



JOURNAL

**EVALUATION OF THE JAKARTA CARD PROGRAM FOR
EXCELLENT STUDENTS (KJMU) IN THE RAWAMANGUN VILLAGE
AREA**

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Abstract:

This study aims to evaluate the Jakarta Superior Student Card (KJMU) Program in the Rawamangun Village area, East Jakarta. KJMU is an initiative of the DKI Jakarta Provincial Government designed to improve access to higher education for students from underprivileged families. The evaluation method used in this study is the CIPP (Context, Input, Process, Product) model, which comprehensively analyzes various aspects of the program. The results of the study indicate that the implementation of the KJMU program in Rawamangun Village has been running well, but there are still several challenges, such as the lack of socialization regarding the use of funds, uncertainty of the disbursement schedule, and the need for stricter evaluation in the recipient selection process. In addition, KJMU recipients are expected to better understand their rights and obligations in order to optimally utilize the assistance. Recommendations resulting from this study include increasing socialization, training for recipients, and strengthening monitoring mechanisms to ensure that the KJMU program can have a significant impact on improving access to education for students from underprivileged economic backgrounds. This study is expected to contribute to the development of education policies in DKI Jakarta and increase the effectiveness of the KJMU program in the future.

Keywords: *Jakarta Superior Student Card, program evaluation, higher education, CIPP, Rawamangun Village*

BACKGROUND

Education is a fundamental right that must be accessible to all individuals, regardless of their economic background. However, in urban areas like Jakarta, economic disparities often limit access to higher education. The Jakarta Superior Student Card (Kartu Jakarta Mahasiswa Unggul or KJMU) was initiated by the DKI Jakarta Provincial Government to address this inequality. Through this program, students from underprivileged families receive financial assistance to pursue higher education at public and private universities.



Despite its noble aim, various issues persist in the program's implementation, including transparency of fund distribution, clarity of requirements, and the effectiveness of supervision. Several studies (e.g., Nurhadi, 2021; Lestari, 2023) indicate that although KJMU has increased college enrollment among low-income groups, it has yet to fully resolve access barriers and program mismanagement.

Rawamangun Village, located in East Jakarta, presents a relevant microcosm for this evaluation due to its socio-economic diversity and substantial number of KJMU recipients. A critical and systematic evaluation of the KJMU program in this area will not only provide insights into the effectiveness of educational policy implementation but also offer constructive feedback for future policy refinement.

This study applies the CIPP evaluation model (Context, Input, Process, Product) to assess the implementation of the KJMU program in Rawamangun. The findings are expected to contribute academically and practically to educational management, policy evaluation, and public sector accountability.

THEORETICAL FRAMEWORK

This study is grounded in the CIPP evaluation model developed by Stufflebeam (1971), which provides a systematic and comprehensive framework for evaluating educational programs. The CIPP model encompasses four key components: Context, Input, Process, and Product. The context evaluation focuses on identifying the needs, problems, and socio-economic background of KJMU beneficiaries in Rawamangun Village, thereby providing a rational basis for the program's implementation. The input evaluation examines the resources, planning, and mechanisms related to selection and funding, assessing whether these components are aligned with the program's goals and the needs of its target beneficiaries. The process evaluation explores the implementation strategies and administrative procedures to determine their efficiency and fidelity to the planned design. Finally, the product evaluation measures the outcomes and impacts of the KJMU program, particularly in terms of improving educational access and opportunities for underprivileged students. This theoretical framework supports a holistic assessment of the program's effectiveness and relevance within its socio-educational context.

METHOD

This program evaluation research employs a qualitative descriptive method aimed at providing a deep understanding to readers regarding the research findings. The CIPP Evaluation Model, developed by Stufflebeam, is used as a framework in which the program is evaluated as a system consisting of interrelated components working together to achieve the expected goals. The CIPP model includes four main components: Context, Input, Process, and Product, each with a different focus of evaluation.

Context evaluation involves analyzing issues related to the program's environment, including the legal basis, background, and objectives of the KJMU Program, which aims to provide



financial support to outstanding students in Jakarta. Input evaluation focuses on analyzing the resources and alternatives used to achieve the program's goals, including program management, funding, and beneficiaries. The program managers are responsible for the administration and implementation of the program, while funding comes from various sources and must be managed efficiently and transparently. The program beneficiaries are students who meet the criteria to receive financial assistance.

Process evaluation involves monitoring and measuring during the program's implementation, including socialization, monitoring, and program evaluation. Socialization aims to build understanding and support for the program, while monitoring is conducted regularly to ensure the program is running as planned. Program evaluation aims to assess the achievements and effectiveness of the program.

Finally, product evaluation measures the program's success in achieving its established goals. This includes the program's outcomes, reporting related to implementation and results, as well as the program's effectiveness in reaching the desired targets. Thus, this research provides a comprehensive overview of the implementation and impact of the KJMU Program, along with recommendations for future improvements

RESULT

The findings of this study reveal a significant development in the implementation of the Jakarta Superior Student Card (Kartu Jakarta Mahasiswa Unggul/KJMU) program. Since its launch in 2016, the program has expanded both in scope and impact. Initially, the program supported only 594 students, with a total funding allocation of IDR 2,147,483,647. By the first phase of 2024, the number of beneficiaries had increased remarkably to 15,649 students. This sharp rise reflects the growing public awareness and accessibility of the program among low-income families in Jakarta.

Moreover, the data indicates that the program is not only expanding in quantity but also maintaining its focus on quality. The selection criteria for KJMU recipients remain based on both academic potential and economic need, ensuring that support is given to students who are capable of completing their higher education in a timely and effective manner. The majority of beneficiaries are enrolled in Diploma (D3/D4) and Bachelor (S1) degree programs, both at public and private universities that have signed cooperation agreements with the Jakarta Education Authority.

Institutionally, the Personal and Operational Education Funding Service Center (P4OP) plays a central role in managing the program. Located in East Jakarta, UPT P4OP oversees application processing, fund disbursement, and student monitoring. Additionally, the establishment of KJMU student forums within each participating university has helped streamline communication, data collection, and coordination of academic support services for recipients.

Overall, the results highlight that the KJMU program is achieving its primary objective: increasing equitable access to higher education for students from underprivileged backgrounds. The structured implementation and continuous growth suggest that the program is positively contributing to the broader goal of developing high-quality human resources in the Jakarta region

DISCUSSION



The results of this study affirm that the Kartu Jakarta Mahasiswa Unggul (KJMU) program is a strategic initiative with meaningful implications for educational equity and human capital development in DKI Jakarta. The dramatic increase in the number of beneficiaries over the years indicates not only the effectiveness of the program's outreach but also the substantial need for such financial support among economically disadvantaged yet academically capable students.

From a theoretical perspective, the KJMU aligns with the concept of education as a public good and supports the Human Capital Theory, which posits that investment in education enhances individual productivity and contributes to economic growth. By enabling access to higher education regardless of socio-economic status, KJMU is helping reduce structural barriers that perpetuate inequality. This democratization of education also resonates with Amartya Sen's Capability Approach, which emphasizes expanding individuals' real freedoms and opportunities to achieve their full potential.

In practice, the program's design requiring cooperation agreements between universities and the P4OP, as well as the formation of student forums demonstrates a commitment to both financial support and student engagement. These forums serve as platforms for peer support, academic monitoring, and communication facilitation, all of which enhance student retention and performance. Such structured coordination supports the CIPP Evaluation Model (Context, Input, Process, Product), particularly in the input and process components, ensuring program sustainability and accountability.

However, challenges remain. The increasing number of recipients calls for more robust mechanisms for monitoring academic progress and preventing misuse of funds. Furthermore, the program's success depends on consistent governmental budget allocation and institutional collaboration. Without strong political and financial commitment, the program's long-term impact may be compromised.

In conclusion, KJMU not only provides short-term financial relief but also fosters long-term social mobility. It plays a vital role in cultivating a competitive, skilled, and socially responsible generation ready to face the demands of a globalized economy. The initiative represents a model for other regions seeking to implement inclusive educational policies and demonstrates how local governments can contribute directly to national development through targeted educational interventions.

CONCLUSION

Based on the research findings, the following conclusions can be drawn:

Based on the research findings, several conclusions can be drawn regarding the KJMU program. First, the context evaluation indicates that KJMU recipients need to comply with the applicable requirements, as many have not adhered to the regulations set forth in the Integrated Social Welfare Data (DTKS). Enhancing awareness and compliance among recipients is essential, along with conducting more accurate poverty data collection and verification. Additionally, the process of sending recipient data to the Education Office should be strengthened to ensure the validity of the information, allowing the KJMU program to provide maximum benefits to those in need.



Second, the input evaluation reveals that while the implementation and reception of the program are running well, there are issues with the inconsistency of the fund disbursement schedule, which can disrupt students' financial planning. It is crucial for the KJMU program to ensure that the assistance provided is targeted to those who truly need it, thereby improving access to education for students from economically disadvantaged backgrounds.

Third, the process evaluation highlights that the Rawamangun sub-district currently lacks an effective socialization program for KJMU recipients, resulting in a lack of understanding among students regarding their rights and obligations as beneficiaries. This lack of awareness can hinder the optimal utilization of the program's benefits, as students may not fully realize what they need to do to take advantage of the assistance provided. Therefore, it is recommended that P4OP provide constructive feedback to the Rawamangun sub-district every six months to help identify the program's strengths and weaknesses and formulate necessary improvement steps.

Finally, the product evaluation shows that while the effectiveness of the KJMU program in the Rawamangun sub-district has been good, there are still aspects that need to be improved, maintained, and enhanced. Although the program has provided benefits to students and the community, it is important to continue reviewing and improving it to better meet the needs of recipients. Key areas for attention include the mechanism for distributing assistance, the quality of socialization, and post-assistance support. By addressing these aspects, the KJMU program can not only provide financial aid but also empower students and improve their access to better education. With appropriate improvement measures, it is hoped that the KJMU program can deliver greater and more sustainable benefits for all parties involved.

Based on the findings and conclusions from the evaluation conducted, the researchers recommend further enhancement of the KJMU program. Specifically, the recommendations are directed towards several parties. For the UPT P4OP of the Education Office, it is crucial to expand the outreach of the KJMU program to ensure that more people, especially students and potential beneficiaries, are aware of and understand the benefits offered, enabling them to take advantage of opportunities to improve their education. Additionally, providing more in-depth training for beneficiaries is a strategic step to help them utilize the assistance effectively, particularly in managing funds and resources to support their learning process. Regular monitoring and evaluation are essential to ensure the program is on track and meeting its targets, allowing for quick identification and resolution of any emerging issues. Gathering feedback from KJMU recipients is vital to understand the challenges they face and to enhance the overall quality of the program based on their experiences. Continuous guidance in verifying poverty status will ensure that the data used to determine KJMU recipients is accurate and reliable, directing assistance to those in genuine need. While coordination between P4OP and the Rawamangun Village has been satisfactory, extending the verification period beyond the current 2-3 days is recommended to avoid difficulties in implementation and to improve data accuracy.

For the Rawamangun Village authorities, conducting regular outreach about the KJMU program is essential to ensure that all community members, especially potential beneficiaries, understand the program's goals and benefits. Providing training and support for KJMU recipients will help them optimize the assistance received, thereby enhancing the effectiveness of fund usage and supporting their educational success. Periodic monitoring of the KJMU program is necessary to evaluate its impact on recipients and to address any challenges that



arise promptly. Effective socialization at the community level will ensure that Dasa Wisma (DAWIS) can competently fulfill their roles, actively supporting the KJMU program and assisting those in need.

For KJMU recipients, it is expected that they will use the assistance wisely to maximize its benefits for their education. Recipients are encouraged to provide feedback on the KJMU program, enabling organizers to understand the challenges faced and make necessary improvements to enhance program quality. Increasing awareness of government regulations related to the KJMU program is crucial for all parties to ensure compliance with established guidelines. Recipients must adhere to the requirements set forth, such as activating the Integrated Social Welfare Data (DTKS), to confirm their eligibility for assistance. Lastly, KJMU recipients are required to follow the applicable regulations to ensure the smooth distribution of aid and alignment with the program's objectives

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