy with the Central Government to support one of the national programs, namely the Healthy Indonesia program, as a form of promotion in providing higher quality health services. Currently, the Jambi Provincial Health Service (Dinkes) claims to accelerate the Jambi vision and mission program in relation to public health insurance which was charged to the Jambi Province APBD in the era of the leadership of the Governor and Deputy Governor of Jambi Al Haris - Abdullah Sani. For Jambi Province, around 75,586 people received this health assistance, but only 27 thousand people purely used the Jambi APDB, while the rest went through the central government's APBN Program, however, this number is compared to the ratio of the total population of Jambi, providing

health service assistance provided by the Jambi provincial government for underprivileged residents. capable is still relatively small.

This number is not in accordance with the ratio of the number of people who are worthy of assistance in Jambi, where the population of Jambi is 3.6 million, of which we still have 7.62 percent of poor people or around 273 thousand people, while we can only help a certain percentage, but we each continue to try to increase it for the future in health insurance. Meanwhile, the head of the Jambi branch of BPJS Health, Sri Widyastuti, said that the Jambi Health Card program is included in the Jambi Provincial Government program where health insurance for the people of Jambi has been partially budgeted for from the Dumisake budget.

Based on the results of the problem, there are phenomena that arise, including the following :

1. There are still some people who are classified as poor who have not received a Jambi Sehat Card.
2. There are still some people who do not know about the existence of the Dumisake Program through the Jambi Sehat Card.
3. Inaccurate data collection will determine the provision of Jambi Health Cards to the community

Based on the problems above, the author is interested in carrying out research with the title "Strategy of the Jambi Provincial Health Service in Accelerating the Implementation of the Dumisake Program through the Jambi Healthy Card" .

Method

A descriptive qualitative research method using a library research strategy is the methodology employed in this study. The library study method is a collection of studies on how to gather information from libraries, read and take notes, and handle research

materials. The Jambi Provincial Health Service Strategy for Accelerating the Implementation of the Dumisake Program through the Jambi Sehat Card was the subject of the author's data collection. Supporting data for the strategy was gathered from national and international research journals, annual reports, supporting books, online newspapers, and the Jambi Provincial Health Service website. The literature review serves three purposes: it connects the research with existing literature, fills in the gaps in earlier research, and informs readers about other research findings that are closely relevant to the research undertaken at that time. (Hariyanti & Wirapraja, 2018)

Content analysis is the method of data analysis employed in this library study. By evaluating communication in textbooks, papers, newspapers, novels, magazine articles, songs, advertisements, and other forms of examined communication, researchers can utilize this technique to study human behavior in an indirect manner. Finding certain words, concepts, subjects, phrases, characters, or sentences in a text or collection of texts is done through analysis. (Sari, 2021)

Inter-library checks and rereading of study books are done to ensure continuity in the evaluation process and to prevent and overcome misinformation (human misunderstandings that can emerge due to lack of expertise of researchers or librarians). Convenience and simplicity were the guiding ideas in the preparation of this research report. This approach was selected with the understanding that researchers are not always able to perform comprehensive and in-depth assessments of the literature. Additionally, the goal of applying the concepts of convenience and simplicity is to facilitate readers' comprehension of the study's information. (Arfiani Yulia Aminati, 2013).

Results and Discussion

Strategy

The Greek word for "general," strategos, is where the word "strategy" originates. Since the word strategy literally means "Art and General," I say this. This term describes the senior management organization's main concern. To be more precise, strategy is the positioning of a business's mission, establishing organizational goals through the

application of both internal and external pressures, developing specific policies and strategies to meet targets, and making sure that these are implemented correctly in order to achieve the organization's primary goals and objectives.

A strategy is a comprehensive approach to the conception, organization, and timely completion of a task. Coordination of work teams, theme identification in line with the notions of rational idea implementation, efficient funding, and having strategies to accomplish goals successfully are all characteristics of a strong strategy.

An organization's strategy outlines the overall course it intends to take in order to accomplish its objectives. This approach is a comprehensive and significant plan. Every organization should fulfill its objectives. This approach is a comprehensive and significant plan. Even if it's not mentioned directly, every well-run company has a strategy. In relation to the notion of strategy, the following definitions will be discussed:

Alfred Chandler defined strategy as the process of establishing objectives, determining a course of action, and allocating the resources required to reach those objectives. Kenneth Andrew defines strategy as a pattern of goals, targets, or objectives for plans and policies. A crucial strategy for reaching that objective is articulated in ways like defining the business to be pursued and the kind of organization it is or will become. Buzzel and Gale define strategy as the important management decisions and policies that have a significant effect on financial performance. These choices and regulations typically require significant resources and are difficult to change.

Public Policy

A policy is a set of program plans, activities, decisions, acts, and attitudes carried out by the parties (actors) as steps toward overcoming the problems encountered. Making decisions about policies is crucial to an organization's success (Iskandar, 2019). Moreover, the policy encompasses two dimensions (Thoha, 2018), specifically:

- 1) Policy is not a singular or isolated occurrence; rather, it is a social practice. Therefore, policy is something that the government creates and it is developed in light of all social events that take place. This is not an unusual, alien, or isolated incidence; rather, it is a growing part of social life.

- 2) Policy is a reaction to circumstances, intended to foster peace between the disputing parties as well as to provide incentives for cooperation among those who would otherwise face unfair treatment in exchange for their combined efforts.
- 3) As a result, policy can be defined as an attempt to accomplish specific objectives as well as an attempt to resolve issues within predetermined parameters and by specific methods. Because policies merely provide broad parameters to serve as a foundation for behavior in an effort to accomplish predefined goals, they are typically simple in nature.

Policies are collections of programs, events, and actions with particular goals that can originate from one actor or from a group of actors. Actors, or stakeholders, adhere to and carry out this policy in order to address a certain issue. It is possible to think of the policy-making process as a system that consists of input, process, and output. A policy issue or government agenda is a policy input, while policy formation and execution are the forms of the policy process. One way to conceptualize issues and policy formulation is as a political process that political leaders and/or pressure groups carry out. Policy performance is the process's end product. In 2006, Godin, Rein, and Moran. (Godin, Rein, & Moran, 2006).

An applied science is public policy (Freeman, 2006). Experts' definitions of public policy vary, and the many interests that shape its formulation also have an impact. Thoha (2012) offers an interpretation of how a government formulates public policy. According to this perspective, public policy is best understood as the actions of the government rather than the method used to arrive at the conclusions. In relation to public policy, Wahab (2010) added that:

1. As opposed to conduct or activities that are random and accidental, public policy is more of a deliberate activity focused on accomplishing goals.
2. Essentially, public policy is not a decision made alone; rather, it is a set of interconnected, patterned activities that help the government accomplish specific objectives.

3. Activities and actions that the government carries out consciously and quantitatively in specific domains are referred to as public policy.
4. Public policy can be positive in the sense that it outlines the course of action that must be taken by the government to address a specific issue, or negative in the sense that it represents a decision made by authorities not to take any action.

Governmental actions that are deliberate, focused, quantifiable, and involve interested parties in certain domains in order to achieve specific goals. Therefore, socialization efforts, policy implementation, and policy monitoring are necessary for public policy to be effective.

It is imperative to underscore that the essence of public policy must be articulated through coercive law. According to this perspective, public policy is defined as a government policy that is focused on ensuring the welfare of society. It can take the shape of laws, regulations, and other policies. Public policies are legally obligatory and everyone in society is required to abide by them. The public policy must be decided upon and approved by the appropriate authority or institution before it can be released and put into effect.

A political good that serves the public interest is legislation, which is a byproduct of public policy. Nonetheless, the different dynamics that arise may have the effect of improving public policy as well. According to one point of view, public policy must therefore be adaptable, flexible, and able to change in response to changes in the dynamics of development. The public's opinion is ultimately what determines whether a public policy is appropriate.

It is impossible to separate discussions about public policy from actions taken to put it into effect. A policy's implementation consists of a number of steps that follow its formulation and establishment. The processes, assets, and connections involved in carrying out policy initiatives are referred to as policy implementation (Mthethwa, 2012). The established policies will be useless if they are not put into action. As a result, policy execution plays a crucial role in public policy.

Dumisake Program

The Dumisake Program is a regional government program to accelerate and equalize development in districts or cities in reducing poverty rates, through the allocation of transfer funds to districts or cities. The basic premise of the Dumisake Program is to encourage equal distribution of development and its results, encourage the acceleration of infrastructure development, including the construction of roads and bridges which are able to shorten the distance from production areas to distribution centers as well as the construction of electricity, irrigation and clean water networks, promote education as basic capital. in development, improving the welfare of farmers, and increasing the resource capacity of the apparatus.

The Dumisake program includes house renovation activities, free land certificates, educational scholarships from elementary to tertiary levels, strengthening capital for Micro, Small and Medium Enterprises (MSMEs), assistance with Agricultural Machine Tools (Alsintan) and three-wheeled vehicles for waste transportation. in all districts and cities throughout Jambi Province, the Provincial Community Health Insurance program through the Jambi Sehat Card, workforce training, electricity connections, honorarium assistance for 356 PPL (Field Agricultural Extension Officers), as well as other priority activities in order to improve socio-economic communities in Jambi Province. It is hoped that this activity can encourage economic growth and increase the welfare of the people in Jambi Province.

These transfer funds are intended to help support the acceleration of regional development, namely equitable development of districts/cities in Jambi Province, help improve regional finances, help reduce poverty and unemployment rates and help carry out district/city regional government affairs for which funds are not available or have insufficient allocation (Bappeda, 2021). The Smart and Smart Dumisake Jambi program, namely internet access for all villages/sub-districts, assistance with education costs/scholarships for people who need it, and assistance for early childhood education.

The criteria for sub-districts receiving Dumisake include the availability of accurate supporting data, the proposed program or activity has a multiplier effect on improving the regional economy and community welfare, the proposed program is in

accordance with the potential of the area, and the output of the program can be accounted for. From the sub-districts that have been selected in the Dumisake Program, poor families who receive Dumisake are then selected with criteria including the head of a very poor family and their family members in accordance with the 2011 Jambi Province Bappeda verification data base, outside the Bappeda verification data base will refer to the Program Data Collection data Social Protection (PPLS) in 2011 for the very poor population criteria, provided that if all very poor families have been accommodated as a result of Bappeda's verification.

This background is intended to improve the welfare of the people (Growth with Equity) which is the target of the Dumisake Program, namely the very poor population. This is in line with regional goals, namely expanding economic growth (Pro-Growth), expanding employment opportunities (Pro-Job), reducing poverty (Pro-Poor) and Green Economy (Pro-Environment). The economic development master plan is carried out with the following four activities:

- 1) family-based social assistance,
- 2) community empowerment,
- 3) empowerment of UKM (Community Activity Units), and
- 4) six pro-people programs.

The success of the Dumisake program occurred because the implementation process was carried out correctly and there was high commitment among program actors through a series of development communication processes. The principle of implementing the Dumisake program is community empowerment (community development) by involving many development parties (stakeholders) in the Jambi province environment which are grouped into several elements. These elements include the regional government, namely the Governor and regional apparatus as elements of regional government administration in Jambi Province, including the regent or mayor in Jambi Province, Bappeda, and related services such as the Health Service, Social Service, Manpower and Transmigration Service, as well as all sub-district heads. in Jambi Province which has main tasks and functions related to the Dumisake program.

Dumisake program activities also involve companies through Corporate Social Responsibility (CSR) to support the implementation of Dumisake activities

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The development of health programs in Jambi province was carried out in order to increase the level of public health quality. The current problems in the health sector are low life expectancy, disparities in health quality and access to health services. Therefore, the Jambi Provincial Health Service has drafted a health strategy for the next 5 years.

So far, the acceleration of the dumisake program has reached almost 100% in several areas of Regional Apparatus Organizations (OPD). However, one by one, this program has started to make progress. For the health insurance program, the Head of the Jambi Province Department is currently still submitting an official memorandum to be signed by the Governor of Jambi Province so that the health insurance program will be launched immediately. According to the Head of the Jambi Provincial Office, the reason why this health insurance program has not yet been realized is because it is related to the realization of the DUMISAKE budget absorption attached to the Jambi Provincial Health Office, which is only 30.37 percent, because BPJS only submitted the bill on July 8. It is possible that the budget absorption and the number of card recipients Jamkesda (Jambi Health Card) is much more.

According to existing data, the target in the RPJMD is 76,586 people, while currently what has only been achieved in integration by BPJS is 74,889 people, of which 1,697 people are still in the process of achieving the actual target.

In 2022, the strategy of the Jambi Provincial Health Service is to provide space for Jamkesda participants, so this program can be realized up to 94.6% because the Jamkesda program system has been automatically switched to the BPJS Program. DUMISAKE is a follow-up program from SAMISAKE. The difference between these two programs is that SAMISAKE focuses more on infrastructure development programs and community resources and to reduce poverty and unemployment rates, therefore

infrastructure development is focused on improving bridge access to increase regional economic stability but Don't forget that this development is to maintain and preserve the environment in a sustainable manner.

Meanwhile, the DUMISAKE program for the period (2021-2026) is an update of the SAMISAKE program, where this program focuses more on developing community service facility programs which can take the form of developing the smart and intelligent Jambi program, the Healthy Jambi program including the realization of Jamkesda and subsidies for Contribution Assistance Recipients (PBI) which has been submitted to the Regency / City, Jambi Resilient, Jambi Agamis, Jambi Responsive Program.

Inhibiting factors for the Jambi Provincial Health Service's strategy in planning the implementation of the Dumisake Program through the Jambi Sehat Card

According to Bambang Sunggono (1994: 149-153) in the book Law and public policy, policy implementation has several inhibiting factors, namely.

- a. Contents of the policy. *First*, policy implementation fails because the content of the policy is still vague, meaning that the objectives are not detailed enough, the means and implementation are priorities, or the policy programs are too general or do not exist at all. *Second*, due to the lack of internal or external provisions regarding the policies to be implemented. *Third*, the policies that will be implemented can also show that there are very significant shortcomings. *Fourth*, another cause of failure to implement a public policy can occur due to deficiencies regarding supporting resources, for example regarding time, costs/funds and human energy.
- b. Information. Implementation of public policy assumes that the role holders directly involved have the information that is necessary or very relevant to be able to play their roles well. This information does not exist, for example due to communication problems.
- c. Support. The implementation of a public policy will be very difficult if the implementation does not provide sufficient support for the implementation of the policy.

- d. Potential sharing. Namely, the reasons related to the failure to implement a public policy also determine aspects of the distribution of potential between the actors involved in the implementation. In this case it relates to the differentiation of tasks and authority of the implementing organization. The implementation organizational structure can cause problems if the division of authority and responsibility is not adjusted to the division of tasks or is characterized by unclear boundaries.

In the DUMISAKE program, what is an inhibiting factor in accelerating healthy Jambi is that the data presented is not very transparent regarding its development data, so this program takes a long time to be realized. The two Juklak-Juknis regulations have not yet been completed so that they can serve as a guide in their implementation. Third, it is necessary to evaluate performance as well as implement the DUMISAKE program so that it is realized through the APBD in the first semester.

The four obstacles to placing account codes in DUMISAKE activities are distributed to regional apparatus, resulting in delays in realization to date. Fifth, there must be a special concentration so that this program is consistent in line with the initial aims and objectives of the DUMISAKE program to raise the status of village communities in the Jambi Province region. Sixth, there must be the formation of experts and evaluating the performance of regional apparatus (PD) to run this program more optimally.

Conclusion

The DUMISAKE program is a follow-up program from SAMISAKE which focuses on the field of service facilities for the community which can be in the form of development of the smart and smart Jambi program, the Jambi Sehat program which includes the realization of Jamkesda and subsidies for Contribution Assistance Recipients (PBI) which have been handed over to the Regency/City, Jambi Resilient, Jambi Religious, Jambi Responsive Program. In implementing this program there are six inhibiting factors which include the absence of data transparency, incomplete Juklak-Juknis regulations, the need for performance evaluation, obstacles in placing account

codes in DUMISAKE activities, the need for special concentration for the consistency of this program, the need for the formation of experts to evaluate Performance of Regional Apparatus (PD).

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