

ABSTRAK

Program Bantuan Pangan Non Tunai (BPNT) merupakan salah satu program perlindungan sosial pemerintah yang bertujuan membantu masyarakat miskin dan rentan miskin dalam memenuhi kebutuhan pangan. Dalam pelaksanaannya di tingkat desa, keberhasilan BPNT tidak hanya ditentukan oleh mekanisme penyaluran bantuan, tetapi juga oleh strategi komunikasi pemerintah desa dalam membangun kepercayaan masyarakat penerima manfaat. Di Desa Tunjung, Kecamatan Jatilawang, Kabupaten Banyumas, meskipun jumlah penerima BPNT tergolong tinggi, masih ditemukan keluhan terkait kejelasan informasi, pengalaman komunikasi, serta praktik penyaluran bantuan di lapangan. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemerintah desa dalam membangun kepercayaan masyarakat terhadap program BPNT di Desa Tunjung. Strategi komunikasi tersebut meliputi penyampaian informasi program, pembinaan kepada penerima manfaat, koordinasi dengan pendamping sosial dan agen penyalur, serta pola komunikasi langsung melalui pertemuan dan interaksi informal dengan masyarakat. Penelitian ini menggunakan Teori Kredibilitas Sumber (*Source Credibility Theory*) yang menekankan tiga aspek utama, yaitu keahlian (*expertise*), keterpercayaan (*trustworthiness*), dan daya tarik (*attractiveness*). Pendekatan penelitian yang digunakan adalah kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap kepala desa, perangkat desa, pendamping BPNT, agen E-Warong, serta Keluarga Penerima Manfaat (KPM). Pemilihan informan dilakukan secara purposive. Hasil penelitian menunjukkan bahwa strategi komunikasi pemerintah desa telah berjalan melalui pembinaan dan komunikasi langsung, namun belum sepenuhnya membangun kepercayaan masyarakat secara merata. Aspek keahlian menjadi faktor paling dominan, sementara aspek keterpercayaan masih menjadi tantangan utama dalam pelaksanaan BPNT di Desa Tunjung.

Kata kunci: BPNT, kepercayaan masyarakat, pemerintah desa, strategi komunikasi, Teori Kredibilitas Sumber

ABSTRACT

The Non-Cash Food Assistance Program (Bantuan Pangan Non Tunai/BPNT) is one of the government's social protection programs aimed at assisting poor and vulnerable households in meeting their basic food needs. At the village level, the success of BPNT is not solely determined by the technical distribution mechanism, but also by the communication strategies implemented by the village government in building public trust among beneficiaries. In Tunjung Village, Jatilawang District, Banyumas Regency, although the number of BPNT beneficiaries is relatively high, several issues remain, particularly related to the clarity of information, communication experiences, and distribution practices in the field. This study aims to analyze the communication strategies of the village government in building community trust in the implementation of the BPNT program in Tunjung Village. These strategies include the dissemination of program information, guidance provided to beneficiaries, coordination with social facilitators and distribution agents, as well as direct communication patterns through meetings and informal interactions with the community. This research is grounded in Source Credibility Theory, which emphasizes three main dimensions: expertise, trustworthiness, and attractiveness. A qualitative approach with a descriptive method was employed. Data were collected through in-depth interviews, observation, and documentation involving the village head, village officials, BPNT social facilitators, E-Warong agents, and beneficiary households (Keluarga Penerima Manfaat/KPM). Informants were selected using purposive sampling. The findings indicate that the village government's communication strategy has been implemented through guidance and direct communication; however, it has not fully succeeded in building community trust evenly. Expertise emerged as the most dominant factor, while trustworthiness remains the main challenge in the implementation of the BPNT program in Tunjung Village.

Keywords: communication strategy, community trust, BPNT, village government, Source Credibility Theory