

# THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM (PKH) SOCIAL ASSISTANCE IN INCREASING THE WELFARE OF POOR COMMUNITIES

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**Abstrak.** This study focuses on poverty and the efforts of the government in Indonesia to improve the welfare of the poor through the Family Hope Program (PKH). The research utilizes a qualitative descriptive method to examine the role of the government in providing assistance through PKH. The study highlights the various roles and skills required of PKH facilitators in their interactions with program beneficiaries. The government's role includes facilitative roles and skills, where PKH facilitators act as motivators and provide support in health services such as regular check-ups for pregnant women and children at local health centers. PKH facilitators also require educational roles and skills to effectively communicate information and conduct activities with the community. These educational roles are essential for increasing knowledge and raising awareness among program beneficiaries. Additionally, PKH facilitators need representative roles and skills to effectively convey information and feedback between beneficiaries and local government authorities. This role ensures that the voices and concerns of beneficiaries are heard and addressed by relevant stakeholders.

**Keywords:** PKH; Cash Assistance; Welfare Improvement.

## INTRODUCTION

Destitution is a social issue that is generally present in the public eye, particularly in non-industrial nations and keeps on being of worry to many gatherings, including scholastics and specialists. To lift the veil and reveal the riddle of poverty, various theories, concepts, and methodologies are continuously being produced. The technique utilized in this study is a subjective unmistakable strategy. In Indonesia, the issue of poverty is a social issue that needs to be further investigated not only because poverty has existed and persisted in our society for a long time but also because the symptoms of poverty are currently getting worse due to the multidimensional crisis that continues to hit the Indonesian nation. (Suharto, 2009b)

The concept of poverty is divided into three categories, continued Suharto. First, the economic dimension makes it possible to assess poverty directly and determine a benchmark known as the poverty line. (line poverty) (Suharto, 2009b). The Second Political Dimension; Poverty is defined as the inequality of opportunities in accumulating a social power base. Third Friendly Aspect; Brain science in destitution alludes to the absence of organizations and social designs that can uphold endeavors to acquire chances to increment efficiency.

According to the Chamber Health problems and hunger can lead to physical weakness, which can reduce productivity in the workplace. A low level of competency to deal with unexpected requirements and problems correlates with health factors. The ability to control resources, access to decision-making, and bargaining power all

play a role in the powerlessness factor (Soetomo, 2006).

The conditions of education, health, and nutrition are all directly related to the problem of poverty. Millions of children are unable to attend school because of poverty, which also makes it difficult for them to pay for health care, lacks savings and investment opportunities, and creates other problems that encourage violent and criminal behavior.

The Indonesian government is fully aware of the need to create a social safety net program to proactively assist those in need in responding to this phenomenon. For example, social protection programs provide ongoing services and fee waivers to underprivileged families. Because social protection is an important component of social policy initiatives to combat multifaceted poverty and inequality. Suharto in Bappenas defines social protection as all efforts made by the government, private sector, or society to facilitate the transfer of income or consumption for the less fortunate, protect vulnerable populations from threats to their way of life, and elevate the social status of marginalized groups.

These are just a few of the many debris relief programs that have been put in place by the Indonesian government. However, until now the Indonesian population has not fully recovered from the poverty crisis. For this reason, we launched a government program that aims to develop a social network protection system that can support people who are very vulnerable in terms of getting access to quality health and education services, with the hope that this program will reduce the level of

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poverty in our country. In terms of speed of execution, policy, and futility in the field of social networking and protection (Linjamsos), the Indonesian government has implemented the Family Hope Program (PKH) since 2007 and in 2012 the government continued this program in several districts/cities, one of which is in Bandung district. West with the target of sub-districts that have not received this assistance, one of which is the Ngamprah sub-district, West Bandung Regency. This program is roused by the presence of the fundamental advancement issues, to be specific the huge number of destitute individuals and the inferior quality of HR (HR).

The Family Trust Program (PKH) is a social insurance drive that expects to instruct extremely unfortunate families about the worth of schooling and wellbeing for a superior group of people yet to come.

The government launched the Family Hope Program (PKH) in July 2007. Until 2018 PKH participation coverage has reached 10 million poor families (KM) in 514 districts/cities and 6,542 sub-districts and 2019 it is targeted to reach 15 million poor families in 34 provinces.

The Family Trust Program (PKH) isn't a continuation of the Immediate Money Sponsorship Program (SLT), which is given to assist unfortunate families with keeping up with buying influence when the public authority changes fuel costs. Be that as it may, the Family Trust Program (PKH) is planned to cut the pattern of destitution and work on the nature of HR.

All parties feel hope thanks to the Family Hope Program (PKH), especially in the context of accelerating poverty

reduction. The Family Trust Program (PKH) is a social security program that gives restrictive money help to low-pay families who meet specific measures (chronic, vulnerable to economic shocks) by providing restrictions that can change behavior both at the individual and group levels. To break the poverty chain, develop human resources, and promote the welfare of those who are powerless, the Family Hope Program (PKH) as a social protection program must be strengthened or empowered. Only then can the citizens of this country escape the cycle of poverty.

Prosperity is the life that everyone in our world wants. Everyone, whether living in cities or villages, wants to live in prosperity. rich and spiritual. However, human life is not always prosperous, because it goes through its path. Due to the ups and downs of life, people are constantly looking for strategies to maintain their prosperity. Starting with low-paying professions like laborers or similar positions and ending with office jobs where people can earn hundreds of millions of dollars. Even the unlawful are willing to do for the sake of life, regardless of what is lawful.

Suharto explained that social welfare includes three basic conceptions, namely (Suharto, 2009a):

- a. Living or prosperous circumstances, to be specific the satisfaction of physical, profound, and social requirements;
- b. Institutions, fields, or fields of movement that include social government assistance establishments and different helpful callings that complete social government assistance organizations and social administrations;

c. Activity, to be specific a coordinated action or work to accomplish a prosperous condition.

All aspects of human life are included in welfare. starting with the economy, society, culture, science, and technology, then moving on to the military, security, and so on. The quantity and variety of services is one aspect of this existence. The main responsibility for improving people's welfare lies with the government.

To get prosperity is not easy. But that doesn't mean it's impossible to get. There is no need to also do what is unlawful because what is lawful is still a lot that can be done to achieve prosperity. We just need to pay attention to the welfare indicators. These indicators include:

a. The amount and distribution of income

This is connected with monetary issues. Pay is connected with work, business conditions, and other monetary elements. The arrangement of work is completed by all gatherings so that individuals have an extremely durable assessment to satisfy their everyday necessities. Without everything, people can't accomplish flourishing. Signs that individuals' lives are as yet not prosperous are the sum and circulation of pay they get. Open positions and business valuable open doors are required so that individuals can turn the wheels of the economy which thus can expand how much pay they get. With their pay, individuals can complete financial exchanges.

b. education that is increasingly accessible

The meaning of simple here is in the feeling of distance and worth that should be paid by the local area. Simple and

modest instruction is everybody's fantasy. With this modest and simple training, everybody can undoubtedly get to the most elevated instruction conceivable. With advanced education, the nature of HR is expanding. Subsequently the chance to find a respectable line of work is more open. On account of the great nature of HR, the positions that are opened are not generally founded on muscle power, yet utilize more mental ability. Schools were implicit huge numbers and equally, joined by quality enhancements and low expenses. Chances to get training are not just open to the people who have financial power, or the individuals who are delegated wise. In any case, everybody is expected to get the most elevated training. In the interim, schools are likewise ready to offer instructive types of assistance as per the requirements of their understudies. Instruction here, both formal and non-formal. Both of these instructive pathways have a similar open door and treatment from the public authority in offering instructive types of assistance to the local area. Proficiency rates are getting higher, on the grounds that individuals can get to schooling for minimal price. Human government assistance should be visible from their capacity to get to training, as well as having the option to utilize that schooling to get their necessities of life.

c. quality of health is increasing and evenly distributed

Wellbeing is a consider procuring pay and instruction. Accordingly, this wellbeing factor should be set as the most compelling thing to be finished by the public authority. Individuals who are debilitated will find it

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hard to battle for their government assistance. The number and sorts of wellbeing administrations should be huge. Individuals who need wellbeing administrations are not restricted by distance and time. Whenever they can get to modest and quality wellbeing administrations. Once more, this is a non-debatable government commitment. In the event that there are as yet numerous public grumblings about wellbeing administrations, it is an indication that a nation has not had the option to accomplish the degree of government assistance wanted by its kin.

## **MATERIALS AND METHODS**

The technique utilized in this study is a subjective engaging strategy "Subjective exploration technique, is research led to decide the worth of a variable or more (free) without making correlations, or interfacing between one variable and another variable (Sugiyono, 2008).

In addition, this research also seeks to reveal the role and efforts of the government in improving the welfare of poor families in Indonesia through assistance provided in the form of the Family Hope Program (PKH). This study uses data sources in the form of secondary data. In collecting data, researchers examined literature studies. The research data that has been collected will be presented in the form of a description, in the form of a description of the information, information, and statements provided by the respondents.

## **RESULTS AND DISCUSSION**

A decent family's monetary status will likewise get great public administrations, for example, instruction, wellbeing administrations, street access, and others which will influence the nourishing status of kids (Agustin & Rahmawati, 2021). The author takes the example of an area, namely Tapin Regency in South Kalimantan. Reporting to data by the South Kalimantan Province Health Service in 2022, the prevalence rate of stunting in Tapin Regency tends to decrease with information in 2013 of 45.3; in 2015 amounted to 37.78; in 2016 amounted to 35.84; in 2018 it was 45.7; in 2018 it was 32.7 and in 2020 it was 13.6.

Based on direct observations made by the author during a series of activities for the Young Fighters of the Republic of Indonesia where the Young Warriors' activities were community empowerment activities in each region and focused on beneficiary families, the authors found that most of the beneficiary families' homes did not have clean water sanitation. Many beneficiary families do not have bathrooms for water disposal and use river water as their main source of water for carrying out several daily activities such as cooking, washing clothes, and bathing. The author also found several beneficiary families who had babies or young children with stunting due to a lack of nutrition provided by their parents. Parents who come from beneficiary families do not have adequate food needs because some only rely on assistance from PKH. Apart from the factor of lack of hygiene and lack of fulfilment of nutrition given to children, there are still many beneficiary families who do not know

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about the symptoms of stunting. The beneficiary families in Tapin consider that children with short stature are hereditary and a natural thing.

### **The Role of the Family Hope Program and Family Capacity Building Meeting Activities**

The Family Trust Program (PKH) is a program from the Service of Get-togethers that looks to give different government assistance administrations to recipient families. In PKH there is also the term companion in which the PKH companion is tasked with bridging all interests that come from government agencies, or other stakeholders to beneficiary families or vice versa. The role of PKH assistants based on the concept of the role of a community worker is a facilitative role and skill (Rahmawati & Kisworo, 2017). The role in question is a role related to providing support or all kinds of assistance to the community, especially beneficiary families. Some of the tasks related to this role are modelling, negotiating and mediating, providing support, building mutual consensus, and organizing and utilizing resources (Rahmawati & Kisworo, 2017).

Based on the concept of the role of community workers put forward by Jim Iff (2008) in Habibullah, PKH assistants have roles including (Habibullah, 2011):

- a. Facilitative roles and skills;
- b. Educational Roles and Skills;
- c. Representative roles and skills as well;
- d. technical roles and skills.

In tackling the problem of stunting, a facilitative role and skills are needed for a

PKH assistant as a motivator and provision to KPM in the field of health services such as routine checks on pregnant women and routine checks on children at Posyandu. Educational roles and skills are needed for a PKH facilitator, especially when the facilitator conveys some information or activities that will be carried out with the community. In addition, PKH facilitators need educational roles and skills to increase knowledge and raise awareness for beneficiaries. Furthermore, the roles and skills of representatives are the skills needed by PKH Facilitators to provide and convey information from beneficiaries to city/district governments or vice versa. An example is the representative skills possessed by PKH assistants in Tapin District. PKH Facilitators will convey information from the Tapin District Social Service to beneficiaries if there is a change in the search date and assistance funds. Vice versa, PKH Facilitators will also convey information to the Social Services regarding the number of beneficiary changes if there are beneficiaries who have moved from one area to another. This role also applies to data collection from PKH on beneficiaries, especially families who have stunted children every month to report to the Social Service. The data will later affect the health status in the village. The last roles and skills are technical roles and skills, namely the roles needed by PKH Facilitators to conduct research, operate data and technology-related matters, as well as the ability to make presentations or speak in public.

The objectives of PKH are::(Aribowo, & Sutiaputri, 2019)

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- a. Improving the way of life of recipient families through admittance to training, wellbeing, and social government assistance administrations;
- b. Reducing the weight of expenditure and expanding the pay of poor and weak families;
- c. Creating changes in conduct and freedom of recipient families in getting to wellbeing and training administrations as well as friendly government assistance;
- d. Reducing neediness and abberations between pay gatherings;
- e. Introduce the advantages of formal monetary items and administrations to recipient families.

In line with the objectives of PKH has a program previously mentioned in the introductory section, namely the Family Development Session (FDS) program or Family Capacity Building Meeting (P2K2). The P2K2 program is a program in the form of learning or providing structured material that is provided directly by PKH social assistants to beneficiary families in each village/kelurahan to accelerate behavior change in beneficiary families. The material delivered by PKH assistants is usually related to social issues which can increase the knowledge of beneficiary families, especially material about stunting.

P2K2 activities carried out by PKH assistants in Tapin Regency as a way to provide knowledge to beneficiary families, especially mothers. P2K2 activities are carried out once a month in each village so that each village in each Regency/City gets material delivered directly by the PKH Facilitators. P2K2 activities carried out by

PKH assistants can be expected as an effort to increase the awareness of parents, especially mothers who are pregnant, to pay attention to the nutritional intake they eat. The success of the P2K2 program provided is strengthened by several previous studies. Research that can prove the success of the Family Development Session program or Family Capacity Building Meeting (P2K2), one of which is research conducted by Pambid in the Philippines (2017) found that through the FDS/P2K2 program recipients feel the impact on disease prevention in children, nutrition, and waste management through appropriate practices (Aguslida et al., 2020). Another study written by Kuntjorowati, that beneficiary families participating in FDS/P2K2 are more aware of the importance of maternal and child health because 93.3% of the 100 respondents at that time had actively participated in activities organized by Posyandu and of course always reported regularly to PKH assistants (Kuntjorowati, 2018).

Another role played by PKH assistants in Tapin Regency to prevent and reduce the phenomenon of stunting is to conduct socialization or counseling about stunting and monitor regularly whether parents are diligent in involving their children in Pposyandu activities such as immunization or not. For the provision of stunting socialization, PKH facilitators usually work together with the Puskesmas or nutritionists in the delivery process, however, in certain circumstances PKH facilitators do this independently by utilizing the knowledge they have. In practice, in dealing with stunting problems

in each area carried out by PKH assistants, the results will certainly vary. It can be influenced by the quality of the resources of the assistants and the skills possessed by the assistants. In addition, the participation of the community, especially the beneficiaries, and environmental conditions can also affect the success of the program when it is in the field.

### **The Concept of Family Empowerment in Society**

Empowerment in Society Community development is an empowerment process that is carried out in a systematic and structured manner to increase community access to achieve better conditions and improve the quality of life. It is made sense of in article 1 passage (3) of Regulation No. 6 of 2014 that town local area strengthening is a work to increment and foster independence and local area government assistance through expanding information, abilities, perspectives, conduct, mindfulness, capacity to use different assets through setting approaches, exercises, projects, and local area help that are by the quintessence of the issue and the needs of the requirements of the town local area (Fanani & Ibrahim, 2018).

Empowerment of poor families or beneficiary families is one part of community development. Family empowerment can be carried out not only by relying on social assistance from the government but can be done by utilizing and or optimizing everything, including knowledge, potential, and skills so that beneficiary families can be independent

and develop. According to M. Anwas quoted again by Purwastuty, the concept of empowerment develops from the reality of poor families who are powerless in terms of knowledge, experience, attitudes, skills, business assets, networking, hard work, and others (Purwastuty, 2018). Through family empowerment in the community, beneficiary families or targets of this empowerment can control and choose what will become their own needs in life. With family empowerment, it aims to optimize the ability of families, so that they have an effective ability to maintain the welfare of their lives.

### **Perspectives on Seeing the Role of PKH Facilitators**

Person in Environment or PIE is a holistic model system that identifies and classifies client or patient problems in social functioning which includes assessments of individuals and their environment (Bastari et al., 2015). Based on the person-in-environment perspective, the focus of PKH assistants is not only on individuals as beneficiaries but also on environmental conditions that affect the survival of their daily lives. To overcome stunting in an area, in addition to holding the P2K2 program and holding socialization on stunting in collaboration with the Puskesmas, PKH assistants also have a responsibility to help beneficiary communities overcome stunting problems that originate from environmental factors. PKH Facilitators must be able to identify problems caused by environmental factors such as a lack of clean water facilities and health services. Thus, PKH assistants do not only focus on

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beneficiary families who have stunted children but also see how environmental factors influence daily life.

## CONCLUSIONS

Neediness is a social issue that is dependably present in the public eye, particularly in emerging nations and keeps on being of worry to many gatherings, including scholastics and experts. To lift the veil and reveal the riddle of poverty, various theories, concepts, and methodologies are continuously being produced. In Indonesia, the issue of poverty is a social issue that needs to be continuously researched. This is not only because poverty has existed and persisted in our society for a long time, but also because the symptoms of poverty are currently getting worse due to the multidimensional crisis that continues to hit the Indonesian nation. The Indonesian government is fully aware of the need to create a social safety net program to proactively assist those in need in response to this phenomenon. For example, social protection programs provide ongoing services and fee waivers to underprivileged families. Because social protection is an important component of social policy initiatives to combat multifaceted poverty and inequality.

The Family Trust Program (PKH) is a program from the Service of Parties that looks to give different government assistance administrations to recipient families. In PKH there is also the term companion in which the PKH companion is tasked with bridging all interests that come from government agencies, or other stakeholders to beneficiary families or vice versa. The role of PKH assistants based on

the concept of the role of a community worker is a facilitative role and skill

From the research conducted the concept of the role of community workers that need to be carried out by the government in providing PKH assistants, where the role of the government includes: 1) Facilitative jobs and abilities; 2) Instructive Jobs and Abilities; 3) Representative roles and skills as well; 5) Role and technical skills. In tackling the problem of stunting, a facilitative role and skills are needed for a PKH assistant as a motivator and provision to KPM in the field of health services such as routine checks on pregnant women and routine checks on children at Posyandu. Educational roles and skills are needed for a PKH facilitator, especially when the facilitator conveys some information or activities that will be carried out with the community. In addition, PKH facilitators need educational roles and skills to increase knowledge and raise awareness for beneficiaries. Furthermore, the roles and skills of representatives are the skills needed by PKH Facilitators to provide and convey information from beneficiaries to city/district governments or vice versa.

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