
Policy Impact Analysis of The Harapan Family Program to Improve a Poor Household Welfare in PardomuanVillage Onanrunggu District Samosir Regency

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Abstract

Poverty is a condition of a person or group whose basic rights are not fulfilled to maintain and develop a dignified life. The government overcomes poverty through various efforts, one of which is the Family Hope Program (PKH). This program aims to improve the community's welfare and overcome long-term problems, especially for those with Very Poor Households (RTSM). The Family Hope Program (PKH) has been implemented in Pardomuan Village, Onanrunggu District, Samosir Regency because many people are classified as Very Poor Households (RTSM). This research method uses a qualitative approach with a descriptive analysis research type. The study results obtained statements related to the socio-economic conditions of PKH recipients and the efficiency of PKH in overcoming poverty. The Family Hope Program (PKH) has been proven to be able to improve the welfare of people with Very Poor Households (RTSM) in Pardomuan village, especially by helping to meet the educational needs of children, supporting the health of pregnant women and toddlers, and meeting the needs of the elderly over 70 years old or with severe disabilities. Therefore, it can be concluded that the implementation of PKH can alleviate poverty, especially in RTSM in Pardomuan Village, Onanrunggu District, Samosir Regency, and can bring prosperity to the community.

Keywords: *Public Policy, Local Government, Household Welfare, Program Family Hope Program*

Introduction

Indonesia is an archipelagic country with a large population and has different types of professions. The majority of Indonesian people's occupations are farmers, labours, drivers, etc. The salary obtained was inadequate and could not fulfil the primary needs. Thus, many Indonesian people are unable to meet their daily needs and are far from prosperous life, or we can say that they are in poor condition. Poverty is a condition where there is an inability to meet basic needs such as food, clothing, shelter, education, and health. One's poverty can be caused by the person's incapacity due to the lack of income, the insufficiency of tools for the fulfilment of basic needs, and the difficult access to education and health. Poverty is a condition where there is a shortage of things that are common to have, such as food, clothing, shelter, and drinking water (Kadji, 2012).

The government's mission to reduce poverty is increasingly prominent, considering the rise of the number of poor people. In Indonesia in general, in the period March 2011–September 2021, the poverty rate decreased, both in terms of number and percentage, except for September 2013, March 2015, March 2020, and September 2020. The increase in the number and percentage of poor people in September 2013 and March 2015 was triggered by the rise in the prices of basic goods due to the increase in fuel oil. Meanwhile, the climb in the number and percentage of poor people in March 2020 and September 2020 was due to the Covid-19

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pandemic that hit Indonesia. The number of poor people in Samosir Regency in March 2018 was 16,810 people (13.38%), which decreased by 1.34 percent. This figure is reduced by 1,616 people compared to the number of poor people in March 2017, which amounted to 18,426 people (14.72%). In March 2018, the poverty line of Samosir Regency in total was Rp.299,640,- per capita per month, or an increase of Rp.11,783,- per capita per month from March 2017 of Rp.287,857,-. In March 2018, the Poverty Depth Index (P1) and Poverty Severity Index (P2) showed a downward trend. P1 fell from 2.44 in March 2017 to 1.70 in March 2018, and P2 fell from 0.61 in March 2017 to 0.35 in March 2018. This indicates that the average expenditure of the poor tends to be closer to the poverty line, and the level of inequality in the expenditure of the poor is also getting smaller (Central Bureau of Statistics, 2018).

Every human being expects to achieve prosperity, success, and happiness (Beni, S. 2017). However, this will not be obtained by people who are in poverty. Poverty is caused by several factors, including low levels of income and productive resources that ensure a sustainable life, hunger, malnutrition, low levels of health, limitations, and lack of access to education and other essential services. In addition, social problems arise due to the striking difference between societal values and the existing reality.

Resolving poverty requires the help of the government and all parties to work together in making an organized policy. So far, poverty cannot be resolved entirely. Poverty grows with various causes and produces a poverty network (Damayanti, 2016). To overcome poverty in Indonesia, the government has created a program called the Family Hope Program (PKH), which has been implemented since 2007. According to the Director-General of Social Assistance and Security (Depsos, 2010), PKH is designed to help the poorest people through conditional assistance. This program is expected to contribute to accelerating the achievement of the Millennium Development Goals (MDGs), namely reducing extreme poverty and hunger, achieving primary education, gender equality, infant and toddler mortality, and decreasing maternal mortality.

The Family Hope Program (PKH) is a program in the form of conditional cash assistance to the poor or low-income families. In return, they are expected to meet requirements related to efforts to improve the quality of poor families. The Social Protection Program is also known internationally as Conditional Cash Transfers (CCT). As a conditional social assistance program, PKH opens access for low-income families, especially pregnant women and children, to take advantage of the health service facilities (fakes) and educational service facilities (faster) available around them. The benefits of PKH have also begun to be encouraged to cover persons with disabilities and the elderly to maintain their level of social welfare by the mandate of the constitution and the Nawacita of the President of the Republic of Indonesia. Through PKH, Poor Families (KM) are encouraged to have access to and utilize basic social services in health, education, food and nutrition, care, and assistance, including access to various other social protection programs, which are complementary programs on an ongoing basis. PKH is directed to be the epicentre and centre of excellence for poverty reduction that synergizes various national social protection and empowerment programs.

One important aspect of supporting poverty reduction strategies such as the Family Hope Program (PKH) is the availability of accurate poverty data. When the data is available, the government can decide what to do for the response. In addition, the available information can enable the government to compare poverty rates from year to year. In line with the presentation of data on the number and percentage of poor people, information that is no less important is the poverty profile. Information on poverty profiles is needed by policymakers to deal with

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poverty problems. Thus, efforts such as the Family Hope Program (PKH) can run efficiently, effectively, and on target. (Ferezagia, 2018)

One of the provinces that implement the PKH program is at the province of North Sumatra. Poverty is a global phenomenon that occurs in Indonesia, especially in Pardomuan Village, Onanrunggu District, and Samosir Regency. The assistance of the Family Hope Program in Pardomuan Village is expected to reduce the burden on Very Poor Households (RTSM) who are PKH recipients in Pardomuan Village in accessing basic services. Therefore, the PKH implemented in Pardomuan Village can be categorized as good. At the time of observation, the program was running well. The program also pertained to the mechanisms and procedures established by the government.

Although the Family Hope Program (PKH) has been running as expected, it cannot be separated from challenges and elements that may not be pertinent to this program. The issue related to PKH in Pardomuan Village is regarding the validity of the PKH participant eligibility data. The community questioned the existence of PKH participants or potential participants who were considered not to be in the Very Poor Households (RTSM) group. At the same time, some people who were considered RTSM were not registered or not included in the PKH participant candidates. Based on the problems and background described above, the authors were interested in conducting research entitled Impact Analysis of the Expected Family Program Policy to Improve the Welfare of Very Poor Households (RTSM) in Pardomuan Village, Onanrunggu District, Samosir Regency.

Methods

This study uses a qualitative approach with a descriptive analysis research type. The qualitative approach was carried out to know and explore statements related to the socio-economic conditions of the recipients of the Family Hope Program (PKH) and the implementation of the Family Hope Program (PKH) in diminishing poverty in Pardomuan Village, Onanrunggu District, Samosir Regency. The descriptive research scrutinizes problems in society and the procedures that apply in certain situations, including relationships, activities, attitudes, views, and processes that take place and the influence of a phenomenon.

The data is presented in the form of primary and secondary data sources (Nugrahani, 2014). Primary data sources are original data in the form of all information obtained directly from research subjects, in this case, the poor in Pardomuan Village, Onanrunggu District, Samosir Regency. Secondary data sources are obtained through other parties and indirectly from research subjects. Secondary data was obtained through the community and policymakers in Pardomuan villages such as the Village Head, Lurah, and Camat.

Data analysis was carried out after all data were collected. Data analysis uses the descriptive analysis method, which aims to systematically describe the facts and characteristics of specific fields factually and carefully. The steps of descriptive data analysis in question are data reduction, data presentation, and drawing conclusions and verification. Data reduction is an activity to summarize, choose the main things, focus on the critical things, and find themes and patterns. After the research data obtained were collected, the data reduction process continued to be carried out by selecting and separating records between data that were by data that were not appropriate. Data Display is the presentation of data in the form of a brief description, the relationship section between categories, and the like using narrative text. Data Conclusion Drawing (Verification) is the next step in drawing conclusions and verification. The initial findings are still tentative and will change if there is no strong evidence to support

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the next data collection stage. However, suppose the results at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data. In that case, the conclusions given are credible. Basically, all qualitative data analysis techniques are the same, namely through data collection procedures, data input, data analysis, conclusion drawing, and verification, and ends with writing the findings in narrative form.

The data processing method is carried out by describing the data in the form of regular, coherent, logical, non-overlapping, and effective sentences to facilitate understanding and interpretation of the data. Among them are the stages: data checking (editing), classification (classifying), verification (verifying), analysis (analyzing), and making conclusions (concluding). Editing is done by examining the data that has been obtained, especially from the completeness of the answers, legibility of writing, clarity of meaning, suitability, and relevance to other data. In this study, the researchers edited the results of interviews with resource persons receiving PKH assistance, as well as several references that researchers used in compiling this research.

Classifying is the process of grouping all data both from the results of interviews with research subjects, observations and recordings through zoom meetings. The data is sorted into parts that have similarities based on data obtained during interviews and through references. Verifying is the process of checking data and information obtained from the interview results via zoom so that the validity of the data can be recognized and used in research. The next step is to reconfirm by submitting the data that has been obtained to the research subject, in this case, the recipient of PKH assistance, Onanrunggu District, Samosir Regency. This step ensures that the data obtained is genuinely valid and there is no manipulation. The Concluding stage is the last in the data processing process. The conclusion will be data related to the research object of the researcher. The step is referred to as concluding, namely the conclusion of the data processing process which consists of the previous four processes: editing, classifying, verifying analyzing. (Saleh et al., 2019)

Results and Discussion

Implementation of PKH in Pardomuan Village, Onanrunggu District, Samosir Regency

The government issued a policy by holding the Family Hope Program (PKH) which aims to overcome and alleviate poverty and strive to improve human quality not only in the field of education but also in health. PKH is given to the poor with specific provisions, such as Very Poor Households (RTSM). The assistance obtained is in the form of direct cash provided by the government, and of course, the recipient of the funds must meet various conditions. The PKH program is calculated to reduce the expenditure of low-income families and reduce poverty in the long term. To accept the PKH Program, the government has determined particular criteria. Research conducted by Asri et al. (2022) found a way to solve the predetermined criteria, namely by utilizing the Data Mining technique through the Naïve Bayes Method. This research aims to help the Department of Social Affairs classify the Family Hope Program recipients (PKH) recipients.

Based on the research results, a process was found that later determines the implementation of PKH in the Onanrunggu District, which is the existence of preparatory steps for implementation to achieve the desired goals. The process of preparing for the implementation of PKH includes fostering collaboration with related parties. The process of preparing the implementation starts with selecting districts or cities by BPS (Central Bureau of Statistics) associated with poverty rates. Then, determining the location in Pardomuan Village,

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selecting the RTSM that receives assistance from PKH, and choosing companions. In addition, to obtain various information related to PKH, there must be cooperation between related work units. Consequently, with collaboration and creativity, the program objectives will be achieved as expected (Alisyahbana et al, 2015).

Regarding the implementation of the Family Hope Program (PKH) in Pardomuan Village, Onanrunggu District, Samosir Regency, that is making strategies and conducting socialization. The application strategy carried out by the program implementors by conducting regular visits and communicating to each RTSM, monitoring the needs of schools and the condition of pregnant women participating in PKH, monitoring the use of funds each time it is disbursed to match its function, making innovation in the form of procuring PKH clothes for the mothers, supervising the use of PKH cards to match their use, and regularly holds coordination meetings. PKH facilitators also provide socialization by gathering PKH recipients in one of the PKH recipient homes. The facilitators also provide socialization regarding the efficient use of PKH funds so that they can make the PKH program a success and be able to carry out their duties and responsibilities properly. Communication strategies and regular visits can support the PKH program in conveying information directly by holding group meetings (Santika, 2016).

The process of implementing the PKH assistance program in Pardomuan Village is to provide cash assistance to Very Poor Households (RTSM) with a note that they must follow the required requirements. The requirements in question are related to efforts to improve the quality of human resources, namely health and education. The target or recipient of this assistance is RTSM with family members aged 0-15 years and pregnant women. In helping to reduce poverty, the PKH program is considered effective in improving people's welfare, whereas PKH helps reduce poverty by improving the quality of human resources (Domri et al., 2019).

Conceptually, foreign countries are also familiar with the term PKH with its original name being Conditional Cash Transfers (CCT) which is translated into Conditional Cash Assistance. This type of program focuses on providing government social services through direct cash transfers to low-income families, often conditioned for public use of education and health services (Delgado et al., 2018). However, this program is not the same as the Direct Cash Subsidy (SLT) program, which assists RTSM in dealing with conditions such as maintaining their purchasing power when the government adjusts fuel prices. Instead, PKH and CCT are more intended to build a social protection system for the poor. The function of PKH, especially for the people of Pardomuan Village, Onanrunggu District, Samosir Regency, is to reduce and break the poverty chain, improve the quality of human resources and change behaviour that does not support enhancing the welfare of the poorest groups. This statement is supported by research results (Daud & Marini, 2019) which state that the PKH program can alleviate poverty, bring prosperity to the community, and reduce existing poverty.

The results of this study indicate that in the implementation of the Family Hope Program (PKH), there are still obstacles that hinder the program's execution. These constraints are structural constraints and cultural constraints. The first structural obstacle is the mistargeting and invalid data from BPS. Second, the facilities for facilitators in implementing PKH are inadequate, and the third is the lack of coordination between facilitators and the local government. Meanwhile, the cultural constraints found were the attitude of the community who did not participate in the implementation of PKH and the lack of public understanding of the function of PKH assistants. Nonetheless, various obstacles experienced can be overcome by

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managing the application of PKH through a process of planning, organizing, mobilizing, and supervising (Putri et al., 2021).

The results of the study that researchers have done in the field show that the Family Hope Program (PKH) in Pardomuan Village, Onanrunggu District, Samosir Regency can help prosper the recipients, and the benefits of PKH have begun to be felt. One of the beneficiaries of the Family Hope Program (PKH) said that this program is beneficial for the poor in fulfilling their daily needs. Other recipients also noted that with PKH assistance for the poor, especially RTSM, they could meet the needs of their children in school. Therefore, this program has reduced the burden on RTSM in fulfilling education, and health, meeting the needs of the elderly over 70 years and with severe disabilities. The implementation of PKH has a positive impact by increasing the level of education and school participation, and improving the quality of health (Hasna et al., 2019).

This is in accordance with the law that the government has issued in the context of poverty alleviation and the development of social protection in Article 1 paragraph (9) of Law No. 11 of 2009 concerning social welfare, which stipulates that: "Social protection is all efforts directed at preventing and dealing with risks from shocks and social vulnerabilities". Therefore, the presence of this program is expected to help low-income families to be able to improve their quality of life and be able to break the chain of poverty (Law No. 11, 2009).

Based on the interviews with PKH beneficiaries, Pardomuan Village, Onanrunggu District, and Samosir Regency, the funds received by RTSM were used for educational purposes, such as buying stationery, uniforms, bags, and so on. In addition, the aid funds are used to complete other needs, such as buying rice and other essential commodities. The program's purpose is that the funds received by RTSM are intended for health, education, and meeting the needs of the elderly over 70 years of age and with severe disabilities. When viewed from the condition of the recipients of PKH assistance, they use it to help the social conditions and education of the Very Poor Household (RTSM) children, to help with the health & nutrition costs of pregnant women, postpartum mothers, and children under 6 years of age.

Conclusion

From the research on the implementation of the Family Hope Program (PKH) in improving the welfare and quality of life of RTSM, it can be concluded that the target of implementing the Family Hope Program (PKH) in Pardomuan Village, Onanrunggu District, Samosir Regency, is to help the poor, especially RTSM in fulfilling their daily needs. They were related to children's education and pregnant women's and toddlers' health. The evaluation results prove that PKH recipients are willing to carry out and fulfil their commitments because they are afraid of the sanctions that will be given. In addition, the available data shows that PKH participants have decreased every year. Therefore, it can be concluded that the Family Hope Program (PKH) is running well and can improve the welfare of Very Poor Households (RTSM) in Pardomuan Village, Onanrunggu District, Samosir Regency.

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