

ABSTRACT

Joni Fahamsyah, 2009030010, Iswiyati Rahayu, Hj. Sulastini. This study aims to describe and analyze the management of program Sembako in improving the welfare of KPM in Pulau Laut Utara District, Semarang City. The type of research used in this research is descriptive research with a qualitative approach. The focus in this research is the effectiveness of the management of program Sembako, viewed from the management perspective which includes planning, organizing, directing, controlling and coordinating. Informants in this study include: Social Assistance for Bansos Pangan, e-Warong Administrator, Head of Social Welfare Section and Beneficiary Families (KPM). The results this study indicate that the Management of program Sembako in improving the welfare of KPM in Pulau Laut Utara District, Semarang City is quite effective, in general the implementation has implemented a good management system at every stage of its implementation. Starting from the preparation stage, the education and program socialization stage, the KKS registration and distribution stage, the distribution stage, and the aid fund utilization stage, at each stage, all of these stages apply a good management system consisting of planning, organizing, directing, controlling and coordinating.

Keywords: Effectiveness, Management, Control and Supervision.