(RESEARCH ARTICLE)

Fisheries community response of implementation leading program for prosperity cards in the field of education, health, ambulance and futures in Gorontalo City

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Abstract

The community always supervises the implementation of development programs and always focuses on a hope, namely the creation of economic justice and social justice. The welfare development strategy is certainly very useful, but the community as the beneficiaries of the assistance also responds in the form of support and criticism. The people who became the research informants were the recipients of the Prosperous Card assistance. Primary data obtained by observation, in-depth interviews (in-depth interviews). Secondary data comes from books and research journals published online and in print. Data analysis by transcribing the data, reading the entire data, analyzing it in detail and describing it holistically-integratively. The results of the study indicate that the Prosperous Family Card can be interpreted as a program aimed at meeting all forms of life needs, getting a positive response from the community, especially basic ones such as food, clothing, education and health care, taking into account the components in community welfare, including improvement progressively from the conditions of human life, human resource development, human-oriented, social change and adjustment.

Keywords: Welfare; Public; Policy; Government

1. Introduction

Becoming a prosperous area in various aspects is the dream and aspiration of society in general, including in Gorontalo City since time immemorial. The prosperous card superior program is a non-cash assistance program programmed by the Gorontalo city government which is intended for the underprivileged and the general public in need, with the background of efforts to reduce poverty. The Prosperous Family Card can be interpreted as a program to full fill all forms of life's needs, especially basic ones such as food, clothing, education and health, by taking into account the components of community welfare, namely the progressive improvement of people's living standards, human welfare. Resource development, human-oriented, social change and adjustment. The Prosperous Card Superior Program is an arrangement that was built to address the problems faced by the community as recipients. This program is a cultural change effort that is packaged in socio-cultural development planning and has been well responded by the people of Gorontalo City. The basis for the formation of welfare in Gorontalo City starts from social development planning which is essentially indispensable to optimize social justice and improve community welfare, by reducing poverty levels in all aspects, by increasing people's living standards to ensure that every citizen has access and the ability to obtain a range of services. social assistance in the form of education, health and funeral and ambulance costs that are adequate and minimal that have been determined, as well as increasing the level of overall living standards. All of these programs can ensure a reasonable level of protection against common societal risks. This is as stated by [1] that the government has a major role in overcoming unemployment and poverty that occurs. The same thing was stated by [2] that the pre-

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employment card program in Indonesia is quite good and effective to overcome basic needs such as the fulfillment of food, clothing, education and health, community welfare by considering equity.

The reasons for carrying out development planning in the social sector include the right to development, moral reasons and the spirit of solidarity and the importance of consolidating democracy. The fact that the achievement of its goals indicates the requirements for achieving a stable society, social peace and national unity, as well as its positive impact on economic development can affect the welfare of the people. Many social development instruments in the city of Gorontalo have the potential to include redistribution mechanisms to a certain degree, particularly social protection instruments. Thus, how far social planning instruments can be prioritized and how far public budgets can be redirected to suit these priorities is a matter of political choice taking into account the public's response.

In an effort to achieve sustainable use of regional resources for improving people's welfare, it is necessary to conduct an assessment and evaluation based on community responses or analysis of social aspects in Gorontalo City. General responses or responses can be interpreted as results or impressions obtained from observations about subjects, events or relationships obtained by inferring information and messages. Response or in terms of feedback that has a big role or influence in determining whether or not an activity is implemented. With the response submitted, it will neutralize errors in use in an activity process. Experts in responding to responses that differ from one another. But although experts differ in defining responses, they all have a common point, namely the existence of feedback.

Response is a behavior or attitude that is tangible either before a detailed understanding, assessment, influence or rejection, likes or dislikes and the use of a particular phenomenon. Response is also defined as a process of organizing responses, proximal responses are organized in such a way that there is a phenomenal representation of proximal responses [3]. In the process the response is preceded by a person's attitude, because attitude is a person's tendency or willingness to behave when he faces certain responses, talking about the response cannot be separated from the discussion with attitude. Seeing the attitude of a person or group of people towards something, it will be known how they respond to these conditions [4]. According to [5] response is the sum of tendencies and feelings, suspicions and prejudices, detailed pre-understandings, fears, threats and beliefs about a particular thing. Attitude changes can describe how a person or group of people responds to certain objects such as changes in the environment or other situations. Attitudes that appear can be positive, namely they tend to like, approach and expect an object, a person is said to have a positive response seen from the cognitive, affective, and psychomotor stages. On the other hand, someone has a negative response if the information they hear or changes in an object do not affect their actions or even avoid and hate certain objects. According to [6] adults have a number of units to process information. These units are specially made to deal with phenomenal representations of external circumstances that exist within the individual. This internal environment can be used to predict events that occur outside.

This process that takes place regularly is what Hunt calls a response [7]. Certain responses are tied to words. And therefore speech can serve as a mediantro or determine which hierarchy works. This means that socialization using language, both spoken and written, is a strategic medium in the formation of community responses. The response can be in the form of a positive or negative response, depending on the socialization of the object to be responded to [8]. Attitude changes can describe how a person responds to certain objects, such as changes in the environment to other situations [9]. To understand the phenomena that have been described regarding the community's response, this paper focuses on the Prosperity Card program services in the City of Gorontalo on aspects of education, health, ambulance and funerals.

2. Material and methods

The research uses a mixed method that seeks to study socio-cultural events to present government policies in improving people's welfare. The determination of the mixed method is because the data sought is a combination of quantitative and qualitative data simultaneously to obtain a deeper understanding that focuses on results for evaluating government programs. Another reason is that the current mixed method has been widely used in the social sciences, which departs from philosophical assumptions and provides guidance when collecting and analyzing data carried out during research [10].

The research was carried out in the city of Gorontalo because in this city, the program has been implemented since 2014 and still exists today. Research informants are community beneficiaries of the Prosperous Card program aged 15 to 75 years in nine sub-districts. This research is supported by data derived from primary data through observation and interviews using questionnaires and in-depth interviews using structured and in-depth questions. This study also uses secondary data sourced from books and research journals. The number of questions is divided into 3 parts, namely: free education costs 8 questions, free health services 6 questions and free ambulance and funeral costs 8 questions. After

the data is found, then the data is analyzed by transcribing the data, reading the whole, detailed analysis of the theme segments and describing it holistically-integratively.

Prosperity card recipients are identified by providing individual surveys to find out their experience in managing the welfare card at the official office. The questions include the number of beneficiaries, the process of making and welfare cards and what is being funded by the government related to free education, free health services and free ambulance and funeral fees as set out in tables 1.1 to 1.7. The questions were asked to find out, interpret and explain the objective reality of the satisfaction of the community who received the prosperous card related to the free education fee program, free health services and free ambulance and funeral fees presented in the interview data.

Descriptive statistics are used to explore the characteristics of the types of assistance received. All data interviewed are presented in the form of a table about the number of recipients and then described in depth, rationally and logically.

This study was approved by the research ethics committee at the Faculty of Social and Political Sciences, Hasanuddin University, Makassar Indonesia. In addition, all questionnaires and indept interview drafts have also been approved by the promoter and co-promoter in accordance with research standards and the data to be sought, both open and closed data. In order to maintain the confidentiality of the data, the names of the informants and respondents were disguised according to the agreement.

3. Results and discussion

The Gorontalo City Government Prosperity Card Featured Program can be traced that there is a strong interaction between the Government of the Working Group and the receiving community. There are various ways used by policy implementers so that the goals set can be achieved. One way is to develop a self-constructed framework or by replicating, combining or synergizing, and developing expert opinions on policy implementation models [11]. In developing this model, it can be seen that the mental models of the experts and implementers together with the policy target groups are based on the relevance and effectiveness of the policy implementation.

Policy implementation is an activity that is seen after a valid direction has been issued from a policy which includes efforts to manage inputs to produce outputs or outcomes for the community. The policy implementation stage can be characterized and distinguished from the policy-making stage by the Gorontalo city government. Policy making on the one hand is a process that has a bottom-up logic, in the sense that the policy process begins with the delivery of aspirations, requests or support from the community. Meanwhile, policy implementation on the other hand has a top-down logic, in the sense of reducing abstract or macro policy alternatives to concrete or micro actions.

"...with the Prosperity Card, it really helps the community. Indeed, when viewed from the amount of Rp. 2,000,000 is not enough to meet their needs in their time of grief. We, from the People's Welfare Party, the Regional Secretary of Gorontalo City, carried out the program. The process is very easy, namely the heirs come to us to claim the funeral funds. Procedurally, the heirs go directly to the sub-district which will later be given a death certificate and other administrations, then the heirs are accompanied directly by the People's Welfare section to the People's Welfare section of the Regional Secretary for disbursement "... (Sri Sulandari (41 years), Head of Sub-department Social Welfare Section for People's Welfare (Kesra). Interview Sunday, October 17, 2021).

The successful implementation of a Prosperous Card public policy in Gorontalo city can be measured from the process of achieving the final results, namely whether or not the goal is achieved. The measurement of success can be seen in the process and the achievement of policy objectives [12]. For the process, the policy has been in accordance with what was determined by referring to the policy action. Then the achievement of policy objectives, their impact or effect on society individually and in groups, the level of change that occurs and also the acceptance of the target group. The success of implementation is strongly influenced by two major variables, namely the content of the policy and the context of implementation. The basic idea is that after the policy is transformed, then the implementation of the policy is carried out. The success of implementation is determined by the degree of implementation of the policy itself. The implementation model applied by the Gorontalo city government identifies and explains not only the characteristics of the bureaucracy as an implementer, but also the strengths and interest groups associated with policy implementation, so that all programs can be implemented properly.

The Prosperity Card Featured Program is an innovation from the Gorontalo City government. Innovation is an idea and action that is considered new by someone. The novelty of an innovation is measured subjectively, according to the views of the individual who captures it. The Gorontalo City Government's Prosperous Family Card Program is a social protection system to ensure that people belonging to the poor can meet proper basic needs and determine the quality

of life of the people of Gorontalo City. The target of the Prosperous Card flagship program is the people of Gorontalo City who have a Prosperity Card and are registered in the database of the Gorontalo City Government's Prosperous Card flagship program. The Prosperous Family Card Program or also known as the "From Birth to Death Program" actually does not limit people who can or cannot afford it. However, people who have been able to consciously do not register to get a Prosperity Card. The success or failure of the Prosperous Card Superior Program which is an innovation in the Gorontalo City Government that is accepted by the community is influenced by the communication process and information dissemination related to the innovation. Information is the main element implicitly embedded in the concept of planned development. Information can be obtained through communication activities, but what determines communication is meaningful is the information contained in it.

Public acceptance of the Prosperous Card Superior Program is only possible if it is carried out in line with the dissemination of information and communication through socialization. Therefore, the implementation of socialization can be the right trigger for the adoption of a new innovation. Innovation as a package or complex of interrelated new ideas [13]. The adoption of one new idea can trigger the adoption of several other new ideas. The Gorontalo City Government claims that the Prosperous Card is one of the real solutions in overcoming the community's economic problems. As the name implies, this card is designed to improve people's quality of life, help the economy, overcome poverty and inequality in a sustainable way.

The Prosperity Card contains nine free birth-to-death services. This idea is part of the elaboration of the Gorontalo City Government's program and vision, namely a Prosperous, Independent, Active, Religious, and Educated City. The Prosperous Card has been integrated with the National Health Insurance and the Prosperous Indonesia Card, so that it can be used for free treatment anywhere and anytime. The Prosperous Card extends the coverage of health insurance for underprivileged citizens who are not covered by the Health Insurance and the Indonesia Prosperous Card.

During the leadership of Mayor Marten Taha since 2014, this program has remained a top priority program. In the end, this program is expected to provide a great opportunity for economically weak communities to rise up and strengthen their independence in facing increasingly complex competition in the future. The data of the Prosperous Card holder or recipient can be seen in table 1 below:

Table 1 Prosperity Card Recipients in Gorontalo City

No.	Districts	Prosperity Card Recipient
1	South City	16,040
2	West City	26,378
3	East City	23,781
4	North City	18,486
5	Central City	17,785
6	Dungingi	16,338
7	Dumbo Raya	18,673
8	Hulonthalangi	14,783
9	Sipatana	17,524
Total		169,788

Source: Gorontalo City Secretariat Government Section

The completeness of the New Registration for the Prosperity Card includes Photocopy of Family Card (1 sheet), Photocopy of Identity Card of the Head of the Family (1 sheet), Certificate of Disability from the local regional office (Original, 1 sheet), the procedure can be seen in table 2 below:

Table 2 Prosperity Card New Registration Procedure

Activity	Execution Time
Submitting the completeness of the requirements for the new list of Prosperity Cards	5 minutes
Checking the completeness of the requirements for the new list of Prosperity Cards	5 minutes
Entering, sorting, and recapitulating new registrant data in a computer database	15 minutes
File new registrant	5 minutes
Reporting the results of the new registrant database recapitulation to the Head of Sub-District and Sub-District Administration	10 minutes
Checking the new registrant database report	15 minutes
Following up on the recap report of the new Prosperous Card registrants to be used as the basis for card printing	1 day
Total Time Required	1 Day + 55 Minutes

Completeness of Prosperity Card Recommendation Letter, namely Photo Copy of Family Card (1 sheet), Photo Copy of Identity Card of the Head of Family (1 sheet). The procedure performed can be seen in table 3 below:

Table 3 Procedure for Making a Letter of Recommendation for a Prosperity Card

No.	Activity	Execution Time
1	Submitting the completeness of the requirements for a Prosperity Card Recommendation Letter request	3 minutes
2	Checking the completeness of the requirements for making a Prosperity Card Recommendation Letter	3 minutes
3	Make a Letter of Recommendation for a Prosperity Card	10 minutes
4	Check and sign the Prosperity Card Recommendation Letter	3 minutes
5	File a Prosperity Card Recommendation Letter according to the serial number	3 minutes
Total Time Required		22 minutes

Completeness of Prosperity card collection, namely: Photocopy of Family Card (1 sheet), Photocopy of Identity Card of Head of Family (1 sheet), Photo of Head of Family (1 sheet). Then the procedure can be seen in table 4 below:

Table 4 Prosperity Card Collection Procedure

No.	Activity	Execution Time
1	Submitting the completeness of the requirements for taking the Prosperity Card	5 minutes
2	Checking the completeness of the requirements for taking the Prosperity Card	5 minutes
3	Checking the name of the Head of the Family in the database	15 minutes
4	Archiving the Prosperity Card retrieval file	5 minutes
5	Reporting the results of the recap of the card taking database to the Head of Sub-District and Sub-District Administration	10 minutes
6	Checking the card-taking recap report	15 minutes
7	Following up on the recap report on taking the Prosperity Card to be used as a basis for accountability for activities	15 minutes
Total Time Required		70 minutes (1 Hour 10 minutes)

Health is an important indicator because it is one measure that can describe the level of welfare of the population. Health development aims to increase awareness, willingness and ability to live healthy for everyone to realize the highest degree of public health, as an investment for the development of socially and economically productive human resources. The success that has been achieved in the health sector in the city of Gorontalo, among others, can be seen from three aspects, namely health status, access to health facilities and the availability of health facilities. Health status describes the degree of public health as a result of development efforts in the health sector. One of the indicators used is the morbidity rate. The morbidity rate is the proportion of the population who have health complaints that interfere with daily activities to the total population. However, since the presence of the Prosperous Card Program in 2014, health insurance protection for the people of Gorontalo City has been guaranteed from birth to death. The requirements for participation and the form of service in the free health care program are:

- Gorontalo City residents who are registered as Prosperous Card holders and or family members who do not yet have Health Insurance;
- Prosperity Card holders and or their family members who are Participants of the Prosperous Card Program are registered as participants of the National Health Insurance;

Registration of National Health Insurance participants is carried out through the Village Office and the Social and Labor Service. Documents that must be completed at the time of registration of participants of the National Health Insurance are:

- Original Prosperity Card and photocopy;
- Photocopy of Identity Card;
- Photocopy of family card.

The realization of the Free Healthcare Fee program at community health centers and Hospitals (Applicable Nationally) in Gorontalo City, can be seen by looking at table 5 below:

Table 5 Data on the Number of Recipients of Free Health Fees at Health Centers and Regional General Hospitals

No.	Districts	Year								Sub-Total
		2014	2015	2016	2017	2018	2019	2020	2021	
1	South City	-	94	267	251	117	2	30	-	761
2	West City	-	73	271	237	120	3	25	-	729
3	East City	-	129	244	263	108	2	20	-	766
4	North City	-	181	232	248	109	1	20	-	791
5	Central City	-	140	292	262	114	1	20	-	829
6	Dungingi	-	116	219	229	112	4	25	-	705
7	Dumbo Raya	-	81	235	269	105	1	30	-	721
8	Hulonthalangi	-	69	306	211	108	2	16	-	712
9	Sipatana	-	137	240	280	117	2	20	-	796
	Total									6,810

Source: Processed from data from the Gorontalo City Health Office, Hospital and Health Center in 2020; Note: In 2014 is the initial year of planning so the Prosperity Card program has not been included in the budget line. While 2021 is still ongoing so there is no final realization yet

The table above shows that, there are 6,810 recipients of free health fees at the Community health centers and Regional General Hospitals. Prosperity Card Program participants who need health services but are not registered and/or do not have a National Health Insurance Card can be served by submitting a membership document and attaching a Recommendation Letter from the Gorontalo City Social and Manpower Office explaining that the patient; concerned has been registered as a participant of the National Health Insurance. The forms of free health services are as follows:

- Health services for participants of the Prosperous Card Program include delivery/birth services, Ambulance services, health services at First Level Health Facilities and Advanced Health Facilities;

- Health services at the hospital include the Otanaha Regional General Hospital (Type D), the Prof. Dr. H. Aloei Saboe (Type B) and Type A Hospitals outside Gorontalo Province in collaboration with the Social Security Administration for Health;
- The system, procedures, rights and obligations of patients in health services for participants of the Prosperous Card Program follow the same provisions as patients who are recipients of the National Health Insurance Contribution Assistance.

In addition, the Gorontalo City Social and Manpower Office verifies and recapitulates the Prosperous Card Program participant data from time to time and receives suggestions and positive responses from the public to be registered as a participant in the National Health Insurance at the Social Security Administering Body for the Health Sector in accordance with applicable regulations. The source of financing for health services for participants of the Prosperous Card Program is charged to the Gorontalo City Regional Revenue and Expenditure Budget. Free health services are very good and beneficial for the community [14]. Services in the health sector are also one of the concrete forms of public services. In addition, health services are an organizational tool to describe the quality of health services in operational terms (Pohan, 2007). Participants in the Free Health Program at Puskesmas and Hospitals are generally poor people and the determination of participants is determined by the government and the costs are borne by the Gorontalo City Government.

- "Before they took part in this program, when they were sick, they only bought medicine at a neighboring shop, sometimes even holding it in and hoping it would heal on its own. After they become participants in this program, they will easily get free health services at the community health centers or hospital. Besides that, it turns out that there is no difference in the services provided to other patients. Of course, this program is very helpful for those of us who are struggling with medical expenses…" (Summary of interview results from participants of the Free Healthcare Fee Program at community health centers and Hospitals).

Participants of the Free Health Fee Program who are the targets of this program, those who are poor people with very weak economic conditions, can get free health services. In addition, the Free Healthcare Program is used not only for treatment, but can also be used for prevention in the form of consultations regarding health at the Community health centers or Hospital. The participants who are the targets of this program, they feel very helpful when they are in need of health services, they can get it for free. In addition, participants of this program are also allowed to conduct consultations to increase their knowledge about health as a form of preventing disease. As the core of community services carried out by health workers at the community health centers is learning to communicate properly and correctly with every community who comes to ask for services. Good communication is a skill that must be possessed by every public servant in government agencies, because it will affect the process of completing the government's flagship program.

Table 6 Data on Number of Recipients Free Tuition Fee

No.	Districts	Year								Sub-Total
		2014	2015	2016	2017	2018	2019	2020	2021	
1	South City	434	520	561	261	413	362	-	-	2,551
2	West City	330	288	238	291	299	201	-	-	1,647
3	East City	187	257	170	189	202	214	-	-	1,219
4	North City	481	340	337	84	79	92	-	-	1,413
5	Central City	99	99	145	281	220	222	-	-	1,066
6	Dungingi	163	66	51	174	88	105	-	-	647
7	Dumbo Raya	145	120	74	73	138	86	-	-	636
8	Hulonthalangi	268	248	270	169	150	141	-	-	1,246
9	Sipatana	351	239	294	108	61	94	-	-	1,147
Total										11,572

Source: Processed from Gorontalo City Education Office data in 2021; Note: In 2020 is not realized due to budget rofocusing for Covid-19, while 2021 is still ongoing so there is no final realization yet.

Education is one of the issues that is in the spotlight of various levels of society because there is a very big hope to educate the quality of the nation's life in the sense of having innovative, creative nature, and mastering science and technology as well as information that is able to compete. Because education is the key to answer new, tougher challenges in connection with the present era of globalization and information. Article 31 of the 1945 Constitution which mandates that education is the right and obligation of Indonesian citizens. In essence, the meaning of Article 31 of the 1945 Constitution is about the rights and obligations of citizens in the field of education, as well as the obligations and priorities of the government, especially in the city of Gorontalo to organize basic education that applies nationally by providing convenience to students. Until now, the realization of the Free Tuition Fee program in Gorontalo City can be seen by looking at table 6 above:

The table above shows that, there are 11,572 Recipients of Free Tuition Fees. The data always fluctuates because the Gorontalo city government pays great attention to the world of education and is obliged to pay for it free of charge at the elementary and junior high school levels. The government also seeks and organizes a national education system in order to increase the faith, piety, and noble character of students. The free education fund in the city of Gorontalo consists of the School Operational Fund and the Poor Student Assistance Fund. Free education funds are used entirely to meet the needs of education service costs which include operational costs for education units and costs for administering and/or managing education. It seems that the community's response to the Free Tuition Program is very supportive and accepting of this program. They said that this program was very helpful, especially for families with limited family economic capacity.

- We as parents hope that our children can go to college, but the main obstacles are school fees and the inability to access good educational services. Therefore, with the Free Tuition Fee Program from the Gorontalo City Government, of course we as parents will be very supportive and expect this assistance…" (Summary of interviews from participants of the Free Tuition Fee Program).

The response regarding free education is believed by parents to be one of the factors that will determine the smooth and quality learning process. Free education is the implementation of education in schools without involving parents in financing (Wahyuddin, A.Risdawati AP, Fitrah A. Darmawan & Hikmawati Sabar, Elya Nur, 2014). It is considered that the free education program is very helpful in easing the burden on families who are less able to meet the education costs of their children. Through free educational services, it is hoped that it will be able to increase access to education for students, especially those from poor or underprivileged families who can get an education. Free education is very useful for students (Ahmad & Weyai, 2021). Free education can also have an influence on students' motivation to go to school, because free education is a program that aims to help the poor or underprivileged to be able to send their children to school. Therefore, free education is expected to provide motivation for student learning. Motivation to learn is strength, power and power. A complex condition and readiness in the individual to move towards certain goals, both consciously and unconsciously.

The ambulance service unit is a program that aims to minimize casualties due to traffic accidents and medical emergencies such as natural disasters and others. The Gorontalo City Health Service also has a free ambulance service program that can be used in times of emergency such as traffic accidents, natural disasters, and carrying corpses from home to the cemetery. The free ambulance service was carried out to further improve services for the wider community. The ambulance service in the city of Gorontalo which continues to grow with all humanitarian actions and proud achievements due to effective coordination and communication between the head of the ambulance service unit and its members as well as communication and service to the community so that the objectives of the ambulance service unit can be achieved properly. Ambulances in the city of Gorontalo have been equipped with medical equipment to transport sick people or accident victims. This is in accordance with the definition of "ambulance" which is used as a vehicle used to carry medical equipment to patients outside the hospital or transfer patients to other hospitals for further treatment. As an organization that operates in the field of government, the Health Office as an extension of the Gorontalo city government is committed to carrying out activities in the social and humanitarian field with the participation of community volunteers as organizational strength, and has the ability to deal with sufferers of accidents and health emergencies, as well as help evacuate them to existing health facilities. The free ambulance fee programmed through the Prosperity Card continues to develop cooperation with partners, both those who provide health services such as health centers, medical centers, polyclinics, hospitals, and other ambulance service providers.

The Gorontalo city government makes this ambulance service free when a medical emergency occurs suddenly, one of which is a natural disaster. And also other categories that are included in the free ambulance service, namely: 1) carrying corpses (from house to cemetery) with status in the city. 2) traffic accidents and work accidents. Disasters and calamities such as fires. 4) floods, landslides, etc. 5) assist the National Search and Rescue Agency in the evacuation of disaster victims. 6) assist and assist the Police. 7) assisting and bringing street people both sick to be referred to the

hospital or those who died. The use of the Prosperous Card in terms of Free Ambulance and Funeral Fees is very beneficial, it can be seen in the number of services that continue to increase according to the data in table 7 below:

Table 7 Data on Number of Recipients Free Ambulance and Funeral Fees

No.	Districts	Year								Sub-Total
		2014	2015	2016	2017	2018	2019	2020	2021	
1	South City	-	65	70	94	87	82	45	55	498
2	West City	-	96	119	120	136	149	90	82	792
3	East City	-	71	87	131	108	124	72	60	653
4	North City	-	34	63	75	92	86	43	61	454
5	Central City	-	67	65	83	78	94	59	78	524
6	Dungingi	-	75	68	74	93	81	51	45	487
7	Dumbo Raya	-	66	64	92	85	92	46	48	493
8	Hulonthalangi	-	58	73	77	85	79	40	81	493
9	Sipatana	-	79	85	104	123	115	55	82	643
Total										5,037

Source: Data from the Health Office and the People's Welfare Section of the Regional Secretary of the Gorontalo City in 2021.; Note: In 2014 was the initial year of planning so the Prosperous Card program has not been included in the budget line, in 2019 there is no service for Prosperous Card users.

The table above shows that there were 5,037 people who received free ambulance and funeral services in accordance with the Gorontalo city government program which was implemented since 2014 and was massively implemented from 2015 to 2021. Basically, the ambulance service program in the city of Gorontalo is designed to improve the quality of pre-hospital services in general and ambulance services in particular. Pre-hospital services are medical services provided to the community before arriving at the hospital. For this reason, collaboration with various parties is needed, increasing public access to information on ambulance services and efforts to increase the capacity of ambulances and referral hospitals.

Through the empowerment of ambulances (by: procurement of emergency ambulances, completing emergency standards, providing trained ambulance crews, availability of 24-hour ambulances and continuous training), improving information and communication systems (procurement of special telephone numbers for ambulances, procurement of medical radio systems, and continuous communication training), development of financing systems, organizational development and outreach campaigns as well as improvement of other supporting facilities and infrastructure. Gorontalo City has even been used as an example for Integrated Emergency Ambulance Services in both strong, medium and low-income communities, consisting of: 1) Victims of traffic accidents. 2) Victims of work accidents. 3) Patients with medical emergencies, such as heart attacks, seizures, asthma, drowning, burns, and so on. 4) Disaster victims and mass victims.

Based on the Gorontalo Mayor Regulation Number 30 of 2020 concerning Guidelines for the Implementation of the Gorontalo City Government's Prosperity Card Program, that which is a component of Free Ambulance Fees, namely Patients participating in the Prosperity Card Program are entitled to receive Ambulance services from the Community health centers to Regional General Hospitals or from General Hospitals area back home. Then, the Ambulance Service from the Community health centers to the Regional General Hospital is the responsibility of the Community health centers which makes patient referrals.

Ambulance is an emergency transportation tool used by hospitals, health centers, or related agencies that function to help people who need medical help (Simamora et al., 2020). The free ambulance program aims to improve health status by making it easier for the community to access health services (Andini et al., 2020). Ambulance or hearse services from the Regional General Hospital to the patient's home are the responsibility of the Regional General Hospital where the patient is receiving treatment.

- "... that the free Ambulance program is one of the flagship programs of Gorontalo City which is very humane and very helpful in easing the burden on the community. This Free Ambulance Program is in the form of free delivery of patients and corpses intended for people in need. (Summary of interviews from participants of the Free Ambulance Program).

Free Funeral Fees are intended to help ease the burden of funeral costs for underprivileged communities who are the target recipients of the Prosperity Card Program which are recorded in the Integrated Social Welfare Data. In the Gorontalo Mayor's Regulation Number 30 of 2020 concerning Instructions for the Implementation of the Gorontalo City Government's Prosperity Card Excellence Program, that the component is free of funeral costs with details, namely free funeral services and materials. The public's response to the Free Funeral Fee Program, stated that:

- ".. with the Free Funeral Fee Program, the bereaved family feels the burden is lightened, the cost for the burial land for the residents of the city of Gorontalo as well as the cost (funeral service fees) of excavating the burial ground and the materials included free services provided by the Gorontalo City Government. However, free funeral services must complete the administrative requirements that have been regulated by Regional Regulations. (Summary of interview results from the families of participants in the Free Funeral Fee Program).

Funeral services are a form of local government service that is very important to the community, because death is a natural thing, it cannot be accelerated nor can it be delayed by humans, which always and definitely occurs at any time, so that local governments must be able to provide these services, especially in the event of a funeral. The provision of grave plots needed by the community. The role of the government as a facilitator of the concept of providing land is not only as a community service institution but in a democratic society it has a main role, namely the provider of facilities and infrastructure (A. Nukmawati et al., 2018). Government services in freeing funeral costs require good and correct procedures and pay attention to the values and norms of the community (Sirajuddin, 2016). A cemetery, also known as a burial, is a piece of land reserved for graves. A cemetery is the same as a grave, which is a place to bury the body in a hole or ground that is used as a place to deviate or bury the dead. Funerals can be general (everyone can be buried there) or special, such as religious funerals, private family funerals, hero graves, and so on. The administrative requirements for funeral and burial services are in the form of a cover letter from the local regional office, a death certificate from the hospital if he dies in a hospital, a certificate from the State Police if the death is unnatural and attach a photocopy of the identity of the reporter or heir. After completing the administrative requirements stated in the Regional Regulation, the community will be given a permit to bury the body and a funeral permit. A funeral permit is a permit issued by the Health Service which proves that the person concerned has died, while a funeral permit is a letter given by the Housing and Settlement Service which is a letter of introduction to obtain free land in public places. The tomb is under the auspices of the Gorontalo City Government.

4. Conclusion

The form of changes made by the Gorontalo city government is to create the Prosperous Family Card program with the aim of providing education and health protection. If the program takes place over a very long period of time, with a repeated frequency of program implementation at an adequate level, it will provide enormous benefits to the community's living environment. Until now, the implementation of the Prosperous Family Card Program in Gorontalo City has been running relatively in accordance with the procedures established by the Controlling Team for the Distribution of Social Assistance.

Although the implementation of the Prosperous Card Program has been carried out optimally, there are still obstacles in its implementation. However, the impact of the Prosperous Family Card Program for the poor in Gorontalo City is very helpful for the community in reducing the costs of education, health, ambulance and funerals. With this assistance, the recipient community can reduce public spending to meet their daily needs.

Therefore, to improve the service quality of the prosperous card program, it is necessary to thoroughly disseminate information to the poor. So that the poor who have not been recorded can participate in the Prosperous Card program participation, and there is a need for consistency in budgeting every year. In addition, the government must increase the number of beneficiaries and the quantity of the budget, so that all people can enjoy the Prosperity Card Program in Gorontalo City.

Compliance with ethical standards

Disclosure of conflict of interest

No Conflict of Interest by Authors.

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