EKAWATI RAHAYU PUTRI. Analysis Of Non-Cash Food Assistance policy: Case Study in Tangerang City. Supervised by ROKHANI HASBULLAH and MUHAMMAD FINDI.

Based on the direction of the President of the Republic of Indonesia in the Limited Meeting dated 26 April 2016 the subsidized rastra was changed to non-cash food aid held in 44 cities across Indonesia in 2017. This study aims to analyze the level of non-cash food assistance policy in Tangerang City.

This research uses descriptive method with survey approach. This research was conducted in Tangerang City in April 2017. The determination of respondent of Beneficiary Family (KPM) was done with non probability sampling to obtain information from beneficiaries in the sample research area. In determining the respondents use convenience sampling. Data were processed and analyzed using descriptive analysis, structural equation modeling (SEM), gap analysis, and costumer satisfaction index (CSI). Descriptive analysis is used to give an overview of respondents ie KPM. Structural Equation Modeling (SEM) is used to provide information on the factors that affect KPM satisfaction. Gap analysis is used to provide information about the gap between implementation and ideally non-cash food assistance policies. The costumer satisfaction index (CSI) is used to measure the level of satisfaction of KPM.

Implementation of non-cash food assistance in Tangerang City as much as 50 % KPM expressed satisfaction. Implementation of non-cash food aid in Tangerang City is below KPM's expectation. In the research results there are 8 priority indicator variables that must be corrected immediately. From these eight indicators, a priority strategy for non-cash food aid in the future is developed. The strategy to improve the performance of non-cash food aid is to increase the number of e-warong in each village by cooperating with existing stalls. Government to ensure administrative in government does not disturb the disbursement of funds from Bank to KPM. The government improved the data of non-cash food beneficiaries. The government appoints the government's hand to ensure the availability of staple stock in e-warong. The government recalculated the nominal amount given to the beneficiary Family (KPM) of Rp 110,000.00.

Keywords: non-cash food assistance, beneficiary families, priority strategies