



The Effectiveness of the Implementation of the Hope Family Program in Poverty Reduction in Indonesia

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Abstract

The objectives to be achieved in this study are to determine the effectiveness of the Family Hope Program (PKH) in alleviating poverty and to understand the inhibiting and supporting factors for the implementation of the Family Hope Program (PKH) in Indonesia. The research method used is observation, namely making observations on the object to be studied, while interviews are conducted on informants to obtain data or information related to the problem under study, then documentation is needed to find documents that support the policy of the Family Hope Program (PKH). The results show that the effectiveness of the Family Hope Program (PKH) in overcoming poverty has been running in accordance with the procedures and provisions of the government, but in its implementation there are still some indicators that are not satisfactory to the community regarding the data on recipients of assistance that do not match the data in the field. The inhibiting factor is that the list of beneficiaries from the integrated data agency does not meet the requirements to receive assistance, because it does not include the criteria for poor or underprivileged people. While the supporting factor is the Family Hope Program (PKH) which is very supportive of improving the welfare of families classified as underprivileged or poor, especially in improving the education and health of poor families, so this program needs to be continued and improved in the future.

Keywords: *Family Hope Program (PKH); Poverty Alleviation*

Introduction

Poverty is a policy issue as an obstacle to development in developing countries which have many poor people. Indonesia is one of the countries with the largest population in the world. On average, poor people are concentrated in rural areas far from the center of the development of science and technology so that people do not have access to scientific development (Swastika, 2014). The low level of education and quality of life causes low productivity of the population making it difficult to meet or fulfill their basic needs for food, clothing, health, housing, and education. As a result, poor households will produce poor

families in the next generation, and this continues. Based on the description above, it shows that the level of poverty in a household is related to the fulfillment of basic needs, namely health and education factors (Etim & Thompson, 2021). The need for health and education facilities is not able to meet due to low family income. The low level of community productivity has an impact on the poor health condition of babies born or causes a greater impact in the form of infant mortality, sometimes caused by inadequate health care for pregnant women belonging to underprivileged families. Furthermore, in the education sector, the problem of poverty will trigger an increase in the number of children dropping out of school from poor families.

The government's effort in minimizing the amount of poverty is the implementation of the Family Hope Program (PKH), this program is one of the national programs which is a solution to poverty alleviation with a social protection plan as an effort directed at preventing and dealing with the risks of shocks and social vulnerabilities that are currently being experienced or have been happens in society. Among the government's social programs in the context of poverty reduction implemented by the central social ministry, the Family Hope Program (PKH) is one of the programs that are expected to be right on target (Purwanto et al., 2013; Suharto, 2015). This program is a form of government attention to the community, where the program of providing social assistance through predetermined and agreed conditions for poverty alleviation is aimed at the poorest families who are designated as recipients of the Family Hope Program (PKH) beneficiaries.

As One Form of Effort to Accelerate Poverty Alleviation, the Government Has Carried Out the Family Hope

Program (PKH) since 2007 (Marwida & Mahrizal, 2021). Internationally, social protection programs are known as Conditional Cash Transfers (CCT). The program is considered very efficient in dealing with poverty alleviation by a country experiencing a decline in household productivity and low purchasing power.

The Family Hope Program Assistance (PKH) has a target of reducing poverty to a minimum by working optimally, considering that the number of poor people in Indonesia until March 2016 was 10.86% of the total population or 280.01 million people (BPS, 2016). The Indonesian government has set a poverty reduction target of 7 - 8% by 2024. The Family Hope Program (PKH) is expected to minimize poverty and reduce inequality (gini ratio) and be able to increase human development indicators (IPM). The results of other observations show that the Family Hope Program (PKH) is able to show a significant effect on changes in the consumption patterns of poor families. Indonesia is considered a country that has successfully implemented Conditional Cash Transfers (CCT). On the other hand, the Family Hope Program (PKH) has succeeded in increasing the consumptive behavior of households receiving the Family Hope Program (PKH) in Indonesia by 4.8%.

Community empowerment cadres and the Family Hope Program (KPM-PKH) need to be present to reduce poverty and improve the health and education aspects of poor families. The obligations of KPM-PKH in the health sector include obstetrical examinations for pregnant women, introduction of nutritional intake and immunization as well as weighing of children under five and preschool children. The function of KPM-PKH in the education sector is to ensure the participation of household components in the Family Hope Program (PKH) so that the educational aspect starts from the elementary school level to the secondary level.

According to Dunn, explaining policy means solving public problems or government administration (Dunn, 2013). Furthermore, Dunn (2013) states that "public policy is a series of choices that have a strong attachment made by an institution or government official in certain fields that contain government duties, procedures, health, education, public welfare, crime, cities, and so on.

Effectiveness is often related to the relationship between the goals that have been set and the results that are realistically achievable. Regarding the definition of effectiveness put forward by the

experts. Siagian (2001) provides an understanding: "Effectiveness is concerned with whether an alternative achieves the expected impact (effect) to reach the goal of the action. closely related to technical rationalists, still measured by the unit of product or service or its momentum value". If public activities have been completed and it seems that the impact has not been able to solve the problems that arise, it can be concluded that the effectiveness of the policy has failed, but sometimes a public policy does not end up succeeding in the short term, but after starting a certain process. According to Kurniawan (2005) in the management of public administration "explains the meaning of effectiveness with the ability that a person has in carrying out functions, roles (application of action plans and goals) rather than an agency, group or the like which is reluctant to have pressure or urgency in its actualization.

According to Richard M. Steers in Tangkilisan (2005) suggests that there are criteria that are used as benchmarks for an effectiveness, namely: Productivity is a form that states how well resources are managed and utilized in order to get the best results. Productivity can be used as a measure of success when producing goods and services. Work adaptability is a very complex behavior because it involves a number of functions and intellectuals. Job satisfaction can describe a person's perception of the work he is doing, someone will feel satisfied with the indicators of a match between abilities, skills, and results achieved through the work at hand.

Dunn (2013) suggests that there are a number of factors that can be used to measure the effectiveness of a policy. Effectiveness and efficiency have a very close relationship, if the concept used optimally achieves a planned goal (Uraz & Arhan, 2020). Sulistiyani (2017) argues that poverty is a condition that is said to be far from prosperous due to low productivity and purchasing power making it difficult to meet basic needs. From this opinion, it can be understood that poverty is a condition of a person or group who cannot fulfill their basic needs, cannot access health services, education services, so that they are far from a prosperous life.

Based on the PKH General Guidelines (2019), it is explained that one strategy to overcome poverty is through the distribution of conditional cash transfers for very poor households and families (RTSM/KSM) which have been determined by the government as the beneficiary of the assistance. The Family Hope Program (PKH) is a program aimed at alleviating poverty and improving health and education aspects for very poor households and families. The purpose of this study was to determine the effectiveness of the Family Hope Program (PKH) in alleviating poverty and to understand the inhibiting and supporting factors for the implementation of the Family Hope Program (PKH) in Indonesia.

Methods

This research uses a qualitative approach through analysis of descriptive data from speech or writing and the behavior of the people observed (Bogdan and Taylor in Sujarweni, 2014). The purpose of the qualitative approach is to produce an in-depth description of the results of both oral and written observations observed from a particular subject and object of research in certain conditions studied from a scientific point of view. Through this type of research, the author intends to describe how the achievement of implementing the Family Hope Program (PKH) is to alleviate poverty.

Source of data is information obtained from the subject and object under study. According to Sujarweni (2014) based on the source the data is divided into: Primary data is data obtained from sources with interviews resulting from the results of interviews between researchers and informants. Primary data collection for this research was obtained through direct interviews with resource persons related to the effectiveness of the Family Hope Program (PKH). Secondary data is data obtained from records, government reports, and also from information from magazines, articles, books, and others.

The research focus on qualitative research is intended to deepen the research objectives. The focus of this research relates to the effectiveness of the Family Hope Program (PKH) in alleviating

poverty in Indonesia. Indicators of effectiveness focused on poverty alleviation programs through the Family Hope Program (PKH). Informants are research subjects who are directly involved in solving problems in research. The selected informants are those who are considered relevant and understand information related to the implementation of the Family Hope Program (PKH) in alleviating poverty.

Research instruments that will be used by researchers are cellphones and interview guidelines. The cellphone used to record when conducting interviews with the informants and used for documentation, while the interview guide, which contains research questions that will be asked by researchers for informants. Qualitative research, data obtained from several sources and used various ways of data accumulation techniques that are carried out continuously. Several ways of data accumulation in accordance with this type of research are monitoring researchers can see directly things that are lacking or not observed by others through qualitative research, especially those in that environment, because they are considered "ordinary" because they will not be revealed in interviews (Sugiyono, 2016).

Based on Miles and Huberman in Sugiyono (2016) the activities in data analysis are: Data collection is the core part of a data analysis activity in qualitative research. Data collection activities are using observation techniques, direct interviews and documentation studies of the required data. It was chosen because through these three methods, the researcher could prove in detail how to perform the data reduction needed in the study. Data reduction is summarizing, sorting out what is the main thing needed to solve the problem in research. In other words, the data to be reduced is data that if it can provide a definite shadow and make it easier for researchers to carry out data collection which will later be presented. Presentation of data is a way of presenting the results of research findings. Conclusions in qualitative research are the latest findings that were first investigated. This conclusion can be in the form of an image of an object that is being presumed so that it is clear when the research is complete. Conclusions are drawn based on the results of interviews, observations, and documentation in the form of narrative texts that describe the effectiveness of the Family Hope Program (PKH).

Results and Discussion

Effectiveness of Program Implementation

The results of interviews with aid management officers stated that in the implementation of the Family Hope Program (PKH) it had been going well:

"The Family Hope Program (PKH) in the implementation of this program is in accordance with the procedure because it starts from data preparation, socialization to program implementation to those who are entitled to receive according to the specified target. If it is seen from the amount given, it is very small, but this can motivate the recipients who meet the proposed requirements to actually fall into the category of poor families based on population data and statistics". (Monday, January 11, 2021).

Furthermore, in an interview with the facilitator for the Family Hope Program (PKH), regarding whether the accuracy of the amount of assistance provided to the community is in accordance with the provisions, he stated that:

"During the implementation of the Family Hope Program (PKH) assistance provided to families who are classified as poor, it is in accordance with government regulations, which is IDR 500,000 per family head and the distribution of assistance is directly handed over to each PKH participant account. If the time for the distribution of assistance from the recipient participants has come to fulfill the invitation and fulfill the requirements according to the provisions and schedule for the distribution time, then the assistant will immediately convey it to the PKH participants and it can be disbursed through the account of each beneficiary. (Wednesday, January 13, 2021)

Furthermore, the results of the interview with the facilitator regarding how the facilitator's efforts in providing assistance to the recipients of assistance, he stated that:

"The task of the companion must ensure that the targeted family has received assistance from the Family Hope Program (PKH). If there are people who do not get assistance and they deserve it, the facilitator will facilitate and convey to the manager that the recipient data needs to be corrected, so that the next aid is not misdirected. Likewise, recipients of assistance are advised that the purpose of this assistance is to motivate them to improve their welfare even more because this assistance is to be able to ease the economic burden and at the same time improve the welfare of the beneficiary's families". (Thursday, January 14, 2021).

Furthermore, the results of interviews with families as beneficiaries of the Family Hope Program (PKH) assistance, said that:

"The Family Hope Program (PKH) assistance is very useful for us as a family who is classified as poor, like me personally, because this assistance is in the form of cash from the government through the Family Hope Program (PKH) which can be used directly to finance our children's schooling. the funds can also be used for business capital in order to improve our family's economy and similarly can be used to buy daily basic needs" (Saturday, January 16, 2021).

Based on the results of interviews from managers, facilitators and beneficiaries of the Family Hope Program (PKH) assistance mentioned above, it can be concluded that the effectiveness of the implementation of the Family Hope Program (PKH) for the people who are entitled to receive it has been going quite well and the recipients of the assistance have utilized the funds. for the cost of children's education, health, and is used to meet basic daily needs. In addition, the Family Hope Program (PKH) assistance is used for business capital to increase family income and welfare to increase the purchasing power of the poor.

Inhibiting and Supporting Factors of the Family Hope Program (PKH)

The results of an interview with the aid manager as an aid management officer regarding the data used as a reference for providing assistance to people who are entitled to receive it and the data used as a reference for recipients of the Family Hope Program (PKH) assistance, he stated that:

"For me, as an aid manager, obtaining data from the central social ministry, I am very dissatisfied because there are still many community members who meet the requirements but have not been registered and are not included in the integrated data list. This is because the data is directly from the central ministry of social affairs and not through the local government which is the target recipient of the assistance. Therefore, there are still people who should receive assistance but in reality they do not get it because the data is determined directly from the central social ministry and the data is not from the local government as the location of the beneficiary". (Monday 18 January 2021).

Furthermore, the results of an interview with the assistance program manager, regarding where this data came from as a reference for recipients of the Family Hope Program (PKH) assistance, he stated that:

"The data on recipients of the Family Hope Program Assistance (PKH) already has data on the poor recipients of aid targets registered with the Integrated Data Agency (BDT) from the Ministry of Social Affairs sent to the recipients' locations, so sometimes there are complaints about receiving assistance from the Family Hope Program. (PKH), so sometimes the companion is blamed. We usually explain that our task should only be assisting for the smooth implementation of assistance, not as data collectors or data sources. But as the officer in charge we immediately saw the number of targets based on the data submitted from the center. We immediately verified the data and then replaced the target data that did not deserve to receive it to poor families who

deserved it. We coordinate the recipient data with the manager and this target data does not reduce the number of recipients based on the data provided through the integrated data agency (BDT) from the central ministry of social affairs". (Wednesday, January 20, 2021).

Furthermore, the results of interviews with aid managers regarding whether geographical conditions affect the implementation of the family of hope program, he stated that:

"As we all know that the target recipients of this aid are mostly domiciled in rural and remote areas. The location of the area as the target for the Family Hope Program Assistance (PKH) which was appointed by the Ministry of Social Affairs was indeed a remote area with poor road conditions so that managers sometimes find it difficult to reach areas that are targeted for aid recipients" (Thursday, January 28, 2021).

Furthermore, the results of interviews with the assistance of the Family Hope Program (PKH) regarding whether geographical conditions affect the implementation of the Family Hope Program (PKH), he stated that:

"The geographical condition of the area being targeted for assistance is that it has a very difficult geographical condition to reach and this is also a major obstacle in reaching the fulfillment of this aid target which has been determined from the central social ministry. So we as assistants in carrying out our duties must follow the instructions from the central social ministry in carrying out and reaching the targets of the family of hope program as well as in difficult circumstances" (Thursday, February 4, 2021).

Furthermore, the results of interviews with aid managers regarding whether supporting facilities and facilities have an effect on the implementation of the Family Hope Program (PKH), he stated that:

"Regarding matters relating to facilities and facilities, in our opinion being appointed as the manager is very influential because the aid manager really needs the facilities and facilities that must be prepared by the central social ministry in supporting the smooth implementation of the Family Hope Program (PKH) in the field. And this facility is very much needed by the manager in carrying out supervisory activities for the smooth implementation of this national program" (Monday, February 8, 2021).

Furthermore, the results of interviews with the assistance of the family of hope program (PKH) regarding whether the supporting facilities have an effect on the implementation of the family of hope program in the field, he stated that:

"It is very influential, we as assistants need facilities such as computers, vehicles that can be used in operational activities. The ones we use to input data, and the vehicles used to the targeted locations for aid recipients are private property. Problems that arise we use private facilities and when private facilities experience problems it will be borne personally. What is clear is that the incomplete facilities used will definitely affect the smooth running of activities in the field." (Wednesday, February 10, 2021).

Furthermore, the results of interviews with beneficiaries regarding whether the level of coordination and community participation are supporting factors and influencing the implementation of the family of hope program, the informants stated that:

"The role of the companion as a companion really supports the implementation of this hopeful family assistance program. We as beneficiaries would not know that this kind of assistance intended for us could help ease the burden of living as a poor family, were it not for assistance services. Because it is the facilitator who coordinates with the managers and recipients who are very good, so we can get help. In addition to assistants, he also coordinates with the education office and health office to assist in the management of the assistance by explaining the objectives of the

Family Hope Program (PKH) to achieve program targets related to the educational and health needs of our children". (Monday, February 15, 2021).

The results of an interview with the assistant manager of the assistance program regarding whether the level of coordination carried out by the manager and facilitator is a driving and influential factor for the implementation of the Family Hope Program (PKH), he stated that:

"Good coordination from assistants and managers as well as with the stakeholders involved really helps the smooth implementation of the family assistance program. Managers and assistants always coordinate with the education sector, such as teachers/homeroom teachers who have to perform regular absences so that student participation in teaching and learning activities can be monitored, while in the health sector, there are village midwives who are at the location of the Family Hope Program (PKH) participants. Representatives of village midwives must always monitor the development of health and nutritional conditions of pregnant women, postpartum mothers and toddlers when implementing posyandu". (Thursday, February 18, 2021).

Based on the results of interviews with managers, facilitators and recipients, it can be concluded that the coordination carried out by managers, facilitators and beneficiaries is very good, each of which carries out its role to make the Family Hope Program Assistance (PKH) a success, starting from preparing the facilities used for operational assistance, selecting candidates recipients who meet the requirements and assist beneficiaries in seeing the potential of families in developing family businesses in building small businesses in order to increase family income from cash assistance capital. In addition, the role of the family in continuing the education and health of their children in the future. Through good coordination in the implementation of assistance like this, it can garner participation from the community and related parties to continue to work together to help the government implement the Family Hope Program (PKH) assistance to build better community welfare.

Conclusion

Based on the results and discussion of the research above, it can be concluded as follows; (1) The effectiveness of the Family Hope Program (PKH) in tackling poverty in Indonesia has been running according to the procedures set by the government through the central social ministry. The implementation of program assistance activities targeting people belonging to poor families has been carried out well. It's just that the shortcomings are in the readiness of supporting data that meet the requirements for assistance, the data should be sourced from the target location for the Family Hope Program Assistance (PKH); (2) The inhibiting factors are data on target recipients who are not ready in accordance with the requirements determined by the government, locations that are difficult to reach and the facilities provided are not adequate from the central social ministry. Meanwhile, managers and assistants are supporting factors that have coordinated well for stakeholders and beneficiaries for the smooth implementation of the Family Hope Program Assistance (PKH) to meet the targets in accordance with the prepared plans; (3) To realize the family of hope program (PKH) is successful, it requires cooperation between the central social ministry, managers and assistants regarding the availability of accurate data information so that managers and assistants and beneficiaries of the Family Hope Program (PKH) can synergize in carrying out activities; (4) The smooth running of the Family Hope Program (PKH) requires careful planning and intensity of socialization to prevent misunderstandings between beneficiaries, facilitators, and managers so that the responsibility for implementing the program can be carried out properly.

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