

THE FAMILY HOPE PROGRAM FOR CONDITIONAL CASH TRANSFER PROGRAMMED: CASE DEPOK CITY

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Abstract: As an effort to accelerate poverty alleviation, since 2007 the Government of Indonesia has implemented PKH. The Social Protection Program, which is also known internationally as Conditional Cash Transfers (CCT), has proven to be quite successful in overcoming the poverty faced in these countries, especially the problem of chronic poverty. However, as a conditional social assistance program, PKH has not made it easy for poor families, especially pregnant women and children, to take advantage of the various health service facilities and educational service facilities, available around them. The benefits of PKH have also begun to be encouraged to cover persons with disabilities and the elderly by maintaining their level of social welfare in accordance with the mandate of the constitution and the Nawacita of the President of the Republic of Indonesia. This method uses a qualitative approach using relevant informants. The results of the study showed that there were still findings of PKH maladministration by public service supervisory agencies because socialization was not optimal. Second, there is still inaccurate recipient data so that there are still families who are eligible to receive PKH assistance but do not receive it. On the other hand, families who are not eligible receive assistance. Apart from the social development strategy by the individual, there are other strategies such as the social development strategy by the community. In addition, this PKH strategy focuses on community development and social development, then there is also community action, participation and social development. Furthermore, there is a social development strategy by the government that focuses on promoting social development through integrated planning.

Keywords: Family of Hope Program (PKH), policy implementation, effectiveness.

INTRODUCTION

The problem of poverty in Indonesia is a social problem that is always relevant to be studied continuously. The issue of poverty has existed for a long time. It is still present today, but because now the symptoms are increasing in line with the multidimensional crisis that the Indonesian nation is still facing (Adewara & Olson, 2013; Nansadiqa et al., 2019; Habibullah et al., 2012; Juwita, et al., 2018; Martha & Aprilianti, 2012). Indonesia is one of the developing countries with a population that continues to grow every year. The welfare of its people is still far below the level of interest of developed countries. Based on data from the Central Statistics Agency (BPS) of West Sumatra in September 2019, the number of poor people in West Sumatra reached 343.09 thousand people (6.29 percent). The percentage of poor people in March 2019 in urban areas was 4.76 percent, while in rural areas, it was 7.88 percent. From these data, the government was seen had a responsibility to improve the welfare of its people's lives (Musaddad & Kriswibowo, 2021; Budhi & Kembar, 2013; Martha & Aprilianti, 2012; CBI, 2013). Therefore, there is a need for policies carried out by the government to reduce poverty. Reducing the poverty rate is a crucial policy step. The government must carry it out as a responsible development implementer to achieve a prosperous life for the people of Indonesia. Many developing countries have implemented programs aimed at alleviating poverty. In Indonesia, there have been many programs aimed at poverty alleviation, such as the development of underdeveloped villages, village-level

development, integrated movements for poverty alleviation, and many other previous programs aimed at poverty alleviation (Bangun et al., 2019; Musaddad & Kriswibowo, 2021). Therefore, the West Sumatra government, as an extension of the central government, participates in implementing the Family Hope Program (PKH) as a step to improve the social protection system to ease the burden on poor households to gain access to health services and primary education, to achieve their goals. Program to eradicate poverty.

In 2007, Indonesia began to intensify the PKH program in 7 provinces. It was first launched in West Sumatra in July 2007 as a pilot phase hoping that this program can run as expected and be sustainable. The launch of PKH was based on the problems that occurred, namely that there were still a large number of poor people and had low human resources. For this reason, the Family Hope Program was created to accelerate poverty alleviation and the development of the social security system. He referred to the condition of the people of South Coast Regency, especially the District of Ranah Ampek Hulu, which has a reasonably high number of poor people and has obstacles in their children's education. The Central Statistics Agency has noted that the South Coast Regency of West Sumatra is one of the provinces with a comprehensive area coverage in Indonesia. The highest number of poor people in West Sumatra Province, namely South Coast Regency which in March 2019, the number of poor people (population with per capita expenditure per year) per capita per month below the Poverty Line) in South Coast as many as 36.51 thousand

people (7.88 percent), an increase of 1.59 thousand people compared to March 2018 conditions of 34.92 thousand people (7.59 percent). One of the ultimate goals of PKH is to reduce the number and break the chain of poverty, improve the quality of human resources, and change behaviors that do not support enhancing the welfare of the poorest groups. In the implementation of the program, of course, there are no obstacles or things that can interfere with the program's running. As reported by the news media, Fajar Indonesia Network, with a publication date of December 11, 2019, stated that Ombudsman Member Ahmad Suadi said his party had found maladministration in the implementation of PKH Ministry of Social Affairs and the State Bank Association (Himbara). One of them is the slow process of handling complaints at the regional level. There are also obstacles related to PKH so far: regarding the validity of the data on the eligibility of PKH participants who are considered not to be RTSM participants. At the same time, some people are assessed as RTSM but are not recorded and are not included as prospective PKH participants. PKH shows that the data collection and targeting of this program are not correct.

Second, the assistance received by PKH participants is used to meet daily household life. Showing aid funds provided have not been well targeted in terms of their use, deviating from what was targeted—reported from Tempo.com, December 11, 2011. The obstacles in distributing the budget for the Family Hope Program; the block was regarding the accuracy of PKH recipient data where there

were still families that were not eligible to receive PKH assistance. However, the data are listed as PKH recipient families. The Kompasiana publication date of June 26, 2019, stated that many families were deemed unfit to receive PKH assistance, and also many RTSM were not registered as PKH recipients. There are various indications of problems reported by the Indonesian news media regarding implementing the PKH program. In Tempo.com, Juliari Batubara, as the Minister of Social Affairs, stated that there are still problems in distributing the budget in PKH. In line with what was conveyed by the news media Kompasiana and Fajar Indonesia Network, which stated that the issue of PKH lies in the RTSM target, which is not correct, and there are maladministration errors in the implementation of PKH. or RTSM at most among other sub-districts. This area is a transit area for transmigrants and is also a border with Mukomuko Regency. With the implementation of PKH in the District of Ranah Ampek Hulu, it is necessary to have coordination from related parties so that in its performance, it can be on target and minimize the possibility that unwanted events will occur. This PKH assistance is expected to help RTSM in the district of Ranah Ampek Hulu to fulfill their life.

Literature review

This PKH research used the policy implementation theory because the approach and indicators in assessing implementation are often equated in both programs and policies. So that PKH in this study can be explored using the view of the

implementation of this policy. Policy implementation in principle is a method so that an approach can achieve its goals. The series of policy implementation can be observed, starting from the program to the project and the activity. The model adapts common mechanisms in management, particularly public zone management. Policies are derived in the form of programs that are then reduced to projects. The conclusion is in activities carried out by the government, citizens, or in collaboration between the government and citizens. Implementation is defined as actions in previous decisions. These actions include efforts to change decisions into operational activities within a certain period or continue to achieve significant and small changes attempted by public organizations to achieve established goals. For a policy to realize the desired goal, until the preparation of the policy implementation process must utilize available resources, link people or groups of people in implementation, interpret policies, programs implemented must be planned with good management, and provide services and benefits to citizens. Several aspects influence the implementation of government programs with a decentralized nature.

A program can be defined as a comprehensive plan that includes the future use of different resources in an integrated pattern and establishes a sequence of required actions and time schedules for each to achieve the stated objective. The makeup of a program can include goals, policies, procedures, methods, standards, and budgets. The program in the context of public policy

implementation consists of several sessions, namely: 1) Designing the program along with the details of tasks and the formulation of clear objectives, determination of precise dimensions of achievement and pay and time; 2) Performing (application) programs by utilizing structures as well as personnel, funds and other sources, appropriate procedures and procedures; 3) Develop scheduling, monitoring, and appropriate monitoring facilities and assessment (results) of policy implementation. The Family Hope Program is a social encouragement program characterized by giving it from the social department to Poor Families, inaugurated as PKH beneficiary families. As an effort to accelerate poverty reduction, since 2007, the Government of Indonesia has conducted PKH. PKH is cross-Ministerial and Institutional because the main actors are the National Planning Agency, the Ministry of Social Affairs, National Learning, the Ministry of Religion, Communication, and Information, and the Central Statistics Agency. Success for the program, PKH team, must be experts as to who consultant. The Social Protection Program, also known internationally as Conditional Cash Transfers (CCT), has been proven to be quite successful in overcoming the poverty experienced in these countries, especially the problem of chronic poverty. As a conditional social encouragement program, PKH opens access for low-income families, especially mothers of two and children, to use various health service facilities (fakes) and learning service facilities nearby. Benefits PKH is also starting to encourage people with

disabilities and the elderly by maintaining their level of social welfare. PKH's big mission is to minimize poverty, considering that the number of poor people in Indonesia until March 2016 was still 10.86% of the total population of 28.01 million people. The government has set a target for reducing poverty to 7-8% by 2019, as stated in the 2015-2019 RPJMN. PKH is expected to significantly lower the number of poor people, reducing inequality (Gini ratio) while increasing the Human Development Index (HDI).

MATERIALS AND METHODS

In this study, the researcher used a qualitative approach, namely conducting a questionnaire and describing how the PKH implementation occurred at the research location. The interviews obtained are then processed, and data is accepted to support this research. This research focuses on the District of Ampek Hulu District, South Coast Regency, West Sumatra. The researcher uses a descriptive qualitative approach, which aims to obtain a complete picture of a matter according to the human being studied. Qualitative research deals with the ideas, perceptions, opinions, or beliefs of the studied people, all of which cannot be measured by numbers. In qualitative research, the researcher is the primary research tool. Furthermore, a descriptive technique described how PKH was implemented in Ranah Ampek Hulu District, South Coast Regency. Informants in this study were the Head of Social Welfare, Ranah Ampek Hulu District, PKH Facilitator, Ranah Ampek Hulu District, Wali Nagari District, and the Upper Ampek

Realm. The usual informants are KPM PKH.

The informants in this study were the Head of Social Welfare, Ranah Ampek Hulu District, PKH Facilitator, Ranah Ampek Hulu District, Wali Nagari, Ranah Ampek Hulu District. The usual informants are KPM PKH using observation techniques, and researchers directly observe the research locus, which is located at Beriang Market at - Jl. Kampung Tengah - Binjai, Nagari Kampung Tengah Tapan, Pesisir Selatan Regency, West Sumatra. Interviews were conducted by going now to the informants and asking things related to the main issues following the interview guidelines made. And in the interview process, researchers or those who ask questions only listen carefully, take notes and even record what the informants say. Information analysis in qualitative research is carried out when information collection occurs, after the end of information collection in a certain period. At the time of the interview, the researcher had carried out an analysis of the answers from the informants. If the interviewee's responses after being analyzed feel unsatisfactory, the researcher will continue the problem again until a particular session to complete the required information.

RESULTS AND DISCUSSION

Upstream can be declared to have been right on target. PKH implementation has been appropriately achieved, starting from the mechanisms and procedures. Suitability amount assistance received by the participants has gone well and is following the general guidelines for the implementation of PKH and the benefits of

PKH funds which have eased the burden. PKH participants in the fields of education, health, and social welfare. However, there is still a need for improvement regarding KPM, who are no longer eligible to receive assistance to have their data deleted as PKH recipients, and vice versa. Resources in the implementation of PKH in the Ranah Ampek Hulu sub-district are following what is requested as a requirement to become a PKH companion, educated, informative. They can be a good bridge in communicating with KPMs of various characters. And in carrying out their duties, they also receive direct training from the Indonesian Ministry of Social Affairs related to the implementation of PKH. Communication between organizations in the implementation of PKH has been going well from the coordination between PKH facilitators for technical discussions on implementation and discussions on PKH KPM data. Communication between PKH facilitators and PKH KPM has been very well established. Conveyed directly by PKH KPM, it can be seen from the absence of complaints from KPM regarding the implementation of this program. Inseparable from the role of good communication between PKH facilitators and KPM.

In the indicators of implementing attitudes, researchers can conclude that the perspective of PKH implementing agents in Ranah Ampek Hulu District has been going well. Several informants as KPM PKH said attitude facilitators towards their KPM members had played a perfect role. It was reflected in every socialization and other PKH meeting activities that PKH facilitators in Ranah Ampek Hulu District were very

nurturing and informative to the community members. Members of the KPM PKH. The indicators for the characteristics of this implementing agent have been running well. Based on the researcher's assessment of the implementing agents involved in the implementation of PKH in the District of Ranah Ampek Hulu. A structured implementation agency starting from the central level and tiered down to the PKH companion level. The cooperation between fellow implementing agents is excellent in terms of coordination and control over each other. If there is one error from one implementing agent, it can be resolved quickly.

Social and economic environment indicators, the researcher can conclude that it is following the expected targets. The social-economic was reflected in the good social conditions of the KPM PKH. From the financial side of the KPM, PKH usually works as farm laborers on other people's land; income from work as farm laborers is not permanent. After all, there may be no income in one day because there is no call from landowners to work, so there is no income. From a social point, the house's condition inhabited by KPM PKH can be said to be unfit for habitation. The body of the house made of wood and the age of the place that has been for decades makes it uninhabitable, plus the number of occupants that exceeds capacity, the size of the house inhabited by three people but inhabited by six people. The results of other studies show that the implementation of the Family Hope Program (PKH) in Ranah Ampek Hulu District can be said to have been going well. However, some things must be improved when viewed from the

six indicators used to see the implementation of PKH in Ranah Ampek Hulu District.

- a) Policy Standards and Objectives; In the standard indicators and policy objectives, the researchers stated that they had reached the right target because it was not optimal and still needed improvement in their implementation. There were still KPMs who were deemed inappropriate to receive PKH funding but still received PKH funding assistance in the field. There were still residents who were considered eligible to receive PKH funding assistance. Still, the data is not listed as PKH KPM. It is not a big problem to update data on the social and economic conditions of PKH PKM. If it is said that it is no longer eligible to receive PKH assistance, then the data will be deleted as KPM vice versa. In terms of benefits, PKH fund assistance has a tremendous impact on the lives of PKH KPMs; this can be seen in the realization of funds that are directly used by PKH KPM to meet household needs and school needs and can be seen from PKH KPM children who had dropped out of school due to lack of funds. But since receiving PKH assistance, PKH KPM can send their children back to school.
- b) Resource; In this resource indicator, the researcher states that it has been running well. Based on the assessment of the human resources, namely PKH facilitators

in Ranah Ampek Hulu District have met the criteria for becoming a PKH. And then, there is also technical and implementation training and computerization for PKH facilitators. It is always direct from the center in stages regarding the implementation of this PKH., and PKH facilitators as resources who have direct contact with PKH KPMs have provided good socialization. Then the financial resources of this PKH program come from central funds or the state budget;

- c) Characteristics of Implementing Agents, the indicators of the characteristics of implementing agents have been running well. Based on the researcher's assessment of the implementing agents involved in the implementation of PKH in the District of Ranah Ampek Hulu. A structured implementation agency starting from the central level and tiered down to the PKH companion level. The cooperation between fellow implementing agents is excellent in terms of coordination and control over each other. If there is one error from one implementing agent, it can be resolved quickly.
 - d) Communication; In this communication indicator, the researcher assesses that the communication indicators built by the implementing agents have gone well. The description of the coordination between implementing agents through the
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exposure of informants. And also communication between PKH facilitators and PKH KPM. For example, technical socialization withdrawals of PKH funds through ATMs. The PKH assistant in Ranah Ampek Hulu District directly explained to his PKH KPM members regarding the technical withdrawal of funds through ATMs because there are still many KPM members unfamiliar with the Bank system PKH fund withdrawals through the post office.

- e) Implementing attitude; In the indicators of implementing attitudes, researchers can conclude that the perspective of PKH implementing agents in Ranah Ampek Hulu District has gone well. Directly to several informants as KPM PKH, who noted that the attitude facilitators towards their members had played a perfect role. Reflected in every socialization and other PKH meeting activities that PKH facilitators in Ranah Ampek Hulu District were very nurturing and informative to the community members of the KPM PKH.
- f) Social and economic environment; In the social and economic environment indicators, the researcher can conclude that it is following the expected targets. The good social and economic conditions of the KPM PKH, from the financial side of the KPM PKH, usually work as farm laborers on other people's land; income from work as farm laborers is not

permanent. After all, there may be no income in one day because landowners call to work, so there is no income: the social point, the condition of the house inhabited by KPM PKH to be unfit for habitation. The body of the house made of wood and the age of the place that has been for decades makes it uninhabitable, plus the number of occupants that exceeds capacity, the size of the house inhabited by three people but inhabited by six people.

Program Analysis

In the current pandemic era, community groups are vulnerable to social problems, whether economic, social, educational and others. The problems that arise can be from several factors, one of which is the government's policy of imposing large-scale social restrictions (PSBB). This can happen because in the community there is a small scope, it is difficult to get a job, moreover it is difficult to access mobility during the PSBB policy. So it is not impossible to emerge poor families who find it difficult to survive during a situation like this. This condition also allows the occurrence of social inequalities in society that are striking, where the middle and upper class of society who are able to survive in a situation like this will be safe and peaceful. Meanwhile, the lower middle class or the poor will struggle to survive in the present and will remain poor.

Poor or poverty itself is a condition of the inability of individuals or groups economically, but not only that, the failure

to fulfill basic rights and different treatment for a person or group of people in living life. Poverty is divided into several forms and characteristics, including absolute and relative poverty, cultural and structural, chronic and temporary. Limited capital and human resources, geographical location or location, declining global per capita income, declining work ethic, high cost of living and uneven distribution of income subsidies are factors that affect poverty. As for other factors of poverty, the first, internal factors, namely factors that come from within the individual himself. The inability of an individual to do business or be creative, makes their life poor, physically disabled, lack of intellectual, mental and psychological conditions. And second, there are external factors that come from outside the individual. Forms of influence from outside enter into the part of external factors, including limited social services, limited employment opportunities, development that is only physically oriented to material, and public policies.

The Family Hope Program is a program of providing conditional social assistance to Poor Families (KM) designated as PKH beneficiary families by the Ministry of Social Affairs. The program with the international term Conditional Cash Transfers (CCT) has been operating since 2007 and has been quite successful in overcoming poverty in Indonesia. This program itself has a goal, namely to improve the living standards of the poor in Indonesia through access to health, education and social welfare. Then it also aims to reduce poverty and social inequality by minimizing the burden of spending and increasing family income. Moreover, during a pandemic like now,

many families find it very difficult to get income from several jobs that have been limited by the government, in the context of implementing policies to reduce the number of victims of Covid-19. Of course, families who can't afford it are very, very overwhelmed to find solutions to problems in their families. Starting from diseases that arise due to lack of adequate intake for health, household needs, to the costs that must be paid for homes, schools and even daily needs.

This program provides solutions for underprivileged communities in carrying out their daily lives, especially during the pandemic. PKH itself provides assistance in the form of cash and basic necessities intended for pregnant women to school children or a maximum of four people in one family. The amount of cash assistance issued by the government itself reached around Rp 37.4 trillion for 10 million Beneficiary Families (KPM). The breakdown of the amount distribution is that families with pregnant women or toddlers will get Rp. 3.75 million per year, families with elementary school children receive around Rp. 1.12 million per year, junior high school children Rp. 1.8 million per year, high school children Rp. 2.5 million per year, severe disability Rp. 3 million per year and the elderly aged 70 years and over Rp. 3 million per year. This assistance program continued until the Covid-19 pandemic with the distribution of assistance every month since April 2020 and usually every three months (quarterly).

As one of the conditional social assistance programs, PKH provides access for poor families to take advantage of

various health care facilities and educational service facilities available in the surrounding environment. PKH also serves people with disabilities and the elderly. This national program, according to the World Bank, is considered the most cost-effective program in terms of reducing poverty in a country as well as reducing disparities between poor groups. This program is also a program that has the highest level of effectiveness in reducing the Gini coefficient. What is meant by the Gini coefficient is a statistical measure that shows the distribution or circulation of expenditure per capita of the population in an area. Various other studies have shown that PKH is able to lift beneficiaries out of the poverty zone and increase family consumption. In fact, on a wider scale this program is able to encourage stakeholders at the Central and Regional Governments to make improvements to health and education infrastructure facilities.

In the context of social development, PKH is one of the programs which believes in a process of planned social change to improve the welfare of society as a whole. The purpose of this social development is to raise social welfare from conditions of social inequality, such as not fulfilling the basic needs of the family and not creating social opportunities. In order for social development goals to be fulfilled, mature strategies are needed as tools to achieve prosperity, one of which is by holding this PKH program. There are three types of social development strategies that exist, namely social development strategies for individuals, social development strategies by the community and social development strategies by the government.

The Family Hope Program (PKH) is actually more inclined to use social development strategies for individuals in empowering their communities. This strategy explains that the welfare of society as a whole can be raised when individuals try to increase their own welfare. In this strategy there are three ways, first, by helping the culture of 'enterprise' or efforts to support social progress where the government also has an important role in providing institutions to facilitate society. Second, by creating small businesses for people in need. The PKH program has been very supportive in terms of providing assistance in the form of cash to the community. The government should also provide services in the informal sector and infrastructure development. Then the third, by relying on individual abilities to increase social welfare. Societies must be made to function effectively and work confidently according to their own abilities.

Apart from the social development strategy by individuals, there are other strategies such as social development strategies by the community. Where this strategy focuses on community development and social development, then there is also community action, participation and social development. Furthermore, there is a social development strategy by the government that focuses on promoting social development through integrated planning. What is meant by integrated planning here is development planning that requires the government's economic and social planning to be carefully coordinated. Integrated planning is none other than provided by the central government to regional governments. The

provision of PKH assistance in the form of cash assistance provided by the central government to local governments, namely the Ministry of Social Affairs (Kemensos) has collaborated with the Social Service. So that every province in Indonesia receives the PKH direct cash assistance. From the province it was directly distributed to sub-districts and then to poor households.

The government and the community are also very important actors so that this program can run smoothly. The government, which has provided economic stimulus to the people, must be used as well as possible. Apart from meeting daily needs, this cash assistance can be used as a good start-up capital for small business start-ups. Because there will be a time when this country starts enacting policies that make people not just stay at home. This can really happen on condition that the community complies with applicable health rules and protocols. So it is very possible that there will be a decrease in the level of strictness of policies during the pandemic. When that time comes, beneficiary communities who have saved their money, which may be left over from fulfilling their needs, can be used to start new small businesses, provided they do not have the potential to create crowds. That way, people will slowly not always depend on government assistance, when they already have this mindset. The community is starting to be able to cover their daily needs slowly, through the small business process it can become a steady source of income for a family

CONCLUSIONS

Implementation of PKH in the District of Ranah Ampek Hulu using the implementation theory of Van Meter and Van Horn. The researchers can conclude that implementing the Family Hope Program (PKH) in the District of Ranah Ampek Hulu has been going well. The series or process of activities starting from the initial socialization of program implementation, program monitoring has been going well. However, there are still a few obstacles regarding the target in determining residents as KPM. Namely, some residents are still considered unfit to be designated as KPM PKH, but in fact, these residents received PKH funding assistance. However, in this case, as the implementing agent of PKH, he continues to evaluate the KPM targets in receiving PKH assistance. Perspective community as a KPM, PKH has a tremendous impact and benefit for the receiving family. KPM who have realized the importance of education so that the dropout rate decreases. KPM will send their children to school, prioritize their children's education, and forget the needs of households that PKH funds have assisted.

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