

EVALUASI PROGRAM KARTU PUAN MOLEK DALAM MENGOPTIMALKAN DISTRIBUSI LPG 3 KILOGRAM BERSUBSIDI DI KOTA TANJUNGPINANG

Oleh:
Yulian Jitmau
NIM. 2105010087

ABSTRAK

Kelangkaan LPG 3 kilogram bersubsidi akibat tidak tepat sasaran di Kota Tanjungpinang. Tujuan penelitian ini untuk Evaluasi program Kartu Puan Molek dalam mengoptimalkan distribusi LPG 3 kilogram bersubsidi di Kota Tanjungpinang. Evaluasi dilakukan dengan mengacu pada enam dimensi evaluasi program menurut William Dunn, yaitu efektivitas, efisiensi, kecukupan, kesamaan, responsivitas, dan ketepatan. Metode penelitian yang digunakan adalah kualitatif deskriptif, yang melibatkan pihak-pihak terkait seperti Dinas Perdagangan dan Perindustrian, agen dan pangkalan gas, serta masyarakat penerima manfaat. Hasil penelitian menunjukkan bahwa Program Kartu Puan Molek pada awal pelaksanaannya berhasil mengatasi kelangkaan LPG, menyalurkan subsidi secara tepat sasaran, dan membangun sistem distribusi yang terstruktur. Namun, efektivitas program mengalami penurunan seiring berjalannya waktu, ditandai dengan tidak digunakannya kartu secara konsisten oleh masyarakat dan mulai digantikan oleh penggunaan KTP saat pembelian. Meskipun demikian, ketersediaan LPG tetap terjaga, dan distribusi berjalan lancar tanpa diskriminasi pelayanan. Proses pendataan awal yang melibatkan berbagai instansi dan tokoh masyarakat menunjukkan efisiensi dan ketepatan sasaran yang tinggi, namun sistem seleksi tersebut menjadi rentan akibat melemahnya kontrol penggunaan kartu. Penelitian ini merekomendasikan perlunya reaktivasi dan penguatan peran kartu sebagai alat kendali distribusi, peningkatan pengawasan dan sosialisasi. Responsivitas pemerintah terhadap dinamika lapangan juga perlu terus diperkuat untuk menjaga kesinambungan dan keadilan distribusi subsidi LPG bagi rumah tangga sasaran dan pelaku UMKM.

Kata Kunci: Evaluasi program, Kartu Puan Molek, LPG 3 kilogram, subsidi energi, distribusi tepat sasaran, Kota Tanjung

Evaluation of the Puan Molek Card Program in Optimizing the Distribution of 3-Kilogram Subsidized LPG in Tanjungpinang City

By:

Yulian Jitmau
NIM. 2105010087

ABSTRACT

This study aims to evaluate the Puan Molek Card Program in optimizing the distribution of 3-kilogram subsidized LPG in Tanjungpinang City. The evaluation refers to the six dimensions of program evaluation proposed by William Dunn: effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy. The research method used is descriptive qualitative, involving relevant stakeholders such as the Department of Trade and Industry, gas agents and distribution outlets, and beneficiary communities. The findings indicate that in its initial implementation, the program successfully addressed LPG shortages, ensured targeted subsidy distribution, and established a structured distribution system. However, its effectiveness declined over time, marked by inconsistent use of the card by residents and a shift to using ID cards (KTP) for purchases. Despite this, LPG availability remained stable, and the distribution process continued smoothly without discriminatory practices. The initial data collection process, involving various institutions and community leaders, demonstrated high efficiency and targeting accuracy. However, the selection system became vulnerable due to weakened control over card usage. The study recommends reactivating and strengthening the card's role as a distribution control tool, enhancing supervision and public outreach. Government responsiveness to field dynamics also needs to be continuously improved to ensure the sustainability and fairness of subsidized LPG distribution for targeted households and MSME actors.

Keywords: Program evaluation, Puan Molek Card, 3 kg LPG, energy subsidy, targeted distribution, Tanjungpinang City.