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**BARRIERS IN THE IMPLEMENTATION OF THE FAMILY HOPE PROGRAM (PKH) IN IMPROVING THE WELFARE OF THE POOR IN PUJANANTING VILLAGE, BARRU REGENCY**

*Usamah Mahmud*  
*ITBA Al Gazali Barru*  
*usamah@algazali.ac.id*  
*Asriani*  
*ITBA Al Gazali Barru*  
*asriani@algazali.ac.id*

**ABSTRACT**

The Family Hope Program (PKH) is a government initiative aimed at reducing poverty and improving the welfare of low-income families in Indonesia. However, its implementation faces several barriers that hinder its effectiveness. This study examines the challenges encountered during the implementation of PKH in Pujananting Village, Barru Regency, focusing on three key factors: communication, human resources, and bureaucratic structure. The research reveals that the remote location of beneficiaries and limited access to communication networks complicate coordination and monitoring efforts. Additionally, the distance between facilitators and the village further exacerbates monitoring challenges. Lastly, the bureaucratic procedures involved in enrollment and validation processes delay assistance distribution. To address these issues, the study recommends improvements in communication infrastructure, placing local facilitators, and streamlining bureaucratic processes to enhance the program's efficiency and effectiveness in achieving its goals.

**Keywords:** Family,Hope (PKH), Implementation,Barriers, Communication.



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## **A.INTRODUCTION**

Poverty remains a pressing issue worldwide, affecting both developing and developed nations. It is commonly defined as the inability of individuals to meet essential economic, social, and other living standards (Helbert in Iskandar, 2012). In Indonesia, poverty, unemployment, and income disparity continue to pose significant challenges. According to Statistics Indonesia (BPS), by 2023, the poverty rate, though reduced in recent years, still indicates persistent inequality. Data from early 2023 showed that approximately 10 percent of Indonesia's population lives below the poverty line, with rural poverty particularly pronounced. This highlights that economic growth has not equated to evenly distributed development across regions. The nation's high population growth rate continues to stress job availability, contributing to income instability and perpetuating poverty challenges.

In Barru Regency, poverty has followed a similar trend. Statistics from BPS indicate that the number of impoverished residents increased from 16.1 thousand people (9.42 percent) in 2015 to 16.76 thousand (9.71 percent) in 2017, with little improvement over the following years. Rising electricity tariffs and fuel costs are identified as primary factors contributing to poverty in this region. These economic pressures exacerbate challenges for low-income families who struggle to cover basic living expenses.

To address poverty, the Indonesian government has implemented numerous assistance programs aimed at improving the welfare of impoverished communities. Programs like the School Operational Assistance (BOS), Subsidized Rice (RASTRA), Social Security Agency (BPJS), Family Hope Program (PKH), Family Welfare Card (KKS), and People's Business Credit (KUR) have been designed to alleviate economic hardships for low-income families. According to Presidential Regulation No. 15 of 2010 (Article 1, Paragraph 2), poverty alleviation programs encompass initiatives by the government, local authorities, businesses, and the public to raise the quality of life for impoverished communities through social assistance, community empowerment, support for micro and small businesses, and other economic programs. However, despite these initiatives, poverty remains a complex issue that requires gradual, well-managed solutions.

Since 2007, the Indonesian government has prioritized social protection programs, particularly with the introduction of the Family Hope Program (PKH), as outlined in Article 1, Paragraph 9 of Law No. 11 of 2009 on social welfare. This law describes social protection as efforts to manage the risks arising from

social and economic vulnerabilities. PKH, a flagship program of the Ministry of Social Affairs, provides conditional cash assistance to extremely poor households. Its long-term goals include breaking the intergenerational cycle of poverty by empowering families to achieve greater self-reliance and participate more actively in community development.

Pujananting Village in Barru Regency exemplifies the rural poverty context in Indonesia. With an education level spanning elementary to senior high school, most residents work as farmers with limited income, and high unemployment persists. Many households are headed by single mothers who bear the responsibility of supporting their families after the loss of their spouses. The government has implemented various poverty alleviation programs in this community, including Direct Cash Assistance (BLT), School Operational Assistance (BOS), Subsidized Rice (RASTRA), Social Security Agency (BPJS), and other aid for impoverished families. Nevertheless, these efforts have not fully met the community's needs due to issues such as inaccurate targeting, data inconsistencies, temporary solutions, and low participation in information and empowerment programs. The high concentration of impoverished families highlights the need for a phased and sustainable approach to poverty alleviation.

The Family Hope Program (PKH) is designed to strengthen the economic and social capacities of families and communities to improve their well-being, foster resilience, and encourage active participation in community development. The program provides conditional cash transfers to economically vulnerable households, aiming to reduce immediate financial burdens and, over time, dismantle the cycle of poverty across generations (Minister of Social Affairs Regulation No. 1 of 2018). According to Sore, B. Uddin, and Sobirin (2017:121), implementation involves providing the necessary means to achieve practical effects, which is essential for programs like PKH.

An initial survey in Pujananting Village, Pujananting Subdistrict, Barru Regency, revealed that the implementation of PKH has not yet reached its full potential. Community feedback indicates that the program's targeting and execution often do not align with the real needs of impoverished households.

## **B.RESEARCH METHODOLOGY**

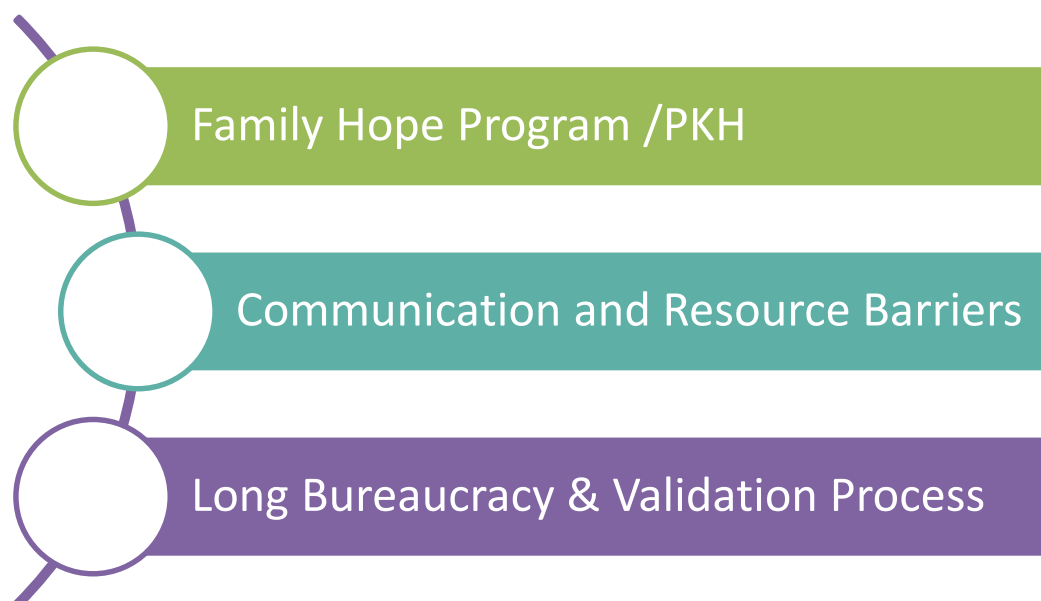
This study employs a qualitative descriptive research approach to investigate the implementation of poverty alleviation programs in Pujananting Village, particularly focusing on the Family Hope Program (PKH). By using qualitative methods, the study seeks to understand the experiences, perceptions,

and challenges faced by beneficiaries of the PKH and other social assistance programs, offering a comprehensive view of the program's impact on poverty alleviation in the local context.

The research utilizes a case study method, as it allows an in-depth exploration of PKH's implementation and effectiveness within Pujananting Village. Data collection includes interviews, observations, and document analysis. The primary data source consists of semi-structured interviews with key stakeholders, including program beneficiaries, village officials, and PKH program implementers. The interviews are aimed at gathering participants' perspectives on the benefits, limitations, and challenges of the PKH program, as well as their experiences with other government poverty alleviation efforts.

Additionally, observations are conducted in the field to assess the social and economic environment of Pujananting Village, capturing real-life situations and conditions that may impact the success of poverty alleviation programs. Document analysis is also utilized to review official reports, statistical data from Statistics Indonesia (BPS), and other relevant records that provide quantitative insights into the region's poverty rates and trends over recent years.

The data collected from interviews, observations, and document analysis are then analyzed through thematic analysis. This method involves coding and categorizing data to identify patterns, themes, and insights relevant to the research questions. Themes are developed around key issues such as program targeting, community participation, the effectiveness of social assistance, and local perceptions of government efforts. This methodology allows for an in-depth understanding of the complexities surrounding poverty alleviation in Pujananting Village. By examining the PKH's impact, this research aims to contribute to the knowledge base on effective poverty reduction strategies and provide practical recommendations for improving the implementation and outcomes of social assistance programs in similar rural contexts.



**Figure 1** Flowchart of Thinking

## C. RESEARCH RESULTS AND DISCUSSION

### ➤ Research Findings

#### 1) Implementation of the Family Hope Program (PKH) in Improving the Welfare of the Poor in Pujananting Village, Pujananting Subdistrict, Barru District

Implementation is the most crucial stage in public policy; without implementation, policy cannot be operationalized. Public policy is a set of actions oriented toward achieving specific goals to benefit the people. The Family Hope Program (PKH) is one form of substantive public policy aimed at addressing poverty issues by focusing on education and healthcare.

The PKH program is detailed in Annex I of Presidential Regulation No. 18 of 2007 regarding the 2008 Government Work Plan. The program provides conditional cash assistance to extremely poor families who meet specific criteria (such as prenatal checkups, immunizations, childcare visits to health facilities, ensuring school attendance for children in primary and middle school, and reducing child labor). Based on an interview with Ms. Laksmi Mayang Sari (PKH Facilitator in Pujananting Village), it was explained that PKH recipients have obligations, such as sending their children to school, undergoing prenatal checkups, and bringing young children to health centers. The PKH assistance is

also temporary, usually lasting three years, and is discontinued if the family's economic condition improves.

In Pujananting Village, Pujananting Subdistrict, Barru District, there are 467 PKH recipients. Based on an interview with Ms. Sri Widyastuti Agustianingsih (Siks-NG Operator for Barru District), the distribution of PKH recipients in Pujananting Village is as follows:

No	PKH Participant	Number of Recipients
1	Pregnant Women	2 people
2	Young Children	72 people
3	Primary School Children	164 people
4	Middle School Children	99 people
5	High School Children	68 people
6	Elderly	62 people

The table above shows the number of PKH recipients in Pujananting Village according to recipient category.

According to an interview with Ms. Laksmi Mayang Sari, PKH assistance is provided based on component type (social welfare, education, and health). Mr. Abdul Rahman S.Pt, the Head of Pujananting Village, added that this program greatly benefits poor families. Participants such as Ms. Nurlaela and Ms. Salmia from PKH stated that the program alleviates family burdens and that the program's implementation is running smoothly.

The PKH program enables recipients to improve their standard of living through access to educational, healthcare, and social welfare services, thereby reducing expenses and increasing family income. For PKH recipients, aid distribution is conducted through authorized institutions, with disbursements occurring four times per year.

According to PKH's general guidelines, assistance is adjusted based on the recipient's commitment to accessing educational and healthcare services. In an interview, Ms. Laksmi Mayang Sari stated that aid is disbursed through ATMs or Brilink agents, and transactions are conducted directly by the recipients. PKH facilitators in Pujananting Village strive to provide excellent service, patience, and responsiveness to the questions and complaints of PKH participants. This is supported by the views of Ms. Kasmawati, a PKH participant, who noted that the PKH facilitators in Pujananting Village are friendly and polite.

2) Key Findings on Challenges in Implementing the Family Hope Program (PKH) to Improve Welfare for the Poor in Pujananting Village, Pujananting Subdistrict, Barru District.

The implementation of the Family Hope Program (PKH) in Pujananting Village faces several challenges, which are common in many policy implementation processes. Each program encounters unique obstacles that require local facilitators to adapt their methods for effective problem-solving. In the case of PKH, key barriers include issues related to communication, human resources, and the bureaucratic structure. These challenges hinder the program's potential to improve the welfare of the poor in the village.

One of the primary barriers is communication, particularly due to the remote mountainous location of many of the beneficiaries. As shared by Ms. Laksmi Mayang Sari, the PKH facilitator in Pujananting, the difficult terrain and lack of phone network access in these areas create significant obstacles for effective communication. This issue makes it challenging to coordinate and ensure the smooth implementation of the program.

Human resource limitations also present a challenge, as PKH facilitators are located outside of Pujananting Village. This geographical distance complicates the monitoring process, as facilitators struggle to provide timely support and oversight for the beneficiaries. The lack of local facilitators hinders the program's ability to address emerging issues promptly and limits its overall effectiveness.

Additionally, bureaucratic processes create delays and inefficiencies in the implementation of PKH. The enrollment process involves several stages of validation and eligibility checks. Families must first be included in the Integrated Social Welfare Data (DTKS), and only those who meet specific criteria—such as poverty level and needs related to health or education—are eligible for the program. The complex bureaucracy and multiple steps in the process delay beneficiaries' access to the assistance they need. Streamlining these processes, improving communication, and strengthening local facilitation could help PKH better serve the poor in Pujananting Village.

➤ DISCUSSION

The implementation of the Family Hope Program (PKH) in Pujananting Village faces several obstacles that are common in policy execution. Based on the findings of this study, three major factors contribute to the challenges in the

program's implementation: communication barriers, human resource limitations, and bureaucratic inefficiencies. Each of these factors significantly impacts the program's ability to effectively improve the welfare of the poor in the village.

One of the main challenges identified is the issue of communication, particularly due to the geographical conditions of the area. As explained by Ms. Laksmi Mayang Sari, the PKH facilitator in Pujananting, many beneficiaries reside in remote mountainous areas, making them difficult to access. In addition to the challenging terrain, there is also a lack of phone network coverage in these regions, which hinders effective communication between program facilitators and beneficiaries. This communication gap creates delays and makes it harder to monitor and support the beneficiaries efficiently.

Human resource limitations further complicate the situation. The PKH facilitators are based outside Pujananting Village, which poses a challenge for timely monitoring and support. The distance between the facilitators and the village makes it difficult for them to regularly visit beneficiaries and provide the necessary guidance. As a result, the implementation process suffers from delays and a lack of oversight, which can reduce the program's effectiveness in improving the quality of life for the targeted communities.

Another significant barrier is the bureaucratic structure of the PKH program. The process for enrolling in the program is long and complicated, which creates delays in the disbursement of aid to eligible families. As highlighted in the study, families must first be included in the Integrated Social Welfare Data (DTKS) list. After being listed, they undergo a series of stages, including poverty level assessments and the validation of health and educational needs. Only those who pass these criteria are designated as eligible for the program and can receive assistance. The lengthy bureaucratic procedures not only delay the process but also make it difficult for many eligible families to access the aid they need in a timely manner.

These findings indicate that improvements are needed in several areas to enhance the effectiveness of the PKH program in Pujananting Village. Strengthening communication through improved infrastructure, ensuring facilitators are based locally for better monitoring, and streamlining bureaucratic processes are critical steps that could help overcome the current barriers. Addressing these challenges would significantly improve the program's impact on the welfare of the poor in the village.

## D. CONCLUSION AND SUGGESTIONS

- Conclusion

The implementation of the Family Hope Program (PKH) in Pujananting Village faces significant challenges related to communication, human resources, and bureaucratic processes. The remote and mountainous location of many beneficiaries makes communication and program monitoring difficult, while the physical distance of the facilitators from the village complicates oversight. Additionally, the bureaucratic structure of the PKH program involves a lengthy and complex enrollment process, delaying access to assistance for eligible families. These barriers hinder the program's efficiency in improving the welfare of the poor in Pujananting Village.

- Recommendations

To improve the effectiveness of the PKH program in Pujananting Village, the following recommendations are proposed:

- a) **Improving Communication Infrastructure:** The government should invest in better communication infrastructure, such as improving phone network coverage in remote areas, to ensure effective communication between program facilitators and beneficiaries.
- b) **Placing Local Facilitators:** To address the issue of human resource limitations, it is recommended that PKH facilitators be stationed within or closer to Pujananting Village. This would allow for more frequent and effective monitoring of the program's implementation and provide timely support to beneficiaries.
- c) **Streamlining Bureaucratic Processes:** Simplifying the enrollment and validation procedures of the PKH program would reduce delays and ensure that eligible families receive assistance more promptly. This can be achieved by improving the efficiency of the data validation process and ensuring that families can access the program with fewer obstacles.

By addressing these challenges, the PKH program can have a more significant and positive impact on improving the welfare of the poor in Pujananting Village, ensuring that they receive the support they need in a timely and efficient manner.

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