

ABSTRAK

Normalya Indah Sari. 220105010245. Persepsi Masyarakat dalam Ketepatan Sasaran Penyaluran Gas LPG 3 Kg di Desa Tambak Anyar Ilir. Pembimbing: Prof. Dr. Syaugi Mubarak S. Seff., M.A dan Faqih El Wafa, SHI., MSI pada Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin. 2026.

Kata Kunci: Persepsi Masyarakat, Ketepatan Sasaran, Gas LPG 3 Kg.

Program subsidi Gas LPG 3 Kg dirancang pemerintah untuk meringankan beban ekonomi masyarakat berpenghasilan rendah dan pelaku usaha mikro. Namun, di Desa Tambak Anyar Ilir, penyaluran Gas LPG 3 Kg ini dihadapkan pada masalah ketidaktepatan sasaran, fluktuasi harga di tingkat pengecer yang melampaui HET, serta lemahnya sistem pengawasan lokal. Penelitian ini bertujuan untuk mengetahui persepsi masyarakat Desa Tambak Anyar Ilir terhadap ketepatan sasaran penyaluran Gas LPG 3 kg beserta faktor-faktor yang memengaruhinya.

Metode yang digunakan adalah kualitatif dengan desain studi kasus. Data primer dihimpun melalui observasi langsung dan wawancara semi-terstruktur terhadap sembilan informan masyarakat, aparat desa, serta pemilik pangkalan. Teknis analisis data meliputi reduksi data, pemaparan data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa persepsi masyarakat cenderung menilai penyaluran Gas LPG 3 kg belum efektif dan belum tepat sasaran karena adanya kebocoran penyaluran kepada kelompok ekonomi menengah keatas dan pengecer borongan. Ketidaktepatan sasaran ini dipengaruhi oleh interaksi faktor struktural (lemahnya pengawasan aparat, ketidaktransparan sistem NIK, dan sosialisasi yang belum optimal) serta faktor fungsional (motivasi keuntungan pihak pengecer, dan rendahnya kesadaran moral masyarakat mampu).

ABSTRACT

Normalya Indah Sari. 220105010245. *Public Perception of the Targeted Distribution Accuracy of 3 Kg LPG Gas in Tambak Anyar Ilir Village.* Academic Supervisor: Prof. Dr. Syaugi Mubarak S.Seff, M.A. and Faqih El Wafa, S.H.I., M.S.I. Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin. 2026.

Keywords: *3 Kg LPG Gas, Targeted Accuracy, Public Perception.*

The 3 kg LPG gas subsidy program was designed by the government to alleviate the economic burden of low-income households and micro-enterprises. However, in Tambak Anyar Ilir Village, the distribution of this subsidized energy faces challenges regarding untargeted distribution, price fluctuations at the retailer level exceeding the maximum retail price (HET), and weak local monitoring systems. This study aims to determine the public perception of the targeted distribution accuracy of 3 kg LPG gas in Tambak Anyar Ilir Village and the factors influencing it.

This study employed a qualitative method with a case study design. Primary data were gathered through direct observation and semi-structured interviews with nine informants consisting of local residents, village officials, and base station (*pangkalan*) owners. The data analysis techniques included data reduction, data display, and conclusion drawing.

The results show that the public perception tends to assess the 3 kg LPG distribution as ineffective and untargeted due to distribution leakages to middle-to-upper economic groups and wholesale retailers. This inaccuracy is influenced by the interaction of structural factors (weak monitoring by local officials, lack of transparency in the NIK-based system, and suboptimal socialization) and functional factors (the financial profit motivation of retailers and the low moral awareness among well-off residents).