



IMPLEMENTATION OF THE HOPE FAMILY PROGRAM FOR POOR FAMILIES IN BATULICIN SUB-DISTRICT, BATULICIN SUB-DISTRICT, TANAH BUMBU DISTRICT

Aida Fitriyana*, Tutung Nurdiyana, Muhammad Riduansyah Syafari

Masters Program of Development Studies, Lambung Mangkurat University, Banjarmasin City, South Kalimantan, Indonesia

Submit : March 1, 2023

Accepted : September 5, 2023

***Corresponding author**

Abstract

This study aims to describe how the Family Hope Program (PKH) helps in alleviating poverty in the Batulicin Village, Batulicin District, to find out the inhibiting factors of implementing the program and how far the effectiveness and stakeholder strategies are in supporting the implementation of this program. PKH itself has existed in the Batulicin Sub-District since 2015. After the PKH assistance, the community felt helped, especially in meeting school and health expenses and increasing the cost of spending on basic daily needs. The formulation of the problem in this research is how the implementation of the Family Hope Program (PKH) can help in overcoming poverty in the Batulicin Village, what factors hinder the implementation of this program and how far the effectiveness and strategies of related stakeholders are in supporting these activities. The theory used in this study is Talcot Parson's Functional Theory. The method used is a qualitative method with data collection techniques in the form of interviews, observation, and documentation studies. Informants in this study amounted to 25 people. The results of the study showed that the negative impact was that there was community dependence on PKH assistance, the inhibiting factor was social jealousy from people who did not receive PKH assistance, in addition to the inhibiting factors above the effectiveness and support during the implementation of this program which was quite good, including the priority of stakeholders involved in this matter. (Social services, Districts and Kelurahan) which give priority portions to PKH Beneficiary Families who have businesses, to receive Regional Government assistance such as (Productive Economic Usama Program), the output of this synergy is that researchers found 5 KPMs who voluntarily resigned as recipients of social assistance PKH. The conclusion is that the existence of PKH in Batulicin Village has a very good impact on the welfare of KPM even though there are some people who are wrong in using the PKH assistance funds. Suggestion, for beneficiary families, to continue to develop their knowledge in educating children, managing finances, and thinking ahead so they can open businesses so they don't always depend on PKH assistance and can become independent prosperous families.

Keywords: PKH Facilitator, Productive Economic Business, Independent Graduation.

INTRODUCTION

The issue of poverty in Indonesia remains a focal point for the government's attention in improving the social welfare of the community (Huraerah, 2013; Hastriani & Elihami, 2021). Poverty is a social problem that is continuously researched and studied and is one of the focuses of attention of the central and regional governments to overcome it with various efforts (Margareni et al., 2016; Heryanti, 2019). Poverty is the inability of a person, group of people, or area to prosper their economic life (Budhi & Kembar, 2013); Saidy & Hidayah, 2018). The factors that trigger poverty are categorically focused on two sources, namely internal and external factors (Fahmi et al., 2018; Wijaya & Fauzie, 2020). Internal factors originating from people living in poverty, which in fact manifests itself in the form of a lack of ability, which includes physical, intellectual, mental emotional, spiritual, psychological, and skills (Parnawi, 2021). In addition, there are also external factors, namely factors outside of individuals or families who experience poverty and face poverty, so that one day they become poor, including limited basic social services, limited job opportunities, unsupportive culture, harsh geographical conditions and government policies that are not pro-poor (Gultom et al., 2020).

Poverty is also one of the factors that underlies and hinders the development of a country due to the high level of poverty, therefore the government has a big responsibility to its people to help the poor so they can meet their needs (Hadi, 2009). One of them is by holding the Family Hope Program (PKH) as a way to overcome poverty by increasing human resources so that it can reduce poverty (Kholif, 2014; Utomo, 2014). The government held this Family Hope Program (PKH) to reduce poverty through Law no. 40 of 2004 concerning social security which was followed up by Presidential Decree number 15 of 2010 concerning the acceleration of poverty reduction, which is aimed at very poor households (RTSM). Through the Ministry of Social Affairs, this program has been running since 2007. This program is implemented by the social service with the aim of reducing the poverty rate in the program area. To introduce the community, this social service conducts socialization to very poor households by relying on assistants in each sub-district who have been responsible for the program, to tell how the family hope program works and to communicate with the local community (Suharto Dan Thamrin: 2012 p. 11- 12).

Early stages in implementation This PKH started from six provinces, including West Sumatra (1 district), DKI Jakarta (1 city), West Java (11 cities), East Java (21 districts), NTT (7 districts), North Sulawesi (5 districts), Gorontalo (2 Regencies). This initial stage is a trial which will later be known whether the existence of this PKH has the maximum positive impact on those in need.

Recipients of Assistance are mothers or adult women who are trusted by PKH families to represent, receive and utilize PKH assistance (Kiwang, 2018). If there is no mother, she can be replaced by an older sister or an adult woman who can take care of PKH family members. Each beneficiary is given a participant card as proof of membership (Hasan, 2017; Tuwu, 2018). The names listed on the PKH participant card are the names of adult women (mothers, grandmothers, aunts and adult daughters) who take care of the family. Under certain conditions, the head of the family can be replaced. The card is used to receive PKH assistance. The components or things that are the main objectives of this program are the health and education sectors. The goal is to reduce poverty and improve the quality of human resources, especially the poor. This program is motivated by the existence of the main problems of development, namely the large number of poor people and the low quality of human resources. (Ady Hardiansyah, Mas'ud, Hendra. (2018), p. 129). The following is the assistance component

and the assistance index/year for the Family Hope Program (PKH), the maximum assistance component is given to 4 people in one family.

Tanah Bumbu Regency is one of the 13 regencies in South Kalimantan Province which will be 20 (twenty) years old in 2022. Administratively, Tanah Bumbu Regency consists of 10 (ten) sub-districts with a geographical area of 5,066.96 km² which have abundant natural resource potential, namely from the highlands, the central region to the lowlands which are in the coastal areas. The natural resources of Tanah Bumbu Regency are spread across 144 villages and 4 sub-districts with various potentials such as agriculture, plantation, fishery, industry and tourism.

The accuracy of targeting recipients of assistance is often complained of by the community, many people who do not deserve assistance but get it, not a few people who deserve assistance but do not get it (Damanhur & Nurainiah, 2018); Anjelina et al., 2020; Khilayah, 2022). Leave from the many complaints, the authors tried to conduct research to what extent the targeting of PKH beneficiaries was accurate and whether it had an impact on the components in the household. Overall the number of PKH beneficiaries in Tanah Bumbu Regency totaled 5,133 KPM accompanied by 21 PKH Implementers who were recruited by the Indonesian Ministry of Social Affairs who were equipped with P2K2 (Family Capability Improvement Meeting) mentoring knowledge where this activity is expected to provide understanding and knowledge to KPM to change mindset to be better. Based on the description above, the researcher is interested in taking up research with the title "Implementation of the Hope Family Program for Poor Families in Batulicin Kelurahan, Batulicin Sub-District".

RESEARCH METHODS

In this study the authors used a qualitative descriptive approach. Qualitative research according to Bogdan and Biklen is research research that produces descriptive data in the form of written or spoken words from members or observed behavior. Descriptive research is research that aims to describe a fact as it is. A qualitative approach was carried out using the interview method, this relates to the research objective of obtaining detailed information about the Family Capacity Building Meeting (P2K2) activities attended by beneficiary families in Batulicin District.

Basically research is to get valid, reliable and objective data about certain symptoms. So we need the right data collection techniques. Data collection techniques are the most important step in research, because the main purpose of research is to get data. Source of data is divided into primary data and secondary data. Data collection techniques applied in this study are observation, interviews, and documentation.

In qualitative research, data analysis is carried out from the beginning of the research and during the research process. Data is obtained, then collected to be processed systematically. Starting from interviews, observation, editing, classifying, reducing, then the activity of presenting data and concluding data.

RESULTS AND DISCUSSION

Community Character

The research location is located in Batulicin Village, Batulicin District, the research location is administratively located in the coastal area which is directly adjacent to the Kotabaru Sea Strait. Coastal communities in general have become part of a pluralistic society but still have a spirit of togetherness. This means that the average coastal community structure is a combination of the characteristics of urban and rural communities. Because, the structure of coastal communities is very plural, so they are able to form systems and cultural values which are cultural acculturation of each component that forms the structure of society. The interesting thing is that

for coastal communities, living near the beach is the most desirable thing to do considering all the convenience aspects they can get in their various daily activities. Two simple examples of these conveniences include: First, that ease of accessibility to and from sources of livelihood is more secure, considering that some coastal communities depend for their lives on exploiting the potential of fisheries and the sea in their surroundings, such as fishing, collecting or cultivating seaweed., etc. Second, that it is easier for them to get the need for MCK (bathing, washing and toilet), where they can immediately throw themselves in to clean their bodies; wash all household appliances and equipment, such as clothes, glasses and plates; it's even easier for them to pass water (big or small). In addition, they can also easily dispose of their domestic waste directly into the beach/sea. Coastal communities have certain traits or characteristics that are unique/unique. This characteristic is closely related to the nature of business in the fishery sector itself. Because the nature of fishing businesses is strongly influenced by factors such as the environment, season and market, the characteristics of coastal communities are also affected by these factors. Some of the characteristics and characteristics of coastal community businesses are described as follows.

Market Dependence

Another characteristic of the fishing business carried out by these coastal communities is their dependence on the market (Wahyudin, 2003; Syatori, 2016; Fama, 2016). Unlike rice farmers, fishermen and pond farmers are highly dependent on market conditions. This is because the commodities produced by them must be sold and used to meet the 5 necessities of life. If traditional rice farmers can live without selling their products or only sell a little, fishermen and pond farmers have to sell most of their produce. As traditional or as small as these fishermen and pond farmers, they have to sell most of their produce to make ends meet. The characteristics above have very important implications, namely the fishing community is very price sensitive.

The Impact of PKH Implementation in Increasing Welfare

One of the roles of the government in economic activity is to reduce the poverty rate in realizing the social welfare of the community. Where is the social welfare listed in the Law of the Republic of Indonesia No. 11 of 2009 concerning Social Welfare is a condition where the material, spiritual and social needs of the community are fulfilled so that they can live properly trying to develop themselves and be able to carry out their social functions.

One of the programs carried out by the government in reducing poverty in order to achieve community welfare is the Family Hope Program (PKH), which is included in cluster 1, a group of poverty alleviation programs based on social assistance and protection. As stated in the previous description, the Family Hope Program (PKH) is a conditional cash assistance program for poor and vulnerable families as contained in the Integrated Social Welfare Data (DTKS). The Family Hope Program seeks to overcome poverty in order to improve the social welfare of the poor and at the same time as an effort to break the cycle of poverty. With this, PKH provides relief and helps beneficiary families to gain access to health education and social welfare.

1. Increase Income and Ease the Burden of Daily Consumption Expenses

a. Consumption fulfillment of life needs

According to the BKKBN, the number of staple food consumption standards that are said to be prosperous afamily members eat 2 times a day or more in general (Isdijoso et al., 2016), and based on the results of an interview with a PKH beneficiary named Mrs. Ftiriyani said that: *"Ms. Ftiriyani said that because I have quite a lot of children, I definitely need a lot of rice for our family's*

consumption, therefore I feel very helped by this assistance, especially in terms of meeting basic needs, namely rice, because we don't have rice fields, so we buy rice from others for daily meals. Even though our family also received BPNT assistance, it was not enough for consumption for 1 year, because we didn't fully use the assistance we received for consumption because there was something more important than that, namely the need for education from our children, but even so with this assistance I felt very helped, even though I couldn't meet consumption for 1 year at least can reduce our expenses for daily consumption". (Interview with KPM PKH Batulicin Village, Batulicin District, 14 February 2023)

Mrs. Masdianti also conveyed the same information based on the results of the interview, saying that: *"One of the benefits that I felt after receiving PKH assistance was that it helped meet basic needs, especially the rice that I received from BPNT and I also saved some of the funds for my children's school, especially as we approach the new school year where one of my children will enroll in high school. above". (Interview with KPM PKH Batulicin Exit, Batulicin District, 14 February 2023)*

Mrs. Alvi also conveyed the same thing. *"After I used the PKH assistance funds to buy basic necessities, especially rice, I set aside some of the remaining money to increase my kiosk business capital because from this kiosk I can also increase my income." (Interview with KPM PKH Batulicin Village, Batulicin District, 14 February 2023)*

From some of the respondents' statements above, it can be concluded that with the existence of PKH assistance and non-cash food assistance, it can meet the needs of beneficiary families to meet their basic needs for food, especially rice, animal protein and vegetable protein, although there are some beneficiary families who feel that PKH assistance funds have not been enough to meet their consumption needs for one year, but at least it can help reduce their monthly expenses for consumption, especially to buy rice because there are other needs that are more important, namely the need for education from their children and there are also creative beneficiary families in managing this assistance fund in which they use some of the funds to increase their business capital. So that with PKH assistance it can help a little to meet the consumption needs of PKH beneficiary communities.

b. Increase family financial income

With the existence of PKH social assistance, the beneficiary families get additional income. Where the disbursement of funds is carried out 4 times a year, namely the first phase starting from October November December, the disbursement is carried out in January and so on. The funds obtained are in accordance with the terms of the components received. Of the many KPMs, there are KPMs that use the funds obtained to create small businesses to increase their income. As stated by one KPM named Mrs. Ridhawati. *"In addition to meeting the basic needs and school needs of my child, the PKH assistance money that I have set aside to open a repair shop for my husband was also a mechanic, with the savings we could set aside, we opened a simple motorcycle repair shop. with a capital of Rp. 500,000 as time went on, the business that we started slowly began to be seen through our companion proposing what if our business was assisted through the local government program for productive economic business (UEP) alhamdulillah after a year after we received this assistance, now the income from our workshop business can pocket a net income of Rp. 2,500,000/month". (Interview with KPM PKH Batulicin Village, Batulicin District, 14 February 2023)*

An interview with Salbiyah's mother said that: *"To increase my family's income, apart from being a housewife, I also opened a basic food shop, to supplement my income. Of course, sufficient capital*

is needed for this business. Fortunately, our family is registered as a recipient of PKH assistance so that we can increase our business capital. In addition, we also receive the UEP program. from the local government, but not all of the funds we receive are used for business capital, but only a small portion because the main thing is the educational needs of our children. The profit we receive from this basic food shop is around Rp. 1,000,000/month considering that our place of business is not access to the main road, it is quite difficult to increase income because our consumers are only residents around the neighborhood where they live". (Interview with KPM PKH Batulicin Village, Batulicin District, 14 February 2023)

The same thing was also conveyed by Mrs. Hatmiyati who said that: *"He also has a basic food shop besides that we are also recipients of Productive Economic Business (UEP) assistance. The business we have is not enough to help us out as PKH recipients. The net income that can be collected is only around Rp. 1,000,000, of course this is not enough to finance 2 people. children under five and 1 elementary school child plus husband only as construction workers". (Interview with KPM PKH Batulicin Village, Batulicin District, 14 February 2023)*

Based on the statement of the respondent above, it is said that with a small amount of funds, the community can still use some of it for entrepreneurship assisted with venture capital assistance from the local government. This effort is carried out in earnest. So that the business is able to meet some of the needs and increase the income of the beneficiary families. In this case, the increase in their income is obtained from the workshop and basic food shop businesses, which are in the range of Rp. 1,000,000 to Rp. 2,500,000. Thus the existence of the PKH assistance program also had an impact on increasing the income of the KPM family, which was before the PKH program, the KPM community who opened this business used their personal funds from their husband's work to increase business capital but the money they got was not much because they had to share it with the educational needs of their children. So from this you can see the development felt by the PKH KPM community in increasing income through the activities of opening workshops and basic food shops where the PKH program has an important role in increasing the income of the KPM community. In addition, this also shows that PKH beneficiaries have an intelligent mindset in viewing the form of government programs and such a pattern of thinking is a creative and productive step in managing limited capital.

2. Increasing Educational Participation

One of the goals of the family of hope program is to improve the standard of living of beneficiary families through access to education (Beni & Manggu, 2020); Aeda & Jannah, 2022). In order for this goal to be achieved quite a lot of money is needed so that beneficiary families can access proper education. As already mentioned, with PKH assistance, beneficiary families get relief in the cost of their children's education through the education component.

As stated by a respondent named Mrs. Nurma as a recipient of PKH assistance who said that: *"With this PKH assistance, I feel greatly helped in terms of meeting the education needs of my children, where the money I receive is used to pay school fees and the need for proper books, shoes and uniforms so that my child can go to school with comfortable". (Interview 14 February 2023)*

The same information was also conveyed by Mrs. Hesti Handayani who said that: *"I have one child who is in high school, so I need quite a lot of money for school needs. Fortunately, there is PKH money so that it can cover some of the school's needs, so I, as a parent, am also not worried if my child has needs, this PKH money is what we give for him. Plus there is KIP money from the government which*

makes it even easier for us parents to pay for our children's school fees". (Interview with KPM PKH Batulicin Village, Batulicin District, 14 February 2023)

Complementing information from respondents who have an educational component Ms. Siti Aisyah Says. *"With this PKH program it is very helpful to meet my child's education costs, especially since my husband is currently sick and unable to work". (Interview with KPM PKH Batulicin Village, Batulicin District, 15 February 2023)*

From the statement above it can be concluded that with the existence of PKH assistance beneficiary families get relief in paying for their children's schooling such as the needs of school children starting from shoes, uniforms, books and the like. And supported by complementary assistance in the form of a Smart Indonesia Card (KIP) from the Ministry of Education, it can help their children to pursue education easily from elementary to high school levels. That way, it can reduce children who are out of school or drop out of school from children of poor families. And KPM children can go to school smoothly until they are finished so that it has an impact on learning motivation, increased achievement and quality of education for KPM children.

3. Improving Health Quality

By utilizing the health services provided by the government, beneficiary families can have their health checked for free and easily, using the Indonesian Health Card (KIS) they have obtained in addition to receiving the Prosperous Family Card. Beneficiaries also use the funds obtained for the health of family members. And for pregnant women, they can check their health at the Posyandu at the nearest puskesmas or poskesdes, to continue to monitor the development and health of the baby in the womb so that they can be born in a healthy condition and that of their toddler. As stated by Mrs. Noor Haidah who received PKH assistance. *"After PKH assistance, I was no longer worried about checking my health condition at the Poskesdes because PKH provided me with the KIS (Healthy Indonesia Card) facility to check my health". (Interview with KPM PKH Batulicin Village, Batulicin District, 15 February 2023)*

The same information was also conveyed by Mrs. Hasanaiyah in which she stated that: *"I am very satisfied as one of the recipients of this PKH assistance because I am required to check the health of myself and my child at Posyandu so that I can avoid various diseases, even though it takes a little time but in my opinion health is number one, if there are problems with our BPJS, it's not difficult to find a solution because our companion is always ready to help". (Interview with KPM PKH Batulicin Village, Batulicin District, 15 February 2023)*

Based on the statements of the two respondents above, the researcher can conclude that with PKH assistance beneficiaries have the convenience of getting themselves and their families checked if someone is sick without worrying about high medical costs because with assistance from PKH it makes it easier for participants to get quality health services and their families are guaranteed and they are also increasingly diligent in having their obstetrics and toddlers checked at the checkpoints that have been provided so that the need for public health is met, the function and role of the companion also helps to deal with problems experienced by KPM.

4. Changing the Behavior and Independence of KPM PKH through Family Improvement Meeting (P2K2) activities.

a. Set aside money for savings

Savings can be done by anyone as long as they are willing and diligent, as well as KPM PKH they can set aside some of the funds they get to save for future needs. As stated by one of the respondents named Mrs. Novita Savitri who said that:

"The PKH money that I got, after I have fulfilled some of my basic needs, I will save it for the future. If there is a sudden need, for example, there is a gathering with my family, then the PKH money that I have saved can be used. Apart from that, I am currently saving for building a basic food shop, considering that I live near a fairly dense housing complex, this business opportunity is promising enough net monthly income can syes earn range between Rp. 2,000,000 - IDR 4,000,000/month this year I propose to leave as a PKH beneficiary as an Independent Graduation participant". (Interview with KPM PKH Batulicin Village, Batulicin District, 15 February 2023)

The same information was also conveyed by Ms. Syahida who said that: *"I am very helped by the PKH program where the routine costs that I have prepared that have been met through PKH assistance can be saved and become additional capital for my business in the market so I can enlarge the business that I now have, the P2K2 activities delivered by the companion are also very helpful especially in the economic session which gave us an understanding of how to set aside money and start a business". (Interview with KPM PKH Batulicin Village, Batulicin District, 15 February 2023)*

Nur Khalimah as PKH Facilitator for Batulicin District said that: *"So that this assistance fund is not misused by the PKH KPM, I as a companion also suggest to the KPM community to form an arisan group where the purpose of this activity is so that the KPM community can set aside their money to save when one day there is an urgent need, besides that for those who If you have a desire to graduate, we will also help by proposing venture capital assistance where the Social Service has the program so it's easy for us to make suggestions". (Interview with PKH Facilitator Kec. Batulicin 16 February 2023)*

In line with Halimah, Arif Rahman Hakim as PKH assistant in the Batulicin Village explained that. *"The biggest challenge in this program is to provide understanding to beneficiary families so that they are not dependent as PKH recipients, but Arif also realizes that changing one's mindset cannot be done instantly requires a persuasive process and approach to beneficiary families so that later they can be independent". (Interview with PKH Facilitator in Batulicin District, 16 February 2023)*

Factors Inhibiting PKH Implementation

1. Negative Impact

After the researchers observed the negative impacts arising from the implementation of the Family Hope program in the Batulicin Village, namely the dependence of beneficiary families on government assistance. Always feel less with the current income. The same thing was conveyed by PKH Facilitators in Kelurahan

Batulicin Mr. Arif Rahman Hakim and Batulicin Lurah who said: *"From my observations, there are several KPM in Batulicin Subdistrict, where they feel comfortable with the existence of PKH funds which causes them to be lazy to work so they don't have extra income which makes their life just like that or nothing changes". (Interview with PKH Facilitator in Batulicin District, 14 February 2023)*

The same information was also conveyed by Mr. Said Ahmad, Batulicin Village Head, who said that: *"As far as I have seen so far, it is true that there are some people who are wrong in responding to this PKH assistance fund, in which they depend on this PKH fund as the foundation of their family's economy in the sense that almost all family needs can be covered by the PKH funds, so that they are too lazy to work, even though in reality the PKH funds themselves are not very much. So this is what makes the benefits of PKH funds not so pronounced"*. (Interview with Batulicin Village Head, 16 February 2023)

From the information from the informants above, the researcher can conclude that the negative impacts that arise with this PKH in the Batulicin Sub-District are becoming dependent on existing programs, causing them to be lazy to work to supplement their income which causes their lives to not change, this is what PKH benefits so felt.

2. There is Social Jealousy

In addition to the negative impact, there are also other inhibiting factors in the implementation of the Family Hope program in the Batulicin Sub-District, which are clearly protests from the community who do not receive assistance and feel inadequate but do not receive this assistance or in other words, community jealousy. So that the assistant continues to provide understanding for the community other than the beneficiaries, because it is not the assistant who determines who gets the assistance. As said by the PKH Facilitator in Batulicin District on behalf of Mrs. Nur Khalimah: *"When they go to the field, people who don't receive assistance often complain or make complaints about why they can't get it even though they have lots of children, the economic situation is still apprehensive, of course I can't do much because my authority can't be like that, there are rules and mechanisms which limits this, among others, must be registered in the Integrated Social Welfare Data (DTKS) with an active status"*. (Interview with PKH Facilitator in Batulicin District, 16 February 2023)

From the statement of the respondent above, the researcher can conclude that the inhibiting factor for implementing the Family Hope program besides making the community lazy is social jealousy from people who do not receive assistance. There are still those who think that this assistance is not on target. Communities who do not receive assistance and feel that they are fit to receive this assistance complain to the assistant and the kelurahan why they do not receive this assistance. What is actually not the realm of the assistant to be able to get them to receive this assistance, but the assistant gives an understanding to the community that the list of PKH beneficiaries must be registered as active in the Integrated Social Welfare Data (DTKS) which has been legalized through a regional head decree, in this case the district head.

Stakeholder Effectiveness and Strategy in Supporting the Success of the PKH

In order to support the realization of the goals of the Family Hope Program (PKH), cross-sectoral collaboration is very much needed to create the independence of the beneficiaries so that their welfare status can increase as the Nawacita of the President of the Republic of Indonesia. To realize this, the researcher conducted interviews with 3 respondents who represented each agency/institution where they worked. Mrs. Faridah Zulfikar as Plh. When met, the secretary of the Batulicin sub-district conveyed. *"The Family Hope Program (PKH) is no stranger to us because our assistants are also actively involved in empowerment activities including participating in musrembang activities both in the sub-district or in the village/kelurahan. The assistant will convey what is needed to achieve our graduation (out of PKH recipients) as the sub-district*

government. appreciate and support this, this is evidenced by the quite a number of PKH beneficiaries that we propose as beneficiaries, one of which is UEP recipients this year (2023) Batulicin sub-district received 10 UEP assistance where they are also PKH recipients who own businesses, but it is undeniable that the percentage of the number of KPM independently, there are still very few things, of course it takes time and needs to be processed. For that we all have to work together to make it happen". (Interview with Acting Secretary of Batulicin District, 16 February 2023)

Mr. Said Ahmad as Batulicin Lurah said. "The cooperation that we have built with the regional or sub-district governments is in line with the synergy we can build, but everything needs an instant process, nothing related to this program being successful or not. We think it is quite successful, by the data we can see there are beneficiaries who dare to declare themselves out as beneficiaries. and we really appreciate that". (Interview with Batulicin Village Head, 16 February 2023)

Mr. Azhar Hanafi as PKH Coordinator for Tanah Bumbu Regency Said: "PKH in Tanah Bumbu Regency has entered its 8th year, of course it is long enough for a program, as from the aim of our program, changing the mindset of people who cannot afford to become prosperous is not an easy matter, but it is also not impossible to coordinate with stake holders We always improve together with the Regional Government (Social Service) Central Government (Ministry of Social Affairs) and we continue to establish alhamdulillah that PKH beneficiaries are prioritized for regional program assistance, besides that PKH is also an independent percentage indicator of beneficiaries. We are also always competent to improve KPM Mandiri Graduation." (Interview with Tanah Bumbu PKH District Coordinator 16 February 2023)

CONCLUSION

The implementation of the PKH program in Batulicin Subdistrict can be said to have had quite an impact, there were 5 KPMs who were ready and dared to come out as beneficiaries because they already had sufficient income to meet the burden of family expenses, several KPM who were used as respondents had the potential to be able to become prosperous families, they just needed ongoing assistance. However, there is still community dependence on PKH assistance, causing them to be lazy to increase their income which causes their lives to not change. This is why PKH's benefits are not felt. There is social jealousy among the community because there are people who are more deserving of receiving but do not receive PKH. Synergy and Cooperation between stakeholders (Social Services and District Government).

REFERENCE

- Aeda, N., & Jannah, R. (2022). Implementasi dan Efektifitas Program Keluarga Harapan (PKH) dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat. Studi di Desa Kekait Kecamatan Gunungsari Kabupaten Lombok Barat. *Journal of Economics and Business*, 8(1), 165-186.
- Anjelina, E. D., Salsabila, R., & Fitriyanti, D. A. (2020). Peranan Zakat, Infak dan Sedekah dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat. *Jihbiz: Jurnal Ekonomi, Keuangan dan Perbankan Syariah*, 4(2), 136-147.
- Beni, S., & Manggu, B. (2020). Efektivitas Program Keluarga Harapan Dalam Penanggulangan Kemiskinan Di Perbatasan (Studi Kasus Kecamatan Jagoi Babang Kabupaten Bengkayang Kalimantan Barat). *Sosio Konsepsia: Jurnal Penelitian dan Pengembangan Kesejahteraan Sosial*, 9(2), 162-170.

- Budhi, S., & Kembar, M. (2013). Analisis faktor-faktor yang berpengaruh terhadap pengentasan kemiskinan di bali: analisis FEM data panel. *Jurnal Ekonomi Kuantitatif Terapan*, 6(1), 44289.
- Damanhur, D., & Nurainiah, N. (2018). Analisis Pengaruh Bantuan Zakat Terhadap Tingkat Kesejahteraan Masyarakat Kabupaten Aceh Utara. *Jurnal Visioner & Strategis*, 5(2).
- Fahmi, G. R. A., Setyadi, S., & Suiro, U. (2018). Analisis strategi penanggulangan kemiskinan di provinsi banten. *Jurnal Ekonomi-Qu*, 8(2).
- Fama, A. (2016). Komunitas masyarakat pesisir di tambak lorok, semarang. *Sabda: Jurnal Kajian Kebudayaan*, 11(2), 65-75.
- Gultom, H., Kindangen, P., & Kawung, G. M. (2020). Analisis Pengaruh Program Bantuan Pangan Non Tunai (BPNT) DAN Program Keluarga Harapan (PKH) Terhadap Kemiskinan di Kabupaten Minahasa Tenggara. *Jurnal Pembangunan Ekonomi Dan Keuangan Daerah*, 20(4).
- Hadi, A. P. (2009). Tinjauan terhadap berbagai program pemberdayaan masyarakat di Indonesia. *Yayasan Agribisnis/Pusat Pengembangan Masyarakat Agrikarya (PPMA)*.
- Hasan, N. F. (2017). Efektivitas Penggunaan Dana Bantuan Pendidikan. *MODELING: Jurnal Program Studi PGMI*, 4(1), 1-18.
- Hastriani, J., & Elihami, E. (2021). Memberdayakan Kelompok Masyarakat Yang Miskin, Melalui Siklus Sekolah Nonformal, dalam Upaya Meningkatkan Kesejahteraan Sosial di Kabupaten Enrekang. *JURNAL EDUKASI NONFORMAL*, 2(1), 167-179.
- Heryanti, H. (2019). Peran Dinas sosial Kabupaten Bone dalam Menanggulangi kemiskinan (Perspektif Undang-Undang nomor 11 Tahun 2009 Tentang Kesejahteraan Sosial). *Jurnal Al-Dustur*, 2(2), 46-72.
- Huraerah, A. (2013). Strategi Kebijakan Penanggulangan Kemiskinan di Indonesia. *Jurnal Ilmu Kesejahteraan Sosial*, 12(1), 3-13.
- Isdijoso, W., Suryahadi, A., & Akhmadi, A. (2016). Penetapan kriteria dan variabel pendataan penduduk miskin yang komprehensif dalam rangka perlindungan penduduk miskin di Kabupaten/Kota. *Kota, Kertas Kerja SMERU, The SMERU Research Institute*.
- Khilayah, L. (2022). *Evaluasi Penyaluran Program Bantuan Langsung Tunai-Dana Desa (BLT-DD) Selama Pandemi COVID-19 (Studi Kasus: Desa Bergaskidul, Kabupaten Semarang)* (Doctoral dissertation).
- Kholif, K. I. (2014). *Implementasi Program Keluarga Harapan (PKH) dalam Menanggulangi Kemiskinan di Kecamatan Dawarblandong Kabupaten Mojokerto* (Doctoral dissertation, Brawijaya University).
- Kiwang, A. S. (2018). Implementasi Kebijakan Program Keluarga Harapan (PKH) Di Kota Kupang. *Journal of Politics and policy*, 31-48.
- Margareni, N. P. A. P., Djayastra, I. K., & Yasa, I. G. W. M. (2016). Faktor-faktor yang mempengaruhi Kemiskinan di Provinsi Bali. *Jurnal Piramida*, 12(1), 101-110.
- Parnawi, A. (2021). *Psikologi perkembangan*. Deepublish.
- Saidy, E. N. S. N., & Hidayah, N. (2018). Fenomena Kemiskinan di Kota Makassar dan Upaya Penanggulangannya dalam Perspektif Ekonomi Islam. *LAA MAISYIR: Jurnal Ekonomi Islam*, 5(1).
- Syatori, A. (2016). Ekologi politik masyarakat pesisir (Analisis sosiologis kehidupan sosial-ekonomi dan keagamaan masyarakat nelayan Desa Citemu Cirebon). *Holistik*, 15(2).
- Tuwu, D., & SOS, S. (2018). Implementasi Program Keluarga Harapan Untuk Mengatasi Persoalan Kemiskinan Di Kota Kendari. *Jurusan Sosiologi Fisip Unhas*, 263-291.

- Utomo, D. (2014). *Pelaksanaan Program Keluarga Harapan Dalam Meningkatkan Kualitas Hidup Rumah Tangga Miskin (Studi Pada Unit Pelaksana Program Keluarga Harapan Kecamatan Purwoasri Kabupaten Kediri)* (Doctoral dissertation, Brawijaya University).
- Wahyudin, Y. (2003). Sistem sosial ekonomi dan budaya masyarakat pesisir. *Makalah disampaikan pada pelatihan Pengelolaan Kawasan Konservasi Perairan, tanggal, 5.*
- Wijaya, A. B., & Fauzie, A. (2020). Pemaknaan Hidup Nelayan (Analisis Makro dan Mikro pada Kemiskinan Nelayan). *Indonesian Psychological Research, 2(2)*, 96-108.