

Implementation of the Targeted Electricity Subsidy Policy at the Office of PT. PLN (Persero) ULP Sinjai

Andi M Rusdi Maidin¹, Rajamemang², Moehamat Nurdin³, Wahyudi Putera⁴, Iskandar⁵,
Nur Aliza⁶, Andi TenriUlmi Qalsum⁷, Abd Rasyid. R⁸, Indah Lestari Yahya⁹

^{1,5}(Department of Sociology, Makassar Bosowa University, South Sulawesi, Indonesia)

^{2,3}(Department of Public Administration, Muhammadiyah University of Sinjai, South Sulawesi, Indonesia)

⁴(Department of Economic Education, Makassar State University, South Sulawesi, Indonesia)

⁶(Department of Social and Political Sciences, Muhammadiyah Sinjai University, South Sulawesi, Indonesia)

⁷(Department of Financial Management, Hasanuddin University, South Sulawesi, Indonesia)

⁸(Department of Islamic Economics and Business, Bone State Islamic Institute, South Sulawesi, Indonesia)

⁹(Department of Industrial Engineering, Muslim University of Indonesia, South Sulawesi, Indonesia)

E-Mail : maidinrusdi@gmail.com, rusdi.maidin@universitasbosowa.ac.id¹, rajamemang11@gmail.com²,
moch.nurdin21@gmail.com³, yudhieputera@gmail.com⁴, iskandar@universitasbosowa.ac.id⁵,
nuraliza998@gmail.com⁶, attenn999@gmail.com⁷, arasyid676@gmail.com⁸, indah.ly29@gmail.com⁹

Abstract

The results of this study provide a conclusion that the implementation of the targeted electricity subsidy policy carried out by PT PLN (Persero) ULP Sinjai has been carried out optimally in accordance with the provisions of PERMEN no 29 of 2016 and the integrated data that has been determined. People in the Sinjai Regency area also feel the impact of the electricity subsidy policy which is carried out fairly and evenly. This implementation is also supported by PT PLN (Persero) ULP Sinjai employees, especially service and administrative supervisors and related government parties in complying with and implementing the established data matching mechanism and complaint handling mechanism. The process of surveying and matching and verifying integrated data on electricity customers in the Sinjai Regency area produces optimal data. In addition, the handling of community complaints in the Sinjai Regency area has worked well, also supported by the role of the relevant government. So that community complaints about the implementation of this policy every month are decreasing.

Keywords:Implementation, Policy, Electricity Subsidy, Target, PT. PLN

I. Introduction

Electricity is one of the basic needs of society at this time. Indirectly related to the control of the State in the field of electricity, it is regulated in Article 33 Paragraph 2 of the 1945 Constitution which states that the State controls the livelihood of many people so that it needs to be regulated and provided by the State. Electricity becomes one of the important centers in running various industries and various business sectors so as to meet the needs of public facilities and households.

PT PLN (State Electricity Company) is the only State-Owned Enterprise (BUMN) company that provides electricity in Indonesia, one of which is PT PLN (Persero) ULP Sinjai. In the explanation of Law Article 66 Paragraph 1 concerning public service obligations states that BUMN in this case PT. PLN is given a special assignment by the government, the main target of PT. PLN is to want Electricity to be in charge of building business activities aimed at improving the welfare of the community and encouraging economic improvement.

Electricity subsidies are assistance provided by the government to consumers in the form of electric power tariffs that are lower than the economic tariff. With the same amount of

electricity usage, consumers who get subsidized tariffs will pay lower electricity bills than consumers who do not get subsidies. The difference between the subsidized tariff and the economic tariff will be borne by the government and then paid to PLN.

Letter of the Ministry of Social Affairs No. 32/HUK/2016 together with the National Team for the Acceleration of Poverty Reduction (TNP2K) manages the integrated data of the poor handling program as the basis for providing targeted electricity subsidies. In the process of implementing the targeted electricity subsidy policy, it refers to the 2015 integrated database update of the Ministry of Social Affairs through TNP2K.

Integrated social welfare data contains 40% of households because covering 40% is considered sufficient for targeting social protection and poverty reduction programs, 40% coverage includes the poor and near poor. KabupatenSinjai is below 40%, which is 37.97%. In Law No. 13 of 2011 concerning the handling of the poor, Article 11 Paragraph 2, namely integrated data that has been determined by the minister is the basis for the government and local governments to provide assistance or empowerment. The amount of integrated data on social welfare in Sinjai Regency is 25,824 households or 30,516 families, equivalent to 101. 445 people, this number is 37.97% of the population of Sinjai Regency (Source: www.sinjaikab.go.id)

The targeted electricity subsidy policy is a policy of providing electricity subsidies only to households that are entitled, namely those who belong to the poor and cannot afford different treatments for each income group even though the needs are the same. Although there is a similar need for 900 VA electricity, subsidies are differentiated by income group and subsidies for economically well-off 900 VA households have been revoked. The government also subsidizes electricity tariffs for small and medium enterprises which include small businesses and small industries as well as public facilities.

The targeted electricity subsidy policy aims to provide justice to the poor and disadvantaged as there are still 7 million households or the equivalent of 28 million individuals in Indonesia who do not enjoy permanent access to electricity. The policy is taken by considering the provision of more targeted electricity tariff subsidies so that only households with 450 VA power and 900 VA power are poor and disadvantaged (Ministry of Human Resources 2016). The targeted electricity subsidy policy is through the regulation of the Minister of Human Resources number 29 of 2016 paragraph 2 paragraph 1-5 on the mechanism of subsidizing electricity tariffs for households.

The implementation of the electricity subsidy policy involves the government in accommodating and channelling public complaints related to electricity subsidy membership through circular letter number 671/4809/SJ dated December 16, 2016 concerning support for handling complaints in the implementation of the targeted electricity subsidy policy asking the Governor and Regent/Mayor to optimize the implementation of handling complaints from the community. Governors and regents/mayors are also expected to activate the function of the poverty reduction coordination team (TKPK). The policy of implementing electricity subsidies as part of the central PT PLN (Persero) policy is also enforced.

In Sinjai Regency, the targeted electricity subsidy program began to be implemented, namely by revoking electricity subsidies for customers in 2017. The purpose of the targeted electricity subsidy policy is to ensure that electricity subsidies are only given to disadvantaged groups as mandated by law. However, the application of electricity subsidies for the 900 VA group in the field still has many problems. There are still well-off families who are included in the poor list

so that they get subsidies and poor or underprivileged families who are not included in the poor list so they do not receive subsidies (Tribun News 2017).

Data on the number of customers based on the household category of PT PLN (Persero) ULP Sinjai from 2015-2021 are as follows:

Table 1.1
Number of PLN customers in the Household Category in Sinjai Regency 2015-2021

JENIS PELANGGAN	2015	2016	2017	2018	2019	2020	2021
R1/450 VA (Subsidi)	11.741	11.842	11.743	11.527	11.241	11.203	11.152
R1/900 VA (Subsidi)	24.309	24.927	8.132	9.028	10.038	11.424	12.434
R1/900 VA - RTM (Non Subsidi)	-	-	20.245	22.125	23.759	25.081	25.948
R1/1.300 VA (Non Subsidi)	2.733	5.632	6.000	6.258	6.575	6.611	6.916
R1/2.200 VA (Non Subsidi)	373	403	428	493	600	945	1.170
R2/>2.200 sd 5.500 VA (Non Subsidi)	37	48	51	70	102	243	332
R3/6.600 VA Ke atas (Non Subsidi)	3	4	6	10	20	15	25

Source: PT PLN (Persero) ULP Sinjai, 2021

When viewed from this data in 2015, PT PLN (Persero) ULP Sinjai customers in the household group, namely R1/450VA as many as 11,741 customers and R1/900VA as many as 24,309 customers received electricity subsidies from the government. Whereas in 2016, the number of customers for the two groups increased again to 11,842 customers for the R1/450VA group and 24,927 customers for the R1/900VA group who received electricity subsidies from the government. Meanwhile, after the implementation of the targeted electricity subsidy policy in 2017 for the R1/900VA group in Sinjai Regency City, the number of R1/900VA group customers of 24,927 customers in 2016 was divided into two groups in 2017, namely the R1/900VA group for the poor as many as 8,132 customers and R1/900VA for the well-off group of 20,245 customers. Electricity subsidy data for PT PLN (Persero) ULP Sinjai customers in 2018 in the R1/450VA group as many as 11,527 customers and in the R1/900VA group as many as 9,028 customers. Whereas in 2019 the number of electricity subsidy customers in the R1/450VA group was 11,241 customers and in the R1/900 VA power as many as 10,038 customers who received electricity subsidies from the government. Then in 2020 electricity subsidy customers with the R1/450VA group were 11,203 customers and in the R1/900VA group were 11,424 customers. And finally in 2021 electricity subsidy customers in the R1/450VA group experienced a decrease in customers to 11,152 customers and in the R1/900VA group experienced an increase in the number of customers to 12,434 customers.

Prior to the implementation of the targeted subsidy policy, the data survey conducted by the government, especially the Sinjai District Government, was not optimal because in the data on poor households there were groups of well-off households and were not entitled to the electricity subsidy. Therefore, there are still loopholes for wealthy people to continue to circumvent the policy so that they can still enjoy electricity subsidies from the government and there are still many poor people who are not subsidized by the government. This is because the 2015 integrated database update was not appropriate or an error. There are still well-off families who are included in the poor list so that they get subsidies and poor or underprivileged families who are not included in the poor list so they do not receive subsidies. So, it is necessary to investigate further about the Implementation of the Targeted Electricity Subsidy Policy at the Office of PT PLN (Persero) ULP Sinjai.

II. Theoretical Foundation

a. Public Policy

The scope of public policy is very broad because it covers various fields and sectors such as economics, politics, social, culture, law and so on. In addition, in terms of hierarchy, public policies can be national, regional and local such as laws, government regulations, presidential regulations, ministerial regulations, regional / provincial government regulations, governor's decisions, district / city regulations, and regent / mayor decisions. In terminology, the definition of public policy turns out to be a lot depending on the angle from which we interpret it.

From various literature, it can be revealed that public policy in international literature is referred to as public policy, which is a rule governing common life that must be obeyed and applies to all its citizens. Each violation will be sanctioned in accordance with the weight of the offense committed and the sanctions are imposed in front of the public by an institution that has the task of imposing sanctions (Nugroho R., 2004).

These rules or regulations are simply understood as public policy, so we can interpret this public policy as a punishment. However, it is not just a law but we must understand it fully and correctly. When an issue concerning the common interest is seen as necessary to be regulated, the formulation of the issue becomes a public policy that must be carried out and compiled and agreed upon by authorized officials. When the public policy is determined to be a public policy; whether it becomes a law, whether it becomes a government regulation or presidential regulation including local regulations, the public policy turns into a law that must be obeyed.

Meanwhile, public policy experts define that public policy is everything that is done or not done by the government, why a policy must be carried out and what are the benefits for the common life must be a holistic consideration so that the policy contains great benefits for its citizens and has a small impact and should not cause adverse problems, even though there must be those who are benefited and those who are harmed, this is where the government must be wise in determining a policy (Thomas Dye, 1992).

To understand the strategic position and role of the government as a public actor related to public policy, it is necessary to understand that to actualize it, a policy oriented towards the interests of the people is needed. An expert said: (Aminullah in Muhamadi, 2001): that policy is an effort or action to influence the system of achieving the desired goals, the efforts and actions in question are strategic in nature, namely long-term and comprehensive.

Thus, public policy is closely related to state administration when public actors coordinate all activities related to tasks in order to meet the various needs of society through various public / general policies to meet the needs of society and the state. For this reason, an administration known as "State Administration" is needed. According to Nigro and Nigro in M.IrfanIslamy's book "Principles of State Policy" (Islamy, 2001), state administration has an important role in formulating state policy and this is part of the political process.

b. Policy implementation

Policy implementation is, in principle, a way for a policy to achieve its objectives. No more and no less. To implement public policy, there are two options for steps available, namely directly

implementing in the form of programs or through the formulation of derivate policies or derivatives of these public policies. The series of policy implementation can be clearly observed, starting from programs, to projects and activities. The model adapts mechanisms that are common in management, especially management in the public sector. Policies are derived in the form of programs which are then reduced to projects, and finally take the form of activities, whether carried out by the government, the community or government cooperation with the community.

Van Meter and Van Horn (in Budi Winarno, 2008: 146-147) define public policy implementation as actions in previous decisions. These actions include efforts to transform decisions into operational actions within a certain time frame as well as in order to continue efforts to achieve major and minor changes to be determined by policy decisions made by public organizations directed at achieving predetermined goals.

According to Daniel A. Mazmanian and Paul Sabatier (1979) as quoted in the book Solihin Abdul Wahab (2008; 65). Saying that: "implementation is understanding what actually happens after a program is declared in effect or formulated is the focus of attention on policy implementation, namely events and activities that arise after the enactment of State policy guidelines which include both efforts to administer them and to cause real consequences / impacts on people who know events." (Solihin Abdul Wahab, 2008; 65).

Budi Winarno (2008; 16) states that in general the term "Policy" or "policy" is used to indicate the behavior of an actor (for example an official, a group or government agency) or a number of actors in a particular field of activity, we can use this definition of policy relatively adequately for ordinary talks, but it becomes inadequate for more scientific and systematic talks concerning public policy analysis, therefore more precise limits or concepts of public policy are needed.

Frederickson and Hart in Tangkilisan (2003: 19), suggest that policy is an action that leads to goals proposed by a person, group or government in a certain environment in connection with certain obstacles while looking for opportunities to achieve goals or realize the desired goals.

According to Edwards' view (in Budi Winarno, 2008: 181) important sources include adequate staff and good skills to carry out their duties, authority and facilities needed to translate proposals on paper to carry out public services.

c. Electricity Subsidy

A subsidy is a payment by the government to producers, distributors and consumers and even the public in certain areas. For example to prevent the decline of an industry (e.g. as a result of continuous unprofitable operations) or the increase in the price of its products or simply to encourage the employment of more labor (as in the case of wage subsidies). In general, the definition of a subsidy is a gift of money from the government that is intended to assist and accelerate the development of farmer group businesses that are considered very important for the public interest and that cannot be run without government assistance.

Quoting Michael P. Todaro, (2011) subsidies (also called subventions) are a form of financial assistance paid to a business or economic sector. Some subsidies are given by the government to producers or distributors in an industry to prevent the industry from collapsing (for example due to continued harmful operations) or increasing the price of its products or simply to encourage it to employ more workers (such as wage subsidies).

According to Suparmoko, subsidies (transfers) are a form of government spending that is also interpreted as a negative tax that will increase the income of those who receive subsidies or experience an increase in real income if they consume or buy goods subsidized by the government at low selling prices. Subsidies can be divided into two forms, namely subsidies in the form of money (cash transfers) and subsidies in the form of goods or inkind subsidies.

According to Habib Nasir (2004) subsidies are financial reserves and other resources, to support a business activity or perora activity.



Figure 2.1 Comparison of Electricity Subsidies

Based on the figure, it is known that the recipients of electricity subsidies are more to the well-off groups, therefore the government imposed a targeted electricity subsidy policy starting January 1, 2017, based on the regulation of the Minister of Energy and Mineral Resources to ensure that electricity subsidies are enjoyed by the poor and disadvantaged. The targeted electricity subsidy policy aims to provide justice to the poor and disadvantaged because there are still 7 million households or the equivalent of 28 million individuals in Indonesia who do not enjoy permanent access to electricity.

The conclusion of the Working Meeting of the Minister of Energy and Mineral Resources with Commission VII of the House of Representatives on September 22, 2016, approved the revocation of 900 VA electricity subsidies for economically well-off households supported by accurate data. Therefore, the targeted electricity subsidy policy was issued through Ministerial Regulation No. 29/2016 on the Mechanism of Providing Electricity Tariff Subsidies for Households, where the targeted electricity subsidy policy is focused on article 2 paragraphs 1-5 which are explained as follows:

1. Electricity tariff subsidies for households are implemented through electricity tariffs for PT PLN (Persero) consumers of household groups that are given:
 - a.450 VA power; and
 - b.Poor and underprivileged households of 900 VA power).
2. The provision of subsidies to poor and underprivileged households of 900 VA power as referred to in paragraph (1) letter (b) is implemented based on the results of data matching conducted by PT PLN (Persero) which is determined by the Director General.

3. Consumers of PT PLN (Persero) household group with power 1300 VA and above will be contained in the integrated data can receive subsidized electricity tariff after decreasing the power to and has been regulated in the regulation of 450 VA power or 900 VA power.
4. The power decrease is implemented after the consumer of PT PLN (Persero) household group with 1300 VA power and above as referred to in paragraph (3) submits the power decrease application to PT PLN (Persero).
5. Based on the application as referred to in paragraph (4), PT PLN (Persero) shall serve the power reduction in accordance with the provisions of PT PLN (Persero).

The Minister of Home Affairs through Circular Letter Number 671/14809/SJ dated 16/2016 concerning support for handling complaints in the implementation of the targeted electricity subsidy policy, asked the Governor and Regent/Mayor to activate the function of the Poverty Reduction Coordination Team (TKPK) in their respective regions.

Assigns especially the Regents to ask the Camat, Lurah, and Village Heads to play an active role in handling and accommodating complaints from the community related to electricity subsidy membership. Ministry of Social Affairs No. 32/HUK/2016 that the integrated data as the basis for providing targeted electricity subsidies comes from updating the 2015 integrated data bases through the National Team for the Acceleration of Poverty Reduction (TNP2K). Integrated data contains the lowest 40% socio-economic status community groups who have JKN, KPS, KKS, KIP, Rastra cards (PT.PLN (Persero) ULP Sinjai).

III. Operational Definition

- 1) Policy implementation is a way for PT PLN (Persero) ULP Sinjai so that a policy can achieve its objectives.
- 2) Policy implementation is influenced by four variables, namely:
 - a. Communication, namely the success of policy implementation implies that PT. PLN (Persero) ULP Sinjai knows what to do, where the goals and objectives of the policy must be transmitted to the target group, so that it will reduce implementation deviations.
 - b. Resources, even though the policy content has been communicated clearly and consistently, if PT. PLN (Persero) ULP Sinjai lacks the resources to implement, the implementation will not run effectively. These resources can take the form of human resources, such as implementor competence and financial resources.
 - c. Disposition, is the character and characteristics possessed by PT PLN (Persero) ULP Sinjai, such as commitment, honesty, and democratic nature. If the implementor has a good disposition, PT. PLN (Persero) ULP Sinjai can carry out the policy well as desired by the policy maker when the implementor has a different attitude or perspective from the policy maker, the policy implementation process will also be ineffective.
 - d. Bureaucratic structure, the organizational structure in charge of implementing policies at PT PLN (Persero) ULP Sinjai has a significant influence on policy implementation. Aspects of the organizational structure are Standard Operating Procedure (SOP) and fragmentation. An organizational structure that is too long will tend to weaken

supervision and create red-tape, which is a complicated and complex bureaucratic procedure that makes the activist in charge of implementing the policy.

IV. Research Methods

This type of research is descriptive research with a qualitative approach. Descriptive data, namely what is stated by informants in writing or orally, and real behavior. According to Stauss and Carbi (Farida Nugrahani, 2014: 9) suggests that qualitative research refers to non-mathematical data analysis, this procedure produces findings obtained through data collected by various means including interviews, observations, documents or archives and tests. The sources of this research are primary data and secondary data. The informants in this study were the Manager of PT PLN (Persero) ULP Sinjai, Energy Transaction Supervisor, Service and Administration Supervisor, and electricity subsidy customers.

Data Collection Techniques are Observation, Interview, and Documentation. The data analysis technique is data reduction, in qualitative research it is understood that qualitative research data needs to be reduced and moved to make it more accessible or understandable and described in various themes and patterns. So, data reduction is more focusing, simplifying and moving raw data into a more manageable one. Data presentation is a set of organized information that provides the possibility of drawing conclusions and taking action. After the data is presented, which is also in a series of data analysis, the next process is drawing conclusions or verifying the data (Salim and Syahrin, 2014).

V. Discussion

Policy Implementation

a. Communication

The most important factor in implementing a program is communication. Where communication is the main support in implementing policies. So, PT PLN (Persero) ULP Sinjai also did the same thing in implementing the previously determined program.

The data on the socialization of electricity subsidies that have been carried out by PT PLN (Persero) ULP Sinjai in all sub-district offices, village offices and villages in Sinjai Regency are as follows:

Table 5.1
Socialization of Electricity Subsidy of PT PLN (Persero) ULP Sinjai in Sinjai Regency

No	District	Neighborhood	Village	Number of Socialization
1	Bulupodo	-	Bulu Tellue Duampanuae Lamatti Riaja Lamatti Riattang Lamatti Riawang Lappacin rana Tompobulu	1x
2	Pulausembilan	-	Pulau Buhung Pitue Pulau Harapan Pulau Padaelo Pulau Persatuan	1x
3	Sinjai barat	Balakia Tassililu	Arabika Barania Bonto Salama Boto Lempangan Gunung Perak Terasa Turungan Baji	1x
4	Sinjaiborong	Pasirputih	Barambang Batu Belerang	1x

			Biji Nangka Bonto KatuteBonto Sinala Bonto TengngaKassiBuleng	
5	Sinjai Selatan	Sangiasseri	Alenangka Aska Bulu KamaseGareccing Palae PalangkaPolewali Puncak Songing Talle	1x
6	Sinjaite ngah	Samaenre	Baru Bonto GantarangKanrungKompangMattunrengTellue PattongkoSaohiringSaotanreSaotengah	1x
7	Sinjai Utara	AlehanuaeBalangnipaBiringere Bongki LamattiRilauLappa	-	1x
8	Sinjaiti mur	Samatarang	Biroro BongkiLengkeseKaloling Kampala Lasiai PanaikangPasimarannuPattalassangSalohe Sanjai Saukang Tongke-Tongke	1x
9	Telluli mpoe	Mannanti	Bua Era BaruKalobbaLembangLoheMassailePattongkoSa maturueSaotengah SukaMaju TelluLimpoe	1x

Source: *PT PLN (Persero) ULP Sinjai, 2022*

From the table above, it can be concluded that there is indeed communication carried out by PT PLN (Persero) ULP (Customer Service Unit) Sinjai by conducting socialization with local governments and local communities during the electricity subsidy transition.

Table 5.2
Report on Electricity Subsidy Usage from January to December per year 2021 Kab. Sinjai

No	Tarif	Kwh per pelanggan	Rupiah per Kwh	Kwh	Kwh rupiah
1	R1/ 450 VA	86.1	407	11.553.204.904	535.220.458
2	R1/900 VA	66.17	528	10.008.613.246	2.684.952.642
Jumlah		152.18	935	21.561.818.150	3.220.173.100

Source: *PT PLN (Persero) ULP Sinjai, 2022*

From the table above, it can be concluded that PT PLN (Persero) ULP Sinjai pays attention to the amount of energy consumption used by electricity subsidy customers in Sinjai Regency so that the mechanism (electricity stimulus) is only given that meets the maximum they use. does not exceed the usage limit set by PT PLN (Persero) ULP Sinjai.

From the results of interviews, observations and documentation (attached) related to the implementation of the targeted electricity subsidy policy at the PT PLN (Persero) ULP (Customer Service Unit) Sinjai office with communication indicators. It can be concluded that

the implementor's communication with electricity customers has been well established, where the implementor communicates directly to electricity customers to find out what complaints electricity users have.

b. Resources

Resources are one of the important aspects, for the implementation of the targeted Electricity Subsidy Policy Implementation program at the PT PLN (Persero) ULP Sinjai office. Without resources, policies that have been made may only be arguments without realization. Resources that support effective policies include skilled Human Resources (HR), Natural Resources (SDA), and are supported by adequate financial resources and facilities.

Human Resources are the main factor in an institution. Whatever the form and purpose of the organization, it is formed based on a vision for the benefit of humans and in its implementation is managed by human resources of PT PLN (Persero) ULP Sinjai as a policy implementor, totaling 15 people consisting of 1 manager, 4 supervisors, and 10 staff and some are contracted. All authorized staff and employees already know the contents of the policy in accordance with the policy that refers to the Regulation of the Minister of Energy and Resources No.29 of 2016.

c. Disposition

The disposition or attitude of PT PLN (Persero) ULP Sinjai in implementing the policy is also one of the factors that determine the success of implementation. Thus PT PLN (Persero) ULP Sinjai remains consistent in carrying out the policies that have been formulated by mobilizing all available resources. Employees/staff authorized to implement policies at PT PLN (Persero) ULP Sinjai have good knowledge and understanding of this and the objectives of the policies implemented as policy implementation they understand the contents of the electricity subsidy policy so that electricity subsidies can be right on target and effective for subsidy customers.

d. Bureaucratic Structure

The policy of an organization / agency, especially at PT PLN (Persero) ULP Sinjai, requires cooperation and division of tasks. If the existing bureaucratic structure is not conducive to existing policies, it will cause existing resources to be ineffective and hinder the course of the policy.

The organizational structure at the PT PLN (Persero) ULP (Customer Service Unit) Sinjai office is as follows:

Based on the bureaucratic structure of PT PLN (Persero) ULP Sinjai, it can be said that in implementing the policy, it is assisted by several employees / staff who are placed in each unit and monitored by PT PLN (Persero) ULP Sinjai.

The process of implementing the PT PLN (Persero) ULP policy in providing services is by:

1. Make an application at PT PLN (Persero) ULP Sinjai (if classified as a subsidy recipient who is entitled and eligible)
2. PLN processes the submission of electricity subsidies with PLN customers
3. PLN customers bring completeness in the form of KTP and KK

The purpose and duties of each employee of PT PLN (Persero) ULP (Customer Service Unit) Sinjai:

- a. Manager: the purpose of the manager is responsible for the management of operations and maintenance of electricity distribution networks, commerce and customer service in accordance with its authority in order to improve electricity services efficiently and effectively with quality and reliability to achieve unit performance targets.
- b. Service and administration supervisor: The purpose of the supervisor of services and administration is to be responsible for managing the administration of subscriptions, office administration, work facilities, security and financial administration in theyaon.
- c. Technical Supervisor: The purpose of the technical supervisor is to be responsible for controlling the operation and maintenance of the distribution network, monitoring distribution losses and efforts to reduce them, managing and developing network assets and distribution construction as well as connection and disconnection.
- d. Electric Energy Transaction Supervisor: The purpose of the Electric Energy Transaction Supervisor is to be responsible for the management of billing and settlement of electric energy to meet applicable operational standards.
- e. Performance analysis: The purpose of performance analysis is to be responsible for performance reporting and data validation to support the achievement of the performance targets set.

VI. Conclusions and Suggestions

Conclusion

From the results of the research, the authors can conclude that communication in the implementation of the electricity subsidy policy at the PT PLN (Persero) ULP Sinjai office with implementers and electricity users has been well established, where the implementor communicates directly to customers to find out what complaints the electricity users have. In addition, adequate natural resources (SDA) at PT PLN (Persero) ULP Sinjai in serving customers and the attitude of policy implementers are quite good and effective and remain consistent with their respective duties. And the division of labor bureaucracy in implementation, especially in customer service and supported by the organizational structure of PT PLN (Persero) ULP Sinjaiso that the duties and obligations to be carried out become directed and also facilitate the process of coordination, reporting and control.

Suggestion

It is recommended that PT. PLN (Persero) ULP Sinjai be able to more often provide socialization to electricity users so that users are more aware of policies, especially in the field of electrical energy and more electricity users understand how to / system taken in submitting complaints that are felt while using electrical energy.

Bibliography

- Bin Abdul Wahab, A. (2008). *Financial Management of Mosques in Kota Setar District: Issues and Challenges*.
- Dye, T. R. (1992). *Understanding public policy [by] Thomas R. Dye*.
- Indonesia, P. R. *Undang-Undang Republik Indonesia Nomor 30 Tahun 2009 Tentang Ketenaga listrikan*.

- Iqbal, Z., Nasir, H., Hiradate, S., & Fujii, Y. (2004). *Role of allelopathy in invasion of an exotic plant Robinia pseudo-acacia L.* Journal of Weed Science and Technology, 49(Supplement), 98-99.
- Lewis, M. K., & Algaoud, L. M. (2001). *Islamic banking*. Books.
- Michael, P. T. (2011). *Economic development*.
- Muhamadi, E., & Susilo Aminullah, B. (2001). *Dynamic Systems Analysis of Environmental, Social, Economic and Management*. Centre for Policy Studies and System Dynamics.
- Mukti, D. A., Nurmalisa, Y., & Pitoewas, B. (2018). *Pengaruh Implementasi Permen ESDM No. 29 Tahun 2016 Terhadap Pemberian Subsidi Listrik*. Jurnal Kultur Demokrasi, 5(12).
- Murtiningsih, B. S. E., Advenita, G. M., & Ikom, S. (2017). *Representation of Patriarchal Culture in New Media: A case study of News and Advertisement on Tribunnews.com*. Mediterranean Journal of Social Sciences, 8(3), 143.
- Nazir, H., & Hasanuddin, M. (2004). *Ensiklopedie ekonomi dan perbankan syariah*. Kaki Langit.
- Noor, H. J. (2016). *Pasal 66 Ayat (1) Undang-Undang Jabatan Notaris dan Tindak Pidana Korupsi*. Jurnal Komunikasi Hukum (JKH), 2(1).
- Nugrahani, F., & Hum, M. (2014). *Metode penelitian kualitatif*. Solo: Cakra Books, 1(1), 3-4.
- Nugroho, R. (2004). *Kebijakan Publik*. Jakarta: PT Alex Media Komputindo.
- Nurjanna, Tawe, A., Sahabuddin, R., Putera, W., Yahya, L, I. (2022). *Factors that Influence Entrepreneurship Decision Making in Shaping the Characteristics Entrepreneurial of MSMEs among Women in Makassar City*. Asian Journal of Business and Management, 10(4), 80-101.
- Putera W., Sahabudin R., Rakib M., and Lestari I. (2021) *The Influence of Facilities and Innovation in Improving Consumer Satisfaction Through Creativity in MSMEs Micro Handicraft Products in South Sulawesi Province*, American Journal of Humanities and Social Sciences Research (AJHSSR), 5(6), 01-13.
- Putera, W., Alimuddin, Yahya, L. I., Magfirah. (2021). *Factors that Affect Employee Welfare in Improving Employee Performance at PT. Semen Indonesia (SIG) Persero TBK*. Asian Journal Of Science and Management Technology, 3(3), 71-92.
- Putera, W., Rakib, M., & Sahabuddin, R. (2021). *Competitive Advantages Influence on Marketing Performance: Study on Food and Beverage MSMEs*. The American Journal of Humanities and Social Sciences Research (THE AJHSSR), 4(1), 75-83.
- Putera, W., Sahabuddin, R. and Rakib, M. (2021) *Competitive advantages influence on marketing performance: Study On Food And Beverage MSMEs*. American Journal of Humanities and Social Sciences Research (AJHSSR), 4(1), 75-83.
- Putera, W., Rasyid, A., Saripuddin, Basmar, E., Sahabuddin, R., Rakib, M., Nurjanna, Anshori, A, M, A., Yahya, L, I & Alimuddin. (2022). *Revenue Factors, Service Quality and Location Affect Consumer Purchasing Decisions In Mediating Prices and Product Dealers Products Toyota PT. Hadji Kalla*. American Journal of Humanities and Social Sciences Research (AJHSSR), 6(9), 91-114.
- Putera, W., Rasyid, A., Saripuddin, Diputra, I., Magfirah, Basmar, E., Rakib, M., Sahabuddin, R., Rajamemang, Yahya, L, I & Budiawati. (2022). *Social Problems And Public Services In Influencing The Fulfillment Of The Needs Of The People Of Maros Regency Through The Performance Of The Good Government Government*. Asian Journal of Social Science and Management Technology, 4(5), 62-83.
- Putera. W, Sahabuddin, R, Rakib. M and Girikallo, A. (2020). *Effect of Service Quality on Customer Satisfaction Through Customer Value in PDAM Kota Makassar (Customer Approach in Developing Clean Water Product Services to Customers)*, 5(10), 2456-2165.
- Rajamemang, R., Kasnawi, T., Anshari, A., Kahar, F., & Maidin, R. (2019). *Determinant Factor of Transformational Leadership in the Age of Globalization*. Jurnal Ad'ministrare, 6(1), 73-78.

- Rizkiani, D. N. *Pelaksanaan Kebijakan Subsidi Listrik Tepat Sasaran (SLTS) ditinjau dari Undang-undang Nomor 8 Tahun 1999 dan Peraturan Menteri ESDM Nomor 29 Tahun 2016 studi kasus konsumen listrik rumah tangga di Kelurahan Curug Bojongsari Kota Depok* (Bachelor's thesis, Fakultas Syariah dan Hukum UIN Syarif Hidayatullah Jakarta).
- Saleh, H., Hamka, H., Maidin, R., & Manda, D. (2021). *The Importance of Employees Redistribution in South Sulawesi Higher Educations, Indonesia*.
- Saripuddin., Kadir, D., Nurjaya., Putera, W., R., Rasyid, A., Elpisah., W., Fahreza, M., Yahya, L, I. (2022). *Government Policy Through Market Orientation in Supporting the Business Performance of Maros Bread Business in Maros Regency*, International Journal of Capacity Building in Education and Management (IJCBE), Vol. 5, No. 1, September, 2022. ISSN:2350-2312(E) ISSN: 2346-7231
- Sinjai, P. K. Dikutip pada laman website: http://www.sinjaikab.go.id/v2/index.php?option=com_content&view=article&id.
- Subekti, G. S. (2015). *Kebijakan Konservasi Energi Di Indonesia Analisis Isi Undang-Undang Nomor 30 Tahun 2007 Tentang Energi Dan Peraturan Pemerintah Republik Indonesia Nomor 70 Tahun 2009 Tentang Konservasi Energi* (Doctoral dissertation, Universitas Gadjah Mada).
- Syahrum, S., & Salim, S. (2014). *Metodologi penelitian kuantitatif*.
- Tangkilisan, H. N. S. (2003). *Kebijakan publik yang membumi*. Yogyakarta: Lukman Offset.
- Winarno, B. (2008). *Globalisasi: Peluang atau ancaman bagi Indonesia*. Erlangga.