

The Role of the Family Hope Program (PKH) in Improving Community Welfare in Sumber Urip Village, Selupu Rejang District, Rejang Lebong Regency

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ABSTRACT

Keywords: PKH, community welfare, descriptive qualitative, summer trip village, policy implementation.

This research aims to understand the role of the Family Hope Program (PKH) in improving the welfare of the people of Sumber Urip Village, Selupu Rejang District, Rejang Lebong Regency. Using a descriptive qualitative approach, this study collects data through interviews, observations, and documentation. The results showed that the implementation of PKH in the village was going well, although there were still several obstacles, such as differences in the amount of assistance received between participants and conflicts between communities related to the criteria for PKH recipients. PKH is considered to be able to have a positive impact on improving socio-economic conditions, especially in the fields of health and education, which indirectly contributes to improving people's welfare. In conclusion, the Family Hope Program (PKH) plays an important role in improving the welfare of the people of Sumber Urip Village. Although there are several obstacles in its implementation, such as conflicts between recipients and unclear criteria for aid recipients, this program still has a positive impact, especially in improving the level of education and health.



Introduction

The Indonesian government launched the Family Hope Program (PKH) in 2007 as part of efforts to develop social protection policies and accelerate poverty alleviation. (Shofi & Rusmiwari, 2019). This program is a form of conditional cash assistance, or Conditional Cash Transfers (CCT), which has been successfully implemented in several countries to overcome poverty. (Sutjiatmi & Umaroh, 2019). Over the years, PKH has been instrumental in helping very poor households maintain their purchasing power, especially when there is a fuel price adjustment. However, currently, PKH is more focused on building a social protection system for the poor, maintaining and improving their welfare, and breaking the long-standing chain of poverty. (Kamariani, Asbarini, Ridwan, & Rahman, 2024).

PKH participants, known as Very Poor Households/Families (RTSM/KSM), are expected to have better access to basic social services, such as health, education, food,

and nutrition. The program also aims to reduce social disparities, helplessness, and alienation that are often experienced by the poor. PKH participants have responsibilities related to health and education (Yasin, 2021). In terms of health, they are required to undergo pregnancy checks, health checks, regulate nutritional intake, and immunizations for children under five. In the field of education, they are required to send their children to elementary to secondary levels (SD, STP/SMP, to high school).

PKH provides both short-term and long-term benefits. In the short term, this program reduces the burden of spending on poor households. In the long term, it is hoped that this program can break the chain of poverty between generations by improving children's health, nutrition, education, and income ability in the future. (Kamariani et al., 2024). In addition, PKH also gives hope and confidence to children regarding their future. In general, health and education are closely related to the poverty level of a household, both based on facts and theories. Very low incomes cause families to be unable to meet their basic health and education needs. (Rahmawati & Kisworo, 2017).

Sumber Urip Village is one of the villages located in Rejang Lebong District. This village has an area of 650 hectares, where most of the people work in the agricultural sector, namely as vegetable farmers and also fruit farmers. (Suleman & Resnawaty, 2017). Of course, this village is also to improve the welfare and the community and poverty alleviation, this village runs one of the programs from the central government, namely the Family Hope Program (PKH) (Sumbawati, Asmini, Juliawati, & Pamungkas, 2020).

In Sumber Urip Village, 112 families are recipients of the Family Hope Program (PKH) out of a total of 875 families in the village. It is hoped that the existence of these PKH recipients can help overcome the problems of poverty and inequality that occur in the people of Sumber Urip Village. The reason I conducted this research is to find out whether the Family Hope Program (PKH) has a role in improving the welfare of people who receive assistance from the government. In addition, as a social welfare student, I want to analyze whether the PKH program in Sumber Urip Village faces obstacles in its implementation and whether there is a need for improvement to achieve the expected goals.

The purpose of the research with the title *The Role of the Harapah Family Program (PKH) in improving the welfare of the community in Sumber Urip Village, Selupuh Rejang District, Rejang Lebong Regency* is to see how this program has a role or impact in improving the welfare of the people of Sumber Urip Village, besides that the purpose of this study is also used to see what factors are inhibiting and also supporting in the implementation of this program in the village community Source: Urip.

Research Methods

This study uses a descriptive qualitative approach to understand the role of the Family Hope Program (PKH) in improving community welfare in Sumber Urip Village, Selupuh Rejang District, Rejang Lebong Regency. (Sholikhah, 2016). Data collection was carried out through interviews, observation, and documentation techniques.

Interviews were conducted with several informants, such as the village head, the head of the welfare section, PKH assistants in Sumber Urip Village, and PKH recipient communities. The purpose of this interview is to get in-depth information about how PKH plays a role in improving community welfare. Observation was used to see firsthand the process of distributing PKH to the recipient community and how they were involved in receiving the assistance. Meanwhile, documentation is carried out by collecting written data and documenting the interview process.

Through this study, researchers hope to explain whether the Family Hope Program has an economic and social impact on recipients so that their well-being can be improved.

Results and Discussion

Studies show that the Family Hope Program (PKH) in Sumber Urip Village is running well. Based on the implementation theory developed by Merille S. Grindle (Nugroho, 2006, pp. 132-135), the concept of policy implementation provides an understanding that implementation is carried out after the policy is made. The goal to be achieved depends on several components that affect the success of the implementation.

This shows that the people there are very enthusiastic and supportive of the implementation of PKH, which also indicates that the program is running well in Sumber Urip Village, Selupu Rejang District, Rejang Lebong Regency. Field data shows that the number of PKH participants decreased from 2022 to 2024, which means that the program is quite effective in the village. The role of PKH implementation in Sumber Urip Village is expected to achieve the goals set by the government. The results of the study also show that the parties involved in this program are very supportive and understand the importance of the program. However, from the results of interviews and research, it can be seen that at the beginning of the implementation, the participation rate of the poor as recipients of assistance was still low; They tend to have difficulty working and have a low participation rate. Even so, over time, socialization, understanding, and involvement from various parties related to the implementation of PKH in Sumber Urip Village are increasing, and the people receiving assistance are beginning to realize the importance of education and health. As a result, the participation of PKH participants in the village has also increased. (Prichatin, 2019).

The results of interviews with PKH companions in Sumber Urip Village and several PKH participants showed an improvement in socio-economic conditions, especially in the village, thanks to the assistance of PKH. Although the socio-economic changes are not very significant, there is an increase. (Siregar, 2019). From the perspective of PKH companions in Sumber Urip Village, program participants, and observation results show that the level of community education is increasing. Some PKH participants stated that children who previously only attended school until junior high school have now continued to the high school level.

In addition, the PKH Program in Sumber Urip Village is also very helpful for the families who are the recipients. Based on the results of interviews with several PKH recipients, they admitted that they were greatly helped by this program in improving their

well-being, although it was not fully sufficient for their needs, PKH helped to meet their daily needs, including health costs. Interviews with village heads also revealed that the program has a positive impact on its recipients and helps villages in overcoming poverty problems.

In the implementation of this program, some factors support the sustainability of PKH, as well as factors that are obstacles. Supporting factors for the success of PKH include sufficient financial resources to achieve program goals. In addition, good coordination between parties related to the implementation of PKH in Sumber Urip Village is also an important supporting factor. The existence of PKH companions who interact directly with recipients is also able to guide them well.

However, several factors are obstacles to the implementation of PKH, such as conflicts between aid recipients due to differences in the amount of assistance received, which are caused by different needs. In addition, some people are no longer eligible to receive assistance but are still recorded as recipients and are reluctant to hand over assistance to those who are more entitled. Other obstacles include miscommunication between PKH companions and recipients, as companions are not only responsible for one village.

Conclusion

This study shows that the Family Hope Program (PKH) plays an important role in improving the welfare of the people of Sumber Urip Village. Although there are several obstacles in its implementation, such as conflicts between recipients and unclear criteria for aid recipients, this program still has a positive impact, especially in improving the level of education and health. This is expected to break the chain of poverty in the future and improve the socio-economic conditions of the village community. Good coordination between related parties and the role of PKH companions is crucial for the success of this program.

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