

ABSTRACT

This study analyzes the responsiveness of the Jambi City Government in addressing the phenomenon of Friday Blessing beggars using Agus Dwiyanto's responsiveness theory with five main indicators. The descriptive qualitative research method collected data through in-depth interviews, field observations, and policy documentation, then analyzed it using data reduction techniques. The results revealed that despite the existence of formal regulations such as Mayoral Regulation No. 50 of 2021 and Government Regulation No. 16 of 2008, policy implementation by the Social Services Agency and Public Order Agency (Satpol PP) has not been effective and equitable. Implemented programs, such as coordination of recruitment, outreach, and skills training, have not been able to provide overall service satisfaction. The low level of public complaint reporting is due to unfamiliarity with procedures and low trust in the government's response. The WhatsApp-based reporting system creates a communication gap and reduces data collection accuracy. While officials demonstrate a quick response, a lack of training and minimal program evaluation reduces efficiency. The handling approach is more reactive than proactive, and the lack of a direct dialogue forum widens the gap between regulations and reality on the ground. Based on these findings, this study recommends the development of a comprehensive monitoring and evaluation system with measurable indicators, strengthening inter-agency coordination through integrated teams, and enhancing sustainable alternative economic empowerment programs through training, business capital, and personal mentoring. An educational public communication strategy is needed to change the pattern of direct almsgiving, accompanied by a more structured social assistance distribution mechanism. Furthermore, the development of alternative public spaces and strengthening productive economic activities in areas prone to begging need to be prioritized. For further research, it is recommended to explore begging behavior over the long term, conduct comparative studies with similar cities, analyze the microeconomic impact on local businesses, evaluate the effectiveness of empowerment programs, and examine in-depth the psychological and sociological aspects of beggars to understand the factors that maintain their activities despite government intervention.

Keywords: *Beggars, City Government, Friday Blessing, Responsiveness*

INTISARI

Penelitian ini menganalisis responsivitas Pemerintah Kota Jambi dalam menangani fenomena pengemis Jumat berkah menggunakan teori responsivitas Agus Dwiyanto dengan lima indikator utama. Metode penelitian kualitatif deskriptif mengumpulkan data melalui wawancara mendalam, observasi lapangan, dan dokumentasi kebijakan, kemudian menganalisisnya menggunakan teknik reduksi data. Hasil penelitian mengungkapkan bahwa meskipun terdapat regulasi formal seperti Peraturan Walikota No. 50 Tahun 2021 dan PP RI No. 16 Tahun 2008, implementasi kebijakan oleh Dinas Sosial dan Satpol PP belum berjalan efektif dan merata. Program yang telah dijalankan, seperti koordinasi penjangkaran, sosialisasi, serta pelatihan keterampilan, belum mampu memberikan kepuasan pelayanan secara menyeluruh. Rendahnya pelaporan keluhan masyarakat disebabkan ketidaktahuan prosedur dan rendahnya kepercayaan terhadap respons pemerintah. Sistem pelaporan berbasis WhatsApp menimbulkan kesenjangan komunikasi dan mengurangi akurasi pendataan. Aparat memang menunjukkan respons cepat, namun kurangnya pelatihan dan minimnya evaluasi program menurunkan efisiensi. Pendekatan penanganan lebih bersifat reaktif dibanding proaktif, serta ketiadaan forum dialog langsung memperlebar jarak antara regulasi dan realitas lapangan. Berdasarkan temuan tersebut, penelitian ini merekomendasikan pengembangan sistem monitoring dan evaluasi komprehensif dengan indikator terukur, penguatan koordinasi antarinstansi melalui tim terpadu, serta peningkatan program pemberdayaan ekonomi alternatif yang berkelanjutan melalui pelatihan, modal usaha, dan pendampingan personal. Strategi komunikasi publik yang edukatif diperlukan untuk mengubah pola sedekah langsung, disertai mekanisme penyaluran bantuan sosial yang lebih terstruktur. Selain itu, pengembangan ruang publik alternatif dan penguatan aktivitas ekonomi produktif di lokasi rawan mengemis perlu menjadi prioritas. Untuk penelitian selanjutnya, disarankan eksplorasi perilaku mengemis dalam jangka panjang, studi komparatif dengan kota serupa, analisis dampak ekonomi mikro terhadap pelaku usaha sekitar, evaluasi efektivitas program pemberdayaan, serta kajian mendalam aspek psikologis dan sosiologis pengemis guna memahami faktor yang mempertahankan aktivitas mereka meski telah ada intervensi pemerintah.

Kata Kunci: Jumat Berkah, Pengemis, Pemerintah Kota, Responsivitas