Eco-Social Strengthening, Assertive, and Effective Communication, in Gen Z Poverty Alleviation at The JPC Foundation Through The RPJ

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***Abstract**.*

This study aims to capture the patterns of economic strengthening of the people of Jakarta, especially Central Jakarta, around the JPC foundation office in Indonesia. In order to alleviate poverty due to economic and social aspects, and through an approach by engaging the community and related communities, to synergize in achieving goals. The method used in this writing is a descriptive method. While the design used in this writing is a library studies design, where the author conducts a search for literature and then conducts a review. The synergy of poverty alleviation strategies has been formulated into five categories, namely: (1) institutional aspects of poverty alleviation; (2) policies and budgeting of programs for poverty alleviation; (3) human resources (4) data and information regarding poverty, and (5) monitoring and evaluation (monev) systems for poverty alleviation policies and programs. Implications are a form of mapping the synergy of poverty alleviation with patterns that involve the community and communities, so that goals can be achieved in a structured and systematic manner, especially for Generation Z.

***Keywords**: Community; communication; eco-social; generationZ and RPJ.*

I.   INTRODUCTION

The development goal of the National Medium-Term Development Plan (RPJMN) is to create an independent, advanced, just, and prosperous Indonesian society through accelerated development in various sectors[1]. Development is expected to be based on competitive advantages in various regions, supported by qualified and competitive human resources. Meanwhile, the 2025-2026 Regional Government Work Plan (RKPD) aims to achieve equitable development by strengthening the economy, human resource quality, and sustainable infrastructure to enhance regional competitiveness[2].To reduce extreme poverty and improve public welfare, integrated efforts are needed to encourage family economic empowerment[3]. Strengthening the family economy requires the involvement of all stakeholders to ensure targeted program implementation. Therefore, the target of family economic empowerment outlined in the National Medium-Term Development Plan (RPJMN) can be achieved as expected. Strengthening the family economy is part of efforts to reduce extreme poverty, as extreme poverty targets poor families or households. Law Number 52 of 2019 concerning Family Welfare is implemented through increased access and opportunities for information[4], [5]. The law also mandates the enhancement of economic resources through family micro-enterprises, innovative development in aiding with poor families, and the implementation of poverty alleviation efforts. Accelerated family economic strengthening efforts undertaken by several ministries and agencies are quite adequate[6].

Examples include burden reduction programs, income enhancement programs, and programs targeting pockets of poverty. Interventions for poor families have also been implemented through social protection, including the provision of assistance and social security. However, this assistance and social security are deemed insufficient (Kompas, 2023). Graduation is needed to reach a higher economic level through empowerment efforts. Therefore, effective collaboration in implementing various programs is essential, ensuring accurate targeting based on an integrated poverty database[7].Achieving the target of reducing the extreme poverty population is no easy task. In addition to the need for validation and updating of data on extreme poor families to prevent misdirected program interventions, it is equally important that

the government selects appropriate and effective poverty alleviation programs. Extreme poverty itself is defined as poverty that adheres to global standards established by the World Bank[8]. Estimates of consumption or purchasing power parity converted into US dollars based on Purchasing Power Parity (PPP), the World Bank has established two international poverty thresholds: US$1.90 PPP for extreme poverty and US$3.20 PPP for poverty.

The PPP conversion rate indicates the number of rupiah spent to purchase the same amount of goods and services, compared to the amount of goods and services that could be purchased for one US dollar. In 2021, US$1.90 PPP is estimated to be equivalent to Rp 11,941.10. This is based on the 2017 US dollar PPP conversion estimate, which is driven by changes in the Consumer Price Index (CPI) for the March 2017-March 2021 period. In 2017, US$1.90 PPP was equivalent to Rp 10,195.60 (based on the latest World Bank data) [1].Furthermore, the extreme poor typically lack productive assets, work for low wages, and have no savings to support their family's finances. Chambers (1987) in Suyanto (2020) stated that the main characteristic of the extreme poor is vulnerability or fragility. Lack of sufficient savings and relatively large debt burdens combine social pressures that force the poor into a poverty trap from which they become increasingly unable to escape independently[9].Socioeconomic problems are complex. Governments, both national and regional, must play a significant role in immediately implementing breakthroughs to strengthen the economy and accelerate stability through programs and policies aimed at economic recovery[10]. At the lowest level, those living in extreme poverty, are experiencing a sharp decline in purchasing power. This requires serious government intervention to prevent further deterioration in both social and economic well-being[11].

II. METHODS

This study method used in this paper is descriptive. The design employed is a library study, where the author conducted a literature search and then conducted a review. This research was roughly used to observe the background, circumstances, and interactions that occurred. The observations concerned the patterns of economic strengthening in the district of Central Jakarta, Indonesia, which falls into the category of poverty and extreme poverty.

III. RESULT AND DISCUSSION

Communication Challenges Faced

Communication challenges in the digital age, particularly in understanding younger generation, have several unique aspects. Short attention spans are a major obstacle. Gen Z grew up in a world filled with visual stimulation and constant information. The impact of social media use and instant content consumption is a decline in their ability to pay sustained attention to a single topic or message. Consequently, marketing and communication messages must be designed to capture their attention quickly and provide relevant information in an engaging manner[12]. Multitasking skills pose a significant communication challenge. Gen Z tend to juggle several tasks simultaneously, especially with their digital devices. This can make it difficult to process information deeply and focus.

Therefore, communication messages must be designed to address multitasking skills by conveying clear and concise messages.The latest challenge is the need for relevant content. Gen Z are discerning and critical consumers, and they are not influenced by advertising messages that seem redundant or irrelevant. Therefore, marketers must thoroughly understand the preferences and values of this generation. They must choose appropriate topics and deliver messages that are truly meaningful to this Gen Z[13].Furthermore, message personalization is also crucial; Gen Z is more responsive to messages that feel personal and relevant to their experiences. They want to feel treated as individuals, not just as part of a mass audience. Therefore, marketers or informers include the educator, must strive to deliver messages that can be personally tailored to Gen Z[14].

Poverty Level in Central Jakarta

Poverty is a global issue faced by many countries, including Indonesia. In the Sustainable Development Goals (SDGs), poverty reduction is a key focus. This is evident in the reduction of poverty and hunger as the first and second goals, as well as the establishment of a global commitment to end poverty in all its forms. Poverty has received significant attention because it is recognized as a multidimensional issue closely linked to various social, economic, security, political, and other issues. To date, poverty remains a key agenda for both central and regional governments. The government's serious efforts to address poverty have begun since the New Order era and continue to the present day. The Indonesian government has implemented various poverty alleviation strategies, from the central to the regional levels.Poverty remains a major problem in Indonesia.

Both central and regional governments have attempted to implement various policies and programs to alleviate poverty, but their effectiveness remains suboptimal. One aspect that plays a crucial role in targeted poverty alleviation is the availability of accurate and reliable poverty data. Reliable measurements can be a crucial element in policymaking regarding the living conditions of the poor. In determining whether a village is classified as poor, the analysis is usually global, meaning it is applied to all observed locations. However, in reality, conditions in one location are not always the same as those in another, because the poverty level of a village is very likely influenced by the observation location or the geographical conditions (spatial variation) of the area, including its position relative to surrounding areas. Therefore, a global model for determining poverty levels is not suitable due to the emergence of spatial heterogeneity.

Eco-Social Strengthening Patterns with

Poverty alleviation strategies are pursued not only by the central government but also by provincial and district/city governments. The strategic environment is constantly evolving. With the economic crisis and the transition from a centralized to a regionally autonomous system of government, local governments face new challenges in driving development and alleviating poverty. Therefore, strategic steps must be implemented in stages, namely:

1. Identifying community issues (at the city, sub-district, village, and community levels)
2. Formulating Fundamental Problems.
3. Ability to Analyze and Establish Poverty Alleviation Strategies, at the city, sub-district, and village levels.

These three steps must be implemented synergistically in efforts to address poverty in the community, optimizing the synergy of poverty alleviation policies. These include:

a. Integration of poverty alleviation programs at the planning stage, program synchronization at the implementation stage, and synergy between actors (government, business, and civil society) need to be further optimized.
b. Data collection, funding, and poverty alleviation institutions need to be further optimized.
c. Coordination between poverty alleviation programs between central and regional government agencies needs to be further optimized.
d. Partnerships and collaboration between government institutions, the business sector, NGOs, and civil society in partnering and collaborating on poverty alleviation are not yet optimal.

The role of local governments in accelerating poverty alleviation and expanding employment opportunities is to enhance the role of local governments in favor of poverty alleviation, expanding employment opportunities, and economic growth (pro-poor, pro-jobs, and pro-growth), through:

1. Regional policies on poverty alleviation and expanding employment opportunities through the establishment of Regional Poverty Alleviation Strategies (SPKD);
2. Pro-poor Regional Budget allocations by increasing the budget portion for empowerment activities for the poor and labor-intensive activities for the poor;
3. Increasing access for the poor, especially women, to capital resources, revolving funds, and microcredit;
4. Establishing and/or strengthening Provincial and/or Regency/City Poverty Alleviation Coordination Teams (TLPK).

The development target of the National Medium-Term Development Plan (RPJMN) is to realize an independent, advanced, just, and prosperous Indonesian society through accelerated development in various sectors. Development is expected to be based on competitive advantages in various regions supported by quality and competitive human resources. Meanwhile, to realize a competitive, advanced, and prosperous Jakarta, the 2026 Regional Government Work Plan (RKPD) will focus on the 2026 DKI Jakarta Provincial Regional Government Work Plan (RKPD) to pay attention to synergy and synchronization with national development. Its preparation refers to eight national priorities or Asta Cita which are aligned with development priorities, development focuses, and priority development programs of DKI Jakarta Province to achieve continuity of central and regional development planning.

Synergy in Implementing Poverty Alleviation

The government is currently formulating and developing a National Poverty Alleviation Strategy. To mainstream poverty alleviation policies and programs, the government is preparing guidelines and instructions for sectoral and regional agencies to develop programs and development budget plans that support poverty alleviation efforts. It is also providing technical assistance to sectoral and regional agencies to implement poverty alleviation policies and programs in a decentralized manner.Regarding poverty alleviation in the regions and the feedback on the long-term strategy formulated by the government for poverty alleviation efforts, the regions are receiving various inputs related to the implementation of the poverty alleviation strategy. These inputs relate to synergy aspects, such as institutional aspects, program policies and budgeting, human resource availability, data and information provision, and monitoring and evaluation.

Furthermore, input is also provided regarding the role of the central government, regional governments, donor agencies, and non-governmental organizations in providing encouragement or support for synergy in poverty alleviation strategies in the regions.The synergy of poverty alleviation strategies has been formulated into five categories: (1) Institutional aspects of poverty alleviation; (2) Policies and budgeting for poverty alleviation programs; (3) Human resources; (4) Data and information on poverty; and (5) Monitoring and evaluation (monev) systems for poverty alleviation policies and programs. Alternative solutions to these five problems are explained as follows[3]:

1) Institutional coordination aspects of poverty alleviation

Institutional aspects require institutions such as strong Poverty Alleviation Institutions (LPK). This requires strengthening LPK capacity, multi-stakeholder LPK membership, sustainable LPK legality with tasks clearly formulated in regional regulations (perda), and strengthening the capacity of communities and community institutions, both formal and informal[15]. These strong LPK institutions must coordinate directly with regional heads. The parties involved in strengthening the LPK institution are the Regent/Mayor, Deputy Regent/Mayor, and donor agencies.

2) Program Policy and Budgeting

To address the policy and budgetary issues of poverty alleviation, a strong commitment from the regional government, the Regional People's Representative Council (DPRD), and the community is essential. This commitment must be explicitly outlined in program policies and budgeting. For example, incorporating the Poverty Alleviation Strategy (SPK) into the Regional Strategic Plan (Renstrada) needs to be supported by the implementation of good governance, job and business creation, and access to public services. This can be achieved by formulating a Regional Budget (APBD) that favors the poor. Furthermore, regional regulations are needed that explicitly allocate APBD funds for poverty alleviation programs. This must also be supported by regulations on pro-poor investment and regulations governing financial balance between districts/cities and villages. Regional governments must at least have Minimum Service Standards for their communities in providing basic facilities in education, health, and infrastructure. To increase the income of the poor, they must be given adequate access to capital and markets. Achieving this requires synergy between the executive and legislative branches, state-owned enterprises (BUMN/BUMD), the private sector, and relevant regional agencies. The role of Bappenas (National Development Planning Agency), the Ministry of Finance, and banking institutions at the central level is also crucial, in addition to community involvement in poverty alleviation.

3) Human Resources

To address the human resource issues encountered, efforts are necessary to improve the quality of human resources, including the quality of the poor themselves. Governments, both central and regional, play a crucial role in improving the quality of human resources. This can also be achieved with support from donor agencies and non-governmental organizations that can provide technical assistance and grants. To improve the quality of human resources, it is necessary to improve the knowledge, attitudes, and skills of both multi-stakeholder forums and the community[16].

4) Data and information on poverty

Problems in the field of data and information can be addressed by a shared understanding of definitions, indicators, and poverty profiles, as well as by conducting surveys or direct data collection on the poor[17]. The role of the Community Empowerment and Development Agency (LPK) and the Statistics Indonesia (BPS) in this regard is crucial in providing data and information that will be used in formulating poverty alleviation policies in collaboration with the community, such as the JPC Foundation for Central Jakarta[18].

5) Monitoring and Evaluation

Monitoring and evaluation of poverty alleviation programs requires not only internal monitoring and evaluation of the program or project, but also external and independent monitoring and evaluation[16]. Therefore, performance standards or indicators are needed as a basis for monitoring and evaluation. Furthermore, monitoring and evaluation systems and mechanisms must be participatory, and reviews of poverty alleviation policies and programs in the region are necessary. A program or project must also have a conflict resolution mechanism if problems are encountered during implementation[19].Monitoring and evaluation can be conducted internally, externally, and independently with community involved. Furthermore, studies can be conducted on policies and programs. The results of monitoring and evaluation require rewards or punishments. To carry out this monitoring and evaluation function, the role of various institutions is crucial. These institutions include the LPK (Corporate Institutions for Public Works), the Regional Supervisory Agency (Bawasda), universities, independent monitoring groups, the Public Complaints Unit (UPM), the general public, and donor agencies[20].

IV. CONCLUSION

Poverty alleviation strategies are fundamentally not limited to strategy formulation. Rather, they require comprehensive identification of characteristics, needs, and problems at the community level (community, village/sub-district, and sub-district). Furthermore, the formulation of fundamental problems at the city/district and provincial levels should be optimized to enable comprehensive analysis and the establishment of integrated poverty alleviation strategies[21].All of this requires support from policies that support community empowerment and the focus and concern of all stakeholders, including the government, business and industry (through Corporate Social Responsibility), non-governmental organizations (NGOs) such as JPC Foundation, community leaders, religious leaders, and universities[22].Encouraging Gen Z engagement in building stronger relationships within an organization should focus on empowering audiences to actively participate in interactions. This can include using polls in social media stories, inviting them to comment or share content, and using clear calls to action. All of these will encourage audiences to interact and engage with the message, creating deeper bonds. Various successful campaigns that have successfully captured Gen Z attention can serve as case studies. For example, campaigns with engaging short video content featuring influencers popular with Gen Z often reach audiences effectively. Campaigns that reflect the values and issues important to this generation can also generate high engagement in the community[23].

In conclusion, addressing communication challenges in the digital age and understanding young people with eco-social problems, requires a comprehensive strategy[24]. To communicate with this generation, organizations must select appropriate tools and platforms, understand their audience well, produce creative content, and encourage active participation. With this approach, organizations can build stronger and more effective relationships with Gen Z in the ever-changing digital age. The challenge of communication in today's digital age, particularly in interacting with Gen Z, is the vast expansion of

communication through various digital platforms, such as social media, instant messaging, and online content. This young generation have unique characteristics that influence how they communicate, such as a preference for short messages, images, and videos, which are effective in conveying messages[25]. Understanding and adapting their communication style and habits is crucial for building strong and effective relationships. Furthermore, it must be recognized that Gen Z have a high level of technological awareness, which can raise privacy and security issues that must be managed wisely in efforts to establish successful communication with this generation healthy behaviour[26].

V. ACKNOWLEDGMENTS

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