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Submission date: 06-Jun-2023 03:50PM (UTC+0700)

Submission ID: 2110170438

File name: ASSRJ-12635.pdf (164.74K)

Word count: 3230

Character count: 18411



The Effectiveness of the Family Program (PKH) Management for Poverty Reduction in Karang Tempel Village, East Semarang District, Semarang City, Central Java, Indonesia

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ABSTRACT

The problem study of this research was how effective the Family Hope Program management for Poverty Reduction. The purpose of the study was to describe and analyze the effectiveness and the driving/inhibiting factors for the program management. The theoretical basis of this research is that public policy is a policy made by the government as a policy maker to achieve certain goals in society which in its preparation go through various stages. Policy implementation was considered as a process of moving toward a policy objective by means of administrative and political steps. The implementation of this policy is not only concerned with the mechanism of elaborating political decisions into routine procedures through bureaucratic channels, but more than that, it concerns the issue of conflict, the decision of who gets what from a policy. Effectiveness was a criterion for selecting various alternatives to be used as recommendations based on the consideration of whether the recommended alternative provides maximum results (effect), regardless of efficiency considerations. Effectiveness emphasized more on aspects of the goals of an organization, so if an organization has succeeded in achieving the goals that have been set, it has achieved effectiveness. This research type was the field research which aimed to study intensively about the background of the current situation, and the interactions of the social environment, individuals, groups, institutions, or communities. The results of this study indicated that the PKH program has not been fully effective due to various program constraints. Recommendation: this program requires a simple and easy to implement program mechanism model.

Keywords: PKH Program, Implementation, Effectiveness, Model.

INTRODUCTION

The problem of poverty is a social phenomenon found in various provinces, districts/cities in Indonesia. Therefore, the government must carry out various community empowerment policies that directly touch the needs of the poor. Community empowerment is an effort to eradicate the poor to be independent, both economically, socially and in other aspects of life, so that community empowerment requires a comprehensive and synergistic policy between the central government, regional governments, the business world and the community in empowering the poor.

Various efforts to alleviate poverty have been carried out by the government which are applied in the form of policies and programs, both direct and indirect. Although various efforts have been made, poverty cannot be completely eliminated, meaning that the phenomenon of poverty is still common in almost all areas, both in urban and rural areas.

The government's efforts to reduce the high poverty rate are increasing the effectiveness of poverty reduction with poverty alleviation programs, one of which is the Family Hope Program (PKH). In Law no. 1 of 2018 concerning the Family Hope Program (PKH) is a program of providing conditional social assistance to families and/or someone who is poor and vulnerable, and registered with the integrated poor handling program, processed by the social welfare data and information center and designated as beneficiary families PKH.

The Family Hope Program has existed since 2007 by providing Conditional Cash Assistance (BTB) known as the Family Hope Program (PKH) as one of the steps towards a social protection system. The Family Hope Program (PKH) is not the same as the previous direct cash transfers and is not a continuation of previous programs that helped maintain the purchasing power of poor households when the government adjusted fuel prices.

PKH is more intended as an effort to build a social protection system for the poor in order to improve the social welfare of the poor as well as an effort to break the chain of poverty that has occurred so far. PKH is a social assistance and protection program that is included in cluster one of poverty reduction strategies in Indonesia. This program is a conditional cash transfer related to education and health requirements (PKH, 2019).

Prior to receiving assistance from the Family Hope Program (PKH), people who were classified as poor could not access health and education due to limited income. On average, people who are classified as poor only work as laborers whose income is only sufficient to meet their needs. PKH is intended to help people who are classified as poor in meeting their needs, in addition to making access to health and education easier. If examined based on the background above, it can be seen that the problem of effectiveness in managing the PKH program is the inaccuracy of targets in determining the recipients of the PKH program assistance.

The research problem is: How is the effectiveness of the management of the Family Hope Program (PKH) and what factors are the drivers/inhibitors of the effectiveness of the management of the PKH Program in poverty alleviation. The research objective is to describe and analyze the effectiveness of the PKH Program management and the driving/inhibiting factors in the management of the PKH Program.

THEORETICAL BASIS

Public Policy Theory and Process

Public policies were policies made by the government as policy makers to achieve certain goals in society which in their preparation go through various stages (William Dunn, 1990). One of the characteristics of modern democratic societies is their concern for public policy since a public policy is formulated by the government until its implementation.

This concern is because public policies will affect their daily lives, so a democratic government should always invite the public to discuss public policy drafts. This kind of enthusiasm is very

positive as long as it provides another perspective for the benefit of the community, the problem will lie with the policy makers, the government, with the community as the party who will feel the public policy.

Public Policy Implementation

Policy implementation was considered as a process of moving toward a policy objective by means of administrative and political steps (Cleaves in Waluyo, 2007). Then according to Wibawa (Tahir, 2014) the purpose of policy implementation was to set a direction so that public policy goals could be realized as a result of government activities.

The entire policy-setting process would only start when the previously general goals and objectives have been detailed, programs have been designed and a certain amount of funds have been allocated to realize these goals and objectives (Cleaves in Waluyo, 2007). The actual implementation of policy was not only concerned with the mechanism of elaborating political decisions into routine procedures through bureaucratic channels, but more than that, it concerned the problem of conflict, the decision of who gets what from a policy. Grindle in Waluyo (2007) stated that in the implementation of policies/programs there were two factors involved, namely internal factors which include (a) policies to be implemented, and (b) supporting factors; External factors which include (a) environmental conditions, and (b) related parties.

EFFECTIVENESS CONCEPT

Effectiveness was a criterion for selecting various alternatives to be used as recommendations based on the consideration of whether the recommended alternative provides maximum results (effect), regardless of efficiency considerations (William N Dunn, 2000). Effectiveness is a condition that contains an understanding of the occurrence of a desired effect. If someone performed an action with a specific purpose or has the intended purpose, then that person was said to be effective (Gie 2006).

The Effectiveness was essentially oriented to the achievement of predetermined goals. The level of effectiveness might be measured by comparing the plan or target that has been determined with the results achieved, then the effort or result of the work was said to be effective. If the effort or the results of the work carried out were not achieved in accordance with what was planned, then it was said to be ineffective. Activities carried out effectively were where in the implementation process there was an accuracy between the desired expectations and the results achieved. While the activity was called ineffective when the expectations were different from the results of the activities achieved.

FAMILY HOPE PROGRAM (PKH)

The Family Hope Program (PKH) was a social protection program that provided cash assistance to poor households (RTM) and for RTM family members were required to carry out the terms and conditions that had been set. The general objective of the Family Hope Program (PKH) was to reduce poverty and break the poverty chain, to improve the quality of human resources, and to change the behavior of RTM which is relatively less supportive of improving welfare, especially for the RTM group.

The specific objectives of PKH include 5 things: improving the living standards of beneficiary families through access to education, health, and social welfare services. Reducing the burden of expenses and increasing the income of poor and vulnerable families. Creating behavioral changes and independence of beneficiary families in accessing health and education services as well as social welfare. Reducing poverty and inequality. Introducing the benefits of formal financial products and services to Beneficiary Families (KPM).

Research Methods

This type of research was field research which aimed to study intensively about the background of the current situation, and the interactions of the social environment, individuals, groups, institutions, or communities. The informants in this study were determined based on the purposive sample technique (purposed sample) which involved informants related to the research problem, namely: village officials, manager of the family of hope program, assistant of the family of hope program, community beneficiaries of the program, community leaders. Informants as a source of data in a natural situation or natural setting (natural conditions) and researchers as the main research instrument.

The data collection technique used to obtain data in this study was a combination of library research and field research, so the data collection techniques used were as follows: In-depth interviews, Observation, and Documentation. Data analysis techniques, the data that has been obtained was analyzed in the form of descriptions then the data was analyzed using inductive thinking about the effectiveness of the Family Hope Program (PKH).

RESULTS AND DISCUSSION

The Effectiveness of the Family Hope Program (PKH) in Karangtempel Village, East Semarang District

PKH Program Target Accuracy

Education Component

The education component included the poor and vulnerable poor who have elementary, junior high and high school children who have been registered in the BDT, but the program has not been fully effective, because there were still children from families who live well enough to become beneficiary families (PKH).

Social Welfare Component

In this component, the integrated database of elderly people did not cover all the elderly in the village and was no longer on target.

Target Accuracy

b.1. Improving the living standards of beneficiary families (KPM) through easy access to education, health and social welfare services.

The Family Hope Program (PKH) has increased the number of KPM who attended school with 12 years of compulsory education, pregnant women, infants and toddlers have their health checked easily and routinely and the elderly were paid attention to their health through the elderly Integrated Healthcare Center (posyandu), but there are still KPM sitting in school.

b.2. Reducing the burden of expenditure and increasing the income of poor and vulnerable families by using assistance according to the rules.

The education component was used to pay school fees (tuition fees). The components of health and welfare for nutritional fulfillment from pregnant women, infants 0 (zero) to 6 (six) years, and the elderly, but there were still beneficiary families who made use of assistance for other consumptive purposes.

b.3. Creating changes in people's behavior.

There was a change in beneficiary family's behavior (KPM) in education for both children and beneficiary families. There have been children of beneficiary families who go to college.

b.4. Reducing Poverty and Inequality.

Poverty reduction has not been fully successful, but the reduction of inequality has been felt by beneficiary families (KPM).

b.5. Introducing the Benefits of Formal Financial Products and Services to Beneficiary Families.

Formal financial products and services to KPM have been carried out, but have not been able to achieve the stated goals.

Cost Accuracy

c.1. Utilization of appropriate costs has not been effective, because the use of costs was not in accordance with the provisions of the program but for other costs that were consumptive in nature.

c.2. Not Experiencing Shortage or Excess Total Fees. Criteria for less or more costs, there were still obstacles in distributing the amount of assistance regardless of the number of criteria per family, making KPM thought that assistance was still lacking and creating jealousy.

Accuracy of Thinking

Accuracy of thinking was one of the factors that affected the effectiveness of a program, meaning that the accuracy of thinking would give effectiveness, it was always expected through workers who carried out their duties well and carried out a form of cooperation that provided maximum results.

The Implementing Unit for the Family Hope Program (UPPKH) of Semarang City has made regular visits to monitor companions and KPM. The PKH group leader's assistant has carried out his duties well in collaboration with his mentor.

Supporting and inhibiting factors for the effectiveness of the Family Hope Program (PKH)

Program Supporting Factors

- a. Coordination and involvement of program stakeholders and PKH Program assistance.
- b. The coordination is a routine agenda at the village and sub-district levels.

Stakeholder involvement, Bank Himbara as a distributor, because all social assistance was entirely through ATM cards & in collaboration with BNI.

- c. The task of the PKH program assistant was to provide assistance to PKH recipients, monitor the distribution of PKH assistance, conduct group meetings, and ensure that all recipients of all assistance.

Inhibiting Factors of the PKH Program

- a. PKH Program Implementation Mechanism. The PKH program mechanism is too long, often making it difficult for program implementers in the field to understand it because the abilities of the implementers vary.
- b. Coordination related to PKH target data management. The Implementing Unit for the Family Hope Program (UPPKH) Semarang City, PKH facilitators as well as the kelurahan, RT and RW have no coordination to recommend poor families as Beneficiary Families.
- c. KPM Service Accuracy. Beneficiary families (KPM), not all families, did not understand the use of modern technology. Carrying out the introduction of financial services properly should be done, because there were still KPMs that could not operate ATMs and entrust them when disbursing aid.

CONCLUSION

1. The Effectiveness of the Family Hope Program (PKH) in Karangtempel Village, East Semarang District, Semarang City
 - a. There were still program target errors, there were still goals that have not been fully effective, the use of costs for other needs.
 - b. Implementers of the Semarang City Family Hope Program (UPPKH), PKH assistants and group leaders have carried out their duties well.
2. Supporting/Inhibiting Factors of the Effectiveness of the Family Hope Program (PKH):

Program Supporting Factors

- a. The program's objectives have been understood to be poverty alleviation by the community through coordination and involvement of program stakeholders and PKH Program assistance
- b. PKH program facilitators worked effectively in assisting PKH recipients, monitoring the distribution of PKH assistance, and conducting group meetings.

Program Inhibiting Factors

- a. The long flow of the PKH program mechanism often made it difficult for program implementers in the field to understand and implement the program, because the capabilities of human resources vary.
- b. Not all beneficiary families (KPM) were familiar with the technology to operate ATMs

RECOMMENDATION

- a. the program implementation mechanism needs to be reviewed into a simple and easy-to-understand model for the community and easy to implement,
- b. Field technical coordination and socialization with program beneficiaries (KPM) are needed to equalize perceptions of the PKH program.

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