

THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM (PKH) IN REDUCING POVERTY IN SONOMARTANI VILLAGE, KUALUH HULU SUB-DISTRICT, NORTH LABUHAN BATU DISTRICT

Febby Amelia Tarigan^{1*}, R. Sally Marisa Sihombing²

¹ Ilmu Administrasi Publik, Universitas Sumatera Utara

² Ilmu Administrasi Publik, Universitas Sumatera Utara

Corresponding Author Email: Febbyameliatarigan17@gmail.com

ABSTRACT

Received: 27-01-2025

Accepted: 18-06-2025

Keywords:

Effectiveness, Family Haope Program, Poverty

The Family Hope Program is a conditional social assistance program that aims to reduce poverty and break the chain of intergenerational poverty. The Family Hope Program has been launched by the government since 2007. The Family Hope Program is managed by the Ministry of Social Affairs, with strict supervision by the National Development Planning Agency. The number of The Family Hope Program recipients in Sonomartani Village continues to increase from year to year, in line with the government's efforts to expand the scope of this program to improve community welfare. With this program, the community has been helped but has not changed the poverty rate. The research method in this study is descriptive qualitative research. Data was collected through interviews, observations, and documentation. Data analysis was carried out qualitatively with the Effectiveness theory approach according to Campbell J.P, namely (1) Program Success, (2) Goal Success, (3) Satisfaction with the Program, (4) Input and Output Levels, (5) Achievement of Overall Goals. The results of this study show that: (1) The stages of achieving the objectives of PKH implementation in Sonomartani Village have been carried out well and are in accordance with the objectives of PKH Implementation in Sonomartani Village, (2) PKH participants in Sonomartani Village until now still always receive assistance according to the amount according to the procedures that have been set previously, without the slightest deduction in accordance with applicable regulations. Furthermore, the PKH assistance in Sonomartani Village is quite useful to help with the health costs of mothers and toddlers, disabilities and the education of their children, although there are still people who abuse the assistance for personal pleasure.

1. INTRODUCTION

Poverty is a very complex problem that requires special attention. One of the social problems resulting from poverty is the low level of education. Poverty can cause an increase in the number of children dropping out of school from poor families (KM) and can affect public health conditions, namely the vulnerability to disease and the risk of malnutrition. Poverty is measured by the income level and minimum basic needs of a country, which will differ from one country to another.

One of the efforts made by the government in reducing the problems caused by poverty is by making policies related to the empowerment of poor families, one of the policies is making the Family Hope Program (PKH) which was launched by the government since 2007. The family hope program is managed by the Ministry of Social Affairs (MoSA), with close supervision from the National Development Planning Agency (Bappenas). Since 2010, the Secretariat of the National Team for the Acceleration of

Poverty Reduction, in the Office of the Vice President, has begun to encourage the expansion of the scope of the family of hope program, which has an impact on the implementation of the program that is more efficient and has a positive impact on the poor (Ministry of Social Affairs, 2021).

PKH is a conditional social assistance program that aims to reduce poverty and break the cycle of intergenerational poverty. The program provides cash transfers to poor families on the condition that they meet certain obligations in the areas of health and education. The Family Hope Program (PKH) is carried out in a sustainable manner where the existence of the family hope program (PKH) in Labuhan Batu Utara Regency (Labura) has been 8 years, the increase in beneficiary families (KPM) who receive PKH has reached more than 6 thousand. This was conveyed by the Labura Regency PKH coordinator. "15 years of National PKH 7 years PKH has been in Labuhan Batu Utara. The year the number of KPM is 5,645, while stage 2 in 2022, the number of KPM is 11,841 (PKH Facilitator, 2022).

The poverty rate in Sonomartani village according to information received from the village head is around $\pm 70\%$ of the total number of households. There are approximately 105 households in Sonomartani village. The average occupation of residents in Sonomartani Village is as farmers or farm laborers. with an income of \pm Rp 1,000,000 to Rp 1,500,000 per month. The poverty that occurs in this area is caused by the low human resources of the community.

Based on the results of observations made by researchers to the Family Hope Program Facilitator in Sonomartani Village, the increase in PKH (Family Hope Program) provision in the midst of high poverty rates seen from family income, evaluating the effectiveness of the program: The number of PKH recipients in Sonomartani Village continues to increase from year to year, in line with the government's efforts to expand the scope of this program to improve community welfare. With this program, the community has been helped but has not changed the poverty rate due to several factors, such as updating poverty data that identifies more poor families, as well as the source of income of the community who only become farm laborers according to the skills possessed by the community in Sonomartani Village.

One of the PKH programs is given to the people of Sonomartani Village, which is located in Labuhan Batu Utara Regency, North Sumatra Province. Labuhan Batu Utara Regency itself includes 8 sub-districts with 8 villages and 82 villages with an area of 3,545.80 km² and a population of around 381,994 people with a population density of 108 people / km². Labuhan Batu Utara is led by a Regent and Vice Regent. According to the North Labuhan Batu Regency Statistics Agency, the sub-district with the largest area is Kualuh Hulu sub-district with an area of 637.39 km² and Aek Kuo sub-district is the smallest sub-district with an area of only 250.2 km² (BPS Labuhan batu Utara Regency, 2020).

The following is the poverty rate in Sonomartani Village in 2019-2023 (Interview with Sonomartani Village officials).

Table 1. Number of PKH Recipients in Sonomartani Village

No.	Date	Number Of Families
1	2019	81
2	2020	97
3	2021	103
4	2022	105
5	2023	108

Sonomartani Village in Kualuh Hulu Sub-district, Labuhan Batu Utara District, is the focus of this research due to its unique characteristics in the implementation of the Family Hope Program (PKH). Although PKH has been running for several years in this village, and the distribution data is increasing, there are still significant gaps in poverty levels and community welfare. The process of distributing PKH assistance in Sonimartani faces challenges, especially in terms of the accuracy of recipient data and distribution mechanisms that sometimes do not hit the target. This has resulted in inequality in the receipt of program benefits, where some residents who should be recipients are actually missed, while there are those who are less eligible but still receive assistance. This situation raises questions about the effectiveness of PKH in reducing poverty in the village, and how the program can be optimized to achieve its objectives in a more equitable and targeted manner. An in-depth analysis of PKH implementation in Sonimartani is important

to identify distribution mechanisms and formulate PKH recipients that can increase the positive impact of this program for people who really need it.

Poverty is no longer understood only as economic inability, but the failure to fulfill basic rights that are generally recognized, including the fulfillment of food, health, education, employment, housing, clean water, defense, natural resources, the environment, security and comfort. Therefore, efforts to reduce poverty are a form of sustainable activity that has an impact on changes in the form of development and progress in education, health, economy and social status in the community. These changes will later be able to reduce the poverty rate and realize community welfare.

2. METHODS

This research uses a qualitative research approach. According to Wijaya (2018) qualitative research is a research method used to research on natural object conditions, and the researcher himself as a key instrument, the data collection technique used is triangulation, the data obtained tends to be qualitative data,

This research is located in Sonomartani Village, kualuh hulu sub-district, north labuhan batu district. The technique of determining informants carried out by researchers in this study is purposive sampling technique, researchers reasoned using purposive sampling, namely finding and collecting valid data by interviewing an informant who is considered capable and knows or masters an expertise in his field. The data analysis technique used in this research is the Miles and Huberman model. Miles and Huberman model. According to Miles and Huberman in Sugiyono's book (2018: 246) qualitative research data analysis is carried out when data collection takes place directly and after data collection is completed within a certain period.

3. RESULTS AND DISCUSSION

A. Goal Program

Campbell (2022) emphasizes that a successful program is one that has clear and measurable objectives. PKH has a very clear objective: improving the welfare of poor families through conditional social assistance that encourages behavioral changes in education and health. The success of this program can be seen if these objectives are achieved, for example, an increase in children's school enrollment rates and an increase in health visits for pregnant women and toddlers.

The number of PKH recipients in Sonomartani Village in 2019 was 81 families, in 2020 there were 97 families, in 2021 there were 103 families, in 2022 there were 105 families and in 2023 there were 108 families. The number of PKH recipients in Sonomartani Village based on Integrated Social Welfare Data (DTKS) has increased from 2019-2023. To find out more about the success of the PKH program in reducing school dropout rates, researchers conducted an interview with Mr. Safrudin, S.E as the Head of Sonomartani Village, he explained:

“With this PKH program, many parents are greatly helped to send their children to school starting from elementary, junior high, and high school levels. For our village there are around 90 heads of families who received KIP assistance in 2022 and 100 heads of families who

received KIP assistance in 2023 so that every child who is recorded as still attending school in each family head with poor status can send their children to school” (Researcher Interview, Thursday, August 08, 2024).

The PKH program in the aspect of education provides benefits to underprivileged communities to send their children to elementary, junior high and high school levels, which in total for the last two years this education assistance program has been provided to 190 families in 2022-2023. To get more information regarding the PKH program, education assistance in the form of KIP. Since the existence of the PKH program, the community has really felt the good benefits of this PKH program, namely KIP which aims to reduce the dropout rate in Sonomartani Village. This program makes parents have no difficulty in paying school fees and buying school supplies and needs due to the financial assistance provided. Not only providing education assistance, the PKH program in Sonomartani Village also provides a health insurance program for the community so that they have good health quality and the ability to pay for treatment if they experience unhealthy conditions.

The implementation of the Health program for the Sonomartani Village Community through the PKH program has been running well based on the experience of the community as recipients of the PKH Program. Furthermore, to obtain more accurate information, researchers conducted interviews with people who did not receive PKH assistance with the intention of obtaining information on whether the PKH Health program was right on target for people in need. For this reason, researchers conducted an interview with Mrs. Fadiah, she explained as follows:

“For the health program in this village, if I look around, it is appropriate. The government really provides what should be given to the community, such as finances and facilities, including for mothers who are pregnant and pregnant. But what I regret is that there are still people who are PKH recipients who are lazy to get health checks and immunizations for toddlers when they just have to come” (Researcher Interview, Thursday, August 08, 2024).

The statement given by Mrs. Fadiah above makes it clear that she regrets the attitude of people who still lack awareness of the importance of health by not participating in the activities of the PKH health program organized by Sonomartani Village. To find out about the lack of public awareness, the researcher conducted an interview with Mr. Johansen Nainggolan, he explained: “It's really bad for the people here, if the government has helped them, they should take advantage of it. Indeed, there are still many mba here who still use this assistance incorrectly, if they already get it, they are happy to ask for forgiveness if they don't get it, so they complain a lot but when they get it, they don't use it properly” (Researcher Interview, Thursday, August 08, 2024).

The results of the interview above can be explained that there are still problems in the utilization of government assistance in the community. The assistance received is often not utilized properly by some people. Many are more likely to complain than make the best use of it. This shows the need to increase understanding and awareness of the community in utilizing the assistance provided by the government.

Based on the author's description above in accordance with the data, interviews and with the use of the theory of Program Effectiveness according to Champbell J.P in Mutiarin (2022) regarding program success, it can be

concluded that. The success of this PKH program can be said to be successful where this can be seen from the results of interviews and research conducted by researchers as conveyed by Mr. Safrudin, S.E as the Head of Sonomartani Village, he explained that with this PKH program many parents are greatly helped to send their children to school starting from elementary, junior high, high school levels. The Sonomartani Village community received KIP assistance for around 90 heads of families in 2022 and 100 heads of families received KIP assistance in 2023 with the status of being unable to send their children to school.

The success of the PKH program can also be seen from the health aspect, starting from pregnant women, the elderly and disabilities. However, this success has not been 100% achieved perfectly because there is still an attitude of lack of awareness of the use and what are the main benefits of this assistance. This needs to be considered by the village government because the more people who still have low quality human resources, the more drastic the failure of the PKH program. In addition, the increase and decrease in poverty rates is still not stable or in other words, it has not been able to reduce poverty on a large scale.

The PKH program in Sonomartani Village has had an impact on reducing and reducing the poverty rate in Sonomartani Village. Thus, it is unfortunate if there are still people who have low awareness regarding the use of the PKH program. If the Sonomartani Village government wants to reduce the poverty rate even lower and make this program successful and maximum, the Village government must be able to educate the community and empower the community so that they can increase their income and economy.

B. Goal Success

According to Campbell (2022), the success of targets in the context of policy or program evaluation can be measured by seeing whether the program or policy has succeeded in achieving the objectives set and whether the resulting impact is as expected.

In the context of the Family Hope Program (PKH), target success refers to the extent to which the program is able to achieve the desired results and have a positive impact in accordance with the stated objectives. To see more about the success of the PKH program targets, the researcher conducted an interview with Mr. Ridho, he explained:

“Based on my observations, the Family Hope Program has had a significant positive impact, especially in improving access to education and health for beneficiary families. However, a more in-depth evaluation is still needed to ensure that this program reaches its targets as a whole” (Researcher Interview Friday, 09 August 2024).

The explanation given by Mr. Ridho above states that this PKH program has a good impact on the community if it is right on target. For this reason, he still hopes for an evaluation to make this PKH program even better and apart from various failures and inaccurate program targets.

There are around 29 people who do not utilize this assistance properly, which has an impact on the worsening of the economy so that they cannot fulfill their needs ranging from clothing, food and shelter properly. Meanwhile, the government has provided this assistance in cash directly to the community so that there is no corruption that causes a cut in the amount of assistance in the form of money given to the community.



Figure 1. Cash Receipt Transaction of PKH Program

From the above it is clear that the government has provided direct assistance to the community in cash without intermediaries so as not to get deductions and avoid nepotism activities. But unfortunately the community actually misuses this assistance for other purposes. Thus, based on the data and the results of the interviews above related to the success of the target, it can be concluded that it is still not successful. The failure of this target is due to the low mindset of the community regarding using money properly. For this reason, monitoring, supervision and education carried out by the government to the community are needed again so that the community understands better how to use this assistance properly. So as to be able to realize the success of the target.

Based on the author's description above, according to the data, interviews and the use of the Program Effectiveness theory according to Champbell J.P in Mutiarin (2022) regarding the success of the target, it can be concluded that.

This Family Hope Program (PKH) has a positive impact on the community who receive assistance in terms of education and health. However, in fact, the success of the target cannot be said to be successful. Based on the information obtained by the researcher through observation and interviews, it was found that there are still people who have permanent jobs with good economic status receiving PKH assistance. In 2021, there were 7 people, in 2022 there were 10 people, in 2023 there were 8 people and in 2024 it decreased to 5 people. This is a form of inaccuracy in the target of the PKH program, where this program is received by people who still have a good economy and are still able to meet their needs from various aspects. According to the explanation above, it is clear that in the last 4 years there were around 30 people who should not have received this program.

In fact, the PKH assistance provided to the community is still not being utilized properly by the community. In the last 3 years starting from 2021 to 2023, there were around 29 people who did not utilize this assistance properly, resulting in an increasingly depressed economy that could not meet their needs, from clothing, food and shelter properly. Meanwhile, the government has provided this assistance in cash directly to the community so that there is no corruption that causes the amount of assistance in the form of money given to the community to be cut. Data obtained through observation and interviews regarding the success of the target requires an evaluation related to the provision of PKH assistance to the community to be more thorough. This evaluation hopes that the PKH program will be given to people who really need it and provide supervision for people who have received PKH assistance so that it is used in

accordance with the aspects of assistance received, starting from education and health. The Village Government is expected to be more detailed and agile so that this program is truly on target and useful for people in need.

C. Satisfaction With The Program

According to Campbell (2022), satisfaction with a program in the context of policy or program evaluation can be seen from how well a program meets the needs and expectations of stakeholders, including participants or beneficiaries, program organizers, and the wider community. Campbell suggests that program evaluation should not only focus on objective outcomes (such as poverty rates or increased education), but also on the perception of satisfaction felt by those involved in the program.



Figure 2. Education and counseling of PKH program for Sonomartani Village Community

The Sonomartani Village Government is really serious about implementing this PKH program so that its people are more prosperous with a decreasing poverty rate. The picture above is the activity of the Sonomartani Village Government in providing information for the community who want to register themselves in this PKH program. From the explanation of the picture above, it can be concluded that the Sonomartani Village Government is really trying to reduce the poverty rate in Sonomartani Village by protecting the community starting from providing services, education, counseling to direct socialization to the community. To see more about the satisfaction of this PKH Program, the researcher conducted an interview with a community member named Mrs. Santi, she explained: "I personally feel satisfied with the existence of this PKH program, apart from feeling helped in terms of the economy, the Sonomartani Village Government is also serious in responding to our complaints and the obstacles we face in participating in this PKH Program" (Researcher Interview, Monday, August 12, 2024).

From the interview above with Mrs. Santi, it was stated that she was clearly satisfied with the PKH assistance and the seriousness given by the Sonomartani Village government. In addition, she also felt satisfied because it helped her economy. The same thing is also in line with what was conveyed by Mrs. Sindy Gladias, she explained:

"Yes, that's right, I feel quite satisfied, besides being easy, from this program my children can go to school. I have 3 children and all of them go to school and some have gone to college. Alhamdulillah, one of my children has gone to college and received assistance too" (Researcher Interview, Monday, August 12, 2024). Furthermore, the researcher conducted another interview with the Community to get a different answer, the researcher conducted an interview with Mrs. Rohni, she explained: "If you look at it, many of our people feel helped, especially in terms of satisfaction,

including myself. However, there are obstacles that need to be resolved, usually in the disbursement, sometimes there are obstacles such as delays and the time is quite long, around 1 week too, of course this makes people uncomfortable and worried whether they will not get it again or what" (Interview with Researcher, Wednesday, August 14, 2024).

From the explanation given by Mrs. Rohni, there are still obstacles in the disbursement, the late disbursement causes worry and anxiety for the community. Furthermore, the researcher conducted an interview with Mr. Rudi to confirm the truth of what was conveyed by Mrs. Rohni, he explained: "This is one of the problems that has not been resolved, in our village, as far as I know, there are about 10 people who have been late in disbursing, including myself" (Interview with Researcher, Wednesday, August 14, 2024).

From the explanation above, it can be concluded that the community is satisfied with this program, but with several obstacles, it causes anxiety and worry about the non-disbursement of the PKH program budget. To find out the overall percentage of people who are satisfied and dissatisfied with the PKH program, you can see the pie chart below:

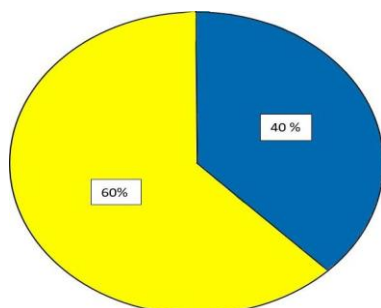


Figure 3. Pie chart % of people who are satisfied/dissatisfied with the PKH program

From the diagram above, it can be seen that there are around 60% of the community out of 100% who stated that they are satisfied with the PKH program and 40% stated that they are less satisfied with the PKH program. Thus, it can be concluded that the level of satisfaction of the Sonomartani Village Community with the PKH program is categorized as quite good. Based on the author's description above, it is in accordance with the data, interviews and the use of the Program Effectiveness theory.

This community satisfaction is obtained through activities carried out by the village government, one of which is holding meetings to discuss the disbursement of PKH program assistance to be more transparent, providing education and counseling for the PKH program for the Sonomartani Village community so that they better understand the benefits, procedures and objectives of the PKH program. The success of this program was also obtained from the results of interviews with the community directly who stated that they were satisfied and provided benefits including in boosting their economy. Meanwhile, the dissatisfaction of the 40% of the community was obtained through disbursements that sometimes experienced obstacles such as being delayed for a maximum period of 1 week. Furthermore, public dissatisfaction arose due to errors in inputting data starting from the maximum data capacity, the suitability of the format name starting from KK, KTP, NIK number and so on.

The amount of assistance from the Rehabilitation of Inadequate Housing program in Situmeang Habinsaran Village is not enough to provide livable houses for beneficiaries. The beneficiaries who were able to provide self-help in the form of additional money during the implementation of the rehabilitation program were still able to improve their houses into livable houses. The beneficiary community feels that the amount of assistance is not enough because they provide a lot of additional capital (money), but if the amount of assistance is increased, it can alleviate the beneficiary community in the process of repairing the house.

The beneficiaries who can only provide their self-help in the form of social capital have not been able to feel the change of the house into a livable house, because they cannot make additions so that maximum management is needed but because as discussed in the efficiency section, cost maximization is not done, the amount of aid funds is not enough to provide livable houses for beneficiaries in Situmeang Habinsaran Village.

The amount of funds is a problem in the implementation of the rehabilitation program in the situmeang habinsaran village through this Dunn (2003: 430) that the choice of its adequacy in the situmeang habinsaran village is in a type III problem. Type III problems need to make optimal budget choices to maximize the achievement of program objectives by increasing the amount of program assistance (changing costs and changing effectiveness). In this case, it is necessary to increase the cost of budgeted handyman wages and the amount of assistance in purchasing building materials so that both beneficiaries who can be self-sufficient and less, can minimize the budget burden that beneficiaries bear.

D. Input and output levels

According to Campbell (2022) the input and output levels are key concepts in policy or program evaluation that focus on the relationship between the resources used (input) and the results produced (output) in achieving program objectives. This approach is often used to assess the efficiency, effectiveness, and success of a policy or program.

1. Input

According to Campbell (2022) Input includes all resources used to design, implement, and manage a program. Input includes components such as budget, labor, time, materials, and important infrastructure to assess whether the input used is adequate and in accordance with program needs. In the implementation of the PKH program, of course, input has an important role as a supporter of various aspects so that the program is implemented effectively.

According to Stephen P. Robbins Robbins stated that input in the context of effectiveness is everything that is entered into a system to produce the desired output. In this case, effectiveness depends on how well the input is processed and utilized to achieve the goals that have been set. In an input there are several categories that need to be considered, namely:

A. Financial Resources

In the implementation of the PKH program which aims to reduce poverty in Sonomartani Village, of course, funds are needed to develop the PKH program in reducing poverty

in Sonomartani Village. Sonomartani Village has carried out these activities by providing direction and information to the Community to make disbursements and in accordance with applicable SOPs. In addition, to facilitate the community, the village government provides door-to-door services to the community's homes.

B. Human Resources

In the implementation of the PKH program in Sonomartani Village, there is an organizational structure as the implementer and person in charge of this program so that it runs well. PKH program in Sonomartani Village to get help by taking care of various needs, providing information, and helping with various complaints from the Sonomartani Village Community.

C. Information Resources

In the implementation of the PKH program, Sonomartani Village has a budget that is given according to the category of aid recipients. In the disbursement process, it can also be received through the Post Office, Post to the Community, through Banks to disbursement services carried out through door to door. The second aspect, the Sonomartani Village government also provides human resources as managers and implementers of the PKH program in Sonomartani Village so that it can run well. And the third aspect, Sonomartani Village provides information resources that aim to manage data and information, help communities who experience data problems, provide information to the community regarding the PKH program including the disbursement of funds. Thus, it can be seen that the Sonomatani Village Government has truly prepared all aspects needed in the Input so that the PKH program can run well and be able to provide changes to become a more prosperous society.

2. Output

To measure the level of success or effectiveness of the PKH program in reducing poverty rates in Sonomartani Village, Kualuh Hulu District, North Labuhan Batu Regency, it can be measured based on the following indicators:

A. Number of PKH assistance recipient families who have managed to escape poverty.

Based on data obtained by researchers through research conducted in Sonomartani Village, out of 494 PKH assistance recipients over the past 5 years, 299 people have managed to escape the cycle of poverty. Of course, this shows that half of the PKH program recipients have not yet escaped poverty, namely 195 people. Thus, the PKH program is able to reduce poverty rates in Sonomartani Village.

B. Increase in the average level of education among children receiving assistance.

The category of recipients of education assistance in Sonomartani Village over the past 5 years is 200 children. This PKH program is able to realize an increase in education by increasing by 20% which is then on the verge of 60% of children in Sonomartani Village starting to want to go to school.

C. Decrease in infant and maternal mortality rates in the area.

Based on information obtained by researchers through the profile data of the Sonomartani Village Head Office, the infant mortality rate in Sonomartani Village in the last 5 years if totaled as many as 10 infants. decrease in infant mortality rates in Sonomartani Village in the last five years even though there was an increase again in 2022 as many as 2 infants. This decrease occurred due to easy access to health for the community, fast services, and financial assistance that enabled the community to meet the nutritional needs of infants.

D. Increased welfare of recipient families in terms of food, clothing, and shelter.

Sonomartani Village through the PKH program has taken advantage of many opportunities to improve their economy so that every need for food, clothing and shelter can be met properly.

E. Overall Goal Achievement

The implementation of the program is certainly formed to pursue effective and efficient achievements in order to be able to realize the achievement of overall goals. To achieve overall goals, of course, an implementer is needed as

Based on the author's description above in accordance with the data, interviews and the use of the Program Effectiveness theory according to Champbell J.P in Mutiarin (2022) regarding the PKH program input, it can be concluded that. The PKH program in Sonomartani Village has been carried out and attempted by the village government so that this program has succeeded in reducing poverty rates in Sonomartani Village. The achievement of the overall goals of the PKH program can be seen from the poverty data in Sonomartani Village which has decreased between 2022 - 2023 where in 2022 there were 110 and decreased to 98. Furthermore, the achievement of the overall goals of the PKH program can be seen from the community who feel that the program has helped in sending their children to school at the level of education, meeting the nutritional needs of children and pregnant women, reducing maternal and infant mortality rates, to the percentage of community satisfaction with the PKH Program reaching 60% from 100%. Furthermore, there was an increase in the income of the community which was previously at Rp 1,000,000 to Rp 1,500,000- per month to around Rp 3,000,000.00 to Rp 4,000,000/ per month. According to the explanation above, the PKH program can be said to have succeeded in providing an impact of change by reducing poverty rates in Sonomartani Village.

4. CONCLUSION

The Family Hope Program (PKH) in Sonomartani Village was initiated in 2015 to help the poor and improve their welfare. Research shows that the implementation of PKH has been running well and in accordance with its objectives. PKH participants receive full assistance without deductions, which helps with health and education costs, although there has been some misuse of assistance. However, people generally use PKH funds for the right purposes. The Family Hope Program in Sonomartani Village has been running well in

achieving program objectives, providing assistance according to procedures, and providing significant benefits to recipient families. However, special attention is needed in handling cases of misuse of assistance so that this program remains effective in reducing poverty and improving the social welfare of the poor in Sonomartani Village..

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