

Effectiveness of Fulfilling the Basic Needs of Communities in the Border Area in Nunukan District, North Kalimantan Province

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Abstract. *Development in the trade sector is an effort or strategic step in development in the border area, one of which is fulfilling the basic needs of the border community in Nunukan Regency, North Kalimantan Province. This study aims to analyze the effectiveness of fulfilling the basic needs of the border community in Nunukan Regency, North Kalimantan Province. This study uses a qualitative approach with data collection methods, namely observation, interviews, and documentation. Data sources consist of primary and secondary data. The data analysis technique used is an interactive analysis model. The informants in this study are parties who are authorized and directly involved in meeting the basic needs of the border area in Nunukan Regency, North Kalimantan Province. The results of the study indicate that the effectiveness in fulfilling the basic needs of border communities in Nunukan Regency, North Kalimantan Province is not yet effective enough. This is because in fulfilling basic needs in the border area, there is no set target. There are no regulations in this case, regional regulations and their derivatives that regulate the fulfillment of basic needs, especially the Transportation Cost Subsidy (SOA). The basis of the Transportation Cost Subsidy (SOA) policy has not been stated in regional regulations and has not been stated in the Governor's regulation. With the limited resources owned by the local government, it cannot accommodate all border area routes in Nunukan Regency, North Kalimantan Province, so the local government chooses and prioritizes the route or route of the Goods Subsidy Program (SOA) in sub-districts that have more demand and needs and are most in need.*

Keywords: *Effectiveness, Fulfillment of Basic Community Needs, Border Areas*

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INTRODUCTION

Effectiveness can be interpreted as success or something that is done successfully. Effectiveness is a basic element in achieving goals or targets that have been set in an organization, both in programs and activities. As Soewarno (2006) stated the effectiveness of measurement is in the sense of achieving previously determined goals. Effectiveness is also interpreted as how far a predetermined goal has been achieved (Abun et al., 2021). Effectiveness is always associated

between the expected results and the actual results that have been achieved. Similarly, Mahmudi (2005) stated that effectiveness is the relationship between output and goal achievement. The greater the output contribution, the more effective a program or activity is. Therefore, effectiveness in public policy can be interpreted as the realization of targets that show the extent to which the policy targets have been achieved. The effectiveness of public policy is also seen in the achievement of targets that have been set in the policy (Peters et al., 2018; Vedung, 2017).

Meanwhile, effectiveness according to Dunn (2003) is a criterion for selecting alternatives so that they can be used as recommendations based on considerations of whether the alternative provides maximum results (effects) regardless of efficiency considerations. Furthermore, Duncan in Steers (1985) stated that achieving organizational effectiveness has 3 (three) dimensions, each of which emphasizes the strategic role of the organization must have the ability to correlate the vision and mission of the organization as the spirit that inspires every organizational activity, both in the process of formulating and determining policies, implementation stages and evaluation actions carried out (Lusthaus, 2002). As a system where people work to achieve common goals, organizations are required to have integrity because with integrity, organizational strength can be built and maintained and weaknesses can be minimized. There are three indicators of effectiveness by Duncan in Richard M. Steers (1985), namely goal achievement, integrity, and adaptation.

Development in the trade sector is an effort or strategic step in development in the border area, one of which is fulfilling the basic needs of the people in the border area in Nunukan Regency, North Kalimantan Province. Along with the development of the economy in the border area, trade in the border area is increasingly complex with the types of basic goods, the number of basic goods, the limited number of traders, policies, and regulations, and their constraints. Of course, this is one of the most important areas of governance and is required to be effective, especially in the regional government in fulfilling basic needs in the border area of Nunukan Regency, North Kalimantan Province, as The Kian Wie (1983) stated that basic needs as a package of goods and services that are considered necessary by the community to be available to everyone.

In fulfilling the basic needs of the community in the border areas of Nunukan Regency, the local government is committed to paying great attention and giving top priority to maintaining the fulfillment of basic needs, especially in the border areas of North Kalimantan Province. Fulfillment of the basic needs of the border community focuses on the need for food, food needs are the basic needs of the community in maintaining a decent life, so they must be met. Because it is mandatory, it must be met, especially for food needs.

Nunukan Regency is one of the regencies located in the border area that borders Malaysia (Sabah) to the north, where Krayan and Lumbis Pansiangan sub-districts are sub-districts that directly border Malaysia. The geographical and topographical conditions in Nunukan Regency make this regency quite difficult to access. On the other hand, limited access and transportation infrastructure and the availability of electricity are also obstacles. Other findings show that inadequate transportation access exacerbated by the many destroyed bridges has caused the prices of necessities to soar from normal prices, especially in Krayan District which has a population of 3,558 people, and Lumbis Pansiangan with a population of 1,486 people because both sub-districts are classified as difficult to access from the center of Nunukan Regency. Based on this explanation, the focus of this research is to analyze the effectiveness of fulfilling.

METHODS

This study uses a qualitative approach. Qualitative research methods are methods that aim to explain and describe problems systematically, factually, and accurately regarding the facts. (Moleong, 2017). The research location is in Nunukan Regency, North Kalimantan Province, especially in the border areas, in this case, Krayan District and Lumbis Pansiangan District. According to the problem, namely the fulfillment of basic needs of the community in the border area. For data collection, the author obtained secondary data or information directly. Meanwhile,

the informants in this study are people who are authorized to provide information regarding the effectiveness of fulfilling the basic needs of the community in the border area in Nunukan Regency, North Kalimantan Province. The data obtained includes primary data and secondary data. The primary data in this study are the results of direct interviews between researchers and informants and observations regarding the fulfillment of basic needs of the community in the border area of Nunukan Regency, while secondary data consists of data related to the effectiveness and fulfillment of basic needs of the community from the internet, books, journals, and previous research. In this study, the main data collection techniques are interviews, and observation, which is where the researcher is involved in the daily activities of the people being observed or used as a source of research data. Then a documentation study was conducted, namely studying documents or records of past events. The data analysis technique in this study used the interactive model data analysis technique from Miles et al. (2014).

RESULTS AND DISCUSSION

The fulfillment of basic needs of the community in the border area in Nunukan Regency, North Kalimantan Province was analyzed using an effectiveness approach by Duncan in Richard M. Steers (1985) Which consists of three dimensions, namely goal achievement, integrity, and adaptation, which will be explained below.

Goal Achievement

Goal achievement is the overall effort to achieve goals that must be viewed as a process. Therefore, to ensure the achievement of the final goal, stages are needed, both in terms of the stages of achieving its parts and stages in terms of its periodization. Goal achievement consists of several factors, namely the period and targets which are concrete targets. The local government in this case the Department of Industry, Trade, Cooperatives and UMKM (Disperindagkop) is the leading sector in fulfilling the basic needs of the community in the border area in Nunukan Regency, North Kalimantan Province. Both the Disperindagkop of Nunukan Regency and the Disperindagkop of North Kalimantan Province also have their respective roles and responsibilities in fulfilling the basic needs of the community, especially in the border area in Nunukan Regency, North Kalimantan Province. One form of program and activity to fulfill the basic needs of the community in the border area is through the Subsidy for Transportation Costs (SOA) of Goods, either by using land transportation or sea and river transportation.

The Goods Transportation Subsidy (SOA) is a policy program from the regional government related to the provision of direct financial assistance to distributors of basic community needs from distribution centers to the inland sub-district level. The purpose of SOA is to evenly distribute necessities for people in border areas and maintain the stability of necessities prices in border areas. The location of the SOA Goods program implementation in North Kalimantan Province is carried out in the 3T area, in this case, Malinau Regency and Nunukan Regency. The process and stages of implementing this program have been carried out since 2016 until now. The budget for the SOA Goods program in North Kalimantan Province is the SOA Goods Budget Ceiling in 2022 of IDR 15,289,225,925 and the SOA Realization of IDR 13,295,843,750. The following are the locations for the implementation of the 2022 North Kalimantan Province Goods SOA, which can be seen in the table below.

Table 1. Location of Implementation of SOA Goods for North Kalimantan Province in 2022

No	Location Point	Regency	Budget Ceiling	Information
1	Krayan area	Nunukan	2,900,000,000	2 Packages (Air and Land)
2	Lumbis Hulu District	Nunukan	400,000,000	2 Packages (River)
3	Lumbis Pansiangan District	Nunukan	400,000,000	2 Packages (River)
4	Lumbis Ogong District	Nunukan	400,000,000	2 Packages (River)
5	Tulin Onsoi District	Nunukan	400,000,000	2 Packages (Land)
6	Sei Menggaris District	Nunukan	400,000,000	2 Packages (River)

7	Mentarang Hulu District	Malinau	800,000,000	1 Package (River)
8	Bahau Hulu District	Malinau	1,000,000,000	1 Package (River)
9	Pujungan District	Malinau	900,000,000	1 Package (River)
10	Sungai Tubu District	Malinau	425,330,000	1 Package (Land)
11	Kayan Hulu District	Malinau	200,000,000	1 Package (Land)
12	Kayan Hilir District	Malinau	200,000,000	1 Package (Land)
13	Sungai Boh District	Malinau	200,000,000	1 Package (Land)

Source: North Kalimantan Province, 2022

Based on the table above, shows that the largest budget ceiling is the Krayan Region in Nunukan Regency for 2 packages, namely air and land, while the smallest is the Kayan Hulu, Kayan Hilir, and Sungai Boh Districts in Malinau Regency for 1 package each, namely land. In North Kalimantan Province, there is also the realization of SOA activities in 2023 as a program to improve trade distribution facilities in North Kalimantan Province which can be seen more clearly in the following table.

Table 2. Realization of SOA Activities in North Kalimantan Province in 2023

Job Name	Budget Ceiling	Realization			Location
		Physique	Budget	%	
SOA Goods in the Krayan and Apau Regions	5,452,320,000	100%	5,452,320,000	100	Krayan and Apau Krayan
Passenger SOA Shopping	7,514,008,920	100%	7,514,008,920	100	Long Bawan, Long Layu, Binuang, Long Ampung, Mahak Baru, pujungan, Long Alango
SOA Goods in the Lumbis Area	124,986,000	100%	124,986,000	100	Lumbis Ogong, Lumbis Pansiangan, Lumbis Hulu
SOA Goods in the Lumbis Area	125,008,200	100%	125,008,200	100	Lumbis Ogong, Lumbis Pansiangan, Lumbis Hulu
SOA Goods in the Lumbis Area	123,179,688	100%	123,179,688	100	Lumbis Ogong, Lumbis Pansiangan, Lumbis Hulu
SOA Land Goods in the Krayan Region	199,553,597	100%	199,553,597	100	Main Krayan, East Krayan, West Krayan, South Krayan, Central Krayan
SOA Land Goods in the Apau Kayan Region	192.760.160	100%	192.760.160	100	South Kayan, Upper Kayan, Lower Kayan, Tubu River
SOA Goods in the Bahau Hulu Region	370,896,000	100%	370,896,000	100	Upper Bahau
SOA Goods in the Upper Mentarang Region	428,073,500	100%	428,073,500	100	Upper Mentarang
SOA Goods in Pujungan Area	419,772,800	100%	419,772,800	100	The End

SOA Goods in Sei Menggaris	198,000,000	100%	198,000,000	100	Sri Later Village and Tabur Lestari
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Source: North Kalimantan Province, 2023

Based on the table above, shows that the largest budget ceiling is for Passenger SOA Shopping and the smallest is for Goods SOA in the Lumbis Area. Meanwhile, the Nunukan Regency Government, in this case, the Nunukan Regency Trade and Industry Office, 2024 will implement the Goods Transportation Cost Subsidy (SOA) program, and the locations of the program are Krayan District, Lumbis District, and Sei Menggaris District. The following is the budget ceiling for economic control and distribution activities, namely subsidy spending for privately owned business entities, which can be seen in the following table.

Table 3. Budget Ceiling for Economic Control and Distribution 2022-2024

No.	Sub Activity/Activity Description	Year	Ceiling (Rp)
1	Control and Distribution of Economic/Subsidy Spending to Private Enterprises	2022	5,651,000,000
		2023	8,165,000,000
		2024	9,950,000,000

Source: Nunukan Regency Government, 2024

Based on the table above, it shows that the largest budget ceiling for economic control and distribution is in 2024 and the smallest is in 2022. In the last three years, the amount of the budget ceiling has increased relatively every year.

In addition, the central government in this case the Ministry of Transportation also plays a role in fulfilling the basic needs of the community in the border area in Nunukan Regency by committing to reducing price disparities in the North Kalimantan Province through the Air Bridge (Jembara) program or in other words is the same program as the Freight Subsidy (SOA) for Goods with air transportation. The air bridge is the implementation of air cargo transportation from one airport to another and/or from one airport to another in underdeveloped, remote, outermost, and border areas (3TP). This air bridge is one of the new initiatives carried out by the Ministry of Transportation since 2017. With this Air Bridge, it is hoped that it can drive the economy in the regions so that it not only carries goods to distant areas but also transports goods produced in the region back to other areas in remote areas of Indonesia.

The following are the Pioneer Activity Funds sourced from the State Revenue and Expenditure Budget (APBN) of the Ministry of Transportation – Juwata Tarakan Airport which will be mentioned below.

Passenger Pioneer Activity Fund	
2023	25,053,592,416
2024	29,948,220,799.97
Cargo Pioneer Activity Fund	
2023	11,805,115,694
2024	10,128,648,815.73
Pioneer Passenger Fuel Transportation Activity Fund	
2023	2,111,863,800
2024	4,068,050,000

The data above shows that the APBN Fund for Pioneer Activities is mostly allocated for Passenger Pioneer Activities and the smallest is for Passenger Pioneer Fuel Transportation Activities. It can be said that both the Nunukan Regency Government, the North Kalimantan Provincial Government, and the central government in this case the Ministry of Transportation almost budget and implement the Goods Cost Subsidy Program (SOA) every year to meet the basic needs of the community in the border areas, especially in Nunukan Regency, North Kalimantan Province.

However, the fulfillment of the basic needs of the people in the border areas of Nunukan Regency, North Kalimantan Province has not yet had a set target. This is because the central government, the North Kalimantan Provincial Government, and the Nunukan Regency Government have not coordinated in determining the desired achievement indicators in the form of activity programs that are carried out through evaluation and *monitoring* related to the fulfillment of basic needs in the border areas. There are no regulations in this case regional regulations and their derivatives that regulate the fulfillment of basic needs, especially the Transportation Cost Subsidy (SOA). The basis for the Transportation Cost Subsidy (SOA) policy has not been stated in regional regulations and has not been stated in the Governor's regulation (Olson, 2000; Hamilton, 2003). The implementation of the Transportation Cost Subsidy (SOA) is mandated based on the results of the meeting. The Industry, Trade, Cooperatives, and UMKM Service of North Kalimantan Province has made efforts, only this does not have regional regulations that can be a legal umbrella for policies that are the basis for the implementation of the Transportation Cost Subsidy (SOA) so that it can be reduced to a Governor's regulation.

Integration

Integration is a measurement of the level of an organization's ability to conduct socialization, consensus development, and communication with various other organizations. This integration consists of several factors, namely socialization procedures and processes.

In fulfilling the basic needs of the community in the border area in Nunukan Regency, North Kalimantan Province, the Industry, Trade, Cooperatives, and UMKM Service as the leading sector integrates with several stakeholders, both across government sectors and with the Malaysian government. Regarding the route of the Transportation Cost Subsidy Program (SOA) and transportation modes, both the Nunukan Regency Trade and Industry Cooperatives Service and the North Kalimantan Province Trade and Industry Cooperatives Service coordinate with the Transportation Service. Regarding the distribution of basic goods, the Trade and Industry Cooperatives Service also coordinates with the District Government in the border area (Munir, 2019; Agung Maesya et al., 2015). Then the Trade and Industry Cooperatives Service also coordinates with Bappeda regarding the policy direction of regional development to present subsidized basic goods from Indonesia so that people on the border do not experience shortages and can also enjoy domestic products.

Then in the Freight Subsidy Program (SOA) for Goods or Cargo and Air Bridges, there is an appointment of a consortium or business actor who purchases basic goods for border areas by the Trade and Industry Office in Nunukan Regency, North Kalimantan Province. The appointment of this consortium is carried out every year and will select a different consortium or business actor each year (Agraria, 2020).

In addition, there is a Border Trade Agreement that has been carried out and has been going on for quite a long time between Indonesia and Malaysia in the border area. The Border Trade Agreement is an agreement that was signed between Indonesia and Malaysia on August 24, 1970, which contains rules where people in the border area can have a Border Crossing Pass and are required to report themselves to the supervisory post to be able to carry out buying and selling transactions in the border area. This BTA regulates several things related to trade relations in the border area, namely the definition of cross-border trade, cross-border trade actors, and the types and values of cross-border products.

Adaptation

Adaptation is a process of self-adjustment carried out to align something with changes that occur in the environment. Several factors influence adaptation, namely increased ability, facilities, and infrastructure. As a leading sector, the Department of Industry, Trade, Cooperatives, and UMKM has made several efforts to respond to changes that have occurred in meeting basic needs in the border areas of Nunukan Regency, North Kalimantan. One of the efforts of the Nunukan Regency Government of the North Kalimantan Provincial Government is to provide a

route for the Freight Subsidy Program (SOA) according to the needs of the community in the border area. With limited resources, the local government cannot accommodate all border area routes in Nunukan Regency, North Kalimantan Province, so the local government chooses and prioritizes the route or route for the Freight Subsidy Program (SOA) in sub-districts that have more demand and needs and are most in need, such as Krayan District, where the geographical conditions of the sub-district can only be accessed by air transportation so that the route for the Freight Subsidy Program (SOA) to Krayan District can be said to be always available every year.

CONCLUSION

Based on the results of the research and discussion above, the conclusion of this study shows that the effectiveness in fulfilling the basic needs of border communities in Nunukan Regency, North Kalimantan Province is not yet effective enough. This is because in fulfilling basic needs in the border area, there is no set target. There are no regulations in this case regional regulations and their derivatives that regulate the fulfillment of basic needs, especially the Transportation Cost Subsidy (SOA). The basis of the Transportation Cost Subsidy (SOA) policy has not been stated in regional regulations and has not been stated in the Governor's regulation. With the limited resources owned by the local government, it cannot accommodate all border area routes in Nunukan Regency, North Kalimantan Province, so the local government chooses and prioritizes the route or route of the Goods Subsidy Program (SOA) in sub-districts that have more demand and needs and are most in need.

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