

Social and Economic Interventions to Alleviate Poverty in Makassar City: An Approach Using Human Capital Theory and Kurt Lewin's Change Model

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ABSTRACT

This study aims to identify factors influencing poverty in Makassar City and propose effective social and economic interventions based on Human Capital Theory and Kurt Lewin's Change Model. It utilizes a qualitative approach employing grounded theory methodology. Data collection involved observation, documentation, and in-depth interviews with 31 informants: government officials (2), poverty activists (3), and impoverished families (26) in Makassar City. NVivo software facilitated data analysis to determine key criteria and relationships among these factors. The study highlights poor sanitation quality, low education levels, limited motivation to escape poverty, and reliance on government aid as primary poverty exacerbators in Makassar. Proposed interventions include enhancing sanitation infrastructure, educational initiatives, skill development, and fostering social networks. These findings underscore the importance of an integrated approach to poverty alleviation. Theoretically, the study supports Human Capital Theory by emphasizing investment in education, skills, and health to boost productivity and community welfare. Managerially, the government is urged to implement programs improving sanitation, education access, economic empowerment, and ensure ongoing effectiveness through continuous monitoring.

ABSTRAK

Studi ini bertujuan untuk mengidentifikasi faktor-faktor yang memengaruhi kemiskinan di Kota Makassar dan mengusulkan intervensi sosial dan ekonomi yang efektif berdasarkan Human Capital Theory dan Kurt Lewin's Change Model. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan metodologi grounded theory. Data dikumpulkan melalui observasi, dokumentasi, dan wawancara mendalam dengan 31 informan, terdiri dari pejabat pemerintah (2 informan), aktivis kemiskinan (3 informan), dan keluarga miskin (26 informan) di Kota Makassar. Analisis data dilakukan dengan menggunakan perangkat lunak NVivo untuk mengidentifikasi kriteria-kriteria kunci dan hubungan antara faktor tersebut. Studi ini mengidentifikasi kualitas sanitasi yang buruk, rendahnya tingkat pendidikan, motivasi rendah untuk keluar dari kemiskinan, dan ketergantungan pada bantuan pemerintah sebagai faktor utama yang memperburuk kemiskinan di Makassar. Intervensi yang diusulkan meliputi peningkatan infrastruktur sanitasi, program pendidikan, pelatihan keterampilan, dan membangun jaringan sosial. Temuan ini memberikan wawasan baru tentang pentingnya pendekatan terpadu dalam mengatasi kemiskinan. Secara teoritis, penelitian ini mendukung Human Capital Theory dengan menekankan pentingnya investasi di bidang pendidikan, keterampilan, dan kesehatan untuk meningkatkan produktivitas dan kesejahteraan masyarakat. Secara manajerial, pemerintah disarankan untuk mengimplementasikan program-program perbaikan sanitasi, akses pendidikan, pemberdayaan ekonomi, dan memastikan efektivitas yang berkelanjutan melalui pemantauan yang berkesinambungan.

INTRODUCTION

Poverty is a complex issue that has existed throughout human history. In South Sulawesi, particularly in Makassar City, poverty remains one of the major challenges that need to be addressed. Despite various efforts to combat poverty, the results often fluctuate and do not correspond to the budget allocated (Tamsah & Nurung, 2024). The importance of an in-depth study on poverty from the perspective of the poor themselves, as well as the views of the government and NGOs in the research area, becomes increasingly clear in the effort to find more effective solutions.

Theoretically, there are three main schools of thought that dominate the discussion on how to tackle poverty. First, Adam Smith's optimistic view on prosperity achievable through free competition, known as the "invisible hand" system (Wang & Guo, 2022). Second, Karl Marx's perspective, which opposes Smith's optimism, proposes that prosperity can only be achieved through strong government intervention in socialist and communist societies (Weber & Abbasi, 2023). Third, John Maynard Keynes' view that combines free market approaches and government intervention, known as the "visible hand" concept (Maniquet & Neumann, 2021).

In Makassar, although the budget for poverty alleviation continues to increase, the reduction in poverty is not always proportional to the funds spent. This indicates problems in the implementation of programs and policies that require further study (Tamsah et al., 2023). A qualitative approach using grounded theory can provide deeper insights into this situation through observations, documentation, and in-depth interviews with various informants, including government officials, poverty activists, and poor families (Tamsah, Ilyas, et al., 2019; Tamsah, Poli, et al., 2020).

This research aims to identify key criteria and the relationships between these criteria from the interview results in Makassar, which will then be analyzed using NVivo software. By comparing these findings with previous research, we hope to present a comprehensive picture of poverty in Makassar City and provide recommendations that can be implemented to enhance the effectiveness of poverty alleviation programs.

LITERATURE REVIEW

Human Capital Theory

Human Capital Theory emphasizes the importance of investment in health, education, and skills as a means to enhance individual productivity and reduce poverty (Tamsah et al., 2023). This theory argues that healthy, educated, and skilled individuals have a greater chance of contributing productively to the economy, which in turn increases income and reduces dependence on government assistance (Tamsah & Nurung, 2024). Investment in human capital not only improves the quality of life for individuals but also promotes overall economic growth (Tamsah, Poli, et al., 2020).

Empirical evidence supports the significance of improving education and skills in reducing poverty. Ganimian & Murnane, (2016) show that quality education programs can enhance individuals' skills and competitiveness in the labor market, thereby increasing their income. Duncan et al., (2016) add that effective skills training programs can help individuals secure better jobs, reducing their dependence on government assistance.

Additionally, research indicates that good sanitation infrastructure can improve health and productivity. Prüss-Ustün et al., (2019) and Bouzid et al., (2018) find that access to adequate sanitation can reduce the disease burden, improve community well-being, and lower healthcare costs, thereby reducing the economic burden on poor families (Tamsah, Bata, et al., 2020).

Kurt Lewin's Change Model

Kurt Lewin's Change Model is a renowned framework in change management, consisting of three main stages: Unfreezing, Changing, and Refreezing. The first stage, Unfreezing, involves creating awareness of the need for change and motivating individuals or groups to move away from the status quo. This can be achieved through educational campaigns, training, and raising awareness about existing issues (McHugh et al., 2022). The second stage, Changing, is the process where the desired changes are implemented. In the context of sanitation, this may involve the construction of new sanitation facilities, improved access to clean water, and the implementation of hygiene programs (Gillum et al., 2023; Torres-Vitolasid et al., 2023). In education, this stage may include increased access to schools, teacher training, and the development of relevant curricula (Torres-Vitolasid et al., 2023). The final stage, Refreezing, aims to consolidate the changes and ensure sustainability through monitoring, evaluation, and ongoing support (McHugh et al., 2022; Tamsah et al., 2023).

The application of this model has proven effective in various contexts. Sahoo et al., (2022) show that using this model in sanitation programs increases success by involving the community from the awareness stage through to the maintenance of facilities. Schaffler et al., (2018) find that this model is effective in education, improving teaching quality and student learning outcomes. With this approach, change is more easily accepted and sustained, providing a robust framework for interventions in sanitation, education, and economic empowerment (Tamsah, Bata, et al., 2020; Tamsah & Nurung, 2024).

Sanitation and Health

Poor sanitation has a significant impact on public health, especially among poor families. Inadequate sanitation conditions, such as lack of access to proper toilets and clean water, increase the risk of infectious diseases such as diarrhea, respiratory infections, and skin diseases. These illnesses lower the quality of life and increase the economic burden on poor families due to high healthcare costs and lost income (Prüss-Ustün et al., 2019).

Research shows a strong correlation between poor sanitation and the prevalence of diseases among low-income communities. Guiteras et al., (2015) found that effective sanitation interventions, such as providing proper toilets and handwashing facilities, can reduce the incidence of infectious diseases. Sahoo et al., (2022) support this finding, showing that comprehensive sanitation programs improve health and economic well-being. Successful interventions often involve a holistic approach that includes health education, infrastructure development, and community support, highlighting the importance of well-designed programs to address sanitation issues and improve health conditions in low-income communities (Tamsah et al., 2021; Tamsah & Nurung, 2024).

Income and Dependency on Government Assistance

Low income is a major factor that limits individuals' ability to improve their quality of life and access better job opportunities. Individuals with low incomes are often trapped in low-wage jobs with little or no opportunity for upward mobility, which ultimately increases economic vulnerability (Tamsah & Mariah, 2015). Research indicates that low income is closely associated with low levels of education and skills, significantly limiting their access to better and more stable employment (Ganimian & Murnane, 2016). This condition exacerbates the cycle of poverty, where individuals are unable to invest in education and skills training to enhance their competitiveness in the labor market (Duncan et al., 2016).

Dependency on government assistance is a common phenomenon among low-income communities. While such assistance provides essential support to meet basic needs, research shows that excessive dependency can reduce individuals' motivation to improve their own well-being (Lee et al., 2023; Wagaman et al., 2018). This dependency is often due to the lack of effective empowerment programs that can provide adequate skills training and job opportunities. Furthermore, research by Siliunas et al., (2019) and Seefeldt, (2016) reveals that low-income families face various challenges in accessing resources through non-profit organizations and social safety nets. Bureaucratic barriers and the limited capacity of these organizations often hinder their access to the necessary services. Therefore, it is important for governments and related organizations to develop more focused and efficient empowerment programs to help low-income individuals achieve economic independence and reduce their dependency on government assistance.

Motivation and Social Networks

Motivation is a key factor in human resource development (HRD) and has a significant impact on community well-being, especially among low-income groups. Low motivation to escape poverty is often caused by various factors, including low levels of education, limited access to economic opportunities, and difficult living conditions (Tamsah, 2011; Tamsah, Sirajuddin, et al., 2019; Tamsah & Mariah, 2015). Studies show that this low motivation can hinder individuals from striving to improve their economic conditions and contribute to the perpetuation of the poverty cycle. Laurin et al., (2019) highlight that material, social, and cultural contexts play a crucial role in influencing individuals' motivation to achieve higher social status. Additionally, low motivation can impede participation in empowerment programs designed to help poor communities improve their well-being.

Besides motivation, social networks and economic connections also play an important role in HRD. Strong social networks can provide access to information, job opportunities, and social support necessary to improve well-being. Research by Hyde & Eyrich-Garg, (2024) and Chetty et al., (2022) indicates that limitations in social networks can isolate poor communities and restrict their access to essential resources. Social cohesion and strong networks can influence perceptions of resource availability and economic mobility, as found by Jayashankar & Raju, (2020) and Jeon, (2020). Good social cohesion and support from social networks can help individuals overcome economic barriers and enhance social mobility. Therefore, strengthening social networks and economic connections is a crucial

strategy in poverty alleviation and the empowerment of low-income communities. This research highlights the importance of interventions that not only focus on improving skills and education but also on developing strong and cohesive social networks.

RESEARCH METHODS

This study employs a qualitative approach using grounded theory methodology, in accordance with the approach developed by Bryant & Charmaz, (2010). The following is the structured research procedure.

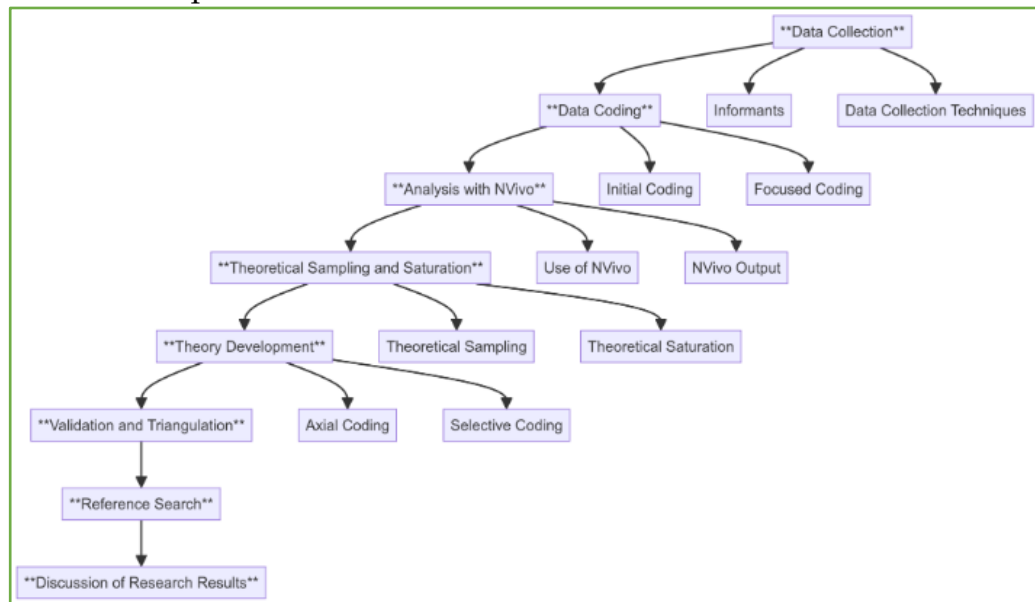


Figure 1 Research Flow Chart, adapted from Bryant & Charmaz, (2010)

The research flowchart above illustrates the steps in the grounded theory methodology adapted from Bryant & Charmaz, (2010). This research process involves several key stages, beginning with Data Collection. The informants in this study totaled 31 individuals, consisting of government officials (2 informants), poverty activists (3 informants), and impoverished families (26 informants) in Makassar City. The data collection techniques used included observation, documentation, and in-depth interviews. Data collection started with key informants, namely government officials related to poverty, and then used the snowball technique to determine subsequent informants.

After the data was collected, the next step was Data Coding, which consists of two stages: Initial Coding and Focused Coding. Initial Coding is the process where data is broken down into small segments and labeled to identify basic concepts. Subsequently, Focused Coding involves merging similar codes and identifying the main categories that emerge from the data. The coded data was then analyzed using NVivo software in the Analysis with NVivo stage. This software helps in organizing, managing, and connecting the codes and categories that emerge from the data, producing outputs that contain criteria and relationships among criteria.

The next step is Theoretical Sampling and Saturation. At this stage, additional data collection was conducted based on the initial coding results to enrich the identified

categories (Theoretical Sampling). This process continued until no new information emerged from the additional data (Theoretical Saturation). Then, during the Theory Development stage, Axial Coding was applied to establish connections among identified categories and develop relationships between key concepts. Selective Coding was subsequently employed to concentrate on a core category that links all other categories.

Following this, the analysis findings were cross-referenced with previous studies in the Validation and Triangulation stage to ensure validity and reliability. Data triangulation involved comparing multiple data sources and collection methods. Reference searches were conducted using platforms like Elicit.com to locate pertinent literature and substantiate the research findings. Finally, the research findings underwent an in-depth discussion in the Research Findings Discussion stage. This discussion encompassed a critical analysis of the findings, data interpretation, and exploration of theoretical and practical implications, providing a comprehensive overview of the research results.

The method used in this research employs descriptive and verification methods. The research focuses on internet users in Palopo City, particularly those familiar with and exposed to online advertisements. Data collection utilized purposive sampling, selecting 100 samples of internet users in Palopo City.

RESULTS and DISCUSSION

Result

The results of the conducted interviews were recorded in daily logs to facilitate further analysis. These records were then processed using Nvivo software, which allows for data grouping based on specific themes and criteria. Through this analysis, several criteria groups and individual criteria were successfully identified. The visualization of the criteria groups and the individual criteria within each group can be seen in the following figure.

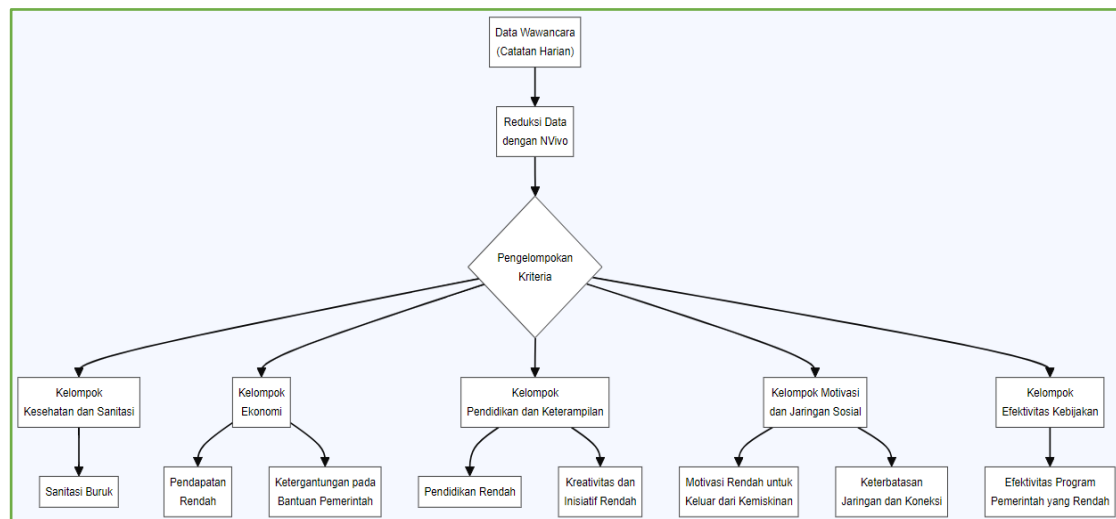


Figure 2 Criteria Groups and Criteria from Data Reduction

Figure 2 above illustrates the research findings based on the analysis of interview data recorded in daily logs. The data analysis process was conducted using NVivo software, enabling researchers to condense and categorize data into main themes derived from the

interviews. This process led to the identification of several criteria groups that became the focal points of this study. The first group identified is the "Health and Sanitation Group," where poor sanitation conditions emerged as a significant issue hindering community quality of life improvements. The second group, the "Economic Group," highlighted low income and dependence on government aid as primary criteria, indicating persistent economic challenges. The third group, the "Education and Skills Group," revealed low education levels and a lack of creativity and initiative as factors impacting individual welfare, stressing the need for enhanced education access and quality skills training. The "Motivation and Social Network Group" underscored low motivation to overcome poverty and limited social networks as barriers, calling for interventions to boost motivation and expand social connections. Lastly, the "Policy Effectiveness Group" emphasized the inadequate effectiveness of government programs, suggesting a need for improved implementation to achieve significant positive impacts. In summary, this analysis provides profound insights into factors influencing community welfare, highlighting areas requiring attention to alleviate poverty and enhance quality of life.

Discussion

Poor Health and Sanitation among Low-Income Families

The study results indicate that poor sanitation is a significant issue among low-income communities in Makassar City. Inadequate sanitation conditions lead to various diseases such as diarrhea, respiratory infections, and skin diseases, which lower productivity and the quality of life for the community. The high economic burden due to healthcare costs exacerbates poverty conditions (Tamsah, Ilyas, et al., 2019; Tamsah & Nurung, 2024). According to Human Capital Theory, investment in sanitation infrastructure is essential to improve public health and productivity. With adequate sanitation facilities, communities can enjoy a healthier environment, reduce disease incidence, and enhance their ability to work and study effectively (Tamsah, Poli, et al., 2020).

Kurt Lewin's Change Model offers a systematic approach to addressing poor sanitation issues through three stages: Unfreezing, Changing, and Refreezing (Tamsah et al., 2023). In the Unfreezing stage, it is crucial to raise public awareness about the importance of good sanitation through educational campaigns. The Changing stage involves the development of sanitation infrastructure, such as providing adequate public toilets, access to clean water, and effective waste management systems (Tamsah, Poli, et al., 2020). Finally, the Refreezing stage ensures the sustainability of these changes through continuous monitoring and evaluation of sanitation conditions and community hygiene practices. Research by Sahoo et al., (2022) and Abu Bakar et al., (2023) supports the importance of these interventions, showing that adequate water and sanitation facilities can reduce disease prevalence and improve the quality of life for low-income communities (Tamsah, Poli, et al., 2020).

Previous research strongly supports the need for investment in sanitation infrastructure to improve public health. Prüss-Ustün et al., (2019) found that the disease burden due to inadequate sanitation is very high, especially among children. Bouzid et al., (2018) also showed that poor WASH (Water, Sanitation, and Hygiene) facilities in healthcare settings correlate with patient dissatisfaction (Tamsah et al., 2021). Meanwhile, Guiteras et al., (2015) demonstrated that financial subsidies could increase poor communities' access to adequate

sanitation facilities. However, Abu Bakar et al., (2023) highlighted the lack of accurate information about disease epidemiology among poor communities, indicating the need for further research in this area. Interviews in Makassar support these findings, showing that without proper interventions, poor sanitation will continue to hinder efforts to improve the welfare of low-income communities (Tamsah & Nurung, 2024). By implementing Human Capital Theory and Kurt Lewin's Change Model, significant improvements in sanitation and public health conditions in Makassar City can be achieved (Tamsah, Ilyas, et al., 2019).

Low Income and Dependence on Government Aid among Low-Income Families

Research findings indicate that low income is a major issue faced by the poor in Makassar City. Unstable and low income prevents people from improving their quality of life and investing in education and health. According to Human Capital Theory, investment in skills and job training can increase income and individual economic productivity (Tamsah et al., 2023; Tamsah, Bata, et al., 2020). This can be implemented through Kurt Lewin's Change Model, with the Unfreezing stage where the community is educated about job opportunities and the importance of skills; Changing, through skills training and job creation; and Refreezing, involving evaluation and ongoing support to ensure the sustainability of training outcomes. Studies by Wagaman et al., (2018) and Hamilton & Morgan, (2018) support the importance of access to information and social empathy in shaping attitudes toward assistance programs and skill enhancement opportunities.

Dependence on government aid, such as “BLT” and “raskin”, reduces people's motivation to strive for their own welfare. Human Capital Theory emphasizes that community empowerment through economic training and education can reduce this dependence (Tamsah et al., 2021; Tamsah, Poli, et al., 2020). Kurt Lewin's Change Model can be applied with the Unfreezing stage, through education on economic independence; Changing, with training and economic empowerment; and Refreezing, involving ongoing monitoring and evaluation. Research by Lee et al., (2023) shows that government aid is often associated with poor financial behavior, while Livermore et al., (2020) highlight that aid recipients still make significant social contributions. This indicates that effective empowerment programs can help transform dependence into independence.

Previous research shows that low income and dependence on government aid are complex and interrelated issues. Siliunas et al., (2019) and Seefeldt, (2016) highlight the challenges faced by low-income families in accessing resources through non-profit organizations and evolving social safety nets. Han et al., (2020) underscore the impact of government policies on poverty levels during the COVID-19 pandemic, while Jacob & Boyd, (2020) propose a basic income approach to address economic vulnerability. These findings align with interviews in Makassar, which indicate that without appropriate intervention, dependence on government aid can exacerbate poverty conditions. However, with an approach based on Human Capital Theory and Kurt Lewin's Change Model, there is great potential to address this issue through economic empowerment and skill enhancement (Tamsah, Ilyas, et al., 2019; Tamsah, Bata, et al., 2020).

Low Education, Creativity, and Initiative among Low-Income Families

The study results show that low education limits better job opportunities and increases economic vulnerability for low-income communities in Makassar City. Education is a crucial long-term investment in human resource development, as emphasized by Human Capital Theory (Tamsah et al., 2023). With adequate education, individuals can enhance their skills and secure better jobs. To address this issue, Kurt Lewin's Change Model can be applied. The Unfreezing stage involves awareness campaigns about the importance of education, while the Changing stage includes improving access to and the quality of education (Tamsah, Bata, et al., 2020). The Refreezing stage ensures sustainability through continuous monitoring and support. Research by Ganimian & Murnane, (2016) shows that interventions reducing education costs and improving school quality can enhance educational outcomes for low-income individuals.

The lack of creativity and initiative exacerbates poverty conditions because the community is unable to find innovative solutions to their economic problems. Human Capital Theory emphasizes that creativity and initiative are crucial factors in human resource development (Tamsah, Ilyas, et al., 2019). Kurt Lewin's Change Model can be applied with the Unfreezing stage involving awareness campaigns about the importance of creativity and initiative, the Changing stage through training programs to encourage creativity, and the Refreezing stage with continuous monitoring and evaluation (Tamsah et al., 2021). Research by Campos et al., (2017) and Camfield, (2015) shows that low-income individuals often lack the initiative and non-cognitive skills necessary for business success. However, interventions focusing on developing creativity and initiative can improve their economic conditions.

Previous research supports the findings that low education and a lack of creativity and initiative are significant issues among low-income communities (Tamsah & Nurung, 2024). Duncan et al., (2016) found that initiatives improving teaching quality and promoting learning can enhance the achievements of children from low-income families. Schaffler et al., (2018) also showed that self-management interventions, including problem-solving, can be effective for individuals with low income and health literacy. However, the concept of "low skills equilibrium" described by Sissons, (2021) indicates that weaknesses in the education and training system can perpetuate low skills and weak economic performance. Therefore, there must be a focus on competency building in innovation policy, particularly in addressing deficiencies and imbalances in education, training, and skills. This study shows that with proper interventions, low-income communities in Makassar can overcome these barriers and improve their overall well-being (Tamsah et al., 2023; Tamsah, Poli, et al., 2020).

Motivation and Social Networks among Low-Income Families

The study results indicate that the motivation to escape poverty is often low among low-income communities, including those in Makassar City. Factors such as low education levels, lack of access to economic opportunities, and harsh living conditions can diminish the drive to improve well-being. According to Human Capital Theory, motivation is a key factor in human resource development (Tamsah, Ilyas, et al., 2019). Kurt Lewin's Change Model offers an approach to enhance this motivation through three stages: Unfreezing,

Changing, and Refreezing. In the Unfreezing stage, motivation and awareness campaigns can be conducted to inspire the community. In the Changing stage, empowerment programs and psychological support can help build self-confidence and motivation. Finally, in the Refreezing stage, continuous evaluation and support ensure that these positive changes are maintained (Tamsah et al., 2021). Research by Laurin et al., (2019) supports that material, social, and cultural contexts influence the motivation to achieve higher social status.

The lack of social networks and economic connections is a significant barrier for impoverished communities to escape poverty (Tamsah et al., 2023; Tamsah, Bata, et al., 2020). Without strong networks, they lack access to information, job opportunities, and social support necessary to improve their well-being. Human Capital Theory emphasizes that social networks and economic connections are important assets in human resource development. Kurt Lewin's Change Model can be applied to build these networks through education about the importance of social networks (Unfreezing), network-building and economic connection programs (Changing), and continuous monitoring and support (Refreezing) (Tamsah et al., 2021). Research by Hyde & Eyrich-Garg, (2024) shows that low-income individuals often have limited social networks and live in resource-poor communities, creating a cycle of poverty. Baitas, (2020) adds that motivation driven by economic uncertainty can strengthen social networks, but Letki & Mierina, (2015) note that the benefits of these networks are limited by social and economic polarization.

Previous research supports that low motivation and limited social networks are complex and interrelated issues among low-income communities (Tamsah & Nurung, 2024). Jayashankar & Raju, (2020) found that social factors such as social cohesion and network closeness influence perceptions of food availability among low-income individuals. Marques, (2015) showed that the relationship between space, sociality, and poverty is complex, with certain types of networks associated with better living conditions. Jeon, (2020) found that strong social connections can hinder residential mobility, but access to social services can influence these dynamics. Chetty et al., (2022) showed that economic connectedness, or the proportion of friends with high economic status, is a strong predictor of upward income mobility. These findings suggest that strengthening social networks and economic connections can increase motivation and opportunities to escape poverty, supporting the interview findings in Makassar and providing a strong empirical foundation for interventions designed based on Human Capital Theory and Kurt Lewin's Change Model (Tamsah, Bata, et al., 2020; Tamsah, Poli, et al., 2020).

Low Effectiveness of Government Programs for Low-Income Families

There are local government programs in Makassar City that are ineffective in empowering the poor. Factors such as lack of coordination, poor implementation, and minimal continuous evaluation cause these programs to fail in achieving their goals (Tamsah et al., 2023; Tamsah & Nurung, 2024). According to Human Capital Theory, well-designed programs can have a significant positive impact on human resource development (Tamsah, Ilyas, et al., 2019). Kurt Lewin's Change Model can be used to improve the effectiveness of government programs through three stages: Unfreezing, Changing, and Refreezing. In the Unfreezing stage, analysis and evaluation of existing programs are

conducted to identify deficiencies. The Changing stage involves improving and restructuring programs to be more effective. The Refreezing stage ensures the sustainability and effectiveness of programs through continuous monitoring and evaluation (Tamsah et al., 2021; Tamsah, Bata, et al., 2020).

Human Capital Theory emphasizes the importance of investment in human resources through well-designed programs. Effective programs can enhance the skills, health, and productivity of the poor, thus helping them escape poverty (Tamsah et al., 2023; Tamsah, Poli, et al., 2020). In applying Kurt Lewin's Change Model, the Unfreezing stage involves a thorough analysis of existing programs to identify areas needing improvement. The Changing stage includes implementing necessary changes based on the analysis results, including program restructuring and enhancing inter-agency coordination. The Refreezing stage ensures that the changes made are continuously monitored and evaluated for long-term effectiveness (Tamsah et al., 2021). Research by Erikson, (2015) shows that policies are often influenced by high-income voters, which can reduce the effectiveness of antipoverty programs. Barnes et al., (2024) highlight the bureaucratic burdens faced by aid recipients, hindering access and effectiveness of programs.

Previous research supports the findings that many government programs for low-income communities are ineffective. Holtyn et al., (2017) found that incentive-based antipoverty programs are often ineffective. However, there are programs that have proven successful, such as the Earned Income Tax Credit, which improves health outcomes cost-effectively (Muennig et al., 2016). Siliunas et al., (2019) show that nonprofit organizations also face challenges in providing resources to the poor. Schaffler et al., (2018) found that self-management interventions are effective for low-income or low-health-literacy populations. Ting, (2017) shows that political and administrative contexts can affect program effectiveness, often leading to inefficiency and politicization. Programs like the Expanded Food and Nutrition Education Program show immediate improvements in nutritional behavior, but maintaining long-term outcomes remains a challenge (Atoloye et al., 2021). These findings suggest that improving the effectiveness of government programs requires a comprehensive and sustainable approach, supporting the interview results in Makassar and providing a strong empirical foundation for interventions designed based on Human Capital Theory and Kurt Lewin's Change Model (Tamsah et al., 2021; Tamsah, Bata, et al., 2020).

Theoretical Implications

Human Capital Theory

Investment in Education and Skills: Emphasizes the importance of investing in education and skills training to enhance productivity and income. The government should focus on programs that improve access to and the quality of education and skills training to empower the impoverished population and reduce dependency on government aid. **Health Improvement through Sanitation:** Stresses that investment in sanitation infrastructure is crucial for improving public health, which in turn enhances economic productivity. With a healthier environment, the community can work more effectively and contribute better to the local economy.

Kurt Lewin's Change Model

Unfreezing, Changing, Refreezing: The government can use this model to implement sustainable changes. In the Unfreezing stage, it is essential to raise public awareness about the importance of education, sanitation, and health. The Changing stage involves the implementation of education programs, training, and sanitation infrastructure. Finally, the Refreezing stage ensures the sustainability of changes through continuous monitoring and evaluation to ensure these programs are effective and provide long-term impacts.

Managerial Implications (Recommendations) for the Government

Enhancement of Sanitation Infrastructure and Hygiene Education

Infrastructure Investment: The government should enhance sanitation infrastructure development, including providing public toilets, ensuring access to clean water, and implementing effective waste management systems. This investment will enhance public health and reduce healthcare costs. Sanitation Education Program: Launch a sustained education campaign to increase public awareness of sanitation importance and promote good hygiene practices. This program should engage various stakeholders, such as NGOs, local communities, and the mass media.

Improvement of Access and Quality of Education and Skills Training

Scholarship and Education Subsidy Programs: Provide scholarships and education subsidies to children from low-income families to improve their access to quality education, covering school fees, books, and uniforms.

Skills Training: Offer skills training programs for adults and out-of-school youth to enhance their skills and create better job opportunities, including technical, vocational, and entrepreneurial training initiatives.

Economic Empowerment and Social Network Development

Economic Empowerment Programs: Implement programs aimed at enhancing job skills and entrepreneurship. These initiatives should encompass training, access to capital, and assistance for launching small businesses.

Social Network Development Programs: Aid impoverished communities in establishing social networks and economic ties through community forums, cooperative business groups, and partnerships with the private sector. These robust networks will facilitate access to information, job opportunities, and essential social support to enhance overall welfare.

CONCLUSIONS

This study demonstrates that poverty in Makassar City is influenced by several factors, including poor sanitation quality, inadequate education, low motivation to break out of poverty, and reliance on government assistance. Substandard sanitation directly impacts public health and decreases productivity, contributing to higher healthcare costs. Human Capital Theory stresses the importance of investing in sanitation infrastructure to enhance health and productivity. Kurt Lewin's Change Model, encompassing the stages of Unfreezing, Changing, and Refreezing, provides a systematic approach to raising awareness about sanitation's importance, infrastructure development, and continual monitoring and evaluation.

Moreover, low education levels and a lack of creativity and initiative among low-income communities limit their ability to secure better employment and improve economic well-being. Human Capital Theory underscores education as a vital long-term investment for human resource development, while Kurt Lewin's Change Model can guide programs to improve education access, quality, and skills training. The study also identifies low motivation and limited social networks as significant obstacles for impoverished communities escaping poverty. Strengthening social networks and economic connections through empowerment programs and psychological support, coupled with ongoing monitoring, is expected to significantly enhance the social and economic conditions of low-income communities in Makassar City.

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