

Implementation of the Social Rehabilitation Assistance Program in an Effort to Empower Persons with Disabilities Through Entrepreneurship Development Initiation Activities by the Sentra Bahagia in Asahan District

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ARTICLE INFO

Keywords: Implementation, Assistance, Social, Disability, Empowerment

Received : 06, November

Revised : 20, November

Accepted: 21, December

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ABSTRACT

The social rehabilitation assistance program for people with disabilities aims to enhance the ability of individuals, families, and communities to meet basic needs, perform social roles, and address life challenges. Sentra Bahagia Medan, a unit under the Ministry of Social Affairs, implemented such a program in Asahan Regency through pastry-making training in April 2023. This qualitative descriptive study, involving 15 beneficiaries, analyzes the program's impact and factors influencing empowerment through entrepreneurial development activities. Findings reveal that while participation was high, beneficiaries' independence remains limited, and the sustainability of businesses initiated through the program is suboptimal. Recommendations include better assessment, stronger commitment, increased support, and consideration of beneficiaries' backgrounds.

INTRODUCTION

The Convention on the Rights of Persons with Disabilities, adopted by the United Nations on December 13, 2006 and entered into force on May 3, 2008, is the first comprehensive human rights convention of the 21st century. It guarantees access to human rights and freedoms for persons with disabilities. This group is also targeted in five key Sustainable Development Goals (SDGs), namely quality education (goal 4), employment and economic growth (goal 8), reduction of social inequalities (goal 10), sustainable cities (goal 11), and global partnership (goal 17).

Indonesia ratified the Convention and strengthened its national policy on disability with Law No. 8/2016 on Persons with Disabilities, followed by Government Regulation No. 52/2019 on Social Welfare for Persons with Disabilities. In addition, Government Regulation No. 70 of 2019 regulates the 25-year Master Plan for Persons with Disabilities (RIPD), supported by Minister of National Development Planning/Bappenas Regulation No. 3 of 2021 on National and Regional Action Plans for Persons with Disabilities.

The implementation of the National Action Plan includes seven strategic objectives in the first five years, namely: data collection and strategic planning, inclusive environment, protection of political rights and legal access, empowerment, inclusive economy, education, and equal access to health services. The Disability population in Indonesia reaches 22.97 million people or 8.5% of the total population. This includes 6.1 million individuals with severe impairments: 1.2 million physical, 3.07 million sensory, 149 thousand mental, and 1.7 million intellectual.

South Sulawesi Province is the region with the highest percentage of people with disabilities to the total population. However, in terms of numbers, Central Java Province is the highest with 1.3 million people with disabilities, 9.4% of whom live alone. In North Sumatra Province itself, persons with disabilities are spread across 33 (thirty-three) districts and cities with a total of 19,615 from the 2023 Sectoral Statistics, with the following details: 3,992 people with physical disabilities, 2,515 people with visual, 3,442 people with hearing, and 6,301 people with mental disabilities. As for Asahan Regency, there are 616 people with disabilities, with details of physical 114 people, visual 45 people, hearing 166 people, mental 175 people, mental physical 53 people and other disabilities 63 people.

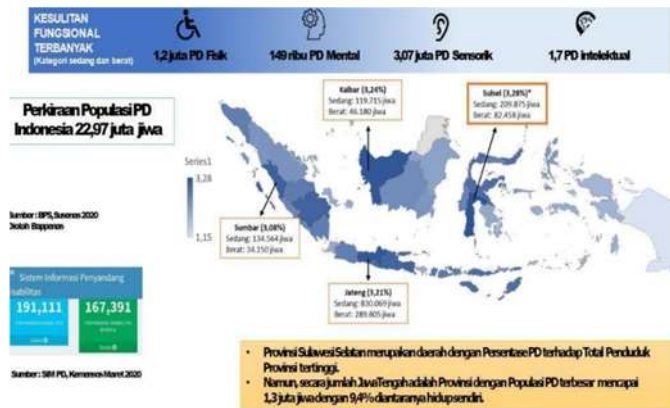


Figure Distribution of Persons with Disabilities in Indonesia Source: Data on the distribution of persons with disabilities (BPS, Susenas 2020).

Table Number of Persons with Disabilities in North Sumatra Province. Source: North Sumatra Province sectoral statistics 2023

NO	KABUPAITE N/KOTA	FISIK	TUNA NETRA	TUNA RUNGU	MENTAL	FISIK MENTAL	LAINNYA	JUMLAH
1	Taparudi Tengah	192	159	196	169	58	84	858
2	Taparudi Utara	81	66	60	130	24	46	407
3	Taparudi Selatan	132	50	87	222	25	55	571
4	Nias	91	75	53	42	18	138	417
5	Lanarkat	254	87	193	250	53	52	889
6	Karo	28	28	30	147	10	132	375
7	Deli Serdang	250	157	394	657	71	87	1616
8	Simahunan	344	245	317	493	219	184	1802
9	Asahan	114	45	166	175	53	63	616
10	Labuhanbatu	68	51	76	116	30	55	396
11	Dairi	116	57	58	157	30	48	466
12	Toba	30	24	24	108	16	15	217
13	Mandailing Natal	50	70	49	129	14	16	328
14	Nias Selatan	165	103	60	200	16	69	613
15	Pakpak Bharat	41	140	33	50	8	6	278
16	Humbang Hasandutan	38	72	45	128	15	10	308
17	Samosir	88	40	50	142	22	31	373
18	Serdang Bedagai	185	88	201	258	29	47	808
19	Batu Bara	259	80	144	217	44	330	1074
20	Padaung Lawas Utara	29	36	45	67	6	21	204
21	Padaung Lawas Selatan	41	32	64	98	9	160	404
22	Labuhanbatu Selatan	18	33	27	31	7	22	138
23	Labuhanbatu Utara	104	133	80	103	11	198	629
24	Nias Utara	142	150	60	66	22	40	480
25	Nias Barat	110	61	38	124	20	87	440
26	Medan	577	199	371	1032	42	123	2344
27	Pematang Siantar	34	38	72	180	36	39	399
28	Sibolga	61	19	52	71	25	15	243
29	Tanjungbalai	41	14	59	73	16	24	227
30	Binjai	99	38	122	259	34	42	584
31	Tebing Tinggi	77	34	110	182	25	31	459
32	Padaung Simpuan	36	23	28	120	9	14	230
33	Gurunatoli	97	68	88	105	12	52	422
JUMLAH KE SELURUHAN								19615

Disability Phenomenon in Asahan Regency: In October 2023, a 41-year-old man with a disability was found abandoned at a hero's grave, in a weak condition with both legs amputated. In addition, a housewife with a disability in Dadi Mulyo Village, West Kisaran Subdistrict, has not received social assistance despite her efforts to various agencies. In 2020, a disabled man, RM, from Gajah Sakti Village, Bandar Pulau Sub-district, was arrested by the police for drug trafficking. This phenomenon shows that PPKS with productive age disabilities in Asahan still have the potential to be empowered.

Ministry of Social Affairs UPT Work Area: Asahan Regency is included in the working area of Sentra Bahagia in Medan, one of the Ministry of Social Affairs' UPTs in North Sumatra, which covers 19 districts/cities in North Sumatra and several in Aceh. Sentra Bahagia is responsible for social services in

this area, along with Sentra Insyaf in Medan. The function of Sentra Bahagia: Based on the Minister of Social Affairs Regulation No. 3 Year 2022, Sentra Bahagia carries out social rehabilitation functions, including program planning, facility organization, needs assessment, assistance implementation, and monitoring and evaluation. This function also includes data mapping, reporting, and administrative operational tasks.

Social Rehabilitation Program: The program of The Sentra Bahagia in accordance with the Minister of Social Affairs Regulation No. 7 of 2022 includes family and community-based rehabilitation services, including decent living support, physical therapy, vocational, entrepreneurship, and accessibility. As of 2023, 2,631 PPKS have received this program, with details of 166 children, 388 vulnerable groups, 1,167 elderly, and 910 people with disabilities.

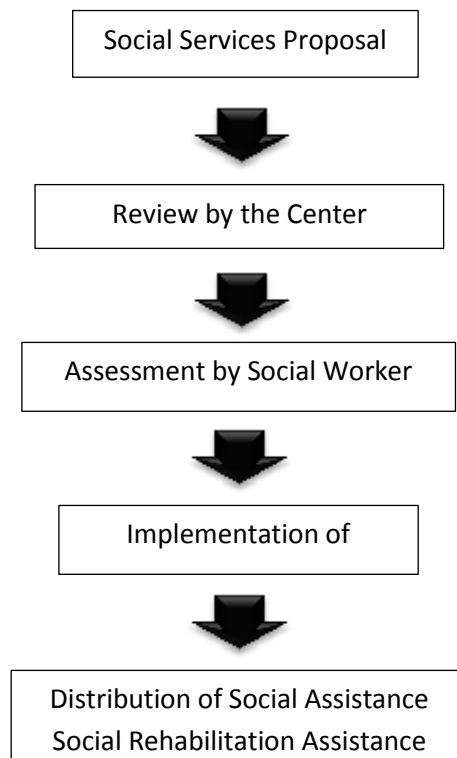
Data Table of Beneficiaries of Social Rehabilitation Assistance Services of Sentra bahagia in Medan in 2023.

NO	KLASTER	NUMBER
1	Disabilitas	910 people
2	Anak	166 people
3	Lanjut Usia	1167 people
4	Kelompok Rentan	388 people
TOTAL		2631 people

Source: Sentra Bahagia Medan data team

The disability cluster empowerment program in Asahan Regency involves social rehabilitation assistance conducted by Sentra Bahagia to develop entrepreneurship for people with disabilities. This empowerment is a process that aims to increase the strength of marginalized groups, so that they have adequate self-confidence, skills, and economic capabilities (Soeharto, 2009). Based on Law No. 8 of 2016, persons with disabilities are individuals with physical, intellectual, mental, or sensory impairments who may have difficulty participating in society.

Various disability empowerment programs have been implemented in Indonesia, such as Tiara Handicraft in Surabaya, which still faces facilities and infrastructure constraints (Britania & Widiyarta, 2023). In Pekanbaru, the role of the Social Affairs Office in empowerment is also not optimal, especially in data recording and cooperation (Amansyah, Nanda, & Syahid, 2023). In Asahan Regency, an entrepreneurship development program initiated by Sentra Bahagia in 2023 targeted 15 people with disabilities, including hearing and physical disabilities, through training in pastry making. Participants received materials and equipment to support their businesses.



Schematic image of the proposed entrepreneurship development initiation activity.
Source: Disability Working Group Sentra Bahagia in Medan

THEORETICAL REVIEW

Policy implementation

The implementation of policies and programs is very important in order to have an impact on the target. Policy implementation serves to build connections to achieve the desired goals (Handoyo, 2012). In public policy, there are two implementation approaches: direct programs and derived policies (Nugroho, 2003). Supervision is important so that the program runs according to the plan and goals that have been set. There are theories that support policy implementation, such as Mazmanian and Sabatier's theory which includes issue characteristics, policy features, and environmental variables (Hill & Hupe, 2002). Meanwhile, Meter and Horn propose five factors that influence implementation performance: policy standards, resources, inter-agency coordination, quality of implementers, and socio-economic background (Winarno, 2020).

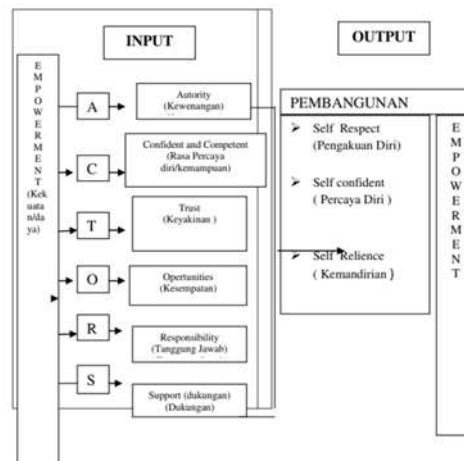
George C. Edward proposed four variables that influence policy implementation: effective communication, resources, implementer disposition, and bureaucratic structure. Communication is needed so that policy objectives are clearly conveyed. Resources include human and financial resources. Implementers' dispositions, such as honesty and determination, play a role in implementation effectiveness. Excessive bureaucratic structure can hinder implementation flexibility. Researchers chose George C. Edward's theory to

analyze the implementation of social rehabilitation programs in Asahan Regency through entrepreneurship development for persons with disabilities.

Theoretical foundation

This research consists of two different but complementary concepts, namely implementation and empowerment. The intended implementation aims to see the extent of the implementation of the social rehabilitation assistance program implemented by Sentra Bahagia in Medan for persons with disabilities in Asahan Regency. However, what the researcher focuses on is the impact of implementing a program. So to help researchers analyze the implementation of the program in question, researchers will use Edward III's policy implementation theory which focuses on 4 main issues, namely communication, resources, commitment, and bureaucratic structure. As previously stated, this research is also related to another concept, namely empowerment.

The concept of empowerment in this research will become more measurable if it uses a theory that can describe inputs and outputs. So that the empowerment activities carried out through the social rehabilitation assistance program in Asahan Regency can be measured. So the researcher uses the ACTORS theory from Cook & Macaulay. Because this theory sees that empowerment is carried out by fostering community empowerment which is *supported* by internal and external aspects. In addition, researchers will also analyze the impact of empowerment felt by the beneficiaries of the social rehabilitation assistance program with the principles of empowerment, namely participation, independence, and sustainability.



ACTORS Theory Image. Source: Perfect Empowerment (1997)

Persons with disabilities have the potential to be empowered so that they require intervention through empowerment programs in order to achieve social functioning. One such program is the social rehabilitation assistance conducted by the Ministry of Social Affairs through The Sentra Bahagia in Medan. This research reviews the implementation of the program from the aspects of communication, resources, disposition, and bureaucracy, which are important elements for the success of the program in providing tangible benefits to its recipients. The program targets people with disabilities who face limitations in their daily activities, making empowerment a challenge for

program recipients and implementers. The right program is needed to have a positive impact on people with disabilities to be more empowered.

Disability empowerment supports sustainable development, so it needs a potential and resource-based approach. This research reviews the empowerment of beneficiaries of the 2023 social rehabilitation assistance program in Asahan Regency through training in making pastries, from the aspects of authority, confidence, belief, opportunity, responsibility, and support. This research aims to identify supporting factors for the empowerment of persons with disabilities in this program.

METHODOLOGY

This study uses a qualitative method with a descriptive approach. Qualitative methods allow for data analysis in the form of text and images and use various research strategies (Creswell, 2023). As an inductive approach, qualitative research focuses on group behavior in responding to social problems, both in the past, present, and future (Suyitno, 2018). Herdiyansyah (in Hadi et al., 2021) added that qualitative research aims to understand social phenomena as a whole through interactions between researchers and objects. Descriptive data in qualitative research is in the form of text that is able to capture deep meaning, different from more symbolic numerical data (Raco, 2010). This descriptive research or diagnostic analysis is carried out on certain phenomena, both at the individual, organizational, and other perspective levels (Handayani, 2020).

Research Location

This research was conducted in Asahan Regency, North Sumatra, with a focus on empowering people with disabilities through a social rehabilitation assistance program by Sentra Bahagia in Medan. Data from 2023 was used because in that year, an entrepreneurship development initiation activity for people with disabilities was carried out at that location.

Research Informants

Informants were selected based on their involvement in the social context being studied, with a focus on the quality of the information they provided (Raco, 2010). Criteria for information quality include patience, focus, sufficient time, freedom to provide information, and their willingness to share as experts. The informants in this study were 15 recipients of the social rehabilitation assistance program in Asahan Regency.

Provide a clear and shortened version of your methods in conducting the research, the population and sample, and means of data analysis.

Data Collection Methods

1. In-depth Interviews:

Interviews were used to obtain direct information from program recipients that could not be obtained from observation or questionnaires (Raco, 2010).

2. Direct Observation:

Observation allows researchers to study the actions of individuals at the research location, providing a direct understanding of the activities carried out (Creswell, 2023).

3. Documentation:

Documents such as reports and regulations are accessed to enrich information about social rehabilitation programs (Creswell, 2023).

4. Focus Group Discussion (FGD):

FGD is conducted to obtain in-depth information through group discussions related to specific issues involving beneficiaries (Hadi et al., 2021).

Reliability and Validity

Reliability ensures data consistency, while validity ensures data conformity with the variables studied (Handayani, 2020). This study uses triangulation and member checking to increase validity. Triangulation combines various data sources such as interviews and observations, while member checking is carried out by verifying the research results with informants to ensure their accuracy (Creswell, 2023).

Data Analysis Method

The development of qualitative research, including data collection and analysis, is carried out simultaneously (Creswell, 2023). Raco (2010) stated that data analysis includes collecting, processing, and forming new ideas and hypotheses from the results of observations and interviews. This study uses the Miles and Huberman data analysis method.

According to Miles and Huberman, data analysis consists of three main steps: (1) collecting data according to objectives, (2) organizing data based on research focus, and (3) interpretation to understand the significance of the findings. An additional stage is (4) evaluating data units to produce appropriate conclusions (Suyitno, 2018). Data analysis is carried out interactively and continuously until it reaches saturation point (Hadi et al., 2021)

RESULTS

Implementation of the Social Rehabilitation Assistance Program Through Entrepreneurship Development Initiation Activities for People with Disabilities

The social rehabilitation assistance program for people with disabilities in Asahan Regency was implemented by Sentra Bahagia in April 2023, with a two-day training attended by 15 beneficiaries, who were also the main informants of this study.

Rizal Susilo

As the first informant, Rizal sells honey every day at his house in Subur Village, Air Joman District. The interview was conducted face-to-face to dig deeper information in a relaxed manner, so that Rizal could share his experiences and views comfortably and openly regarding this program.

Nurhaida

Nurhaida is the second informant in this study. Before participating in entrepreneurial activities, she sold goods at a grocery store in Hamlet VI, Silomlom Village, Simpang Empat District. The interview was conducted directly to obtain in-depth information, and Nurhaida seemed enthusiastic in providing information openly.

Nurul Huda

Nurul Huda, the third informant, helps her sister who sells cakes every day in Hamlet VI, Punggulan Village, Air Joman District. The interview was conducted directly to obtain information, and Nurul Huda answered questions casually and openly.

Nurlina

Nurlina, the fourth informant, works as a tailor and meatball seller in Hamlet VIII, Punggulan Village. The interview was conducted face-to-face using written media on a cellphone, considering that Nurlina is deaf. Although it took longer, Nurlina was very enthusiastic in providing information.

Hendriego

Hendriego, the fifth informant, sells goods at a grocery store in Hamlet I, Subur Village, Air Joman District. The interview was conducted in person, and Hendriego was very enthusiastic in providing the necessary information openly and enthusiastically.

Ishak Sitorus

Ishak Sitorus, the sixth informant, runs a motorcycle leg repair shop in Hamlet I, Sei Paham Village. The interview was conducted directly, and Ishak answered questions casually and enthusiastically, providing information openly.

Poniam Panjaitan

Poniam Panjaitan, the seventh informant, works at a breakfast stall in Kisaran Baru, helping to pick chilies and onions. The interview was conducted directly with the help of his mother because she had difficulty communicating verbally. Poniam provided information happily.

Siti Raya Pane

Siti Raya Pane, the eighth informant, sells boiled corn and boiled peanuts around Tegal Sari. The interview was conducted directly, and Siti Raya actively answered questions, often providing comments during the FGD.

Sri Anum

Sri Anum, the ninth informant, sells phone credits at her house in Sidodadi. The interview was conducted directly, and Sri Anum was very

enthusiastic in providing the necessary information, answering questions happily.

Sutrisno

Sutrisno, the tenth informant, sells fried rice at Simpang Empat. The interview was conducted directly, and Sutrisno happily answered questions, hoping that there would be other social assistance that could be received.

Muhammad Syahfuddin

Muhammad Syahfuddin, the eleventh informant, runs a motorcycle paint shop at Simpang Empat. The interview was conducted directly, and Muhammad provided information openly and enthusiastically, answering questions completely.

Social Rehabilitation Assistance Program

Only two people with disabilities have successfully run a pastry business after participating in training at the Asahan Regency Social Service. The training activities consist of registration, opening, pastry making training, and closing with the distribution of social entrepreneurship assistance.

Social Rehabilitation Assistance Guidelines

“Decree of the Director General of Social Rehabilitation Number: 15/4/HK.01/4/2022 explains entrepreneurship and vocational training which includes potential identification, business development, capital access, independence, and learning methods”.

Training includes marketing, packaging, and various other skills according to the needs of the beneficiaries. Objectives of the Social Rehabilitation Assistance Program. The main objective of this program is to improve the ability of individuals and families with disabilities to meet basic needs, carry out daily activities, and overcome life's challenges. Specific objectives include increasing independence, family social care, and the capacity of the community and LKS in providing social rehabilitation services. Assessment Process by Social Workers Prior to the implementation of entrepreneurship training, social workers conduct an assessment to identify the needs and potential of beneficiaries. This assessment ensures that the services provided are on target. However, the less than optimal assessment in Asahan Regency resulted in several beneficiaries being unable to run their businesses according to the training that had been provided.

Impact of Implementation of Social Rehabilitation Assistance Program through Entrepreneurship Development Activities for People with Disabilities in Asahan Regency

This study examines the impact of the social rehabilitation program for people with disabilities in Asahan Regency through entrepreneurship activities. Data were collected through interviews, observations, and FGDs, focusing on program beneficiaries who participated in entrepreneurship activities in 2023. Edward (Nugroho, 2003) highlighted four main factors for the success of policy

implementation: communication, resources, commitment, and bureaucratic structure.

Communication

The implementation of this program shows good communication between the Asahan Regency Social Service and the Medan Happiness Center, both through formal and informal channels. This communication includes information transmission, clarity, and consistency, as evidenced by the ongoing coordination between the two parties.

Resources

The success of policy implementation depends on the availability of human resources, budget, and infrastructure. Although the quantity of human resources is sufficient, quality still needs to be improved. The available budget is relatively sufficient if managed effectively. For facilities and infrastructure, although vehicles and therapy equipment are inadequate, the need for entrepreneurship activities can be met through cooperation with the Social Service.

Disposition

The implementer's attitude towards this program is positive and supports the success of entrepreneurial activities. Sentra Bahagia employees help direct implementation according to applicable regulations, such as standard beneficiary data requirements.

Bureaucratic Structure

Sentra Bahagia Medan has a supportive bureaucratic structure with a division of tasks based on functions through working groups (pokja). Standard operating procedures (SOP) are applied to facilitate implementation, thereby increasing program efficiency.

Implementation Impact

Positive Impact

This program empowers people with disabilities, helps them gain baking skills, increases self-confidence, and increases income potential.

Negative Impact

Some beneficiaries feel they have less choice in determining the type of business. Only two of the 15 participants were able to continue their business after training, indicating the need for evaluation so that assistance is more appropriate.

Empowerment of People with Disabilities After Receiving Social Rehabilitation Assistance Program Assistance Through Entrepreneurship Development Initiation Activities

The social rehabilitation assistance program aims to improve the standard of living of the community through empowerment, especially for people with disabilities in Sentra Bahagia, Medan. This program is expected to be able to help recipients achieve social functions, namely meeting basic needs, carrying out social roles, and overcoming life's challenges (Permensos 7 of 2022).

Authority

The recipients of this program come from various backgrounds and types of disabilities. However, they cannot determine the type of assistance they want. For example, Rizal Susilo said that even though he wanted capital for a printing business, he had to accept assistance for a cake business.

Self-Confidence

Recipients feel appreciated and proud when they are included in entrepreneurship training, thus increasing their self-confidence. Sutrisno and Nurhaida expressed their happiness because they felt appreciated and cared for through this program.

Confidence

Some beneficiaries feel pessimistic about marketing their products. Siti Raya Pane and Sutinem expressed doubts regarding the difficulty of competing and the challenges of selling cakes in a competitive market.

Opportunity

This program provides an opportunity for recipients to start a pastry business. Assistance in the form of equipment and production materials is a stimulant for their business, as expressed by Nurlina, who used this assistance to expand her business.

Responsibility

The responsibility of the recipients can be seen from their efforts to use the assistance to start a business. Some recipients have succeeded in running their businesses for five months or more, such as Ishak Sitorus who started selling brownies.

Support

The support provided is still limited to training and social assistance. However, Sentra Bahagia also tries to promote products through videos and assist with marketing through SKA. Some recipients hope for more support from the local government.

Strategic Steps of Sentra Bahagia

To overcome obstacles, Sentra Bahagia recommends that the Social Service conduct an assessment of prospective beneficiaries to map their potential. Sentra Bahagia also motivates beneficiaries, supports product marketing, and collaborates with PENA TV for further education. Supporting factors for the program include the background and skills of the recipients. Nurlina, for example, takes advantage of her house's strategic location and internet connection to sell her products to nearby high school teachers and students.

CONCLUSIONS AND RECOMMENDATIONS

From previous research related to the implementation of social rehabilitation programs in the context of disability awareness campaigns in Asahan, it is possible to achieve the objectives that:

1. The implementation of The Sentra Bahagia social rehabilitation assistance program in Medan, which was reviewed using Edward III's policy implementation theory, showed that although communication in terms of transmission and clarity was effective, human resources and budget were not optimal. Only the disposition and bureaucratic structure were successful.
2. The impact of the implementation of the social rehabilitation assistance program in an effort to empower people with disabilities in Asahan Regency through the initiation of entrepreneurship development activities for making cookies can be recognized as:
 - A. The authority to be able to determine the type of business assistance received by beneficiaries cannot be said to be good. Because beneficiaries want entrepreneurship assistance according to the business they have been running every day. Beneficiaries are willing to take part in training activities because they feel they can increase their skills and will receive assistance. It turned out that after completing the training and receiving social assistance in the form of capital for making cookies, beneficiaries were not yet able to optimally run the cookie business according to the training they had attended.
 - B. The self-confidence of beneficiaries increased after participating in the initiation training activities for entrepreneurship development in the form of making cookies and receiving social assistance for entrepreneurship. Because they feel cared for by the government, it becomes a source of pride for the beneficiaries.
 - C. The belief/optimism of beneficiaries in improving welfare through the dry cake making business is not optimal. Because beneficiaries still feel unable to compete, even though they have participated in training and have business capital from social assistance for social rehabilitation assistance
 - D. The opportunity to be empowered with the social rehabilitation assistance program through the initiation of dry cake making entrepreneurship development activities in Asahan Regency has been obtained by beneficiaries. Each beneficiary can get the same training, social assistance, and transportation and accommodation as each other. Participants have

the same opportunity and right to be empowered through the dry cake making business.

- E. The responsibility of beneficiaries in optimizing social assistance for entrepreneurship has been carried out quite well according to their respective abilities. There are beneficiaries who use up the ingredients for making cakes to study at home, and there are also those who try to trade the dry cakes they produce, and develop products into making ice cream. In addition, the sense of responsibility of beneficiaries is shown by the intactness of the assistance for dry cake making equipment provided by Sentra Bahagia in Medan even though the activity has been carried out for more than a year.
- F. Support in efforts to support people with disabilities in Asahan Regency through entrepreneurship development initiation activities still comes from The Sentra Bahagia in Medan as previously explained. The less than optimal collaboration between stakeholders in post-distribution assistance assistance such as promotion, involvement in activities in the region has resulted in beneficiaries not being able to be empowered optimally as expected.

From the various explanations above, it can be concluded that the distribution of social rehabilitation assistance programs in efforts to empower people with disabilities has not been successful. Although participation in terms of participating in entrepreneurship initiation activities was good because all beneficiaries attended as planned. However, the beneficiaries felt that they had not fully participated in determining the social entrepreneurship assistance that they could. Although the Social Service has carried out an assessment and submitted an activity plan that has been known and agreed upon by the beneficiaries.

The independence of beneficiaries is also still supported by the activities of each individual before participating in entrepreneurship initiation activities and receiving social assistance. There are even beneficiaries who have not run a dry cake making business at all. However, there are also beneficiaries of the social rehabilitation assistance program who are able to make good use of the training and social assistance that has been provided by The Sentra Bahagia in Medan. Through synergy between making cookies with previously running businesses.

The sustainability of the cookie making business sourced from social assistance from the social rehabilitation assistance program has not been running optimally. It is known that out of fifteen beneficiaries of the program, only two people are still running their business. One person with a cooperative work pattern, the other person through synergy with a previously running business.

FURTHER STUDY

1. Improving the Quality of Assessment and Determination of Social Assistance

A more in-depth and comprehensive assessment needs to be conducted to ensure that beneficiaries receive entrepreneurship assistance that is in accordance with the business they have previously run. This can be done by involving beneficiaries in the planning and decision-making process related to

the type of assistance to be provided, so that they feel more empowered and confident in running the business.

2. Strengthening Post-Training Support and Stakeholder Collaboration

After training is provided, there needs to be strengthening ongoing support from various stakeholders, including the Social Service, Sentra Bahagia, and other institutions. Collaboration between stakeholders needs to be improved, especially in the form of more intensive assistance after training. Product promotion, involvement in local activities, and the formation of marketing networks will greatly assist beneficiaries in developing their businesses.

3. Optimizing Human Resources and Budget

Entrepreneurship training programs must be supported by more skilled human resources and an adequate budget to support the sustainability of beneficiary businesses. Further training in marketing, financial management, and product development can improve the quality of businesses run by beneficiaries.

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