The Communication Process of The Yogyakarta Special Region Government in Distributing Social Security for The Elderly

Proses Komunikasi Pemerintah Daerah Istimewa Yogyakarta dalam Menyalurkan Jaminan Sosial Lanjut Usia

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Abstract

The increase in the number of elderly people in Indonesia, especially in the Special Region of Yogyakarta (DIY), will reach 16.69% by 2023. This creates new challenges in fulfilling the social and economic rights of this vulnerable group. The DIY government responded through the Social Security for the Elderly (JSLU) program to ensure the welfare of the poor and neglected elderly. This research uses a qualitative approach with secondary data obtained from official government websites, digital mass media, and scientific articles. The analysis was conducted based on Harold Lasswell's communication process theory, which includes five indicators: who (communicator), says what (message), to whom (communicant), through what channel (media), and with what effect (resulting impact). The results showed that the DIY government's communication in distributing JSLU was quite effective. The local government, Department of Social Affairs, and partners such as Bank BPD DIY and warung WALUYO act as credible communicators. Messages are delivered clearly through socialization and digital media. Communicants (the elderly) receive information through various media, although some face barriers in accessing technology. The effectiveness of communication can be seen from the achievement of aid distribution of 97.76% of the target of 8,000 elderly. The JSLU program not only improves the welfare of the elderly but also empowers the local economy through neighborhood stalls. However, challenges such as limited access to technology for the elderly and the lack of socio-economic impact evaluation need to be addressed. The success of the program depends on the continuity of inclusive communication and continuous monitoring.

Keywords

Neglected Elderly; Social Security for the Elderly; Government Communication Strategy; Yogyakarta Special Region Government.

Abstrak

Peningkatan jumlah penduduk lanjut usia (lansia) di Indonesia, khususnya di Daerah Istimewa Yogyakarta (DIY) mencapai 16,69% pada tahun 2023. Hal tersebut menimbulkan tantangan baru dalam pemenuhan hak sosial dan ekonomi kelompok rentan ini. Pemerintah DIY merespons melalui program Jaminan Sosial Lanjut Usia (JSLU) untuk menjamin kesejahteraan lansia miskin dan telantar. Penelitian ini menggunakan pendekatan kualitatif dengan data sekunder yang diperoleh dari situs resmi pemerintah, media massa digital, dan artikel ilmiah. Analisis dilakukan berdasarkan teori proses komunikasi Harold Lasswell yang mencakup lima indikator: siapa (komunikator), mengatakan apa (pesan), kepada siapa (komunikan), melalui saluran apa (media), dan dengan efek apa (dampak yang dihasilkan). Hasil penelitian menunjukkan bahwa komunikasi pemerintah DIY dalam penyaluran JSLU cukup efektif. Pemerintah daerah, Dinas Sosial, dan mitra seperti Bank BPD DIY serta warung WALUYO berperan sebagai komunikator yang kredibel. Pesan disampaikan dengan jelas melalui sosialisasi dan media digital. Komunikan (lansia) menerima informasi melalui berbagai media, meskipun sebagian menghadapi hambatan dalam mengakses teknologi. Efektivitas komunikasi terlihat dari pencapaian distribusi bantuan sebesar 97,76% dari target 8.000 lansia. Program JSLU tidak hanya meningkatkan kesejahteraan lansia, tetapi juga memberdayakan ekonomi lokal melalui warung sekitar. Namun, tantangan seperti keterbatasan akses teknologi bagi lansia dan minimnya evaluasi dampak sosial ekonomi perlu menjadi perhatian. Keberhasilan program bergantung pada kesinambungan komunikasi yang inklusif dan pemantauan berkelanjutan.
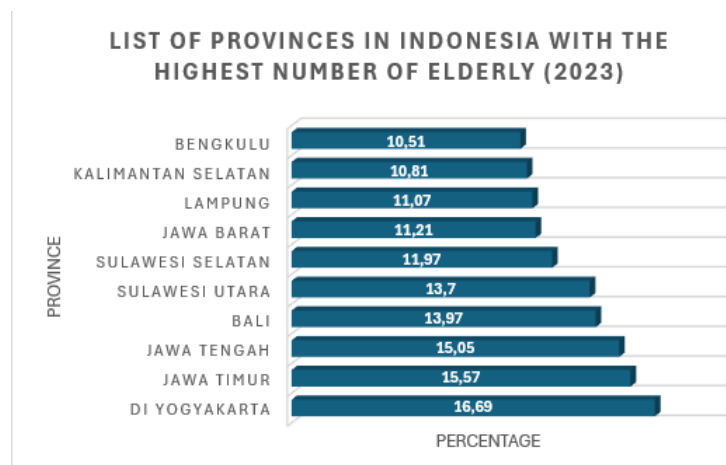
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1. Introduction

Effective communication between government and society is a key foundation in the formulation and implementation of public policy. In the context of social development, the communication process plays an important role in ensuring that programs designed by the government can be accepted, understood, and accessed by target groups, especially vulnerable groups such as the elderly. A good communication process becomes a link between policy design and beneficiaries, while ensuring that policies are not only completed at the document level but have a real impact on the ground. The aging population process is an unavoidable phenomenon throughout the world, including Indonesia. Since 2021, Indonesia has entered the ageing population phase, where the elderly population (hereinafter referred to as the elderly) continues to increase. Based on the Law of the Republic of Indonesia No. 13 of 1998 concerning the Welfare of the Elderly, an elderly person is someone who has reached the age of 60 years and over. According to the World Health Organization (WHO), the elderly are divided into four categories, namely: 1) Middle age, namely the age group 45-59 years, 2) Elderly (elderly), namely the age group 60-74 years, 3) Old age (old), namely the age group 75-90 years 4) Very old age (very old), namely the age group over 90 years (Purtiantini, 2023). The elderly can be divided into two groups, namely, potential elderly and non-potential elderly. Potential elderly are elderly who are still able to conduct activities that can produce goods/services, where these elderly can still be financially independent. Non-potential elderly are elderly who can no longer produce and whose lives depend on others (kajianpustaka.com., 2021). This difference provides a more in-depth picture of the challenges faced by the elderly, especially in terms of social and economic welfare.

In 2023, the percentage of elderly people in Indonesia was 11.75% or around twenty-nine million people. This figure increased by 1.27% compared to the previous year, which amounted to 10.48% (Pradiptha et al., 2024). The number of elderly people in Indonesia is expected to continue to grow every year. With the increasing number of elderly people in Indonesia, the government needs to pay attention to health, happiness, and a decent life so that the welfare of the elderly can be guaranteed. Law Number 36 of 2009 concerning Health explains that the government is mandated to maintain the health of the elderly community so that they can live healthy and productive lives socially and economically. There are four main pillars in maintaining the balance of elderly life, namely the environment, nutrition, health, lifestyle, and social to economic factors (Rokom, 2024). The elderly belong to a vulnerable group that requires special assistance and treatment in the form of social assistance and social protection for the elderly to ensure a decent life. Three main factors make the elderly vulnerable, namely, no longer economically productive, health problems, and the need for a companion as a caregiver (SMERU Research Institute, 2022). One of the problems of the elderly generally occurs with a decrease in health status and a decrease in motor functions. This health factor needs to be considered by the government so that the demographic bonus with the increasing number of elderly people makes the elderly remain productive and happy.

The Special Region of Yogyakarta is the province with the highest number of elderly people in Indonesia in 2023, which is 16.69%, followed by East Java and Central Java, as shown in Figure 1. The increase in the number of elderly people is

accompanied by an increase in life expectancy due to improved health quality. In 2024, the Life Expectancy (UHH) of DI Yogyakarta Province is 76 years (Geriatri.id., 2024). This is evidence that Yogyakarta Province has good health quality. Apart from health, other factors become another problem for the elderly, namely, financial independence. Not all elderly people prepare their finances carefully for life in old age, so it cannot be denied that in one family structure, parents (elderly) must economically depend on their children or younger, productive-age people. This makes many elderly people in DIY neglected, although from 2021 to 2023, the number of neglected elderly people in DIY has decreased, as shown in Figure 2.

LIST OF PROVINCES IN INDONESIA WITH THE HIGHEST NUMBER OF ELDERLY (2023)

Figure 1. Data on the Ten Provinces with the Most Elderly in Indonesia

Source: Indonesian Central Statistics Agency, 2024

The Number of Abandoned Elderly in DIY Year of 2021-2023

	Year of 2021	Year of 2022	Year of 2023
■ Series1	33.129	26.525	25.780

Figure 2. Data on the Number of Neglected Elderly in DI Province. Yogyakarta Year 2021-2023
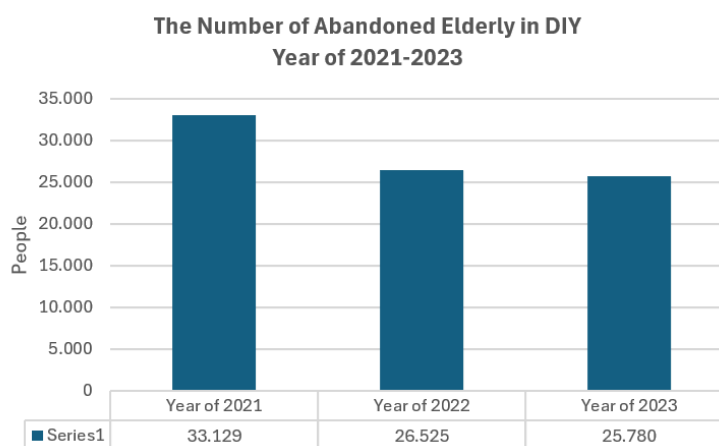
Source: Central Statistics Agency of the Special Region of Yogyakarta, 2024

In 2024, the dependency ratio in DI Yogyakarta is 41.9 percent, which means that one hundred people of productive age support 41-42 people of unproductive age (jogjakota.bps.go.id., 2024). The elderly dependency ratio is calculated by comparing the total population of productive age with the population of unproductive age. A high dependency ratio indicates that there are quite a few unproductive people, including the elderly, who depend on the productive population, namely the labour force. The non-potential elderly need to be a concern for the government in formulating social policies, especially related to social security and assistance from the government, because they need full support to live their daily lives. The Regional Government of Yogyakarta Special Region has made various efforts in empowering the elderly in DIY by launching various programs, one of which is a social assistance program, namely the Social Security for the Elderly (JSLU). The DIY Regional Government initiated this social assistance program to help the elderly financially and to ensure the welfare of the elderly in DIY Province.
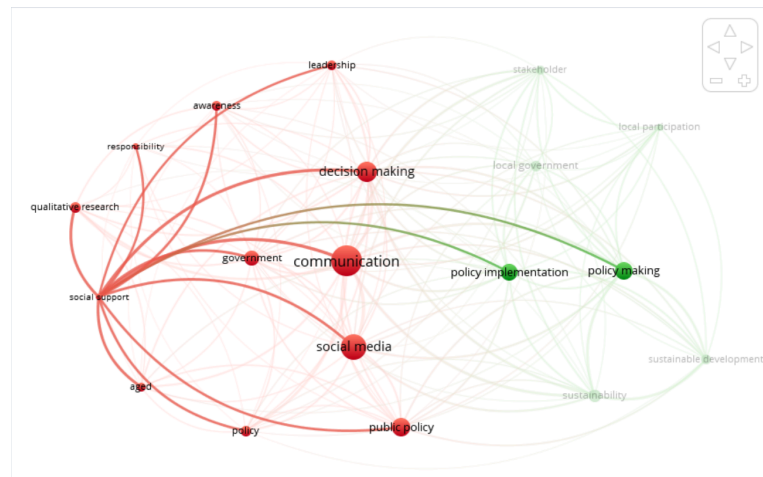
Figure 3. VOSviewer Network Analysis

Source: VOSviewer, 2024

Based on the results of the VOSviewer analysis above, studies related to social support have not been studied extensively using a qualitative approach. Social support is a public policy resulting from policy-making conducted by the government, both central and regional governments, in addressing social problems in society. Social problems that occur are studied and discussed by the government during policy making before decision making. Decision-making in a social problem conducted by the government by paying attention to several concepts, such as leadership, awareness, and responsibility, in the context of public policy to produce decisions that are appropriate and accepted by all circles of society. After a public policy decision was successfully made, this social support was implemented by the local government as an effort to manage people of advanced age who are no longer productive and need social assistance. In its implementation, public policy is implemented in several ways, stages, and supporting media that are tailored to what is needed. To create transparency and accountability in public policy, the government uses social media as a medium for providing information and forming public opinion in the community. The entire series described above is a series of communication processes within the government, both internal communication between bureaucracies and external communication with the outside community. The emphasis on the interconnectedness between elements shows that effective communication is a key component in ensuring that the process of policy making and implementation runs smoothly and is accepted by the public.
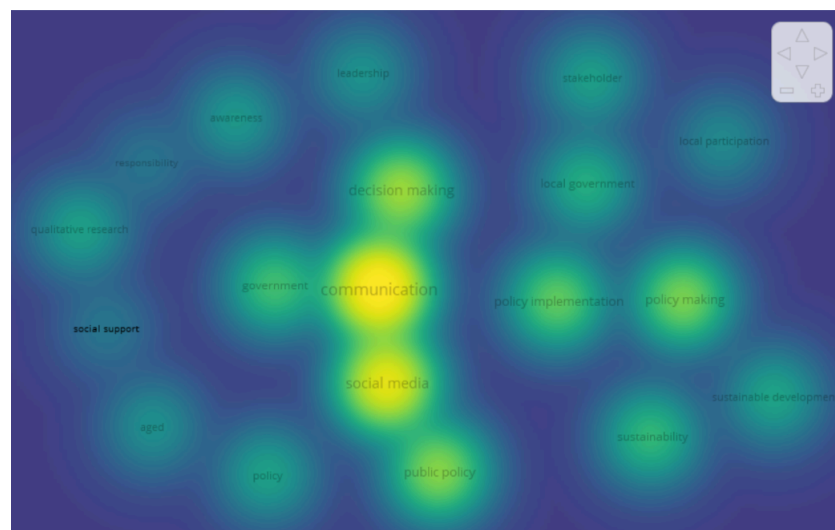

Figure 4. VOSviewer Density Analysis

Source: VOSviewer, 2024

Based on the results of the search for previous studies, research on government communication has been conducted by various previous researchers. This can be strengthened by the results of the VOSviewer analysis above, which shows that studies related to government communication have been the focus of study in a previous study. However, studies of government communication related to the provision of social assistance to the elderly are still relatively rare. Therefore, it is important to conduct further research that can develop an understanding of the government communication process, especially in implementing social assistance to the elderly. This research was conducted to analyse each process carried out, starting from the inception of this social assistance program to the supporting communication media or channels used in delivering information to the community, using Communication Process Theory by Laswell, with key indicators: Who, Says What, To Whom, In Which Channel, With What Effect. In the communication process, "Who" refers to who speaks about the elements of the communication process, namely, the communicator (Lasswell, 1948). The communicator starts the communication, which can be an individual, an organization, an institution, or others.

The communicator acts as a messenger to the communicant. Communicators who convey messages also include those who have the right and power to convey these messages. Someone who communicates is seen by their credibility. According to (Mahesa et al., (2016) Credibility is a condition where the communicator is considered to have the ability, knowledge, expertise, or experience that is relevant to the topic of the message being conveyed, so that the communicator believes that what they conveyed is objective. This reinforces one's credibility in communication when it can foster mutual trust between communicators and communicants. Meanwhile, according to (Cutlip, M. S., C. A. H., 2006) Credibility, namely communication, starts from an atmosphere of mutual trust created by the communicator in earnest to serve a public that has confidence and respect. Says What indicator relates to the message or information conveyed by the communicator to the communicant or recipient of information (Lasswell, 1948) The message conveyed can be in the form of facts or opinions that aim to provide understanding or influence the views of communicants. The message conveyed must be clear and easily understood by the recipient of the information. According to (Cutlip, M. S., C. A. H., 2006) Clarity is an important element in communication, where the message must have a purpose, theme, and meaning that is aligned between the communicator and the communicant.

Complex messages can be simplified into a unified whole using easy-to-understand language. In addition, the message needs to be adapted to the communication media used. The clarity of the message, the language used, and the way the information is conveyed are very important to note to avoid misunderstandings and different interpretations from the communicants and create effective and efficient communication to achieve the desired goals. The In Which Channel indicator refers to the media or channel used to convey messages in the communication process. Communication channels play an important role in ensuring that messages can be delivered effectively and efficiently to message recipients (Cutlip, M. S., C. A. H., 2006). Channels supporting this communication can be done either directly, such as face-to-face, which allows direct exchange of information between communicators and communicants and allows direct feedback (Lasswell, 1948). In addition, communication channels can also be used indirectly, such as through electronic media (social media, websites, digital news), which allows a wider and faster range of information delivery, and print media (newspapers, pamphlets, brochures), which are still often used by many people (Shannon, C. E., 1949).

This indicator is to whom the message is to be conveyed, or more precisely, who is the target recipient of the message or information. The recipient of this message or information can be an individual, a group or an institution, or a certain agency that is the object of ongoing communication. For communicators, it is very important to know the background and experience of the recipients of information, with the aim that the message to be conveyed is relevant and can be easily understood and delivered. The right communication target is needed to achieve the success of the objectives of a program communicated by Newson and Scott (1976) in (Huertas, 2016). Thus, communicators can choose to use the most effective communication approaches and strategies to increase the chances of messages being well-received and achieving the desired goals. With What Effect indicator refers to the change or impact that occurs on the communicant after the message is received. After the message is received by the communicant, changes or influences on the communicant can be noted either directly or indirectly, either in the form of changes in nature, attitudes, opinions, ways of thinking, and so on (Watson, 1925).

Communication can be said to be effective if the communicator (message sender) does not burden the communicant (message recipient) to understand it (Cutlip, M. S., C. A. H., 2006). So that the distribution of the JSLU program can be carried out with the objectives of providing social assistance. Therefore, it is important to review the extent to which the communication process of the DIY local government plays a role in supporting the implementation of the JSLU program, considering that communication is a vital instrument in the implementation of inclusive and sustainable public policies. This research seeks to fill this gap by highlighting the relationship between the local government's communication process and the successful distribution of social assistance to the elderly in DIY. This research is expected to contribute to creating a more effective communication process and improving the quality of the implementation of social assistance for the elderly carried out by the DIY Provincial Government.

2. Methods

This research uses a qualitative analysis method with secondary data. According to John W. Creswell (2014), qualitative research is research that uses methods of describing, understanding, and exploring the meaning of social or humanitarian problems. The results of the research will be described in detail by the views of the data and data analysis obtained. Secondary data is often used to strengthen findings and complement the information that has been collected. According to (Sugiyono, 2019) secondary data is often more accessible and cost-effective as it is usually obtained from publications such as relevant journals, books, articles, and reports. However, researchers must ensure the data matches the research objectives to maximize its benefits. Secondary data also provides additional validity when used appropriately. It allows researchers to focus on analysis and interpretation without having to collect new data from scratch. Secondary data is often used to strengthen findings and complement information already collected (Creswell, 2016). This research focuses on the process of providing information related to the JSLU program from the Yogyakarta Special Region Regional Government to the community where there is still a gap between the number of recipients of the program and the targeted number, so that the findings of this research can answer and provide information as an evaluation material for the DIY Regional Government for the next implementation of the JSLU program.

Secondary data was obtained through document searches with certain keywords, such as "JSLU DIY communication", "elderly social assistance", and "DIY local government social programs", on various trusted sources, such as official government websites, the DIY Social Service website, and the Central Statistics

Agency (BPS) website relating to data on the number of elderly people life in Indonesia to the district/city level in DIY Province. In addition, data were also collected from credible online media coverage (Harian Jogja, Radar Jogja), as well as scientific journals and official reports relevant to the research topic. The selection of secondary data was done purposively, by adjusting the relevance of the content to the research focus on the communication process of the local government in distributing JSLU social assistance to the elderly. Relevant documents were then stored, classified, and reviewed to ensure their validity and relevance to the communication variables according to Lasswell's theory.

The data analysis technique used in this study refers to the interactive analysis model of Miles, M. B. , H. A. M., (2019) which consists of three main stages, namely: (1) data condensation, which is the process of selecting, focusing, simplifying, and transforming raw data into relevant information by the research focus; (2) data display, which is organizing data that has been condensed into narrative, matrix, or visual forms to facilitate the drawing of meaning and patterns; and (3) drawing and verifying conclusions, which is the process of formulating the main findings from emerging patterns and verifying the consistency of data through continuous review, as shown in the figure below:
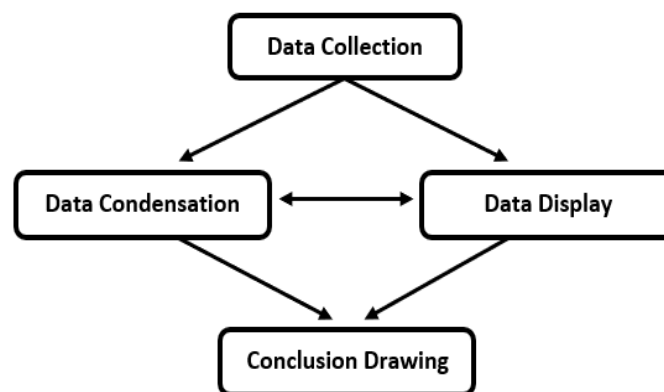

Figure 4. Research Method Flow

Source: Miles, M. B., Huberman, A. M., & Saldana, J. (2019)

3.   Results and Discussion

3.1. Communicators (Who Send the Message)

Every actor or communicator must have credibility so that messages are conveyed to communicants based on mutual trust. According to Hovland, (1953) the credibility of a communicator affects the persuasive power of their message. He highlighted three main dimensions that contribute to credibility, such as expertise, which is the communicator's knowledge and experience in a particular field. Trustworthiness, the honesty and reliability of the communicator. Attractiveness, the attractiveness of the communicator. Hovland, (1953) model suggests that a communicator's ability to be persuasive and effective in delivering a message depends largely on how credible they are perceived by the audience. The JSLU (Social Security for the Elderly) social assistance program is a policy innovation initiated by the DIY Regional Government at the direction of the DIY Governor, Sri Sultan Hamengku Buwono X as the Governor of the Special Region of Yogyakarta who certainly has high credibility, Sri Sultan is also the number one Jogja person aka the leader of the Sultanate of Kraton Jogja who is highly obeyed by its citizens.

Sri Sultan conveyed the aims and objectives of the JSLU Program as an alternative effort to alleviate poverty in DIY, the Regional Government, and related agencies such as the DIY Social Service, following the direction. Sri Sultan Hamengku Buwono X emphasized that the existence of the elderly generation is an invaluable wealth. Therefore, guaranteeing a decent and comfortable life for them is

a moral obligation that must be fulfilled by all members of society. The Sultan stated that respect for the elderly is not just an option, but a calling that requires concrete action. The provision of JSLU social assistance has the main objective of improving social welfare for the poor/abandoned elderly community by focusing on meeting basic daily needs and encouraging the level of family or community concern in fulfilling the rights of the elderly.

In its implementation, the DIY Regional Government collaborates with various parties such as the DIY Social Service, Bank BPD DIY, and other stakeholders. The DIY Regional Government collaborates with the DIY Social Service, which is a related government agency that has credibility in handling social problems, such as in the distribution of JSLU social assistance, starting with providing information related to social assistance to the community, to surveying and processing data on target recipients of social assistance. In the aid distribution mechanism, the DIY Regional Government collaborates with Bank BPD DIY as a party with expertise in the financial sector that manages all social assistance distribution mechanisms digitally. The cooperation began with the signing of a Cooperation Agreement on the Utilization of Banking Services and Products in Social Security Assistance for the Elderly (JSLU) in January 2024, which was carried out at the Head Office of Bank BPD DIY by the Main Branch Manager of Bank BPD DIY, Efendi Sutopo Yuwono, and the Head of DIY Social Services, Endang Patmintarsih.

This was witnessed by the President Director of Bank BPD DIY Santoso Rohmad, Assistant Setda for HR Empowerment Sugeng Purwanta, Head of BPKA DIY Wiyos Santoso, Plt. Head of Bappeda DIY Tri Saktiyana, DIY Inspector Muhammad Setiadi, and all Heads of Social Services of cities/regencies in DIY (Arif Junianto, 2024) As a support for the distribution of social assistance, the DIY Regional Government does not build special stalls to provide food as a form of JSLU assistance, but collaborates with parties who have credibility in their fields, such as entrepreneurs of food stalls called WALUYO or Yogyakarta Elderly Stalls, which are spread in various sub-districts in DIY. In addition, the distribution of this social assistance is also accompanied by JSLU assistants in each neighborhood. The assistants play an important role in the distribution process; they accompany and assist in the implementation of this JSLU Program.

3.2. Message (Says What)

The information conveyed is related to the JSLU program. The delivery of information from the communicator to the communicant must be clear, easy to understand, and the message must have a purpose, theme, and theme that is aligned between the communicator and the communicant, so that the message is conveyed appropriately (Cutlip, M. S., C. A. H., 2006). The JSLU social assistance program is designed to help the elderly meet their basic needs of the elderly, because by providing aid, it is hoped that it can improve the standard of living of poor / neglected elderly people and increase the independence of the elderly so that they do not burden or depend on families who are still productive. JSLU Social Assistance is distributed to a total of 8000 DIY Elderly aged 60 years and over with poor/ neglected/social and economic vulnerability, not as recipients of the Family Hope Program (PKH) and/or Non-Cash Food Assistance (BPNT). The distribution of JSLU social assistance in DIY is sourced from the APBD and other legal and non-binding sources of income, with a total budget of Rp28.8 billion.

In addition, this assistance can increase the amount of consumption of the elderly. This can also have a positive impact on reducing poverty. It is also able to improve the economic quality not only for the elderly, but also for shop owners and the surrounding community. JSLU social assistance has been ongoing since January 2024, and continues to be carried out sustainably with a digital-based distribution

mechanism. The DIY government collaborates with BPD DIY Bank to distribute social assistance. The BPD DIY bank provides virtual accounts in the form of barcodes for elderly social assistance recipients and the BPDDIY RAHARJO application for WALUYO owners/agents that can be used for social assistance distribution. The distribution mechanism is digital-based so that the distribution of social assistance can be easier, more efficient, on target, on time, and ensure transparency in distribution. The mechanism for distributing social assistance is carried out through a virtual account through a barcode of IDR 300 thousand per person every month (Iwan Nurwanto, 2024).

Furthermore, the elderly can go directly to WALUYO by bringing only the barcode and ID card to be exchanged for social assistance for daily necessities such as eggs, rice, sugar, chicken, and other kitchen needs. With this simple system, the JSLU program aims to provide comfort and convenience for the elderly in meeting their needs without complicated procedures. There are 257 WALUYO stalls spread across the Special Region of Yogyakarta (DIY). The existence of these stalls is not only limited to the distribution of JSLU social assistance, but also supports other social programs, such as the disbursement of food assistance in the Family Hope Program (PKH) and the needs of school children's components (Herlambang Jati Kusumo, 2024). This makes WALUYO a multifunctional community-based service center, able to effectively bridge community needs with government programs. It empowers the local economy while strengthening the community's access to more inclusive assistance.

3.3. Media (In Which Channel)

The communication process in delivering messages related to the JSLU (Social Security for the Elderly) program carried out by the government, as a communicator, aims to ensure that information about the program reaches the target recipient or communicant effectively. In its implementation, the government uses various supporting media to expand the reach of communication and increase public understanding. Supporting media utilized include digital platforms such as official government websites, mass media such as television, radio, newspapers, and digital news to disseminate information widely and reach people in various regions, including remote areas, and official government social media that allows two-way interaction between the government and the community. These various supporting media are designed to create communication that is comprehensive, inclusive, and able to reach all levels of society, so that the JSLU program can be understood and utilized optimally by elderly people in need.
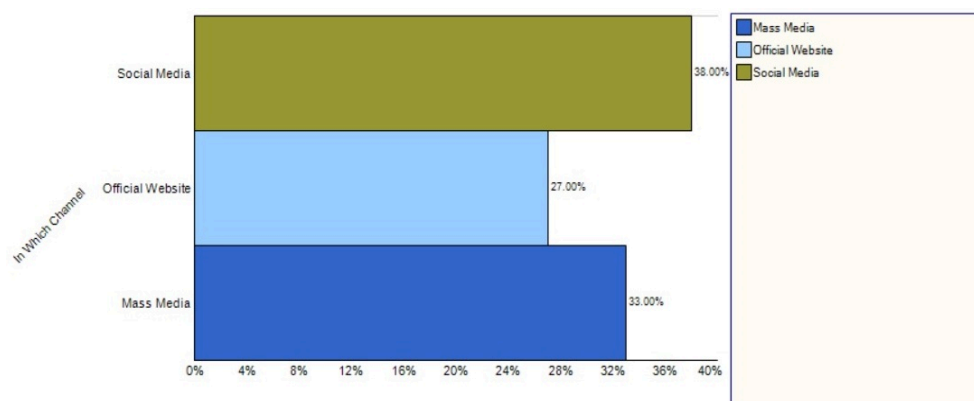

Figure 6. NVIVO12 Crosstab Analysis

Source: Processed by Researchers, 2024

Based on the results of the NVIVO12 crosstab analysis above, among the three media supporting the communication process used by the government, social media

is the first place with a total of 38%. This means that social media is a supporting medium that is often used by the government to convey information related to the JSLU program. There are several social media platforms used by the DIY government, such as Instagram, Facebook, and Twitter. Furthermore, in the second rank, there are mass media or digital news portals used by the government to provide information to the public. This is interesting because these three media are modern media that use the internet, intended because the internet can provide a wide reach for even rural communities. The third top supporting media is the official government website or portal, both the DIY government and, Regency/City Government in DIY.

3.4. Communicant (To Whom)

The target recipients of this JSLU social assistance are DIY domiciled people aged 60 years and over, or the elderly with economic disadvantages or neglected. There are several requirements for recipients of this JSLU program, such as the elderly aged 60 years and over, not a recipient of the family hope program (PKH) or non-cash food assistance (BPNT), then those who have been surveyed deserve to get JSLU. Data on prospective recipients of JLSU Social Assistance has gone through a verification and validation process and is then proposed to be determined based on recommendations from TKPKD DIY and attachments to the DIY Regional Government RKPD document. Elderly recipient target data is proposed data from the Acceleration of the Elimination of Extreme Poverty (P3KE), which is signed by the regent/mayor and issued in the form of a decree. Based on DIY PPKS data in 2022, there are 26,525 people in the number of displaced elderly in DIY, with the largest number in Gunungkidul Regency, as shown in Figure 7.
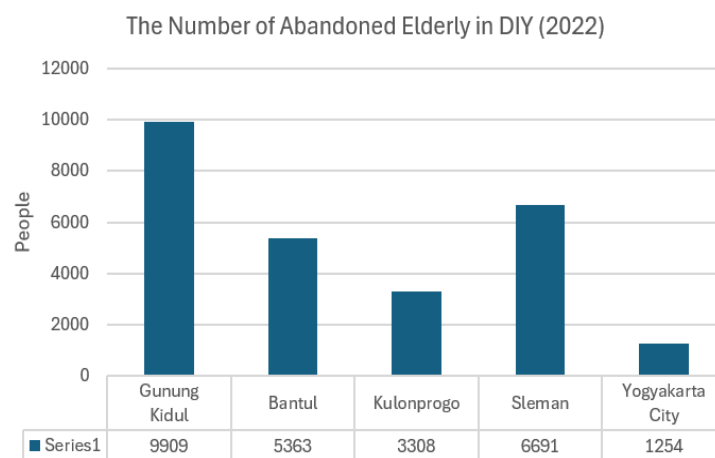

Figure 7. Number of Displaced Elderly in DIY in 2022

Source: Dinas Sosial Provinsi DIY, 2024

Gunungkidul and Sleman are priority areas for JSLU because of the higher number of neglected elderly compared to other districts. Gunungkidul District is the district with the highest number of displaced elderly in Yogyakarta. Based on PPKS Data by Sex in Gunungkidul Regency in 2022, the total elderly population in Gunungkidul Regency reached 9,909 people. Of these, there are 2,738 men and 7,171 women. Sleman Regency is in the second position with the highest number of displaced elderly in Yogyakarta. In 2022, the number of elderly people in Sleman Regency was 6,691 with 31.58% male and 68.42% female. The communication built by the government and its stakeholders to the targets can be seen in the NVIVO 12 Crosstab analysis in Figure 8.
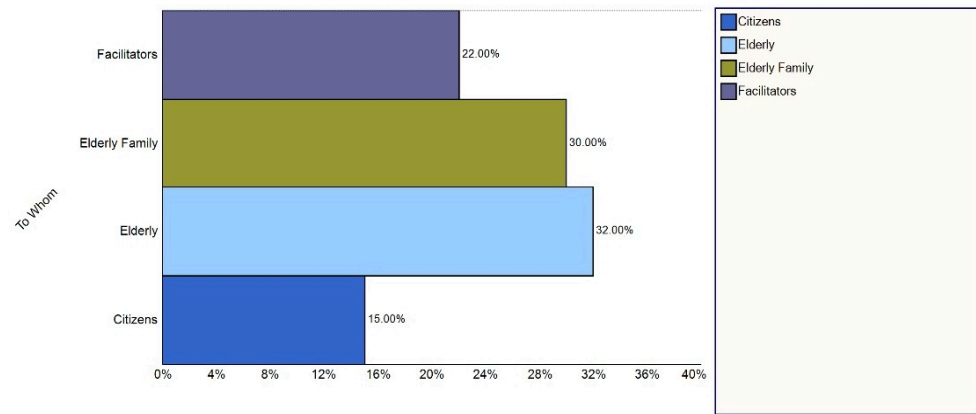
Figure 8. NVIVO 12 Crosstab Analysis

Based on the results of the NVivo analysis above, the Government has appropriately communicated to the direct target, namely the elderly. Communication between the government and the elderly is the most frequent, which is 32%. The elderly are the first target in this program who need to be given knowledge of direction to get their rights. Furthermore, the second most frequent communication intensity is with the elderly family at 30%. This shows that there is a need for assistance and knowledge together for families who have elderly people to participate in the success of this program. In addition to improving the welfare of the elderly, the JSLU program also aims to increase community awareness, especially among families who have elderly members. Elderly families need to know all the information related to this program so that the family can provide aid when accessing and collecting necessities by exchanging barcodes at the local Waluyo.

In the process of distributing JSLU social assistance, it is carried out with a collaborative approach between the government and the community, through the formation of a team of assistants or facilitators. Based on the results of the NVIVO12 analysis above, facilitators are in third position with a percentage of 22%. The government formed a team of assistants or facilitators as government stakeholders who helped the elderly. These facilitators play a role as part of a strategic effort to ensure that social assistance can be distributed in a targeted, effective manner and according to the needs of the elderly. The facilitation team not only assists during distribution, but also when conducting surveys and verification of JSLU recipients who need it, especially neglected elderly who are socially and economically vulnerable. In addition, they also conduct counselling and education to ensure that all recipients and their families know how to use social assistance wisely. Meanwhile, in the fourth position, there is the community with a percentage of 15%. The communication built by the government is generally intended for the entire DIY community, with the intention that all DIY people know about the JSLU program and the community cares about their surroundings.

3.5. With What Effect

JSLU social assistance implemented by the DIY Provincial Government has spread to all regencies/cities in DIY, including Sleman. In January, the Sleman Regency Government distributed JSLU social assistance to 2,034 elderly people, and 2,006 in February. JSLU assistance is channelled through 122 Waluyo spread across 17 kapanewon in Sleman (Adit B Setyawan, 2024). By the provisions, the assistance consists of necessities, vegetables, and fruits. The JSLU program, with a target recipient of 8,000 elderly people, has achieved a high result of 97.76 percent of the targets who have received JSLU. Until March 2024, the amount of JSLU social assistance that had been distributed reached 7821 recipients out of 8000 targets (Catur Dwi Janati, 2024).This program provides direct benefits for neglected elderly

people who do not have a fixed income, both economically, socially, and health-wise for neglected elderly people.

JSLU assistance is in the form of cash, which is then exchanged for basic goods to support basic needs such as basic foodstuffs, rice, soap, and others. This provides a sense of security and stability for the elderly to live their daily lives without excessive worry about meeting basic needs. As quoted from one of the digital news (Jogjainsight.com., 2024). One of the elderly recipients of JSLU assistance from Bulak Salak Hamlet, Cangkringan, Sutrisno Wiyono (70) said that he had received assistance three times and felt happy and greatly helped by the assistance provided, "Matur kalian Ngarsa Dalem, maturnuwun sanget. Kulo dereng nate pikantuk bantuan. Dapat bantuan ini langsung dari Ngarsa Dalem, matur sembah nuwun sanget," said Sutrisno Wiyono. In addition, this program helps reduce the level of dependence of the elderly on their family or social community, creating a greater sense of independence. In addition to the displaced elderly, this program also has a positive impact both directly and indirectly on the surrounding community. This JSLU program can improve the economic quality of shop owners in the surrounding community, such as JSLU assistance in improving the economic quality of shop owners or small businesses in the beneficiary environment.

Elderly people who get financial support can buy their daily needs at local stalls, which in turn increases the local economic turnover. This is evidence of empowering the stalls around the beneficiaries, as quoted from Jogja daily news, Endang Patmintarsih, Head of the DIY Social Service, said the same thing, "Memberdayakan warung-warung di sekitar lansia penerima bantuan," (Catur Dwi Janati, 2024). In addition, mentoring activities by facilitators also help strengthen social relationships between the elderly and the community. Quoted from Gunungkidul Regency Official Website, regarding one of the facilitators who emphasized, "Tugas saya adalah membantu proses penyaluran bantuan JSLU, membuat laporan penyaluran serta melakukan supervisi dan pemantauan", said Sri Rahayu (a JSLU support worker from Wonosari sub-district) (gunungkidulkab.go.id, 2024). Elderly people who feel cared for are more likely to be actively involved in social activities, which contributes to improved mental health and reduced risk of loneliness. With this program, the DIY Government not only ensures that the basic needs of displaced elderly are met, but also plays a role in creating a society that is more caring and inclusive of vulnerable groups.

4. Conclusion

The government communication process in the Social Security for the Elderly (JSLU) program has been quite effective in several aspects, although there are still obstacles. Communication between the government and the beneficiary community, as well as coordination between government agencies, is quite good, which can be seen from the existence of counselling, the delivery of clear information through various communication channels. In addition, aspects that have worked well include clarity of information related to program rights and procedures and the use of technology that facilitates community access to services. However, there are weaknesses in the accessibility of information for the elderly who are less familiar with technology. In addition, the lack of direct monitoring of the socio-economic impact of the program also affects the level of community participation. This study only examines the effectiveness of the communication process that occurs in the JSLU assistance distribution process.

To improve the effectiveness of communication, it is recommended that the government strengthen socialization to vulnerable groups, especially the elderly, who are not reached by technology. In addition, more intensive monitoring of the implementation and impact of the program in the field needs to be done to ensure

the sustainability and effectiveness of the program. However, this study is limited to the use of secondary data, which does not fully describe the experience of the elderly as recipients of assistance, and the perceptions of message acceptance, also the effectiveness of interpersonal communication between facilitators and the elderly has not been the focus of the study. For future research agendas, further studies are strongly recommended using participatory qualitative approaches, such as in-depth interviews and focus group discussions (FGDs) with elderly beneficiaries, facilitators, and policy makers at the local level. This approach will provide a richer perspective on real experiences in the field and strengthen the humanistic dimension of policy evaluation.

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