

Article

The Effectiveness of the Family Hope Program (Pkh) in Puri Village, Raren Batuah District, Barito Timur Regency

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Abstract: The effectiveness of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, East Barito Regency, there are several problems including, namely, the inaccuracy of targeting the beneficiaries of the Family Hope Program (PKH), the use of money that is not on target, such as using money for school but used for other purposes, The achievement of the goals of the Family Hope Program (PKH) has not been maximized due to poverty and malnutrition. The study aims to determine the effectiveness of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, East Barito Regency and to determine the factors that influence it. This research method uses a qualitative approach with a qualitative descriptive type. Data collection techniques used are interviews, observation and documentation. The data source was taken by means of purposive sampling of 13 people. After the data is collected, it is then analyzed using techniques including data reduction, data presentation, and verification or drawing conclusions. Test data credibility, extend observations, increase persistence, triangulate, analyze negative cases, use reference materials and member checks. The results of this study concluded that the effectiveness of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, East Barito Regency was not yet effective. Second, the program implementation indicators have not been effective. Third, the indicator of the mechanism of an activity has not been effective. Sub Variable target success, First the achievement of goals has not been effective. Second, the output level indicator is not yet effective. Sub Variable satisfaction with the program. First, the success of the program has been effective. Second, on the satisfaction indicator, the program has been effective. Sub Variable level of input and output. First, standard operating procedures are effective. Second, the efficient level indicators are already effective. Sub Variable achievement of overall objectives. First, the achievement of program objectives has not been effective. Second, the program evaluation indicators have not been effective. Factors influencing the effectiveness of the Family Hope Program (PKH) in Puri Village, Raren Batuah sub-district, East Barito district: consisting of: supporting factors, namely first, a clear mechanism and second, assisted communities. The inhibiting factors are first, the data has not been updated. Second, the target level has not been met. Based on the conclusions, it is suggested that the Head of Puri Village should coordinate with the technical coordinator at the Social Service, PKH Facilitator, and the Head of Community Welfare so that they can update data on the poor according to conditions in the field. For people who do not receive assistance, if they are included in the criteria for receiving assistance, they can go to the Village Head's Office and report that they are also entitled to this assistance. And for Beneficiary Families (KPM) who have passed the criteria or are already prosperous and able to be self-aware to let go of their membership as beneficiaries.

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Keywords: Family Hope Program (PKH); Program Effectiveness; Beneficiary Families; Poverty Alleviation; Social Assistance.

1. Introduction

Poverty is one of the development issues that remains a primary concern for the Indonesian government to this day [1]. Various policies and social protection programs have been implemented as efforts to improve the welfare of the poor, one of which is the Family Hope Program (PKH) [2]. This program is a conditional social assistance provided to poor families to improve their quality of life thru better access to education, health, and social welfare services [3]. According to the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program, PKH aims to accelerate poverty alleviation by improving the quality of human resources thru the fulfillment of the basic needs of beneficiary families [4].

PKH is one form of government intervention that is not only focused on providing cash assistance but also encourages changes in community behavior to pay more attention to children's education, maternal and child health, and the welfare of family members [5]. The success of this program highly depends on the accuracy of targeting, program implementation, and the active participation of beneficiary families in meeting the established requirements [6].

Puri Village, Raren Batuah District, Barito Timur Regency is one of the areas implementing the Family Hope Program as part of the poverty alleviation efforts [7]. However, the implementation of the program in the field still faces various challenges that have the potential to affect the effectiveness of achieving the program's objectives. Therefore, an evaluation of the implementation of PKH is necessary to determine the extent to which the program is able to achieve the established targets and to identify the factors that influence the effectiveness of its implementation.

Based on these conditions, this study aims to analyze the effectiveness of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, Barito Timur Regency, and to identify the factors that influence the effectiveness of the program's implementation.

LITERATURE REVIEW

Effectiveness is one of the important indicators in assessing the success of an organization, policy, or program in achieving the established goals [8]. According to Handyaningrat, effectiveness indicates the level of success of an activity in achieving the previously planned objectives [9]. In line with that, Kumorotomo stated that effectiveness is a measure of an organization's success in completing tasks or achieving predetermined goals [10].

In the context of government programs, effectiveness describes the extent to which the implementation of a program can provide benefits in accordance with the established objectives [11]. Therefore, measuring effectiveness is important to determine the success of a program's implementation and serves as a basis for evaluating and improving policies [12].

This research uses the effectiveness theory proposed by Campbell J.P. in Mutiarin and Zaenudin [13], which explains that the effectiveness of a program can be measured thru five indicators, namely program success, target success, satisfaction with the program, input and output levels, and overall goal achievement [14]. These five indicators are used as the basis for analysis to assess the effectiveness of the implementation of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, East Barito Regency.

2. Methodology

This research uses a qualitative approach with a descriptive research type [15]. The qualitative approach was chosen to gain an in-depth understanding of the effectiveness of the implementation of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, East Barito Regency based on the conditions occurring in the field. In this study, the researcher acts as the main instrument responsible for collecting, processing, and interpreting data obtained thru observation, interviews, and documentation.

The data used consists of primary and secondary data [16]. Primary data is obtained directly thru interviews with informants and observations of the implementation of the Family Hope Program (PKH). Meanwhile, secondary data is obtained from various supporting documents, such as regulations, reports, archives, books, and literature relevant to the research.

The determination of informants was carried out using purposive sampling techniques, which involve selecting informants based on specific considerations aligned with the research objectives [17]. This technique was used because the selected informants are considered to have knowledge, experience, and direct involvement in the implementation of the Family Hope Program, thus being able to provide information that meets the research needs.

Data collection was carried out using three techniques, namely interviews, observations, and documentation. Interviews were used to obtain in-depth information regarding the implementation of the Family Hope Program, observations were conducted to directly observe the program's implementation conditions in the field, while documentation was used as supporting data thru various documents related to the research.

Data analysis is conducted inductively referring to Sugiyono's [18] opinion, thru the stages of data classification, data interpretation, and conclusion drawing. The obtained data is grouped based on the research focus, then interpreted to find meanings that align with the research objectives before finally being compiled into conclusions that depict the effectiveness of the Family Hope Program (PKH).

To ensure the validity of the data, this research uses credibility tests thru triangulation, increased persistence, extended observation, peer discussions, negative case analysis, and member checks. These techniques are used to ensure that the data obtained has a high level of reliability and is consistent with the actual conditions in the field.

3. Results and Discussion

Based on the research results, the effectiveness of the implementation of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, East Barito Regency was analyzed using Campbell J.P.'s effectiveness theory. The research findings indicate that the success of the program is influenced by the implementation of the program in the field as well as various supporting and inhibiting factors that affect the achievement of the program's objectives.

From the aspect of program success, the implementation of the Family Hope Program (PKH) has generally proceeded according to the mechanisms established by the government. The distribution of aid is carried out based on the applicable procedures, starting from the determination of beneficiary families, the accompaniment process, to the distribution of aid. This program provides tangible benefits to recipient families, especially in helping to meet their educational and health needs, thereby supporting the improvement of the welfare of the poor community. The condition shows that PKH has contributed to poverty alleviation efforts in Puri Village, although its implementation still requires some improvements for the program's goals to be optimally achieved.

The success of the program's implementation is supported by several factors. The first supporting factor is a clear program mechanism. The implementation procedure of PKH already has a structured guideline, making it easier for facilitators and beneficiary families to understand the stages of program implementation. The clarity of this mechanism provides certainty in the aid distribution process and minimizes errors in program implementation.

Another supporting factor is the benefits of the program that are directly felt by the community. The assistance received is able to help alleviate the economic burden of the beneficiary families, especially in meeting the educational needs of children and healthcare services. These benefits indicate that PKH has had a positive impact on the socio-economic

conditions of the community, leading to a favorable response from the beneficiary families toward the program's existence.

Nevertheless, the research also found several factors that still hinder the effectiveness of the implementation of the Family Hope Program. One of the main obstacles is the beneficiary data that has not been updated optimally. There are still recipient family data that do not match the real conditions on the ground, potentially causing targeting inaccuracies in the distribution of aid. The lack of regular data updates has become one of the obstacles in ensuring that aid is truly received by the eligible community.

In addition, the accuracy of the program's targeting remains a challenge. Research results show that there are still members of the community who are eligible to receive assistance but are not yet registered as beneficiary families, while on the other hand, there are recipients whose economic conditions have already changed. This condition indicates that the program's goal of reaching all poor families entitled to assistance has not yet been fully achieved.

Based on these findings, the effectiveness of the Family Hope Program in Puri Village has shown quite good results in terms of program implementation and the benefits felt by the community. However, the success of the program still needs to be improved through regular updates of beneficiary data and increased accuracy in target setting so that social assistance can be distributed more precisely, fairly, and in line with the objectives of the Family Hope Program.

4. Conclusion

Conclusion, Based on the research results, it can be concluded that the effectiveness of the Family Hope Program (PKH) in Puri Village, Raren Batuah District, Barito Timur Regency is still not running optimally. This is evident from the aspects of program success and target success that have not yet been fully achieved. In terms of program success, the implementation of socialization has not yet reached the entire community and village officials, resulting in uneven understanding of the program. In addition, the implementation of the program still faces various obstacles, such as delays in disbursing aid, limited funds at distribution agents, and the suboptimal fulfillment of beneficiaries' obligations in the fields of education and health. On the other hand, the program's goal of improving welfare has not yet been fully achieved because some beneficiary families still rely on assistance without any efforts to enhance economic independence.

In terms of target success, inaccuracies in determining beneficiaries are still found. Some families who are eligible to receive assistance have not yet been registered in the Integrated Social Welfare Data (DTKS), while there are recipients whose economic conditions have improved but are still receiving assistance. This condition shows that the effectiveness of PKH is still influenced by the quality of the beneficiary data.

Factors affecting the effectiveness of the Family Hope Program consist of supporting factors and inhibiting factors. Supporting factors include the program's implementation mechanism, which has clear procedures, and the benefits of the program felt by the recipient community. Meanwhile, inhibiting factors include the beneficiary data that has not been updated periodically and the program's target accuracy that has not been fully met.

Suggestion, Based on the research findings, the Puri Village Government is expected to enhance coordination with the Social Service and PKH facilitators to periodically update the Integrated Social Welfare Data (DTKS) so that the determination of beneficiaries is more targeted. Regular data updates are necessary to ensure that assistance is provided to communities that truly meet the criteria as poor families.

Communities that meet the requirements as beneficiaries but are not yet registered in the program are expected to actively report their conditions to the village government so

that they can be proposed in the data update process. In addition, beneficiary families whose economic conditions have improved are expected to have the awareness to withdraw from the PKH program so that the assistance can be redirected to other communities in greater need. This step is expected to enhance the effectiveness of the implementation of the Family Hope Program in supporting the acceleration of targeted poverty alleviation.

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