The Effectiveness of the Family Hope Program in Efforts to Control Poverty in Bekasi Regency

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Abstract

Indonesia is the country with the fourth largest population in the world. One of the problems faced by the Indonesian people is in organizing the life of society, nation and state. This article aims to analyze the effectiveness of the Family Hope Program and community perceptions of the impact of the Family Hope Program in Karang Satria Village, North Tambun District. This research paradigm uses the constructivism paradigm. The research design is a case study. The research method used is qualitative, including observation, in-depth interviews with informants and the community, literature study, and documentation, to measure the effectiveness of the Family Hope Program (PKH) and community perceptions. Assessment indicators include understanding the program, being on target, being on time, achieving goals, and real change. The researcher then developed the determined indicators into interview question items. Data processing and analysis techniques consist of three stages, namely data reduction, data presentation, and concluding. This research concludes that the effectiveness of the Family Hope Program (PKH) for beneficiaries in Karang Satria Village has been able to help reduce the burden of community expenditure, but PKH cannot be said to be completely effective in controlling poverty and increasing income, as seen in this research. Because PKH only assists individuals who meet the criteria, many rural communities still experience uneven economic growth.

Keywords: Effectiveness; Public policy; Family Hope Program; Poverty Control

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INTRODUCTION

Indonesia is a country with the fourth-largest population in the world. One of the problems faced by the Indonesian people is in managing the life of society, nation and state (Muhyadi, 2016). Having a very large population makes Indonesia have a lot of complicated problems that occur in society, one of which is poverty. This is in line with what was expressed by (Soekanto, 2009), who said that poverty here is defined as a situation where a person is unable to maintain himself according to the standard of living of the group and is also unable to utilize his mental and physical energy in that group. In addition, poverty is one of the main problems, characterized by the large number of poor people, unemployment, underdevelopment, and downturn (Angraini, 2019). Nazara in (Ilo, 2020) suggests five factors that are considered to influence the occurrence of poverty: education, type of work, gender, access to basic health services, infrastructure, and geographic location. These factors are related to each other, which forms a cycle of poverty. According to (Daud & Marini, 2018) there are two strategies that must be carried out by the government in resolving cases of poverty that continue to increase in society, namely: first, protecting families and groups of poor people by meeting their basic needs. Second, empowering them to have the ability to do business and prevent new poverty from occurring.

In order to deal with the problem of poverty in Indonesia, the government issued a program, namely the Family Hope Program (PKH), which has been implemented since 2007. This government policy is an appropriate and strategic one for distributing conditional social assistance to the poor, which aims to help the poor and very poor (Zahara et al., 2019). Social assistance is focused on increasing the standard of living of the people so that they are free from the problems of the prolonged poverty chain, encouraging and accelerating the growth of the poor into productive, independent, prosperous communities by improving and perfecting existing policies (Thalib, 2020). According to pkh.kemsos.go.id (2019), the Family Hope Program (PKH) is a program providing assistance (conditional social assistance) to very poor households (RTSM) since 2007. This program provides cash assistance to very poor families based on predetermined terms and conditions through the concept of conditional cash transfers (Faulana et al., 2021). One of the international policies that has been implemented by the Indonesian government is the sustainable development goal, or SDG. One of the ways the Indonesian government shows its seriousness about the SDGs is through the Family Hope Program (PKH). PKH as a conditional cash transfer seeks to change the attitudes and behaviors of beneficiary families (KPM) related to health, education, and/or social welfare components so that they become prosperous and independent. These social assistance programs are integrated as an effort to increase family welfare and independence (Anonim, 2019). Prosperity is not easy to get. But that doesn’t mean it's impossible to get. There is no need to also do what is unlawful, because what is lawful still offers a lot that can be done to achieve prosperity. We just need to pay attention to the welfare indicators. Where this welfare is realized so that these citizens can live properly and be able to develop themselves so that they are able to carry out their social functions properly, if the community is prosperous, it means that the community is experiencing prosperity (Elwan & Ode, 2018).

The PKH program is more intended as an effort to build a system of protection for the poor (Syah et al., 2018). The implementation stage of a policy is a crucial stage because this stage determines the success of a policy (Mahmud & Mustari, 2020). Tambun Utara District has implemented the Family Hope Program (PKH) since the end of 2013, especially in Karang Satria Village. The researchers chose Karang Satria Village as the research location because there are still inhibiting variables in implementing a program. In the implementation of the Program Keluarga Harapan (PKH) in Karang Satria Village, North Tambun District, it has been implemented; however, it cannot be separated from obstacles or things that are not in accordance with this program. The problems related to the PKH that has been running in Karang Satria Village so far, namely, the mindset of the people who are not wise in managing aid money, Furthermore, regarding the eligibility data of PKH participants, namely the inaccuracy of targeting in this PKH, it was found that KPM was included in the criteria but was not registered in PKH, while there were
residents who were able or not eligible to enter the PKH criteria who were still registered as PKH participants.

Research conducted by (Wulandari et al., 2020) stated that the Family Hope Program in Padalarang District has not been effective. The lack of optimal provision of assistance can be seen from the funds received by PKH participants which do not comply with PKH provisions; the funds received by PKH facilitators also do not match their expenditure; and there are no strict sanctions given by the parties concerned. Facilitators of PKH participants who do not carry out their obligations mean that we are still not on target in providing assistance to poor communities. However, research conducted (Yunarni et al., 2019) states otherwise, that the socialization of the Family Hope Program in Daha Village has been carried out well and effectively, as can be seen from the decreasing number of poor people every year as the population increases. The implementation of the Family Hope Program follows the duties and authorities outlined in the SOP provided by the center and Dompu Regency. Initial socialization has been carried out well; Data updating is always carried out by the assistants at every meeting; education and health verification has been carried out properly; It’s just that facilities for PKH companions are still lacking. From the literature survey above, there are differences in results. This can be caused by differences in research subjects and objects, the number of samples and analysis techniques used, or differences in assessment indicators.

Therefore, by referring to the differences in findings from the literature survey conducted and the social problems that exist in Karang Satria Village, North Tambun District, namely that all indicators of the implementation of the PKH program have not been presented there, the author is interested in conducting further and in-depth research regarding the effectiveness of the Family Program Hopes and perceptions of the community in Karang Satria Village, North Tambun District in efforts to control poverty. The assessment indicators used in this research include understanding the program, being on target, being on time, achieving goals, and real change. The aim of this research is to analyze the effectiveness of the Family Hope Program and community perceptions of the impact of the Family Hope Program in Karang Satria Village, North Tambun District.

**RESEARCH METHODS**

This research uses a descriptive qualitative method based on the constructivism paradigm. Murthy et al.,(2015) explains that the constructivism paradigm is an attempt to understand and explain meaningful social action. Then, according to (Sulistyawan, 2018), constructivism is a paradigm that is relative and transactional/subjective. Meanwhile, according to (Sugiyono, 2017), the constructivism paradigm views social science as a systematic analysis of socially meaningful action through direct observation of social actors in natural settings in order to understand and interpret how social actors create and maintain the social world.

Then, according to (Basrowi, 2008), through qualitative research, researchers can identify the subject and feel what the subject experiences in everyday life. According to (Rosyada, 2020), qualitative researchers emphasize process and meaning rather than quantity, frequency, or intensity, which can be measured mathematically, although researchers do not forbid descriptive statistics in the form of frequency distributions or percentages to complete their data analysis. According to Denzin and Lincoln in (Junaid, 2016), qualitative research places researchers or observers of a phenomenon as an integral part of that phenomenon.

The research subjects become informants who will provide various types of information needed during the research process. In this study, informants were determined using purposive techniques, namely determining informants not based on guidelines or population representatives but based on the depth of information needed, namely by finding key informants who will then be continued to other informants with the aim of developing and seeking as much information as possible related to the effectiveness of the Family Hope Program in Karang Satria Village, North Tambun District, Bekasi Regency. The type of data used in this research is qualitative. Qualitative data is research that intends to understand the phenomenon of what is experienced by the research subject, for example, behaviour, perception, motivation, action, and others, holistically and by means of
descriptions in the form of words and language, in a special natural context, and by utilising various natural methods. Researchers obtain data from data sources. The data sources used in this research are primary and secondary. Primary data is collected through observation and in-depth interviews with informants and the community. Meanwhile, secondary data was obtained from a literature study and documentation of the community in Karang Satria Village, North Tambun Subdistrict. The documentation method is used to collect data from document sources that may or may not contradict the results of interviews (Harsono, 2008: 165). Researchers conducted the documentation method to complement the data obtained from interviews and observations. In this study, the author conducted documentation in the form of photos, audio, guidebooks, and articles through internet sites and collected documents related to the effectiveness of the Family Hope Program in Karang Satria Village, North Tambun District. Then the indicators used in this study are those put forward by Edy Sutrisno (2010: 125–126) in (Thaha et al., 2020) namely understanding the program, being on target, being on time, achieving goals, and real change.

According to (Sugiyono, 2017), data analysis is done by organizing data, describing it into units, synthesizing, compiling into patterns, choosing what is important and what will be learned, and drawing conclusions that can be told to others. In order to improve the clarity and reliability of the findings, the data analysis used in this study refers to the data analysis techniques presented by Miles and Huberman (1992), namely: 1) data reduction, where in this process the author collects data through an initial process of conducting field observations, interviews, and various documents based on categorization in accordance with the research problem, then develops data sharpening through further data searches; 2) presentation of data; and 3) drawing conclusions or verification.

RESULTS AND DISCUSSION
The effectiveness of a program is defined as a way to measure the extent to which the program is running in order to achieve predetermined goals. According to Abdurahmat in (Luthfi, 2019), effectiveness is the use of resources, facilities, and infrastructure in a certain amount that is consciously determined beforehand to produce a certain number of jobs on time. This process can be seen from the description of how the planning works in the field according to what is expected. According to Tjiptono & Chandra in (Abdussamad et al., 2021) if the service process can be said to be satisfactory if the service is able to realize the needs and expectations of the community. When the implementation is not as expected, it can be said that the program is not effective. This is to facilitate discussion of the effectiveness of the Family Hope Program. Researchers will describe the theory of measuring program effectiveness developed by According to Edy Sutrisno in (Thaha et al., 2020), program success can be measured by paying attention to the five variables that measure program success: understanding of the program, being on target and on time, achieving goals, and realizing real change.

Program Understanding
In the implementation of the Family Hope Program (PKH) in Karang Satria Village, Tambun Utara District, Bekasi Regency, it has been running effectively. Beneficiary Families (KPM) already understand their rights and obligations; this can be seen from their presence in educational and health facilities. Indicators of understanding this program do not only include program socialization, but the authors also see that in the program understanding activities there are discussions and sharing between the assistants of the Family Hope program and participants in the Family Hope program. This will make it easier for beneficiaries and participants to communicate with PKH facilitators. The communication carried out includes complaints and problems experienced by beneficiaries of the Family Hope program’s assistance. With this activity, the community can be open to companions in the Family Hope program regarding the problems they face while participating in the program.

This also makes it easier for PKH assistants to solve problems that occur in the field. As for the participants’ understanding of the family hope program in Karang Satria Village, they can understand the family hope program, both the goals of the program and their rights and obligations; they know this and what sanctions they get if they don’t commit. In
terms of understanding this program, socialization and communication regarding the family hope program in Karang Satria Village, North Tambun District, can run smoothly. Because participants are able to understand about the hopeful family program, rights and obligations as well as sanctions for participants in the hopeful family program. So that the indicators of understanding this program can be said to be effective for the family hope program in Karang Satria Village, Tambun Utara District.

Right On Target

On the right target indicators, it can be seen that the targets for PKH recipients are not on target; not all poor people receive assistance from the Family Hope Program (PKH), or assistance has not been evenly distributed to all poor people only partially. With cases like this, the assistant can only provide motivation to PKH participants who should not have received assistance to resign. In this case, it can be concluded that the accuracy of targeting in the Family Hope program in Karang Satria Village, North Tambun District, and Bekasi Regency still has problems, so the right target indicators are said to be ineffective. The implementation of the Family Hope Program (PKH) in Karang Satria Village, Tambun Utara District, and Bekasi Regency has not been effective because not all poor people have received the program's assistance. Target accuracy is realized by verifying PKH KPM candidates so that it can be implemented properly, but problems still occur in the PKH running process. The long PKH acceptance process resulted in many changes between the data submitted when registering and the latest data at the Central Statistics Agency (BPS).

Changes in data become an obstacle when the KPM conditions differ from the initial data and are no longer on target. In addition, there was a discrepancy between the reality of target accuracy in Karang Satria Village and the targets set out in Regulation No. 1 of 2018 of the Minister of Social Affairs of the Republic of Indonesia concerning the Family Hope Program. Changes in the rules that require not complying with the rules that have been set certainly reap a lot of opposition from the community. For example, in the elderly component, previously, elderly people aged 70 were able to get PKH funds, but this year, those aged 60 can already get PKH funds. Thus, with the targets that have been set, it still cannot be said to be effective.

Time period for receiving funds

On the basis of timely indicators, it can be seen that the timeliness of the disbursement of the Family Hope Program funds in Karang Satria Village has not gone well, the date of disbursement of funds is uncertain, and the delay that should have been 3 months for the period of receiving PKH funds could have passed to 4 months due to the large number of waves in the disbursement of PKH funds. Karang Satria Village officials and PKH assistants have not worked well together in providing services to the community. This can be seen from the Karang Satria Village PKH Facilitator who did not coordinate with Karang Satria Village officials regarding the distribution of ATMs as a means of distributing aid funds to Hope Recipient Families (PKH), causing long queues when distributing funds. So, in the end the distribution of PKH funds was divided into several waves and was not timely. In addition, sometimes there are delays in the distribution of funds to PKH participants if the time does not match the schedule, often caused by problems with the banking network system or local post office.

So it can be concluded that based on timely indicators, the family hope program in Karang Satria Village, Tambun Utara District, Bekasi Regency can be said to be ineffective.

Achievement of Goals

In terms of indicators of achieving the goal, it can be seen that the Family Hope program in Karang Satria Village, North Tambun District, Bekasi Regency has been running according to its objectives and is not overwhelmed by any deviation from the rights that must be received by KPM PKH. This is
because PKH assistance has helped reduce the burden on the poor, and the services provided by PKH assistants in changing the mindset of the PKH KPM have been implemented very well, as can be seen from the KPM’s fulfilling its obligations to attend health and education facilities. So far, the PKH implementation in Karang Satria Village, Tambun Utara District, and Bekasi Regency has gone well or effectively in terms of meeting the program’s implementation objectives.

**Real changes in the implementation of the Family Hope Program**

In terms of indicators of real change, it can be seen that the real changes felt in Karang Satria Village, Tambun Utara District, Bekasi Regency with PKH assistance have helped them reduce their expenditure burden, especially education and health costs, so that the implementation of PKH in Karang Satria Village, District North Tambun, Bekasi Regency has been running well or effectively in terms of real changes in program implementation. As for the results of the interviews conducted by the researchers, they showed that there were several obstacles in the implementation of the Family Hope Program (PKH), namely the lack of assistant workers because the number of KPM who had to be accompanied by companions exceeded the average, where the number of KPM who had to be accompanied in Karang Satria Village was as many as 374 KPM. This amount contributes to the workload experienced by beneficiary family companions in Karang Satria Village. The limited quota for the Family of Hope program raises problems, where poor people who have not been registered become jealous of KPM, thus creating social jealousy.

There are many assumptions in the community that there are several KPM who are not eligible to receive PKH assistance because their conditions are not poor, so that social jealousy among the community and KPM is an obstacle to the effectiveness of the implementation of the Family Hope program in Karang Satria Village. In addition, there are still KPM who do not carry out other obligations by not attending P2K2 meetings, which are held once every month. The irresponsible behavior of beneficiary families is one of the inhibiting factors in implementing the Family Hope program. Finally, the Karang Satria Village officials and PKH assistants have not worked well together in providing services to the community. This can be seen by the Karang Satria Village PKH Facilitators not coordinating with Karang Satria Village officials regarding the distribution of ATMs as a means of channeling aid funds to the Hope Recipient Families (PKH).

**Community Perceptions of the Family Hope Program in Poverty Control Efforts in Bekasi District (Case Study of Karang Satria Village, Tambun Utara District)**

According to (Damayanti, 2016), the Family Hope Program is an integrated and comprehensive poverty alleviation effort carried out by the central and regional governments, the private sector, non-governmental organizations (NGOs), and community organizations, the wider community, and the poor families themselves. It is known that PKH beneficiaries receive outreach and education about the Family Hope Program (PKH) at the Karang Satria Village Office, so that the environment is conducive and they understand PKH. The target recipients of assistance in Karang Satria Village are in accordance with the provisions that have been set, and the assistance provided is appropriate. The assistance funds are used to meet the needs of the elderly, but the PKH funds disbursement schedule is not on time. The Family Hope Program helps reduce the burden on the poor by improving education, making access to health care easier, and meeting the needs of the elderly and disabled.

**Achieving SDG’s First Goal Through the Family Hope Program in Bekasi Regency (Case Study of Karang Satria Village, Tambun Utara District)**

PKH focuses on fighting the problem at point 1 in the Sustainable Development Goals (SDGs), namely, ending poverty in all its forms, which can be said to be optimal even though not everything goes as planned. Because this achievement requires acceleration and real contributions from all parties, be it the government, the private sector, or the community as a whole, to work together, so that this challenge can be met with success in the future. The Family Hope Program (PKH) is one proof of the government’s commitment to the SDGs.
So that the effectiveness of the Family Hope Program (PKH) for beneficiaries in Karang Satria Village has been able to help reduce the public spending burden; Beneficiary Families (KPM) of the Family Hope Program (PKH) in Karang Satria Village have, until now, always received assistance according to the amount according to predetermined procedures, without any deductions according to the procedure. The amount of PKH assistance funds in Karang Satria Village is sufficient to help with health costs for pregnant women and toddlers, children's education, and social welfare for the elderly and disabled. However, it cannot be said that this PKH is fully effective in terms of poverty control and increasing income in terms of indicators that are right on target and timely. So that this research is in line with the research conducted by (Wulandari et al., 2020), which states that the effectiveness of the Family Hope Program in Padalarang District has not been effective. It can be seen that the provision of assistance is not optimal, the funds received by PKH participants are not in accordance with PKH conditions, the funds received by PKH assistants are also not in accordance with their expenditures, and the lack of strict sanctions given by companions to PKH participants who do not carry out their obligations means that we are still not on target in providing assistance to the poor.

Achievement of the Family Hope Program with the first Sustainable Development Goal Point, namely without poverty; in this case, the implementation of the program is effective because of the reduced number of poor people in Bekasi Regency; however, the endemic conditions of COVID-19 that hit Indonesia resulted in many affected communities, as well as the people of Karang Satria Village, whose livelihoods are factory workers, online motorcycle taxis, traders, agroprocessors, and farmers. The assistance provided by PKH is only given to people who meet the criteria, so there are still many rural communities with an economy that has not grown evenly. This research is also in line with research conducted by (Yunarni et al., 2019), which states that the socialization of the Family Hope Program in Daha Village has been carried out properly and effectively, as seen from the fact that the number of poor people decreases every year with an increasing population. The Family Hope program is carried out in accordance with the duties and authorities of the SOP used in the guidelines from the center and Dompu Regency. Initial socialization has been carried out well, data updating is always carried out by companions at every meeting, and education and health verification have been carried out properly; it's just that facilities for PKH assistants are still lacking.

CONCLUSION
Based on the theory, research, data collection, and analysis that have been carried out by researchers, the following conclusions can be drawn: the effectiveness of the Family Hope Program (PKH) for beneficiaries in Karang Satria Village can be seen from the 5 indicators put forward, namely program understanding, on target, on time, goal achievement, and real change. So the author concludes that the effectiveness of the Family Hope Program (PKH) for beneficiaries in Karang Satria Village has been able to help reduce the burden of community expenses because the amount of PKH assistance funds in Karang Satria Village is sufficient to help with the health costs of pregnant women and toddlers, children's education, and social welfare for the elderly and people with disabilities; however, this PKH cannot be said to be fully effective in terms of poverty control and increasing income as seen from indicators that are right on target and timely. Due to the accuracy of targeting, namely targeting the components of health, education, and social welfare, it has not run optimally because the executors of the Bekasi Regency Family Hope Program have obtained data from the Central Statistics Agency (BPS), given it to the Ministry of Social Affairs, and given it to the Regional Government in In this regard, the Bekasi District Social Service is indeed accurate and valid in determining whether or not a person deserves PKH. But there are problems with the data used, namely, old data that has not been updated and must be updated again so that there are still people who actually have to get PKH instead of getting it, and vice versa, those who shouldn't get it still get PKH assistance. In terms of the timely aspect, it was stated that it was not effective; this was based on the process of channeling the funds. Not good enough and not on time for the beneficiary families (KPM), occasionally one of the four stages of disbursing funds in a year can be late from the specified
time. When there are many groups in the disbursement, that causes delays in the disbursement schedule. Beneficiary Families (KPM) of the Family Hope Program (PKH) in Karang Satria Village have, until now, always received assistance in accordance with the amount according to predetermined procedures, without any deductions in accordance with the procedure. The amount of PKH assistance funds in Karang Satria Village is sufficient to help with health costs for pregnant women and toddlers, their children’s education, as well as social welfare for the elderly and disabled. Keluarga penerima manfaat in PKH Karang Satria Village uses the PKH funds they receive for their real purpose, namely to pay for access to health services for pregnant women, toddlers, elementary, middle, and high school education, and social welfare for the elderly and disabled according to established procedures. The achievement of the Family Hope Program with the first Sustainable Development Goal Point, namely without poverty; in this case, the program’s implementation was effective due to the reduced number of poor people in Bekasi Regency; however, the COVID-19 endemic conditions that hit Indonesia resulted in many people being affected, as well as the community of Karang Satria Village, where their livelihoods are factory workers, online motorbike taxis, traders, agro-processors, and farmers. The assistance provided by PKH is only given to people who meet the criteria, so there are still many rural communities with economies that have not grown evenly.

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