

Analysis of the Effectiveness of Implementing Program Keluarga Harapan in Efforts to Alleviate Poverty in Kreyo Village

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ABSTRAK: Program Keluarga Harapan (PKH) adalah salah satu program bantuan sosial dari pemerintah dengan tujuan menurunkan angka kemiskinan di Indonesia. Penelitian ini bertujuan untuk mengetahui keefektifitasan pelaksanaan program keluarga harapan dalam upaya penanggulangan kemiskinan di Desa Kreyo, kecamatan Wonotunggal, kabupaten Batang. Metode penelitian yang digunakan adalah pendekatan penelitian kualitatif bersifat deskriptif. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah observasi, wawancara, dan dokumentasi. Sumber data yang digunakan untuk data-data dalam penelitian ini adalah data primer dan data sekunder. Hasil penelitian menunjukkan bahwa efektivitas pelaksanaan Program Keluarga Harapan di Desa Kreyo, dapat membantu dalam mengurangi beban pengeluaran masyarakat namun demikian PKH ini belum bisa dikatakan sepenuhnya efektif dalam hal penanggulangan kemiskinan dan meningkatkan pendapatan masyarakat dilihat dari indikator perubahan nyata yang dialami masyarakat.. Dilihat dari 5 indikator yang dikemukakan oleh Sutrisno, yaitu pemahaman program, tepat sasaran, tepat waktu, tercapainya tujuan, dan perubahan nyata. Adapun faktor penghambat dalam pelaksanaan PKH di Desa Kreyo yaitu pada indikator ketepatan sasaran, tercapainya tujuan dan perubahan nyata. Implikasi pada penelitian ini yaitu koordinasi pelaksana program dalam penyaluran bantuan PKH lebih dioptimalkan untuk informasi akurat dan relevan terhadap keluarga penerima manfaat. Pengawasan penerima manfaat dalam penggunaan dana agar digunakan sesuai dengan fungsinya.

Kata kunci: Efektivitas, Program Keluarga Harapan, kemiskinan

ABSTRACT: The Program Keluarga Harapan (PKH) is a social assistance program from the government with the aim of reducing poverty rates in Indonesia. This research aims to determine the effectiveness of implementing the Program Keluarga Harapan in efforts to overcome poverty in Kreyo Village, Wonotunggal subdistrict, Batang district. The research method used is a descriptive qualitative research approach. The data collection techniques used in this research are observation, interviews and documentation. The data sources used for the data in this research are primary data and secondary data. The results of the research show that the effectiveness of the implementation of the Program Keluarga Harapan in Kreyo Village can help reduce the burden of expenditure, however this PKH cannot be said to be completely effective in terms of alleviating poverty and increasing community income seen from indicators of real changes experienced by the community. Judging from 5 Indicators as stated by Sutrisno, namely understanding the program, right on target, on time, achieving goals, and real change. The inhibiting factors in implementing PKH in Kreyo Village are the indicators of target accuracy, goal achievement and real change. The implication of this research is that the coordination of program implementers in the distribution of PKH assistance is more optimized for accurate and relevant information to beneficiary families. Supervision of beneficiaries in the use of funds so that they are used according to their function.

Keywords: Effectiveness, Program Keluarga Harapan , poverty.

1. INTRODUCTION

Indonesia is a developing country that has a poverty problem to this day. Based on records from the Central Statistics Agency, the number of poor people in Indonesia in 2018 was 25.67 million people and in 2019 it decreased again by 0.44% to 24.79 million people. However, there was another increase in the number of poor people in 2020 due to the Covid-19 pandemic. The number of poor people in Indonesia in 2020 was 27.55 million people. From 2021 to 2023, the poverty rate in Indonesia will experience a significant decline. The number of poor people in Indonesia in 2023 will be 25.90 million people or a percentage of 9.36%. The government needs to make efforts to overcome the problem of poverty in Indonesia. Poverty alleviation is carried out by providing assistance to the community supported by accurate data. This poverty alleviation is in line with the contents of Law (UU) no. 13 of 2011, concerning Handling the Poor (Supriyanto & Ramadhani, 2022). According to Minister of Home Affairs Regulation No. 32 of 2011, social assistance is the provision of assistance in the form of money/goods from local governments to individuals, families, groups and/or communities which is non-continuous and selective in nature and aims to protect against possible social risks.

One of the social assistance programs that is proven to help poor people and has been running from year to year is the Family Hope Program (PKH) which is a program providing conditional social assistance to poor families (KM) who are designated as PKH Beneficiary Families (KPM) PKH (Supriyanto & Ramadhani, 2022). Even though it has been implemented for a long time, in practice PKH still has various problems. Internal factors include target recipients of aid, errors in inclusion and exclusion, PKH's own Human Resources (HR) and infrastructure. Several cases of PKH problems occurred, such as in Kreyo Village, Wonotunggal District, PKH was less effective because it was not on target, this was because the Integrated Social Welfare Data (DTKS) had never been updated, besides that the socialization of the program and distribution times were not appropriate.

According to the findings of the Indonesian Financial Audit Agency (BPK) in 2020, there were irregularities in the distribution of social assistance because, among other things, the implementation of verification and validation (verivali) was inadequate in producing quality input data for the distribution of social assistance. Apart from that, the use of DTKS has not been effective in increasing the number of active non-cash social assistance beneficiary families (KPM). These causes include the lack of effective coordination with the regional government (Pemda), and the feedback mechanism for the distribution of social assistance has not been regulated. The verification process is of course related to the DTKS renewal process. The Corruption Eradication Committee said that only 29 out of 514 or 5.6% of regional governments had updated their data. DTKS does not match NIK data and is not updated according to population data, as well as minimal information about aid recipients. In fact, the dynamics of socio-economic conditions in the community in the field are changing very quickly. The KPK also found problems in several areas including: data accuracy and validity, data integration, data transparency, data collection regulations, verification mechanisms and validation. There is still a lot of data that does not match, even though there is a match but it is not updated, such as many cases of people who have died but are still included in the DTKS.

PKH is a national conditional cash assistance program in Indonesia to reduce poverty and inequality. PKH is supervised by the Ministry of Social Affairs, and provides

conditional cash assistance to beneficiaries, who are registered in the Integrated National Database. PKH recipients are poor families who apply and meet certain requirements such as household income and household members, according to Minister of Social Affairs Regulation No. 1 of 2018 (National Direct Cash Assistance Program called PKH). The main component is cash assistance which is distributed four times a year to help pregnant women, toddlers, elementary school students, middle school students, high school students, people with severe disabilities, and the elderly in poor households. The PKH social protection program on an international scale is known as Conditional Cash Transfer (CCT), this has proven to be quite successful in overcoming poverty, especially the problem of chronic poverty. (Supriyanto et al., 2022).

One of the villages that received an allocation of funds from the Family Hope Program (PKH) is Kreyo village, Wonotunggal subdistrict, Batang district. The population in Kreyo village in 2022 will be around 1,542 people, of which 755 people receive assistance from poor families from the government. Of the various government assistance, as many as 68 people received PKH assistance. The Family Hope Program is aimed at poor communities with the criteria of pregnant women, breastfeeding mothers, toddlers and school children from elementary to upper level then for the elderly and people with disabilities. However, what is of concern is that out of a total population of 1,542 people, 755 people received government subsidy assistance, one of which is PKH. In fact, what was seen during pre-research observations was that many PKH participants were considered not poor if seen based on the criteria for the beneficiary participant's home. Researchers saw that in this village, on average, the residents' houses had ceramic walls and floors. Apart from that, all school children can go to school well. Having a vehicle in good condition and so on. This indicates that the majority of the population is poor (Saragi et al., 2021).

The problems described have caused the author's interest in conducting further research regarding the effectiveness of implementing the Family Hope Program (PKH) in Kreyo Village. In particular, identification of poor criteria that meet the requirements for PKH participants is necessary so that the distribution of PKH social assistance is carried out on target.

The aim of the research carried out by the author is to find out how effective the implementation of the family hope program is in efforts to overcome poverty in Kreyo Village, seen from several aspects, including determining PKH participants, stages of disbursement of PKH assistance, and identifying obstacles found in the implementation process. the PKH.

2. METHOD

In this research the author uses a qualitative research approach with descriptive research type. According to Moleong (2005:6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc. holistically, and by means of descriptions in the form of words and language, at a time. special natural contexts and by utilizing various natural methods (Nasution, 2023). In this research, researchers tried to answer who is the target of the Family Hope Program (PKH), what is the focus of the Family Hope Program (PKH), and how the implementation of the Family Hope Program (PKH) is sustainable in Kreyo village, Wonoyunggal subdistrict, Batang district. The data

collection techniques used in this research are observation, interviews and documentation. The data sources used for the data in this research are primary data and secondary data. Data sources were obtained from PKH Beneficiary Families, related village officials, and official websites to obtain accurate and relevant information.

3. RESULT AND DISCUSSION

3.1 Theoretical basis and previous research studies

Effective comes from the English word effective, meaning successful. In terms of terminology, effectiveness is the completion of work on time that has been determined, meaning that its implementation is judged to be good or not depending on how the task can be completed. Effectiveness basically refers to success or achievement of goals. Effectiveness is one dimension of maximum work productivity, namely achieving targets related to quality, quantity and time.

According to Mahmudi, effectiveness is the relationship between output and goals, the greater the contribution (contribution) of output to achieving goals, the more effective the organization, program or activity. In achieving goals, it can be seen how far the quality, quantity and time have been achieved. According to Supriyono, effectiveness is the relationship between the output of a responsibility center and the targets that must be achieved. The greater the contribution of the output produced to the value of achieving these targets, the more effective the unit can be said to be (Resita, 2022).

Therefore, effectiveness is an action to achieve predetermined results. Where goals and results must be balanced and not conflict with each other to achieve effective value. To achieve effectiveness, resources are needed that are in accordance with effectiveness indicators. According to Sutrisno (2010) there are five indicators of effectiveness, namely: 1) understanding of the program, 2) accuracy of targets, 3) timeliness, and 4) achievement of goals, 5) real change (Fauziah et al., 2022). The Family Hope Program (PKH) is a program that provides conditional social assistance to poor families (KM) who have been designated as PKH beneficiary families (KPM). Since 2007 the government has implemented PKH as a way to overcome poverty. As a conditional social assistance program, PKH provides poor communities with access to various health and education facilities in the area, especially pregnant women and children. PKH benefits have also begun to apply to people with disabilities and the elderly by maintaining their level of social welfare in accordance with the constitutional mandate. Through PKH, KM are directed to have access and utilize basic social services such as health, education, food and nutrition, care and assistance, including access to various other social protection programs which are complementary programs on an ongoing basis. PKH is directed to become a center of excellence in poverty alleviation. synergize various national social protection and empowerment programs.

PKH's targets are poor families who have various components in health, education and social welfare and are also registered as Integrated Data for the KPM PKH Poverty Handling Program. They must be registered and present at the nearest health and education facility. Families who have registered as PKH Beneficiary Families (KPM) have obligations in the health sector including gynecological examinations for pregnant women, immunizing and weighing toddlers and preschool children as well as providing complete nutrition. Meanwhile, PKH Beneficiary Families have obligations in

the field of education, namely registering and ensuring the attendance of PKH members at educational facilities according to primary and secondary school levels. Since 2016 there has been an additional health component, namely for people with disabilities and the elderly (RW Lestrasi, 2020).

Economically, poverty can be defined as a lack of resources that can be used to meet life's needs and improve the welfare of a group of people. Resources in this context involve not only financial aspects, but also all types of wealth that can improve people's welfare in a broad sense. Based on this conception, poverty can be measured directly by determining the supply of resources owned (poverty line). Poverty is a condition that is below the poverty line, the standard value of minimum needs, both for food and non-food, which is called the poverty line or poverty threshold.

The number of poor people in Indonesia always shows high numbers, both in absolute and relative terms, in rural and urban areas. Even though Indonesia has been noted as one of the developing countries that has been successful in alleviating poverty, it turns out that the problem of poverty has again become a central issue in the country because not only has the number increased again, but its dimensions have also become more complex along with the decline in the quality of life of the people due to the economic crisis since 1997 (Pinontoan, 2020).

The poverty alleviation program is an activity carried out by the central or regional government, the business world, and the community to improve the welfare of very poor people with social assistance, community empowerment, macroeconomic and micro business empowerment, and other programs. (Muin & Rosdiana, 2020). Based on presidential regulation No. 15 of 2010, the poverty reduction strategy is formulated into 4 (four) main strategies as follows:

1. Improving social protection programs. Social protection systems that aim to help individuals and communities to be better prepared to face shocks that occur in life, for example losing a job, being hit by a disaster, falling ill, and others.
2. Increasing access to basic services. The form of increasing access to basic services for the poor is increasing access in the fields of health, education, sanitation, clean water, and food and nutrition which can help reduce costs incurred by the poor.
3. Empowerment of poor community groups. Group empowerment is a very important effort to increase effectiveness in poverty alleviation for poor communities.
4. Creating inclusive development. Inclusive development is intended as development that includes and provides benefits to the entire community.

The first research was from Dara Citra Pratiwi and Imsar (2022) entitled "Analysis of the distribution of social assistance for the Family Hope Program (PKH) and non-cash food assistance (BPNT) for social services to the people of Batu Bara Regency". This research focuses on examining the implementation of social security programs, especially the Non-Cash Food Assistance (BPNT) program and the Family Hope Program (PKH) for communities in Batu Bara Regency for those who are worthy or unworthy recipients of the aid funds distributed. The research conducted by Dara and colleagues used a descriptive qualitative approach. The research location is in Batu Bara Regency. The results of the research show that the distribution of aid carried out by the

Batu Bara regional government, in this case the one managing it is the Batu Bara Regency Social Service, is stated to be in accordance with procedures, but the problem is that there are still many people who live in poverty. (Pratiwi & Imsar, 2022).

Second, research conducted by Ema Fitri Lubis and Evi Zubaidah (2020) entitled "Effectiveness of the Family Hope Program in Alleviating Poverty". This research focuses on the effectiveness of the Family Hope Program in alleviating poverty and the obstacle factors encountered in Tenayan Raya District, Pekanbaru City. The research carried out by Ema and her colleagues used quantitative research methods with a descriptive approach. The research location is in Tenayan Raya District, Pekanbaru City. The research results show that the effectiveness of the family hope program is seen from the categories of effective, quite effective, and less effective. The average respondent's answer was in the effective category with the description for the source approach indicator (input) being 72% of the 30 respondents, this shows that the PKH program implemented in Tenayan Raya District in terms of resources is in accordance with the program objectives. The process indicator is 71%, where the workflow for distributing PKH assistance is in accordance with Standard Operating Procedures. The target indicator (output) is 77%, this shows that program users have met the appropriate criteria as program recipients. Meanwhile, the factors inhibiting the effectiveness of the family hope program are the quantity/amount of money received by the beneficiaries which does not meet the needs of the community, coordination between program officers, and monitoring factors. (Lubis & Zubaidah, 2020).

3.2 Effectiveness of the Family Hope Program in Kreyo village

According to Subagyo in Budiani (2007) program effectiveness is that the output and program objectives are compatible. Someone who does work with the intention of achieving the desired goal, then that person's work is said to be effective. Based on Presidential Regulation Number 63 of 2017 concerning the distribution of Non-Cash Social Assistance, it explains that the distribution of social assistance is the implementation of a poverty alleviation program which includes social protection, social security, social empowerment, social rehabilitation and basic services. Distribution of non-cash social assistance is carried out on social assistance provided in the form of money based on the determination of the Social Assistance Provider. To see the effectiveness of the PKH program in overcoming poverty in Kreyo village, Wonotunggal sub-district, Batang district, it can be seen from the effectiveness indicators according to Sutrisno (2010), namely:

1. Program Understanding

Program understanding is an indicator used to measure how much the community knows about the Family Hope Program. Community understanding of the program can be done through outreach activities. A very important thing to pay attention to in socialization activities is the ability of the program organizer when conveying information about the activities being carried out so that information about the implementation of a program can be easily understood by the public, especially for households receiving assistance.

Socialization activities and meetings carried out by PKH Facilitators with PKH aid recipients are carried out regularly once a month by forming several groups based on region. Each group usually consists of 10 to 20 people and one of each group will be appointed as group leader to make it easier for the assistants to coordinate. Discussion

of material or presentation of PKH's objectives is usually conveyed during socialization activities.

Penulis melakukan wawancara terhadap salah satu keluarga penenerima manfaat PKH yaitu ibu Siti Mujayah tentang pemahaman program selama mengikuti kegiatan sosialisasi.

"I quite understand, sis, that PKH money is used for my children's school and my children's health too. I don't use PKH money if it's not for urgent needs. As explained, I use the PKH money as best as possible, sis."

Based on the results of this research, indicators of program understanding, socialization and communication regarding the Family Hope Program have gone well, so that the public is able to understand what PKH is, the rights and goals of PKH recipients. With regular monthly group meetings, it can make it easier for the community to communicate and build closeness with PKH companions. So, this indicator of program understanding can be said to be effective for the Family Hope Program in Kreyo village.

2. Target Accuracy

Target accuracy is an important factor in the program implementation process, because it provides a benchmark for the program that has been implemented, so that we can know whether the program is successful or not. Right on target, PKH is only given to families whose data comes from the village. The targets of PKH are poor people who have been declared eligible to receive PKH assistance.

The writer found that one of the people registered with the DTKS as a recipient of PKH social assistance, but had never received any PKH assistance at all, was accurate in targeting the distribution of PKH social assistance in Kreyo village. The author also conducted an interview with Mrs. Sutirah, one of the recipients of undistributed PKH social assistance benefits.

"Iya nduk, terose lare kula sanjang pas dicek teng google nek kula angsal bantuan PKH, tapi kula mboten pernah nampi artone" (yes son, he said my son said when he checked on Google that I got PKH assistance, but I never received the money).



Figure 1.1 Evidence of being registered as a beneficiary of PKH social assistance at DTKS

Based on the author's observations while at the research location, it can be concluded that there are still people who have not received PKH social assistance properly. Village officials still have to optimize the PKH distribution process in Kreyo village. It is necessary to re-check the beneficiary data that has been listed and be more selective in distributing rocks to the people who receive PKH social assistance benefits.

Regarding the accuracy of targeting PKH distribution in Kreyo village, it can be said that it is still not effective enough.

3. Timeliness

Timeliness in disbursing PKH assistance is very necessary, considering that social assistance is provided once every three months, to each PKH participant. Each stakeholder must carry out their duties and functions in accordance with the provisions, so that the disbursement of social assistance, especially the Family Hope Program, can be distributed on time. The role of each stakeholder is involvement in the implementation of PKH so that it can run effectively and efficiently.

Based on the results of our interviews with PKH assistants, it can be seen that PKH funds are received 4 (four) times a year and are received every quarter, while the date of disbursement of PKH funds in Kreyo village is uncertain. Based on what was conveyed by Evi's mother who said that:

"Receiving PKH funds in Kreyo village in a year, beneficiary participants receive 4 times and the funds are received once every 3 months. Regarding the problem of determining the date for disbursement of PKH funds in Kreyo village itself, it is uncertain and sometimes changes."

Based on the results of research conducted at the research location, the author concludes that the timeliness of the disbursement of funds for the Family Hope Program in Kreyo Village has gone well, even though the date of disbursement of funds is uncertain, within 3 months the period for receiving PKH funds always goes well so that the indicator is on time can be said to be effective.

4. Achievement of Goals

A goal is the achievement of a goal and target which is implemented through several predetermined stages, thus providing direction regarding the target to be achieved. The Family Hope Program has the aim of improving educational services for children and health services to improve social welfare for poor families (long term), as well as helping reduce the burden of expenditure on poor communities (short term).

Based on observations made directly by the author at the research location of the recipients of social assistance benefits, it can be concluded that the achievement of PKH's goals in efforts to reduce poverty in Kreyo Village has gone well, because it has helped reduce the burden on the community in financing children's education and health, as well as meeting their needs. points that have not been fulfilled. Although it is still not fully capable of increasing community income and alleviating poverty. Therefore, the indicators for achieving the goals cannot be said to be fully effective.

5. Real Change

Real change is a form of change felt by a person or group related to the implementation of activities or programs that have been implemented. Real change can have a positive or negative impact, depending on the implementation process implemented by the parties involved, so that the activities implemented can run according to the provisions. which has been implemented.

To be able to find out and measure this indicator, researchers focused on various perceptions and views of the community receiving PKH assistance. This was expressed by Minah's mother who said that:

"Alhamdulillah, I am very grateful for this PKH assistance considering my economic condition which is still unable to support my child even though it cannot cover my basic daily needs, sis." Mrs. Dayami also added her opinion saying that:

"Yes, I still haven't met all my basic daily needs, because PKH funds are only enough to pay for my child's school fees"

A different thing was conveyed by Mrs. Turiah as a recipient of PKH assistance, she said that:

"Thank God, son, I can fulfill my basic needs from this PKH assistance considering that I am old and it is no longer possible for me to work hard, seeing as my economic condition is still lacking." Mrs. Siti Mujayah also added her opinion saying that:

"Thank God there has been a change, because I can pay for my child's education and also buy my child's school equipment." Mrs. Tarmiah also said that:

"Thank God, PKH assistance can reduce my expenses in paying for my child's education, so that I can meet my basic daily needs."

Based on the results of this research, in accordance with the results of the author's observations and the results of interviews conducted with aid recipients, it can be concluded that the real changes felt by the people in Kreyo Village with PKH assistance have helped them reduce the burden of expenses, especially education costs, however, there are still some people who feel that they have not experienced any changes in the economic aspect.

If measured from the 5 indicators above, the author believes that the effectiveness of the Family Hope Program (PKH) in efforts to overcome poverty in Kreyo Village is not yet fully effective in terms of fulfilling long-term goals, namely increasing community income and reducing poverty. However, on the other hand, PKH can help reduce the burden on society in fulfilling short-term goals (direct consumption).

3.3 Factors Inhibiting the Implementasion of the Family Hope Program in Kreyo Village

Several inhibiting factors in the effectiveness of the Family Hope Program (PKH) in the context of poverty alleviation in Kreyo Village, Wonotunggal sub-district, Batang district are as follows: First, the indicator of target accuracy in distributing PKH to beneficiary participants is not yet fully effective. There are still participants who receive PKH social assistance benefits who are registered in the DTKS but it is not distributed to the recipients. Regional governments or village officials still have to optimize their performance in the process of distributing PKH social assistance. It is necessary to update the data in the DTKS every year for more accurate information on aid recipients and in accordance with the specified criteria for receiving social assistance. Regional governments or village officials must also continue to monitor the performance of their employees to carry out their job responsibilities well. This can also minimize corruption in PKH social assistance funds which will be distributed to people who receive assistance.

Second, based on the results of observations that have been made on indicators of achieving the goal, it cannot be said to be fully effective. Because it is still not fully possible to increase the income and reduce poverty of the people in Kreyo village. Third, in terms of real change indicators based on the results of observations and interviews in the field, real changes are not yet fully in line with PKH's objectives because they have not been able to increase income and overcome the problem of poverty in Kreyo village. Because there are still aid recipients who still have difficulty meeting their basic daily needs. So, it can be stated that the real changes experienced in the Family Hope Program cannot be said to be fully effective in increasing income and reducing poverty. However, on the other hand, PKH can help reduce the burden on society (direct consumption).

4. CONCLUSION

Based on the results and discussion of research that researchers have conducted in the field, it can be concluded that the effectiveness of the Family Hope Program (PKH) on aid recipients in Kreyo Village can be seen from the 5 indicators put forward by Sutrisno, namely understanding the program, right on target, on time, and achievement. goals, and real change. So the author concludes that the effectiveness of the Family Hope Program (PKH) for aid recipients in Kreyo Village has been able to help reduce the burden of community expenses, however this PKH cannot be said to be completely effective in terms of alleviating poverty and increasing income seen from the indicators of real changes experienced by the community.

The obstacles experienced by the family hope program in Kreyo Village are the indicators of target accuracy, achievement of goals and real changes as follows, which have not gone well because there are still recipients of aid who have not been distributed. Apart from that, the PKH objectives have not been achieved as expected. The real change indicators from PKH are not yet fully in line with what is expected from the PKH objectives because they have not been able to increase income and reduce poverty in Kreyo Village in the long term. However, on the other hand, PKH can help reduce the burden on society in fulfilling short-term goals (direct consumption).

The suggestions based on the research results are that the government can supervise this PKH program so that the benefits felt by the community are in line with the program objectives, improve coordination of all administrators responsible for this program so that all people who fall into the beneficiary category can be covered.

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