EVALUATION OF THE JAKARTA CARD PROGRAM FOR EXCELLENT STUDENTS (KJMU) IN THE RAWAMANGUN VILLAGE AREA

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ABSTRACT

This study aims to evaluate the Jakarta Superior Student Card (KJMU) Program in the Rawamangun Village area, East Jakarta. KJMU is an initiative of the DKI Jakarta Provincial Government designed to improve access to higher education for students from underprivileged families. The evaluation method used in this study is the CIPP (Context, Input, Process, Product) model, which comprehensively analyzes various aspects of the program. The results of the study indicate that the implementation of the KJMU program in Rawamangun Village has been running well, but there are still several challenges, such as the lack of socialization regarding the use of funds, uncertainty of the disbursement schedule, and the need for stricter evaluation in the recipient selection process. In addition, KJMU recipients are expected to better understand their rights and obligations in order to optimally utilize the assistance. Recommendations resulting from this study include increasing socialization, training for recipients, and strengthening monitoring mechanisms to ensure that the KJMU program can have a significant impact on improving access to education for students from underprivileged economic backgrounds. This study is expected to contribute to the development of education policies in DKI Jakarta and increase the effectiveness of the KJMU program in the future.

Keyword: Jakarta Superior Student Card, program evaluation, higher education, CIPP, Rawamangun Village

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi Program Kartu Jakarta Mahasiswa Unggul (KJMU) di wilayah Kelurahan Rawamangun, Jakarta Timur. KJMU merupakan inisiatif dari Pemerintah Provinsi DKI Jakarta yang dirancang untuk meningkatkan akses pendidikan tinggi bagi mahasiswa dari keluarga kurang mampu. Metode evaluasi yang digunakan dalam penelitian ini adalah model CIPP (*Context, Input, Process, Product*), yang menganalisis menyeluruh terhadap berbagai aspek program. Hasil penelitian menunjukkan bahwa pelaksanaan program KJMU di Kelurahan Rawamangun telah berjalan dengan baik, namun masih terdapat beberapa tantangan, seperti kurangnya sosialisasi mengenai penggunaan dana, ketidakpastian jadwal pencairan, dan perlunya evaluasi yang lebih ketat dalam proses seleksi penerima. Selain itu, penerima KJMU diharapkan untuk lebih memahami hak dan kewajiban mereka agar dapat memanfaatkan bantuan secara optimal. Rekomendasi yang dihasilkan dari penelitian ini mencakup peningkatan sosialisasi, pelatihan bagi penerima, dan penguatan mekanisme monitoring untuk memastikan program KJMU dapat memberikan dampak yang signifikan dalam meningkatkan akses pendidikan bagi mahasiswa dari latar belakang ekonomi yang kurang mampu. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan kebijakan pendidikan di DKI Jakarta dan meningkatkan efektivitas program KJMU di masa mendatang.

Kata Kunci: Kartu Jakarta Mahasiswa Unggul, evaluasi program, pendidikan tinggi, CIPP, Kelurahan Rawamangun

INTRODUCTION

The Kartu Jakarta Mahasiswa Unggul (KJMU) program is an initiative by the DKI Jakarta Provincial Government aimed at improving access to higher education for students from low-income families. Through this program, eligible students can receive financial assistance to continue their education at higher levels, with the hope of enhancing the quality of human resources and reducing poverty in Jakarta. The philosophical foundation of this program is rooted in the state's responsibility to protect the underprivileged, as stipulated in Article 34, paragraph (2) of the 1945 Constitution and Law No. 11 of 2009 on Social Welfare, which emphasizes the importance of access to basic education and quality educational services without discrimination.

Prior to KJMU, the DKI Jakarta Provincial Government launched the Kartu Jakarta Pintar (KJP) program in 2012 to support the education of students from low-income families, which was later expanded to include junior high and elementary school students. KJMU was introduced in 2016 to support education in State Universities (PTN) and is regulated by Governor Regulation No. 133 of 2016. Prospective KJMU recipients must be enrolled in PTN and pass the national selection, as well as come from low-income families, which is verified through a letter from the neighborhood association (RT/RW) and a certificate of unavailability of income (SKTM) from the local sub-district.

However, this program faces several challenges, including difficulties in verifying the data of recipients and the misuse of scholarship funds. Many schools are reluctant to conduct home visits for verification, leading to the use of often inaccurate data. Additionally, there have been reports of fund misuse, where some students use scholarship funds for inappropriate purposes, such as frivolous spending. Another issue that has arisen is the unauthorized deduction of funds by certain parties, resulting in a drastic reduction in the number of KJMU recipients from 19,000 to only 7,000. Therefore, the researcher is interested in conducting an evaluation of the KJMU program in the Rawamangun sub-district to assess the effectiveness and impact of this program.

METHOD

This program evaluation research employs a qualitative descriptive method aimed at providing a deep understanding to readers regarding the research findings. The CIPP Evaluation Model, developed by Stufflebeam, is used as a framework in which the program is evaluated as a system consisting of interrelated components working together to achieve the expected goals. The CIPP model includes four main components: Context, Input, Process, and Product, each with a different focus of evaluation.

Context evaluation involves analyzing issues related to the program's environment, including the legal basis, background, and objectives of the KJMU Program, which aims to provide financial support to outstanding students in Jakarta. Input evaluation focuses on analyzing the resources and alternatives used to achieve the program's goals, including program management, funding, and beneficiaries. The program managers are responsible for the administration and implementation of the program, while funding comes from various sources and must be managed efficiently and transparently. The program beneficiaries are students who meet the criteria to receive financial assistance.

Process evaluation involves monitoring and measuring during the program's implementation, including socialization, monitoring, and program evaluation. Socialization aims to build understanding and support for the program, while monitoring is conducted regularly to ensure the program is running as planned. Program evaluation aims to assess the achievements and effectiveness of the program.

Finally, product evaluation measures the program's success in achieving its established goals. This includes the program's outcomes, reporting related to implementation and results, as well as the program's effectiveness in reaching the desired targets. Thus, this research provides a comprehensive overview of the implementation and impact of the KJMU Program, along with recommendations for future improvements.

RESULTS AND DISCUSSION

KJMU (Kartu Jakarta Mahasiswa Unggul) is a strategic program launched by the DKI Jakarta Provincial Government to enhance the quality of education for students from low-income families. It targets those eligible to continue their studies at the Diploma and Bachelor levels, including D3, D4, and S1 programs. The initiative aims to ensure that students can complete their studies on time, serving not only as financial assistance but also as a

commitment from the government to expand access to higher education for academically capable students hindered by economic constraints.

The program is expected to significantly improve the quality of Human Resources (HR) in DKI Jakarta by providing equitable access to quality higher education, which is crucial for preparing a generation ready to face labor market challenges. By offering opportunities to economically disadvantaged students, KJMU promotes educational equality, allowing individuals to pursue their aspirations.

In the long term, the program aims to enhance students' competitiveness and skills, preparing them for increasingly intense global competition. KJMU seeks to create a generation that is not only academically intelligent but also adaptable and innovative in the era of globalization, thereby contributing to social and economic development in DKI Jakarta.

The Personal and Operational Education Funding Service Center (P4OP) plays a vital role in the KJMU program's implementation. Located at UPT P4OP in East Jakarta, P4OP is responsible for effectively managing and monitoring the program. Since its inception in 2016, KJMU has assisted 594 students with a total budget of IDR 2,147,483,647, reflecting the government's commitment to supporting higher education for low-income families. By the first phase of 2024, the number of KJMU recipients significantly increased to 15,649 students, indicating growing awareness and accessibility of the program.

Participating universities are required to establish cooperation agreements with P4OP, which include forming a student forum for KJMU recipients. This forum plays a crucial role in coordinating activities and information related to the recipients, collecting data, and ensuring that all beneficiaries can maximize the program's benefits. The forum facilitates communication between P4OP, universities, and students, fostering mutual support in achieving better educational outcomes.

With structured and systematic management by P4OP, KJMU is expected to have a broader and more sustainable impact on students in DKI Jakarta. As the number of recipients increases, improvements in educational quality and academic achievements are anticipated, contributing to the development of quality Human Resources in the region. KJMU not only provides financial assistance but also serves as a bridge to create fairer opportunities in higher education, ensuring that every student, regardless of their economic background, has an equal chance to succeed in the future.
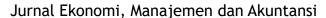
CONCLUSION AND RECOMMENDATION

Based on the research findings, the following conclusions can be drawn:

Based on the research findings, several conclusions can be drawn regarding the KJMU program. First, the context evaluation indicates that KJMU recipients need to comply with the applicable requirements, as many have not adhered to the regulations set forth in the Integrated Social Welfare Data (DTKS). Enhancing awareness and compliance among recipients is essential, along with conducting more accurate poverty data collection and verification. Additionally, the process of sending recipient data to the Education Office should be strengthened to ensure the validity of the information, allowing the KJMU program to provide maximum benefits to those in need.

Second, the input evaluation reveals that while the implementation and reception of the program are running well, there are issues with the inconsistency of the fund disbursement schedule, which can disrupt students' financial planning. It is crucial for the KJMU program to ensure that the assistance provided is targeted to those who truly need it, thereby improving access to education for students from economically disadvantaged backgrounds.

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Third, the process evaluation highlights that the Rawamangun sub-district currently lacks an effective socialization program for KJMU recipients, resulting in a lack of understanding among students regarding their rights and obligations as beneficiaries. This lack of awareness can hinder the optimal utilization of the program's benefits, as students may not fully realize what they need to do to take advantage of the assistance provided. Therefore, it is recommended that P4OP provide constructive feedback to the Rawamangun sub-district every six months to help identify the program's strengths and weaknesses and formulate necessary improvement steps.

Finally, the product evaluation shows that while the effectiveness of the KJMU program in the Rawamangun sub-district has been good, there are still aspects that need to be improved, maintained, and enhanced. Although the program has provided benefits to students and the community, it is important to continue reviewing and improving it to better meet the needs of recipients. Key areas for attention include the mechanism for distributing assistance, the quality of socialization, and post-assistance support. By addressing these aspects, the KJMU program can not only provide financial aid but also empower students and improve their access to better education. With appropriate improvement measures, it is hoped that the KJMU program can deliver greater and more sustainable benefits for all parties involved.

Based on the findings and conclusions from the evaluation conducted, the researchers recommend further enhancement of the KJMU program. Specifically, the recommendations are directed towards several parties. For the UPT P4OP of the Education Office, it is crucial to expand the outreach of the KJMU program to ensure that more people, especially students and potential beneficiaries, are aware of and understand the benefits offered, enabling them to take advantage of opportunities to improve their education. Additionally, providing more in-depth training for beneficiaries is a strategic step to help them utilize the assistance effectively, particularly in managing funds and resources to support their learning process. Regular monitoring and evaluation are essential to ensure the program is on track and meeting its targets, allowing for quick identification and resolution of any emerging issues. Gathering feedback from KJMU recipients is vital to understand the challenges they face and to enhance the overall quality of the program based on their experiences. Continuous guidance in verifying poverty status will ensure that the data used to determine KJMU recipients is accurate and reliable, directing assistance to those in genuine need. While coordination between P4OP and the Rawamangun Village has been satisfactory, extending the verification period beyond the current 2-3 days is recommended to avoid difficulties in implementation and to improve data accuracy.

For the Rawamangun Village authorities, conducting regular outreach about the KJMU program is essential to ensure that all community members, especially potential beneficiaries, understand the program's goals and benefits. Providing training and support for KJMU recipients will help them optimize the assistance received, thereby enhancing the effectiveness of fund usage and supporting their educational success. Periodic monitoring of the KJMU program is necessary to evaluate its impact on recipients and to address any challenges that arise promptly. Effective socialization at the community level will ensure that Dasa Wisma (DAWIS) can competently fulfill their roles, actively supporting the KJMU program and assisting those in need.

For KJMU recipients, it is expected that they will use the assistance wisely to maximize its benefits for their education. Recipients are encouraged to provide feedback on the KJMU program, enabling organizers to understand the challenges faced and make necessary improvements to enhance program quality. Increasing awareness of government regulations related to the KJMU program is crucial for all parties to ensure compliance with established guidelines. Recipients must adhere to the requirements set forth, such as activating the Integrated Social Welfare Data (DTKS), to confirm their eligibility for assistance. Lastly, KJMU recipients are required to follow the applicable regulations to ensure the smooth distribution of aid and alignment with the program's objectives.

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