

# EFFECTIVENESS OF BUSINESS PROGRAM FOR INCREASING ACCEPTOR FAMILY INCOME (UPPKA) IN KEBUMEN DISTRICT

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## **Abstract**

*The study was used to measure the effectiveness of the UPPKA program in Kebumen Regency. Effectiveness refers to the assessment of a program by comparing the results of the program realization and the planned results previously determined. Research on the effectiveness of the UPPKA program in Kebumen Regency aims to obtain an overview of: 1) respondent characteristics, 2) program targeting accuracy, 3) program socialization, 4) program objectives, and 5) program monitoring. The study used descriptive quantitative methods. The study population was 246 people including all active UPPKA group leaders in Kebumen Regency. The sample is determined by random sampling technique. The number of samples obtained is 71 respondents, which is measured using the Slovin formula. Data collection techniques used are questionnaires and documentation studies. The measurement technique used is the Guttman scale. The validity test of the measuring instrument was tested with visible validity (face validity), reliability test using the Cronbach Alpha method. Furthermore, the results of the study were analyzed using descriptive statistical techniques. The results showed that the implementation of the UPPKA program in Kebumen Regency was very effective with a program effectiveness ratio of 85.7%. The accuracy of program targets is 86.4%, program socialization is 87%, program objectives are 89.9%, and program monitoring is 78.7%. The causes for the less than optimal effectiveness were the inaccuracy of the implementation of program socialization, program monitoring, and program evaluation, the development of the UPPKA group was not optimal, and the respondents' low awareness and understanding of the business bookkeeping of the UPPKA group. In connection with these problems, the authors propose the program "Optimization of the UPPKA Group through "UPPKA Bangkit" in Kebumen Regency". The existence of this program is expected to improve all aspects of the effectiveness of the UPPKA program.*

## **Keywords:**

*Effectiveness; UPPKA Program; Family Empowerment, Poverty, Social Work*

## INTRODUCTION

Poverty is one of the fundamental problems that is the center of attention of the government in any country, both developed and developing countries. Poverty is caused by an imbalance in economic growth so that the income gap in society is getting wider (Harahap, 2006). Over the last few years, the poverty rate in Indonesia has been decreasing from year to year. In 2018 the number of poor people in Indonesia was recorded at 25.95 million people, decreased in 2019 by 25.14 million people or 9.41% of the Indonesian population, and in March 2020 that number increased to 26.42 million people. or 9.78% of the Indonesian population (BPS, 2020).

Based on data obtained from the Central Statistics Agency (BPS), Kebumen Regency became the poorest district/city in Central Java Province in 2019 with a poverty rate of 16.82%. The population in Kebumen Regency is around 1.3 million people and there are around 201,000 households or around 700,000 people who fall into the category of poor people with a monthly income of less than IDR 363,000. Even though the UMK for Kebumen Regency in 2020 is set at IDR 1,835,000. Poverty is related to the high unemployment rate in Kebumen Regency. In 2017, the unemployment rate reached 5.58% of the total workforce. In fact, the unemployment rate has an increasing trend to exceed the unemployment rate at the provincial and national levels.

The government's concern in poverty reduction efforts is manifested by the existence of several economic empowerment policies for poor families which are programmed by the government as one of the effective steps in poverty reduction efforts, both through departmental and non-departmental institutions. One of them is the National

Population and Family Planning Agency (BKKBN) which organizes the Acceptor Family Income Increase Business (UPPKA) program as a family economic empowerment program. This program was established in 1979. As of June 2019, field control data shows that the number of UPPKA groups in Indonesia is 54,107 groups spread across 34 provinces (BKKBN, 2019).

The Acceptor Family Income Improvement Program, hereinafter abbreviated as UPPKA, is a group of families who are interested in becoming a happy and prosperous small family through various joint business activities in the productive economy. UPPKA is a family economic empowerment program through a group of productive economic business activities. UPPKA members consist of Couples of Childbearing Age (PUS), Family Planning (KB) participants, teenagers, and the elderly who have an interest in group business development, especially families belonging to the pre-prosperous family welfare level.

The purpose of the formation of the UPPKA group is to invite families to actively engage in a productive economy, increase family resilience and independence, and create small, happy, and prosperous families. The formation of the UPPKA group was formed independently by the community by fulfilling the following requirements: 1) Having a board (chairman, secretary, treasurer, and sections needed by the group); 2) Hold regular meetings; 3) Conducting productive economic business; 4) Perform administrative records; 5) Members are prioritized for couples of childbearing age (PUS), family planning participants, and pre-prosperous families; 6) Group; 7) Carry out joint responsibilities (jointly); 8) Conducting business learning process (skilled personnel).

Kebumen Regency has UPPKA groups totaling 457 groups, 11,246 families, and 23,082 people spread over 26 sub-districts. These groups are not necessarily all active in the UPPKA program, but only 246 groups are active in UPPKA activities. Each sub-district consists of 7 to 32 UPPKA groups. Meanwhile, each UPPKA group consists of between 10 and 20 people, including administrators and members.

Monitoring or monitoring of the UPPKA program is carried out at least once a month by Family Planning Extension (PKB) or cadres in the area. Information such as socialization and activities for the UPPKA group was provided during the sub-Village Family Planning (PPKBD) sub-help meetings which were held once a month (Dinsos and PPKB Kebumen District). The implementation of the UPPKA program is inseparable from the various problems and obstacles experienced by the UPPKA group, namely the lack of optimal support for capital assistance for the UPPKA group and the lack of training/skills for UPPKA group cadres. Since 2000, the Ministry of Finance has prohibited BKKBN from disbursing loans to members of the UPPKA group in the amount between Rp. 500,000 and Rp. 5,000,000. The UPPKA group became left behind as if being swept away by the wind when the government system changed from centralization to decentralization (regional autonomy). The existence of UPPKA overlaps with Micro, Small and Medium Enterprises (MSMEs) in the community. Many UPPKA members ended up inactive because they preferred to build their own businesses rather than in groups through UPPKA. Facilities in the form of smartphone applications intended for the development of the UPPKA group are

widely available, but have not been used optimally.

Judging from the poverty conditions in Kebumen Regency, UPPKA is one of the important programs as a family development strategy. Based on the facts and explanations described above, the researcher is interested in conducting further research on the effectiveness of the Acceptor Family Income Improvement Program (UPPKA) in Kebumen Regency.

Effectiveness relates to the extent to which the organization achieves predetermined goals. Akmal (in Febiyan, 2020) states that effectiveness is the achievement of goals in accordance with the plan or planned results that have been previously determined compared to the realization of the results obtained. According to Subagyo (2003), effectiveness is the compatibility between the output and the goals set.

Definition of effectiveness: Effectiveness is the accuracy of the target of an ongoing process to achieve predetermined goals. Meanwhile, organizational effectiveness is the targeting accuracy of a process that occurs in formal institutions that organize a collaboration with components that are coordinated with each other to achieve goals (Hendyat Soetopo, 2012, p. 51).

The level of program effectiveness in this case describes the local government's ability to realize the planned program compared to the set target. Based on several expert opinions, it can be concluded that effectiveness is a measure to determine the extent to which the level of success of a program or organization from a predetermined target.

Budiani (2007) measures the effectiveness of a program using the following aspects:

- 1) Accuracy of Program Targets  
Measuring the extent to which program participants are in line with predetermined targets.
- 2) Program Socialization  
Seeing the ability of program organizers in conducting program socialization so that information regarding program implementation can be conveyed to the public in general and the target program participants in particular.
- 3) Program Objectives  
Measuring the extent of conformity between the results of program implementation and the program objectives that have been previously set.
- 4) Program Monitoring  
Seeing the activities carried out on the implementation of the program as a form of attention to program participants.

Social work as a profession has a close relevance to poverty. Social work is a professional activity to help individuals, groups, and communities to increase or improve their capacity to function socially and to create conditions conducive to society to achieve its goals (Zastrow, 1999). Social work is based on a body of knowledge, a body of skills, and a body of values which integratively form the profile and approach of social work.

The roles of social workers in the field of poverty include a facilitator role, an educational role, a representative role, and a technical role. The role of the facilitator aims to encourage the target group or clients so that they can create changes in their environmental conditions, including: social animation, mediation and negotiation, support, consensus

building, and group facilitation. The role of education involves the active role of social workers in the process of implementing all activities that have been planned with the target group. This role can be realized in the form of raising awareness, providing information, confrontation, and training. The representative role involves social workers as enablers or agents of change, among others, helping clients realize their condition, developing client relationships (networking), and helping clients make a plan. The technical role of social workers is to assist in technical matters related to data collection and data analysis, using computers, verbal and written presentations, and management (Jim Ife, 1995).

The practice of social work recognizes three methods in its service, namely the practice of Casework, Groupwork, and Community Organization/Community Development. According to Dubois and Miley (2014) Casework or social work in the realm of micro intervention includes individuals/individuals and families with general services in nursing homes and cases/social problems in the household or family. According to Kanopka (in Garvin, 2011) the notion of groupwork or social work with groups is a method of reducing or eliminating barriers to social interaction and achieving the desired goals through group dynamics.

Community Organization/Community Development is a method that can be used to build a community in order to improve the standard of living of community members themselves through active community participation (Abu Huraerah, 2011).

The purpose of this research in general is to find out a general description of the level of effectiveness of the Acceptor Family Income

Improvement Program (UPPKA) in Kebumen Regency using aspects of program targeting accuracy, program socialization, program objectives, and program monitoring.

## METHOD

The research method used to examine the effectiveness of the UPPKA program in Kebumen Regency uses quantitative research with descriptive methods. The population in this study were all active UPPKA group leaders, totaling 246 people. The sampling technique used was random sampling by obtaining respondents as many as 71 active UPPKA group leaders measured using the Slovin formula. The data was obtained through the study of documentation and questionnaires.

Sources of data used in this study are primary and secondary data sources. Primary data sources are obtained directly from respondents through a questionnaire. Secondary data sources are electronic documents, reports, books, journals, and literature related to the effectiveness of the UPPKA program in Kebumen Regency.

The data analysis technique used in this research is descriptive statistical analysis. The analysis was carried out in detail in the form of numbers or percentages of respondents' answers to obtain a description of the research problem. The measuring instrument used is the Guttman scale using two "yes-no" answer intervals. Individual answers in the high category are coded with number 2 and individual answers in the low category are coded with number 1. The validity test used in this study is face validity. The reliability of the instrument in this study was tested using the Cronbach Alpha method. The reliability test was tested using the Statistical Package for the

Social Sciences (SPSS). The alpha coefficient uses the following formula:

$$\alpha = \frac{n}{n-1} \times \left(1 - \sum \frac{v_i}{vt}\right)$$

Keterangan:

$\alpha$  : Nilai reliabilitas

$v_i$  : Varian butir

$\sum$  : Sigma atau jumlah

$vt$  : Varian nilai total

$n$  : Jumlah butir

The measurement of the level of effectiveness uses the standard according to the R&D reference of the Ministry of Home Affairs of the Republic of Indonesia 1991 (Prapta, 2007) as shown in Table 1.

**Table 1.** Standards of Effectiveness Measures according to the Ministry of Home Affairs Research and Development Reference

Rasio Efektivitas	Tingkat Capaian
Di bawah 40	Sangat Tidak Efektif
40 – 59,99	Tidak Efektif
60 – 79,99	Cukup Efektif
Di atas 80	Sangat Efektif

Source: Journal of Economics and Social

## INPUT

As according to Subagyo in his analysis using simple statistics, namely:

$$\text{Efektivitas Program} = \frac{R}{T} \times 100$$

R = Jumlah Jawaban

T = Total Jawaban

## RESULTS

### 1. Characteristics of Respondents

Respondents in this study were participants of the UPPKA program in Kebumen Regency as many as 71 respondents. Most of the respondents who are currently participating in the UPPKA program are participants who joined in the past three years,

to be exact, 2018-2020. Characteristics of respondents based on age showed that the majority of respondents in this study were between 33-42 years old with a percentage of 40%. All participants of the UPPKA program who became respondents were participants who were married or had families.

Based on the results of research on the characteristics of respondents based on education, it is known that most of the respondents took high school/equivalent with a percentage of 54%, namely 38 respondents. The level of education shows that education affects a person's mindset, awareness, and independence to develop themselves and earn additional income by being a participant in the UPPKA program.

Respondents who do not work or are housewives make up the majority of respondents in this study with a percentage of 48%, namely 34 respondents. This program is well utilized by housewives as a business opportunity in order to help increase family income.

The results showed that most of the respondents run their business in the food business with a percentage of 68%, as many as 48 respondents. Meanwhile, other respondents run businesses in the fields of beverages, crafts, clothing, savings and loans and so on.

## **2. Aspects of Accuracy of Program Targets**

This aspect is used to measure the extent to which an institution has succeeded in realizing the targets to be achieved. The accuracy of the target of the UPPKA program can be measured through the criteria for program recipients that have been set by the BKKBN.

The results showed that the highest actual score in the aspect of targeting was the 5th statement item as many as 133 of the ideal score

that should be 142. The lowest score was found in the 1st statement item with an actual score of 115. Then the effectiveness ratio in the aspect of targeting was obtained. 86.4%. This figure shows that the target accuracy of the UPPKA program is included in the very effective category with a percentage above 80%.

## **3. Aspects of Program Socialization**

Aspects of program socialization, namely the ability of program organizers to conduct program socialization so that information regarding program implementation can be conveyed to the public in general and the target program participants in particular.

The results showed that the highest score in the socialization aspect of the program was the 1st statement item, which obtained an actual score of 136 from the ideal score that should be 142. The lowest score in the program socialization aspect was the 4th statement item, which obtained an actual score of 111 from the ideal score. which should be 142. Thus, the effectiveness ratio in the aspect of program socialization is 87%. This figure shows that the socialization of the UPPKA program is included in the very effective category with a percentage above 80%.

## **4. Aspects of Program Objectives**

Aspects of program objectives are used to measure the extent of conformity between the results of program implementation and program objectives that have been previously set. The score of respondents' answers to the aspect of program objectives shows that the highest score in the aspect of program objectives is the 4th statement item, which is obtaining an actual score of 135 from the ideal score that should be 142. The lowest score in the aspect of program objectives is the 5th statement item, namely obtaining an actual score. as many as 114 of the ideal score that

should be 142. Then the effectiveness ratio in the aspect of program objectives is 89.9%. This figure shows that the objectives of the UPPKA program are included in the very effective category with a percentage above 80%.

### 5. Aspects of Program Monitoring

Program monitoring can be used as a step to anticipate problems that will arise so that intervention actions can be taken as early as possible.

The results show that the highest score in the program monitoring aspect is the 4th statement item, which is getting an actual score of 128 from the ideal score that should be 142. The lowest score in the program monitoring aspect is the 3rd statement item, which is getting an actual score of 102 from the ideal score. which should be 142. Thus, the effectiveness ratio in the aspect of program monitoring is 78.7%. This figure shows that the monitoring of the UPPKA program is categorized as quite effective with a percentage of 60% – 79.99%. The results of the research on the effectiveness of the UPPKA program in Kebumen Regency based on the four aspects used can be seen in Figure 1.



**Figure 1:** Recapitulation of the Actual Score of the Effectiveness of the UPPKA Program in Kebumen District

Source: Research Results in 2021

Figure 1. shows that the respondent's answer with the highest score is in the third aspect, namely the aspect of the program's

objectives, namely obtaining an actual score of 1,021 from the ideal score that should be 1,136. The lowest score is in the 4th aspect, namely the aspect of program monitoring, which is getting an actual score of 782 from the ideal score that should be 994. Then the program effectiveness ratio is 85.7%. This figure shows that the UPPKA program is included in the very effective category with a percentage above 80%.

## DISCUSSION

The results of the research on the effectiveness of the UPPKA program in Kebumen Regency were analyzed based on four aspects, including:

### 1. Aspects of Accuracy of Program Targets

Ni Wayan Budiani (2007) suggests that the accuracy of program targets is an aspect to measure the extent to which the accuracy between program participants and the program targets that have been previously set. Measuring the accuracy of program targets begins with identifying program targets and measuring the level of achievement of the program's success in achieving these targets. The indicators used to measure program effectiveness in terms of targeting the UPPKA program include criteria/conditions/requirements for program recipients.

Judging from the actual score of 859 or 86.4% of the ideal score of 994, this aspect is included in the very effective category. This explains that the measurement of the effectiveness of the UPPKA program which was carried out through 71 respondents who received the UPPKA program had achieved the target of program participants in accordance with the provisions of the applicable program

targets. The lowest answer score is found in the statement item "UPPKA program recipients are residents who live in Kebumen Regency according to the provisions". This can occur due to the respondent's lack of information regarding the requirements, conditions, and who can become participants in the UPPKA program. While the factors that support the effectiveness of the program in this aspect are the very broad targets of the UPPKA program and the provisions for participants that are not very specific.

## **2. Program Socialization Aspects**

Program socialization as it is known that this aspect includes the actions and abilities of program organizers in conducting program socialization so that information regarding program implementation can be conveyed to the target program participants.

Judging from the actual score that is 1,112 or 87% of the ideal score that should be 1,278, this aspect is included in the very effective category. This means that in general, respondents stated that the socialization of the program organized by the organizers of the UPPKA program in Kebumen Regency was very good. The lowest score in this aspect was due to the low use of socialization media in disseminating UPPKA information using printed mass media. This condition is understandable because along with the progress of the times and technology that encourages people to do many things through electronic media, so that print mass media have been abandoned a lot. The results of this study indicate that respondents can easily access various information about the UPPKA program through various socialization media.

## **3. Aspects of Program Objectives**

Ni Wayan Budiani (2007) suggests that program objectives are the extent to which the suitability of the results of program implementation with the initial objectives of the program that has been previously determined. The effectiveness of the program in terms of the objectives of the UPPKA program in Kebumen Regency in increasing family income includes inviting families to be active in a productive economy, increasing family resilience and independence, and realizing small, happy, and prosperous families.

Judging from the actual score of 1,021 or 89.9% of the ideal score of 1,136, this aspect is included in the very effective category. This shows that the goal of the UPPKA program in Kebumen Regency in increasing family income has been achieved, although not optimally. One of them is because the UPPKA program has not been able to increase capital in productive economic businesses run by several respondents.

## **4. Aspects of Program Monitoring**

Monitoring is the activity of observing the progress of the implementation of program plans, identifying and anticipating problems that will arise in order to obtain early intervention, as well as continuous activities by means of systematic data collection from specific indicators, to provide information on progress and achievement of goals (Mackay, 2007). Measurement of program effectiveness in monitoring the UPPKA program in Kebumen Regency includes monitoring and evaluation, guidance and response of officers, participation of program participants, as well as understanding the objectives of program monitoring.

Judging from the actual score of 782 or 78.7% of the ideal score of 994, this aspect is

included in the category of quite effective. This explains that most of the respondents stated that the monitoring of the UPPKA program was going well, but there were some activities that had not been carried out optimally, such as monitoring of business books and timeliness of evaluation.

## CONCLUSION

Research on the effectiveness of the UPPKA program covers four aspects, namely aspects of targeting accuracy, aspects of program socialization, aspects of program objectives, and aspects of program monitoring. The results showed that the effectiveness of the UPPKA program in general was good, but there were also some conditions that needed to be improved so that the program could achieve optimal success.

The effectiveness of the UPPKA program in terms of targeting accuracy is classified as very effective. The majority of respondents already understand who the targets in the UPPKA program are, and the targets of the UPPKA program are in accordance with the terms and conditions that have been previously set. The effectiveness of the UPPKA program in the aspect of program socialization is categorized as very effective. This is evidenced by the easy access to information about the UPPKA program, various socialization media used, such as direct socialization media, print mass media, and electronic media. In addition, the majority of respondents were able to understand and gain knowledge about the materials obtained during socialization. The effectiveness of the UPPKA program in terms of program objectives is categorized as very effective. Most of the respondents have felt the benefits of the UPPKA program objectives. While the last aspect is the aspect of program

monitoring. This aspect is in the moderately effective category which is the aspect with the lowest effectiveness ratio.

Based on considerations regarding the existence of problems and a description of the needs analysis in the UPPKA group, a program is needed to overcome the problems faced. The author designed an alternative program, namely "Optimizing the UPPKA Group through "UPPKA Bangkit" in Kebumen Regency". The program implementers in this activity include the initiator system, support system, target system, and program organizing system.

The social work method used in this alternative program is Community Organization/ Community Development (CO/CD). Edi Suharto (2010) explained that CO/CD or community development is a social work method that has a priority to improve the quality of life of the community through the use of resources around them and emphasizes the principle of social participation. This method is applied to UPPKA program participants with capacity building activities.

Another method used is the social group work method. This method is a method of working with other people in a group aimed at developing social functioning and achieving the expected goals. The type of social group work used is educational group (education group).

Based on the data obtained and the analysis, the researchers provide the following recommendations:

1. BKKBN
  - a. There is a training program to improve skills and marketing on an ongoing basis.
  - b. The role of the UPPKA group and the UPPKA program needs to be further

enhanced and get more serious attention and development from the government.

2. Social Service and PPKB of Kebumen Regency
  - a. Carry out capacity building for UPPKA program officers so that they can provide optimal guidance to the UPPKA group
  - b. Coordinate and cooperate with the UPPKA program monitoring team to optimize the effectiveness of UPPKA program monitoring
  - c. Conduct routine communication to the UPPKA group to provide support and motivation to the UPPKA group
  - d. Facilitating the activities carried out
  - e. Monitoring and evaluating every activity and program implemented and following up on the resultsKelompok UPPKA

In addition to parties within the government, the success of the UPPKA program is also very dependent on the active participation of members of the UPPKA group because this group is the main target of the UPPKA program. The success or failure of the UPPKA program is inseparable from the willingness and seriousness of the UPPKA group in developing its business in addition to support from other parties who have provided guidance, training, and mentoring..

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#### SUMBER LAIN

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