

PENGUKURAN EFISIENSI PENERIMA BANTUAN SOSIAL PADA PROGRAM KELUARGA HARAPAN MENGGUNAKAN METODE *DATA ENVELOPMENT ANALYSIS*

ABSTRAK

Program Keluarga Harapan merupakan salah satu program bantuan sosial bersyarat dari pemerintah yang bertujuan untuk meningkatkan kesejahteraan masyarakat miskin. Namun dalam pelaksanaannya di Kecamatan Medan Denai, ditemukan permasalahan seperti ketidaktepatan sasaran penerima, tingginya jumlah *input* yang tidak sebanding dengan hasil, serta belum adanya alat bantu evaluasi *efisiensi* yang sistematis. Penelitian ini dilakukan untuk mengetahui tingkat *efisiensi* penyaluran bantuan PKH menggunakan metode *Data Envelopment Analysis* (DEA) model CCR. Sebanyak enam kelurahan dijadikan sebagai *Decision Making Unit* (DMU), dengan tiga variabel *input* yaitu jumlah penerima bantuan, jumlah petugas lapangan, dan anggaran dana, serta tiga variabel *output* yaitu jumlah penerima tepat sasaran, kecepatan distribusi bantuan, dan tingkat kepuasan penerima. Proses perhitungan dilakukan melalui pendekatan manual menggunakan *software* LINDO dan otomatis melalui sistem berbasis web yang dibangun. Hasil penelitian menunjukkan bahwa tiga dari enam kelurahan dinyatakan *efisien*, yaitu Kelurahan Medan Tenggara, Tegal Sari Mandala I, dan Tegal Sari Mandala II, dengan nilai efisiensi = 1. Sementara tiga kelurahan lainnya, yaitu Binjai (0,69), Denai (0,83), dan Tegal Sari Mandala III (0,87), belum *efisien*. Penyebab ketidakefisienan dianalisis melalui data lapangan dan kuisioner, yang menunjukkan masalah seperti rendahnya tingkat partisipasi dan pelayanan kurang optimal. Sistem yang dibangun mampu menghasilkan perhitungan *efisiensi* secara akurat dan konsisten dengan perhitungan manual, serta dilengkapi fitur monitoring dan evaluasi untuk mendukung pengambilan keputusan berbasis data.

Kata Kunci: *Program Keluarga Harapan, DEA CCR, Efisiensi, LINDO, Sistem Web, Kelurahan*

**MEASURING THE EFFICIENCY OF SOCIAL ASSISTANCE
RECIPIENTS IN THE FAMILY HOPE PROGRAM USING THE DATA
ENVELOPMENT ANALYSIS METHOD**

ABSTRACT

The Family Hope Program is one of the government's conditional social assistance programs that aims to improve the welfare of the poor. However, in its implementation in Medan Denai District, problems were found such as inaccurate recipient targets, high input numbers that were not comparable to results, and the absence of systematic efficiency evaluation tools. This study was conducted to determine the level of efficiency of PKH assistance distribution using the Data Envelopment Analysis (DEA) CCR model method. A total of six sub-districts were used as Decision Making Units (DMU), with three input variables, namely the number of recipients of assistance, the number of field officers, and budget funds, and three output variables, namely the number of recipients on target, the speed of aid distribution, and the level of recipient satisfaction. The calculation process was carried out through a manual approach using LINDO software and automatically through a web-based system that was built. The results of the study showed that three out of six sub-districts were declared efficient, namely Medan Tenggara Sub-district, Tegal Sari Mandala I, and Tegal Sari Mandala II, with an efficiency value = 1. Meanwhile, the other three sub-districts, namely Binjai (0.69), Denai (0.83), and Tegal Sari Mandala III (0.87), were not yet efficient. The causes of inefficiency were explained through field data and questionnaires, which showed problems such as low levels of participation and less than optimal service. The system built was able to produce calculation efficiency accurately and consistently with manual calculations, and was equipped with monitoring and evaluation features to support data-based decision making.

Keywords: *Family Hope Program, DEA CCR, Efficiency, LINDO, Web System, Sub-district*