

# Reflection on the Role of the Family Hope Program (PKH) in Poverty Alleviation

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p-ISSN: 2808-9529 (Printed)

e-ISSN: 2808-8816 (Online)

Jurnal Ilmu Sosial Indonesia (JISI)

<http://journal.uinjkt.ac.id/index.php/jisi>

VOL. 6, NO. 1 (2025)

Page: 52 – 64

## Recommended Citation (APA 7th Edition):

Widayat, & Sugiyanto. (2025). Reflection on the Role of the Family Hope Program (PKH) in Poverty Alleviation. Jurnal Ilmu Sosial Indonesia (JISI), 6(1), 52–64.

<https://doi.org/10.15408/jisi.v6i1.44494>

## Available at:

<https://journal.uinjkt.ac.id/index.php/jisi/article/view/44494>

## Article History:

Received: January 21, 2025

Accepted: June 25, 2025

Available online: June 30, 2025

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**Abstract.** Poverty remains a significant challenge in developing countries, including Indonesia, where over 25 million people live below the poverty line. The Family Hope Program (Program Keluarga Harapan, PKH) was introduced to provide direct assistance to low-income families, aiming to improve their quality of life and break the cycle of poverty. This study focuses on the implementation of PKH in Pagerharjo Village, Kulon Progo, Yogyakarta, using a descriptive qualitative approach involving observation, interviews, and document analysis. The findings indicate that PKH has a positive impact on improving community welfare, particularly in access to education and healthcare services. However, challenges such as inaccurate beneficiary targeting, low program literacy among recipients, and a culture of dependency continue to hinder the program's effectiveness. To enhance the success of PKH, regular validation of recipient data, integration of economic empowerment programs, and structured and continuous education for beneficiaries are essential. This study reflects critically on PKH implementation and offers practical insights for improving local-level targeting and beneficiary engagement. With these measures, PKH is expected to be more effective in promoting sustainable poverty reduction and fostering long-term self-reliance.

**Keywords:** PKH, Social Assistance, Poverty Alleviation, Economic Empowerment, Social Welfare, Reflection.

**Abstrak.** Kemiskinan tetap menjadi tantangan utama di negara berkembang, termasuk Indonesia, dengan lebih dari 25 juta orang hidup di bawah garis kemiskinan. Program Keluarga Harapan (PKH) diperkenalkan untuk memberikan bantuan langsung kepada keluarga berpenghasilan rendah, dengan tujuan meningkatkan kualitas hidup dan memutus rantai kemiskinan. Penelitian ini berfokus pada implementasi PKH di Desa Pagerharjo, Kabupaten Kulon Progo, Yogyakarta, dengan pendekatan deskriptif kualitatif yang melibatkan observasi, wawancara, dan analisis dokumentasi. Hasil penelitian menunjukkan bahwa PKH memberikan dampak positif dalam meningkatkan kesejahteraan masyarakat, khususnya dalam akses terhadap pendidikan dan layanan kesehatan. Namun, tantangan seperti ketidaktepatan dalam penentuan sasaran penerima, rendahnya pemahaman program oleh penerima manfaat, dan budaya ketergantungan masih menghambat efektivitas program. Untuk meningkatkan keberhasilan PKH, diperlukan validasi data penerima secara berkala, integrasi program pemberdayaan ekonomi, serta pendidikan yang terstruktur dan berkelanjutan bagi penerima manfaat. Studi ini merefleksikan secara kritis pelaksanaan PKH dan memberikan masukan praktis untuk memperbaiki sasaran program serta keterlibatan penerima di tingkat lokal. Dengan langkah-langkah tersebut, PKH diharapkan dapat lebih efektif dalam mendorong pengurangan kemiskinan yang berkelanjutan dan membangun kemandirian jangka panjang.

**Kata Kunci:** PKH, Bantuan Sosial, Pengentasan Kemiskinan, Pemberdayaan Ekonomi, Kesejahteraan Sosial, Refleksi.

## 1. INTRODUCTION

Poverty remains a persistent challenge in developing countries, including Indonesia, where more than 25 million people still live below the poverty line (Holmemo et al., 2020). Despite various government strategies, achieving equitable poverty alleviation remains elusive (Iskandar, 2020). Significant economic inequality, both between regions and between community groups, as well as the challenges of implementing social programs are the main obstacles in this effort (Hamid, 2024). In this context, the Family Hope Program (Program Keluarga Harapan, *PKH*) was introduced as a conditional cash transfer initiative aimed at empowering low-income families to break the intergenerational cycle of poverty and improve their quality of life (Kumar et al., 2024).

Poverty is defined as a state of deprivation where individuals or groups lack sufficient resources to meet basic needs such as food, shelter, education, and healthcare (Lister, 2021). This condition makes them vulnerable to other social problems, such as limited access to education, healthcare, and employment opportunities. In Indonesia, the problem of poverty is complex and influenced by various structural factors, including unequal wealth distribution, regional inequality, and limited access to public services (Tirtosuharto, 2022). Siregar et al (2023) argue that these inequalities are exacerbated by inadequate policy implementation and governance, which often fail to reach the neediest in society. This creates a vicious cycle where poverty persists from generation to generation, hampering social mobility and economic growth (Ruhana et al., 2024).

The Special Region of Yogyakarta (DIY) is one of the regions facing persistent poverty (Septiani, 2024). With a poverty rate of 11.04% in 2023-the highest in Java-DIY reflects the systemic challenges faced by poor regions (BPS, 2023). Despite being known as an educational and cultural center, the region continues to struggle with economic inequality that impedes equitable development. These inequalities are evident in access to education and health services, where rural areas often lag behind compared to urban areas (Darpito et al., 2023). In an effort to address poverty, the Indonesian government introduced the Family Hope

Program (PKH) in 2007. This conditional cash transfer program targets low-income families to improve education, health, and overall well-being. As noted by the Indonesian Ministry of Social Affairs, PKH aims to break the cycle of poverty by empowering households to invest in human capital, thereby hopefully improving their quality of life in a sustainable manner (Sari, 2023).

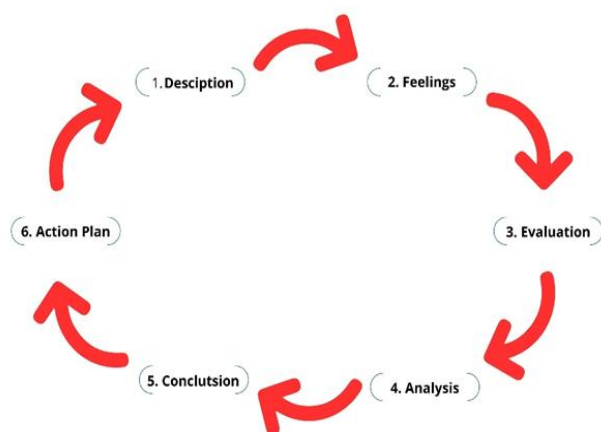
Pagerharjo Village, located in Samigaluh Sub-district, Kulon Progo, serves as an important case study to examine the effectiveness of PKH. The village's geographical challenges, combined with its socio-economic inequality, make it an ideal place to analyze the program's impact. With a population largely dependent on agriculture and local resources, the village faces various challenges in the implementation of social assistance programs. This research explores the implementation of PKH in Pagerharjo, highlighting successes and identifying areas that need to be improved to increase its effectiveness in poverty alleviation. The main objective of this research is to provide a reflective analysis of PKH using theoretical frameworks, such as Gibbs' reflective model (Gibbs, 1988). In this way, the research seeks to offer practical insights that can be used to improve policies and programs. In addition, this research contributes to the broader discourse on poverty alleviation by integrating local perspectives and contextual factors into the analysis. Through this approach, it is hoped that more effective and sustainable solutions can be found to address poverty in Pagerharjo Village and other areas facing similar challenges, as well as provide recommendations that can be implemented by the government and other stakeholders to improve the overall welfare of the community.

## 2. METHOD

This research utilizes a qualitative descriptive approach to provide an in-depth understanding of PKH implementation. The qualitative descriptive approach was chosen because it allows for a detailed exploration of the PKH program in its natural context, capturing the complexities of social welfare interventions (Paparini et al., 2021). Qualitative approaches are particularly effective in exploring phenomena like the Family Hope

Program (PKH), which involves various social dynamics and challenges within the community. The research design draws on Graham Gibbs' reflective model, which facilitates a comprehensive understanding of past actions, current conditions, and future recommendations. Gibbs' framework includes six stages: description, feeling, evaluation, analysis, conclusion, and action plan (Gibbs, 1988). In this study, the model was adapted to analyze the implementation of PKH in Pagerharjo Village by systematically evaluating the actions taken, the feelings of stakeholders involved, and the observed outcomes. This approach provides valuable insights into the program's effectiveness and offers practical recommendations for improvement.

**Figure 1.1 Stages of Reflection according to Graham Gibbs (1988)**



Data was collected through three main methods. 1) *Observation*, direct participation in community activities related to PKH implementation provides first-hand insight into the practical impact of the program. 2) *Interviews*. Semi-structured interviews were conducted in 2024 with local officials in Pagerharjo Village, PKH Facilitators, PKH beneficiaries, and community leaders. This approach captures diverse perspectives and uncovers underlying issues. 3) *Documentation*: Government reports, local statistics, and secondary literature were analyzed to contextualize findings and triangulate data.

Thematic analysis is used to identify recurring patterns in social welfare conditions, distribution mechanisms, and program outcomes (Berbekova et al., 2021). This analysis focuses on uncovering the underlying causes of the identified challenges and proposing actionable recommendations.

### 3. RESULT AND DISCUSSION

#### 3.1 Social Welfare Condition of Pagerharjo Village

##### *Economic Aspects*

Pagerharjo Village has an economy dominated by the agriculture and livestock sectors. The local community grows various types of food crops, such as rice, corn, and vegetables, which are the main source of family livelihood. In addition, animal husbandry is also an important part of economic activities, with livestock such as cows, goats, and chickens. The results of the interview with Mr. AK as the Head of *Dukuh* said:

*"The economic condition of the people of Pagerharjo is equal, although there are those who are rich but a small portion, those who are very poor are also very few."*

Then for another informant Mr. Ps as the Head of *Dukuh* in Pagerharjo Village confirmed that the source of community income is mostly from the agricultural and plantation sectors:

*"Sources of income used to come from agriculture, livestock and plantations."*

This shows that despite the differences, the community generally has good access to economic resources. However, challenges such as limited market access and climate change are still affecting the economic stability of the community. Research conducted by Smith, J., Brown, L., & Jones (2022) explains the same thing that climate change significantly impacts global economic stability, exacerbating challenges such as limited market access. Severe weather events disrupt sectors such as agriculture and tourism, requiring strong economic policies for mitigation and adaptation to these climate-related risks (Borah et al., 2024).

##### *Access to Basic Services*

Health and education services in Pagerharjo are quite good. There is the Samigaluh II Community Health Center that serves several sub-districts, as well as various educational facilities from early childhood education to vocational schools. According to Mr. AK from the interview:

*"Basic health services are quite good because it is close to the Samigaluh 2"*



*health center, and there is also a village ambulance."*

Then informant Mr. Ps emphasized that the education facilities are already there:

*"Educational facilities are also very sufficient because there is PAUD, SD, SMP and SMK in one Villages."*

This shows that access to health and education services in Pagerharjo Village is adequate. Nevertheless, there are still challenges in terms of the quality of education and community awareness to utilize existing facilities. This is similar to what is expressed by Haemmerli et al (2021) from the results of their research explained that while access to public facilities is adequate, public awareness is needed to make a program run effectively.

#### *Housing Condition*

The majority of houses in Pagerharjo Village are in decent condition, thanks to the RTLH subsidy and assistance programs that have been carried out several times in Pagerharjo Village. Informant Mr. S as Kamituwa said:

*"The average housing condition is good, there are many RTLH subsidies."*

However, there is still a small proportion of uninhabitable houses, especially among the elderly and those who do not own land. This was conveyed by Mr. JW:

*"A lot of house renovation assistance has been provided and very little housing is still inadequate."*

In addition, environmental sanitation conditions have also shown significant improvement, with the majority of people already having access to private toilets and open defecation behavior is almost non-existent.

Overall, Pagerharjo Village shows significant progress in housing and sanitation. The RTLH subsidy and assistance program has successfully improved housing conditions for the community, especially the vulnerable groups. However, there is still a need for certain groups, such as the elderly and the landless, to enjoy the same improvements. Research conducted by Ismowati & Subhan (2018) RTLH assistance program has not been as successful, with issues such as uneven distribution of

assistance and limited budget. The program has not adequately reached all populations in need, including the vulnerable elderly and the landless. Therefore, further efforts are needed to ensure that these groups also benefit from housing improvements.

#### *Jobs and Employment*

Employment in Pagerharjo Village is available in various sectors, including agriculture, plantations, services, tourism and MSMEs. Mr. AK revealed that:

*"There are many jobs from farm laborers, construction workers, wood haulers, plantation laborers during the clove harvest."*

Then Mr. Jw expressed the same thing:

*"There are also enough job opportunities, such as tourism, MSMEs."*

Then Mr. S said it was related to unemployment:

*"There is unemployment but it is small, not 100% unemployed because we have working land such as agriculture and plantations."*

Although the unemployment rate is relatively low, there are obstacles such as the prestige of menial jobs that prevent some people from taking up available jobs as expressed by Mr. Ps during the interview:

*"Actually, unemployment does not exist/is small, because of laziness to work, prestige with work in the village alone."*

Mr. Jw also emphasized the importance of innovation in creating new jobs, especially in the tourism and MSME sectors, which can provide wider opportunities for the community.

Overall, Pagerharjo Village has a variety of employment opportunities in agriculture, plantations, services, tourism and MSMEs, indicating good economic potential. However, some individuals are reluctant to take up available jobs due to the prestige of manual labor. This hampers the optimization of employment potential. Therefore, it is important to encourage innovation, especially in the tourism and MSME sectors, and change people's views on jobs in the agricultural sector (Widyastuti & Ambarwati, 2020).

### Ongoing Assistance Program

Pagerharjo Village receives various social assistance programs, including PKH, BLT DD, BPNT, and RTLH assistance. Mr. Ak noted:

*"For recipients, it is appropriate and effective, but in general, there is assistance that is less appropriate and less effective because it is consumable."*

These programs have a positive impact in increasing people's purchasing power and reducing the burden of living necessities. However, there is a risk of dependency and lack of motivation to be self-reliant, which can hinder community empowerment efforts (Deswita & Ariany, 2024). While many programs are well-targeted, there are challenges in terms of sustainability and negative impacts of direct assistance. Informant Mr. Jw stated,

*"The assistance is not effective in educating the community, but it makes people lazy so that they keep the assistance without any effort to work hard."*

Therefore, it is important to develop empowering types of assistance, such as the provision of working capital or equipment, that can encourage communities to become self-reliant and create long-term sources of income (Alvarez et al., 2018; Hikmawati, 2022).

### Challenges and Constraints

The assistance program in Pagerharjo faces several challenges that must be overcome to increase its impact. Mr. S revealed in his answer:

*"The impact is dependence, social jealousy, when the aid runs out, the poor are poor again."*

Community dependence on aid can hinder their empowerment efforts (Deswita & Ariany, 2024). In addition, the uneven distribution of aid often leads to social jealousy among communities. Informant Mr. Jw emphasized the need for a more in-depth evaluation to ensure that the type of assistance provided matches the needs of the community.

Overall, from several aspects of the social welfare conditions in Pagerharjo Village, social assistance programs such as PKH have had a positive impact on improving community welfare, especially for vulnerable groups, in line with research conducted by Marantek & Sejati

(2023) that the PKH program has had a positive impact on the welfare of the poor by providing important support in health and education services. However, to achieve sustainability and self-reliance, there needs to be a focus on community empowerment and capacity building through training and business support. An approach that emphasizes community empowerment through skills training, small business development, and appropriate education is needed to create sustainable welfare in Pagerharjo Village (Standisyah & Ramadhan, 2024). Thus, social assistance programs can be more effective in supporting self-reliance and poverty alleviation in this area.

### 3.2 PKH Social Assistance Distribution Process in Pagerharjo Village

#### Distribution Mechanism

The distribution mechanism of the Family Hope Program (PKH) social assistance in Pagerharjo Village consists of two main forms: cash assistance and food assistance. Cash assistance is distributed non-cash through direct transfer to the beneficiaries' "Kartu Keluarga Sejahtera" (KKS) accounts. Mrs. Da, a PKH facilitator, explained that:

*"Beneficiaries should check the funds that have been transferred via bank or ATM."*

This suggests a transparent and efficient system, where recipients have more control over the funds received. However, while this system is considered efficient, challenges remain. Informant Mr. As, a community leader, revealed that there were cases where beneficiaries had difficulty withdrawing funds and had to ask for help from other family members.

*"There are several things that must be conveyed, money that is transferred, it could be that the person who receives the transfer cannot withdraw it, the one who withdraws it is his child."*

This situation has the potential for misuse, where funds that should be used by the main recipients do not reach them. In addition, the use of funds that are not in line with basic needs can reduce the positive impact of the program. Therefore, it is important to educate beneficiaries on the proper use of funds, as this education can help reduce the potential for

misuse and improve the overall impact of the program, ensuring that resources are used to improve the quality of life of beneficiaries (Magalhães et al., 2024).

#### *Recipient Identification and Verification Process*

The process of identifying and verifying PKH beneficiaries in Pagerharjo Village is based on the initial data determined by the Ministry of Social Affairs through the By Name by Address (BNBA) system. Mrs. Da explained that:

*"Prospective recipients are invited to the village to validate their identity using their KTP and Family Card (KK)."*

This process aims to ensure that recipients actually meet the predetermined criteria, such as status as poor with family members who have priority indicators (school children, toddlers, pregnant women, elderly, or disabilities).

PKH Facilitators play an important role in conducting field verification and coordinating with village officials to obtain additional information. While village officials can make suggestions, the final decision remains with the Ministry of Social Affairs. Mr. Ak emphasized that:

*"Usually, the facilitator conducts interviews directly with prospective recipients listed on the BNBA list, without considering new proposals if the candidate's name is not on the list."*

This shows that despite efforts to involve village officials, the identification process remains centered on predetermined data. However, obstacles arise when there is a need to add new potential recipients outside the BNBA list. This rigid process can result in some deserving families not receiving assistance. This was revealed in research conducted by Santoso et al., (2024) This rigidity in the identification process prevents the inclusion of new eligible families outside the predetermined BNBA list, which ultimately results in social inequality. Therefore, regular updates of recipient data are essential to ensure that assistance is provided to families who are truly in need.

#### *Distribution Schedule and Frequency*

The distribution of PKH assistance in Pagerharjo Village is carried out according to a

schedule determined by the government. Mrs. Da explained that:

*"For recipients who hold KKS, assistance is distributed every two months, while for recipients who access assistance through the Post Office, distribution is carried out every three months."*

While there is a clear frequency, there is no fixed date for distribution, which can make it difficult for recipients to plan their finances. The uncertainty of distribution dates can cause challenges for beneficiaries, especially for those who depend on the assistance to meet their daily needs. Mr. S, as Kamituwa, emphasized that:

*"Information about the distribution schedule is mostly known by the facilitators and recipients, while village officials are not directly involved."*

Therefore, effective communication between facilitators and beneficiaries is essential to ensure that assistance can be received and utilized optimally. This can be done to anticipate delays in the assistance received by the beneficiaries. Given that village officials are not directly involved in this process.

#### *Coordination with Related Parties*

Coordination between PKH facilitators, village officials and beneficiaries are crucial to ensure the smooth distribution and effectiveness of social assistance. Mrs. Ds explained that:

*"PKH Facilitators always coordinate with the urban village and hamlet, as well as the Social Service (Dinsos) to validate recipient data and convey information related to assistance."*

However, Mr. S revealed that:

*"Coordination between facilitators and village governments is less intensive, and village officials are often uninformed about aid mechanisms."*

This creates challenges when communities raise questions or complaints regarding assistance. Mr. Ak highlighted that when there are obstacles, communities often ask questions to the head of Dukuh, who may not have enough information to provide solutions.

*"If the assistance does not come down, the head of the dukuh is asked, even though the dukuh does not know. Then if there are*

*recipients who are no longer eligible or people who are eligible but don't get it, they complain to the dukuh head."*

Therefore, it is necessary to increase the synergy between PKH facilitators and village officials so that the social assistance program can run more optimally and on target. In accordance with research conducted by Kristanto et al (2024) emphasizes the importance of collaboration between village officials, community leaders, and beneficiaries of assistance to increase the effectiveness of social assistance programs. By increasing synergy, the distribution of social assistance can be more targeted and efficient. This collaborative approach not only improves community welfare but also increases the transparency of social assistance data and the management capabilities of village officials.

#### *Evaluation and Feedback*

Evaluation and feedback are important aspects in ensuring the sustainability and effectiveness of PKH. Mrs. Da, explained that:

*"Evaluation is carried out through reconciliation after the distribution of assistance to ensure that the assistance is received by the right Beneficiary Family (KPM)."*

However, Mr. S noted that:

*"Formal evaluation at the village level has never been conducted, and inputs are usually conveyed informally through PKH facilitators."*

Mr. Ak added that:

*"Information related to evaluation and feedback is not widely known by village officials."*

Although there is a communication group among beneficiaries that can serve as an informal medium for beneficiaries to share information, the involvement of village officials in this process appears to be minimal. To improve program effectiveness, it is necessary to strengthen evaluation and feedback mechanisms that involve all stakeholders, including village officials, facilitators, and beneficiaries. Yanti & Sukmana, (2024) in their research revealed that it is important to strengthen evaluation and feedback mechanisms by actively involving all stakeholders. Increasing stakeholder

involvement can lead to better data management and equitable aid distribution, which in turn encourages economic recovery in rural areas.

#### *Challenges and Obstacles*

PKH implementation in Pagerharjo Village faces various challenges, including transportation difficulties for elderly recipients and KPM absenteeism in group meetings. Mr. S suggested that the distribution of assistance be brought closer to the village level to facilitate access for vulnerable groups.

*"Elderly recipients are constrained by transportation. To go to the place where the assistance is taken. How to overcome Distribution is brought closer to the neighborhood level."*

Mrs. Da said:

*"KPM who do not want to attend group meetings will miss out on information related to the PKH process. Social jealousy arises among the community."*

Mrs. Da highlighted social jealousy among the community, which can lead to dissatisfaction with the program. To overcome this problem, a personal approach to KPM and listening to the complaints of the general public is essential.

Mr. Jw emphasized the need for consistent outreach and close supervision to ensure targeted use of the assistance.

*"The distribution of the use of this assistance by the recipient so that it is used appropriately. Of course, with continuous counseling and maximum supervision."*

Mr. AY also emphasized the importance of supervision and coaching by mentors to ensure the assistance is put to good use.

*"The challenge of distribution is more about the use/expenditure of supervision by officials/companions, and guidance."*

Overall, judging from several themes in the PKH social assistance distribution process in Pagerharjo Village shows a structured mechanism, but still faces various challenges. Efforts to improve access, socialization, and supervision are needed to ensure program effectiveness and optimal utilization of assistance by recipients. By strengthening coordination between facilitators, village



officials, and beneficiaries, as well as conducting more structured evaluation and feedback, it is hoped that the PKH program can continue to support poverty alleviation in Pagerharjo Village more effectively (Inkiriwang & Effendy, 2024).

### 3.3 Discussion of the Use of PKH Social Assistance in Pagerharjo Village

#### *Assistance Receiving Process*

The process of receiving social assistance for the Family Hope Program (PKH) in Pagerharjo Village involves several parties, including the central government, PKH facilitators, and village officials. Mr. S, Kamituwa Village, explained that the additional quota of beneficiaries is managed by the PKH Facilitator, with recipients usually consisting of families with elderly members and school children. He stated,

*"I was once when there was an additional quota at the kalurahan but technically the facilitator himself. As far as I know, it was families with the elderly and school children."*

Mrs. Da, PKH Facilitator, emphasized that the list of beneficiaries is determined by the Ministry of Social Affairs and validated through matching ID cards and families. She explained,

*"Invited to the village to validate the KPM according to the KTP and KK to make sure they themselves are in accordance with BNBA or not, see if there are categories in the family (school children, toddlers, pregnant women, elderly, disability)."*

Mr. Ak, added that village officials are not directly involved in the verification process, but support the facilitator when necessary.

*"The sub-district is given a list of candidates who have not been verified, then it will be carried out by the facilitator."*

Overall, the process of receiving assistance is centralized to the mechanisms set by the Ministry of Social Affairs, with PKH Facilitators playing an important role in data validation, although there are challenges in communication and coordination between the parties involved (Hotimah & Koesbandrijo, 2019).

#### *Recipient Knowledge and Understanding*

The knowledge and understanding of PKH beneficiaries in Pagerharjo Village is an

important aspect of program implementation. Mr. S acknowledged the existence of socialization by PKH Facilitators, but could not confirm the level of understanding of the recipients. He stated:

*"As far as I know, there was a socialization of the companion, but I don't know whether I understand it or not. Information from the data through the companion."*

Mrs. Da, revealed that:

*"Regular group meetings are held to enhance beneficiaries' knowledge of the assistance mechanism, requirements, and responsibilities."*

Mr. Ak, explained that:

*"Aid recipients should know the information needed, because previously there had been socialization from PKH assistants."*

However, he also emphasized the importance of effective communication between assistants and recipients. From these findings, it can be concluded that socialization and regular group meetings are the main media in delivering information to beneficiaries. However, further evaluation is needed to ensure that the information provided is truly understood by all recipients, especially with regard to their rights and obligations in the PKH program (Silalahi & Efendi, 2024).

#### *Use of Assistance*

The use of PKH assistance in Pagerharjo Village varies depending on the needs of each recipient. Mr. S stated that the assistance is often used to meet basic needs, such as children's education and food needs. He said,

*"For those who have school children, they use it for school needs, and for those who have food, they use it for food. For those used for needs outside the provisions, yes, there must be."*

Mrs. Da, emphasized that the assistance should be used for daily survival and education. Mr. Ak added that while aid is generally used for daily needs, there are challenges in monitoring the use of aid to keep it in line with program objectives. He stated:

*"For their needs but also for other purposes outside of their primary needs."*



From these findings, it appears that the use of PKH social assistance in Pagerharjo Village varies depending on the needs of each recipient. It is important to continue to monitor and provide guidance so that the use of assistance remains in line with the program's objectives to help improve the welfare of people in need (Qudus et al., 2024).

#### *Perceived Benefits*

The PKH program provides significant benefits to recipients, especially in supporting household needs and children's education. Mr. T, one of the recipients, revealed:

*"PKH assistance is very helpful to fulfill household needs, such as shopping for daily necessities and school supplies."*

Mr. M, emphasized that PKH assistance greatly supports his children's education, so that the cost of education becomes lighter. He stated:

*"PKH assistance is very helpful, for example what is felt is in terms of education, school children have gone to vocational schools, including daily needs focused on education."*

Despite the benefits, the implementation of this program still faces various obstacles. Mr. T, complained that the assistance provided once every three months was often insufficient to meet the family's needs, especially with the rising prices of basic necessities and education costs. He said:

*"The assistance provided once every three months is not enough to meet the needs because the needs of both families and schools are getting more expensive."*

Mr. M, also complained that:

*"The disbursement of funds was not done simultaneously, making it difficult for some recipients who had to wait for funds to be available in their accounts."*

In terms of administration, obstacles such as delays in funds entering recipients' accounts are also a problem that is often encountered. However, the service quality of PKH Facilitators in the field was considered quite good by Mr. T and Mr. M, who appreciated that the Facilitators were friendly and responsive in providing information related to the disbursement process and administrative requirements.

#### *Right on Target*

Targeting accuracy in PKH implementation remains a challenge. Mr. S, stated that most recipients met the criteria, but there were reports of eligible families who had not been registered. He mentioned,

*"Most of them have, but according to the village head's report, there are also those who are not quite right. According to the dukuh's report, there are those who deserve assistance but have not received it."*

Mr. Ak highlighted that some people who experienced a sudden change in economic status were not recorded. He explained,

*"There are people who are suddenly poor because of a disaster, people who look well-off but have family problems."*

Mr. Ay emphasized the need for more accurate mapping and data collection to ensure PKH assistance is given to people who really need it.

### **3.4 Analysis Reflection of PKH Social Assistance Program Implementation with Gibbs Reflection Model**

Discussion of Reflections on the Implementation of the PKH Social Assistance Program in Pagerharjo Village.

**Figure 1.1 Stages of Gibbs Variety Reflection 1988**



#### *Description*

The Family Hope Program (PKH) in Pagerharjo Village aims to improve the welfare of the poor through conditional assistance that focuses on education and health. Data shows that most beneficiaries come from the lowest economic groups, who need support to improve their quality of life. The program is designed to provide assistance that not only meets basic needs but also encourages recipients to invest

in education and health (Inkiriwang & Effendy, 2024; Khabibi & Rodiyah, 2024).

### *Feelings*

Most beneficiaries felt that the assistance helped them fulfill their basic needs, such as children's education and food. However, there were also concerns among recipients about the sustainability of the assistance in the future. They are uncertain whether this assistance will continue to exist, which may affect their financial planning. On the other hand, program implementers find it challenging to deal with resistance from communities who do not fully understand the objectives and benefits of the PKH program (Osinski, 2020).

### *Evaluation*

On the positive side, PKH has succeeded in easing the economic burden on beneficiaries and improving access to health and education services. However, there are some weaknesses that need to be considered: a) Inaccurate target recipients: There are still beneficiaries who do not meet the established criteria, indicating problems in the selection process; b) Lack of: Many recipients do not fully understand how to utilize the assistance to achieve economic independence, which can reduce the effectiveness of the program; c) Culture: These programs tend to create dependency among certain communities, which can hinder empowerment efforts.

In line with previous research Restianti, (2018); Handayani & Aliyudin (2020); dan Rahmi, (2021) revealed that PKH assistance is still experiencing the same thing until now, the inaccuracy of targeting is the most basic problem in the implementation of PKH social assistance. This can show that the seriousness of the government, especially the Ministry of Social Affairs, is still lacking in evaluating and monitoring the program to the village level. This is also evidenced by several interviews with informants who explained that the selection and distribution of PKH assistance did not involve the Village Government, so that assistance was considered less effective and efficient.

### *Analysis*

The inaccuracy in targeting PKH recipients is largely due to data validation issues. The selection process that uses old data

has resulted in some recipients who should not be eligible still being registered. In addition, the "keep social assistance" culture that developed in some communities made the program less effective in empowering recipients. The gap between the central and local governments in program implementation is also a factor that exacerbates this situation, resulting in a lack of synergy in program implementation.

### *Conclusion*

The PKH social assistance program has a significant positive impact in helping the poor. However, there is an urgent need to improve the accuracy of beneficiary data, strengthen supervision, and provide education that focuses on community empowerment. With these measures, PKH can be a more effective first step towards economic independence for beneficiaries.

The action plan consists of three main strategies. *First*, improving data validation is essential by conducting regular validation of recipient data. This process should involve village officials and local communities to ensure that assistance is given to those who really need it.

*Second*, the plan includes integrating economic empowerment programs by combining local empowerment initiatives with PKH. This includes activities such as skills training and providing access to business capital, which aim to help beneficiaries become more self-reliant.

*Third*, the action plan emphasizes the role of education by program facilitators, where program assistants are involved in educating beneficiaries on the importance of utilizing the assistance productively. Through this, recipients are expected to improve their quality of life and achieve economic independence.

Reflections on the implementation of the Family Hope Program (PKH) in Pagerharjo Village show that while the program has provided significant benefits to the poor, there are still challenges that need to be overcome. By improving the data collection system, increasing education, and integrating economic empowerment programs, PKH can be more effective in achieving its goals of reducing poverty and improving community welfare.

#### 4. CONCLUSION

The Family Hope Program (PKH) in Pagerharjo Village has shown a positive impact in improving the welfare of the poor, especially in meeting basic needs such as food and education. Many beneficiaries report that the assistance is very helpful in paying for school fees and meeting daily needs, as well as improving their access to health services. However, despite the program's success in alleviating economic burdens, challenges such as inaccurate targeting of beneficiaries, limited program literacy, and a culture of dependency still need to be addressed to improve its effectiveness.

Targeting inaccuracy remains a major problem, with some beneficiaries not meeting the set criteria, while deserving families are not registered. The centralized process of receiving assistance through the Ministry of Social Affairs and the limited involvement of village officials in data validation contribute to this problem. In addition, many recipients do not fully understand how to utilize the assistance to achieve economic independence, which can result in suboptimal use of the assistance. A culture of dependency among the community also hinders empowerment and self-reliance efforts. Structured and continuous education from program assistants is also needed to ensure recipients understand the importance of utilizing the assistance productively. Furthermore, stronger coordination between central and local governments is essential to close the implementation gap and ensure that the policy is responsive to local contexts.

This study highlights the need for participatory policy adjustments that empower local actors and beneficiaries in the decision-making process. The findings can serve as a reference for the Ministry of Social Affairs and regional policymakers in designing more inclusive, transparent, and responsive social protection strategies. With these steps, PKH can evolve from merely alleviating poverty to becoming a strategic instrument for building sustainable and community-driven welfare systems.

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