

DAMPAK PROGRAM BANTUAN STIMULAN PERUMAHAN SWADAYA (BSPS) TERHADAP KESEJAHTERAAN SOSIAL MASYARAKAT PESISIR KAMPUNG BUGIS

Oleh
Balqis Sufitrah
NIM. 2205030039

ABSTRAK

Program Bantuan Stimulan Perumahan Swadaya (BSPS) merupakan program pemerintah yang bertujuan meningkatkan kualitas rumah layak huni bagi masyarakat berpenghasilan rendah melalui pemberian bantuan stimulan berbasis swadaya. Selain meningkatkan kualitas hunian, program ini diharapkan mampu memberikan dampak sosial dan dampak ekonomi yang berkontribusi terhadap peningkatan kesejahteraan sosial masyarakat. Penelitian ini bertujuan untuk menganalisis pengaruh dampak sosial dan dampak ekonomi Program Bantuan Stimulan Perumahan Swadaya (BSPS) terhadap kesejahteraan sosial masyarakat pesisir di Kelurahan Kampung Bugis, Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei eksplanatori. Populasi penelitian berjumlah 361 rumah tangga penerima BSPS dengan sampel sebanyak 78 responden yang ditentukan menggunakan rumus Slovin. Pengumpulan data dilakukan melalui kuesioner, observasi, dan dokumentasi, sedangkan analisis data menggunakan analisis regresi linier berganda dengan bantuan IBM SPSS Statistics versi 26. Hasil penelitian menunjukkan bahwa dampak sosial berpengaruh positif dan signifikan terhadap kesejahteraan sosial, demikian pula dampak ekonomi berpengaruh positif dan signifikan terhadap kesejahteraan sosial. Secara simultan, dampak sosial dan dampak ekonomi juga berpengaruh positif dan signifikan terhadap kesejahteraan sosial masyarakat penerima Program BSPS. Nilai Adjusted R Square sebesar 0,852 menunjukkan bahwa 85,2% variasi kesejahteraan sosial dapat dijelaskan oleh kedua variabel tersebut, sedangkan 14,8% dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, Program Bantuan Stimulan Perumahan Swadaya (BSPS) tidak hanya meningkatkan kualitas rumah layak huni, tetapi juga memberikan kontribusi dalam meningkatkan kesejahteraan sosial masyarakat pesisir di Kelurahan Kampung Bugis.

Kata kunci: Program Bantuan Stimulan Perumahan Swadaya (BSPS), dampak sosial, dampak ekonomi, kesejahteraan sosial, masyarakat pesisir.

**THE IMPACT OF THE SELF-HELP HOUSING STIMULANT ASSISTANCE
PROGRAM (BSPS) ON THE SOCIAL WELFARE OF THE COASTAL
COMMUNITY OF KAMPUNG BUGIS**

By
Balqis Sufitrah
NIM. 2205030039

ABSTRACT

The Self-Help Housing Stimulant Assistance Program (BSPS) is a government program that aims to improve the quality of habitable houses for low-income people through the provision of self-help-based stimulant assistance. In addition to improving the quality of housing, this program is expected to be able to provide social impact and economic impact that contributes to improving the social welfare of the community. This research aims to analyze the impact of the social impact and the economic impact of the Self-Help Housing Stimulant Assistance Program (BSPS) on the social welfare of coastal communities in Kampung Bugis Village, Tanjungpinang City. This research uses a quantitative approach with an explanatory survey method. The research population consists of 361 households receiving BSPS with a sample of 78 respondents determined using the Slovin formula. Data collection is done through questionnaires, observations, and documentation, while data analysis uses multiple linear regression analysis with the help of IBM SPSS Statistics version 26. Research results show that social impact has a positive and significant effect on social welfare, as well as economic impact has a positive and significant effect on social welfare. Simultaneously, the social impact and economic impact also have a positive and significant effect on the social welfare of the people who receive the BSPS Program. The Adjusted R Square value of 0.852 shows that 85.2% of social welfare variation can be explained by the two variables, while 14.8% is influenced by other factors outside the study. Thus, the Self-Help Housing Stimulant Assistance Program (BSPS) not only improves the quality of habitable houses, but also contributes to improving the social welfare of coastal communities in Kampung Bugis Village.

Keywords: Self-Help Housing Stimulant Assistance Program (BSPS), social impact, economic impact, social welfare, coastal communities.