# ABSTRACT

*Implementation of the Village Fund Cash Direct Assistance Program Policy in Kertawangi Village, West Bandung Regency during the Covid-19 Period is an Indonesian government program in the form of providing cash assistance to the poor in the village. The Village Fund Direct Cash Assistance Program in its implementation certainly involves the Village Government as the main implementer in implementing the Village Fund Cash Direct Assistance program. The implementation carried out by the Kertawangi Village government has not been fully successful because there are still several obstacles, the most arising problems are the problems of resources owned and communication that has not been maximized.*

*This study aims to determine the implementation of the Village Fund Cash Direct Assistance Program Policy in Kertawangi Village, Cisarua District, West Bandung Regency during the Covid-19 Pandemic based on communication parameters, resources, disposition, and bureaucratic structure.*

*The method used in this study uses a qualitative approach with a descriptive method, in which the technique of data collection is the author conducted observations, interviews and documentation to the informants consisting of the Kertawangi Village Head, Kertawangi Village Secretary and the Kertawangi Village Finance Section Head.*

*Based on the results of research conducted by the author, the implementation of the direct cash assistance program policy for village funds in Kertawangi Village has not been fully carried out properly, there are still obstacles faced such as the lack of quality resources and communication resulting in a lack of community knowledge regarding the program and the lack of precise target recipients from the program. the cash transfer program.*

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