



The implementation of the family hope program (PKH) in north Labuhanbatu regency, north Sumatra, Indonesia

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Abstract

This study evaluates the implementation of the family Hope Program (PKH) in North Labuhanbatu Regency, North Sumatra, to identify factors that affect its effectiveness. The introduction explained that poverty alleviation in Indonesia is a collective responsibility involving various parties, with PKH as one of the main efforts. The research method used is qualitative descriptive, involving semi-structured interviews, participant observations, and documentation. The results of the study show that PKH in North Labuhanbatu is effective in improving the welfare of poor families through a comprehensive approach, close cooperation between stakeholders, and the use of information technology. However, obstacles such as budget limitations, lack of quality of human resources, and low public awareness still exist. Despite the challenges, the driving factors remain important to maximize the benefits of PKH and support sustainable poverty alleviation in the area.

Keywords: Family Hope Program (PKH); poverty alleviation; social policy implementation

Introduction

Poverty alleviation is an obligation that must be carried out optimally by the mandate of the 1945 Constitution of the Republic of Indonesia which states that one of the state's goals is to promote general welfare, which includes efforts to reduce economic and social inequalities in society (Mulyana & Zainuddin, 2017^[10]; Nindatu, 2019^[12]; Wijayanti & Muallidin, 2021)^[22]. This is in line with Article 34 of the 1945 Constitution which states that poor and abandoned children are cared for by the state (Koko Indra Kesuma, 2014^[9]; Syaputra, 2017)^[19]. In this context, poverty alleviation is not only the responsibility of the central government but also involves all elements of society, including local governments, the private sector, and non-governmental organizations.

According to data from the Central Statistics Agency of Indonesia, the poverty trend in Indonesia shows a figure of 9.03%. Compared to March 2023, the number of poor people in urban areas in March 2024 decreased by 0.1 million people, from 11.74 million people to 11.64 million people. Meanwhile, the number of poor people in rural areas also decreased by 0.58 million people, from 14.16 million people in March 2023 to 13.58 million people in March 2024. This decline reflects an improvement in the economic condition of the community, although the challenge of poverty remains significant (Badan Pusat Statistik, 2023)^[11]. The Poverty Line in March 2024 was recorded at IDR 582,932 per capita per month. The composition of the Poverty Line consists of the Food Poverty Line of Rp433,906 (74.44 percent) and the Non-Food Poverty Line of Rp149,026 (25.56 percent). In the same period, the average poor household in Indonesia had 4.78 members. This means, on average, the size of the Poverty Line per poor household is Rp2,786,415 per month. This data provides an overview of the level of basic needs that must be met by poor households in Indonesia, which includes essential food and non-food needs (Central Statistics Agency, 2024).

In this study, the researcher noted a decrease in the poverty rate in North Labuhanbatu Regency which showed positive

development within one year. Based on the Central Statistics Agency of North Labuhanbatu Regency (2023), the poverty rate in the district decreased by 0.15 percentage points, from 7.99 percent in March 2023 to 7.84 percent in March 2024 (Badan Pusat Statistik, 2024)^[2]. This decline reflects effective efforts to overcome poverty and improve the welfare of people in the area. Factors contributing to these changes may include government programs, local development initiatives, and improved economic conditions that support sustainable poverty reduction (Hidayati *et al.*, 2021^[5]; Ina *et al.*, 2023^[6]; Niken Pratiwi, Dwi Budi Santosa, 2018)^[11]. This decline shows a positive trend that is important to continue to monitor and analyze to formulate more targeted and sustainable policies in future poverty alleviation efforts (Hidayati *et al.*, 2021; Suwardi, 2006^[18]; Widuri Wulandari *et al.*, 2023)^[21].

The decrease in poverty rates that occurred in North Labuhanbatu Regency shows the effectiveness of poverty alleviation efforts by the local government. Based on observations, the researcher identified that one of the key factors in this achievement is the implementation of the Family Hope Program (PKH) as a social assistance program designed to improve the welfare of poor families through financial support and access to health and education services (Herlina *et al.*, 2020^[4]; Istriawati & Dartanto, 2022^[7]; Oktapiani *et al.*, 2022)^[13]. PKH provides direct assistance to beneficiary families with certain conditions, such as ensuring that school children and pregnant women receive health checks (Sasmito & Nawangsari, 2019^[15]; Sitepu *et al.*, 2019^[17]; Yusriadi *et al.*, 2020)^[23].

However, although the Family Hope Program (PKH) in North Labuhanbatu Regency has shown significant achievements in realizing its targets, several challenges need to be overcome to ensure the effectiveness and sustainability of the program. Some areas such as direct assistance and health checks have shown a gap between targets and realization, indicating the need for a more in-depth evaluation of how the program is being implemented. These constraints need to be identified to understand the factors that may hinder the optimal achievement of the target. This

evaluation is important to ensure that the PKH program not only achieves the target number but also has a real impact on poor families (Daniati, 2022^[3]; Jannah *et al.*, 2022^[8]; Wardani *et al.*, 2023)^[20].

Based on this background, the author will focus on discussing how to implement the PKH social assistance program policy at the Social Service of the North Labuhanbatu Regency Government, North Sumatra Province, and the factors that hinder the implementation of the PKH social assistance program policy at the Social Service of the North Labuhanbatu Regency Government, North Sumatra Province.

Research methods

The research method used in this study is qualitative descriptive with a naturalistic research approach, which utilizes semi-structured interviews, participant observations, and documentation to collect data related to the implementation of the PKH Social Assistance Program policy at the Social Service of the North Labuhanbatu Regency Government, North Sumatra Province. The research informants were selected using the snowball sampling technique, including John Ferry as the key informant (Head of the Social Service), Pirngadiwansyah Rambe as the main informant (Head of Social Protection & Social Security), and Iin Afrida Pasaribu and Erpina Sianipar as additional informants (Subcorp of Social Empowerment & Handling of the Poor, and Subcorp of Child & Elderly Rehabilitation).

Results and discussion

Implementation of the PKH social assistance program policy at the social service of the North Labuhanbatu Regency Government, North Sumatra Province

The implementation of the Family Hope Program (PKH) in North Labuhanbatu Regency is a comprehensive and well-structured effort. The success of the implementation of this program is highly dependent on close cooperation with various ministries and government agencies. The Ministry of Social Affairs, the Ministry of National Development Planning/Bappenas, the Ministry of Finance, the Ministry of Health, and the Ministry of Education and Culture, as well as other stakeholders, play an important role in ensuring the smooth implementation of PKH. The main goal of this program is to improve the welfare of poor and vulnerable families by providing financial assistance and better access to education, health, and social welfare services.

One of the important aspects of the implementation of PKH is the diversification of categories of aid recipients. The program is designed to reach a wide range of age groups and conditions, including pregnant women, infants, schoolchildren, adolescents, and elderly individuals. Responsiveness to local characteristics is also the main focus in the implementation of PKH in the North Labuhanbatu Regency. This includes adaptation of implementation details, aid distribution mechanisms, and socialization strategies by relevant policies and strategies at the district level. The collaborative and adaptive approach used in this program provides significant potential in achieving the goals of reducing poverty and improving welfare in the region, as well as supporting national efforts in achieving the Human Development Index (HDI) target (Rimawan & Aryani, 2019^[14]; Setiawan & Sugiharto, 2015)^[16].

Data collection and identification of poor families is a very important first step in the implementation of PKH. Based on the results of the interview, John Ferry emphasized that data collection involves health, education, and social welfare criteria to determine families who are entitled to receive assistance. Pirngadiwansyah Rambe, Head of Social Protection & Social Security, added that the data collection process includes health conditions, education levels, economic conditions, as well as other risk factors such as the living environment and psychosocial factors. Erpina Sianipar, Sub-Corps of Child & Elderly Rehabilitation, stated that the cooperation between the Social Service and the PKH Programme is very close, utilizing data from rehabilitation services to ensure families with special needs are documented and receive appropriate support. In Afrida Pasaribu, Sub-Corps of Social Empowerment & Handling the Poor, emphasized the importance of accurate data collection to ensure that assistance is provided to those most in need and to design social empowerment programs to help families get out of poverty.

In addition, good cooperation and coordination between the Social Service and various partners ensure that all aspects of the program are well coordinated so that efficiency and effectiveness in achieving program goals can be achieved. This collaboration aims to ensure that all aspects of the program are well coordinated so that efficiency and effectiveness in achieving program goals can be achieved. Jhon Ferry stated that the North Labuhanbatu Regency Social Service builds cooperation with various partners, such as various ministries, government agencies, and other stakeholders, to ensure the smooth running of this program. Pirngadiwansyah Rambe, Head of Social Protection & Social Security, added that cooperation and coordination are the main pillars in the implementation of PKH, as the program involves many aspects from recipient identification to service provision. Without good cooperation, the risk of duplication of efforts or unserved families in need of assistance will increase. With good coordination, resources can be used effectively and social assistance reaches those who need it.

Erpina Sianipar, Child & Elderly Rehabilitation Sub-Corps, stated that collaboration with various parties, including Social Services, PKH Programs, educational institutions, and health services, is essential to ensure that families with members in need of rehabilitation get the necessary attention. In Afrida Pasaribu, Sub-Corps of Social Empowerment & Handling of the Poor said that the strong collaboration between the Social Service, the PKH Program, and other agencies involved in handling the poor helps ensure that families in need of assistance get the support that suits their needs.

Regarding the main objectives and impact of the program, Jhon Ferry explained that the implementation of the PKH Social Assistance Program in North Labuhanbatu Regency aims to improve the welfare of poor and vulnerable families. This program has a positive impact by increasing poor families' access to education, health, and social welfare services. Certain indicators are used to measure the success of programs, including improved welfare and poverty reduction. Pirngadiwansyah Rambe highlighted that one of the impacts seen is the increase in poor families access to health and education services. The financial assistance provided helps families meet basic needs such as food, clothing, and shelter, as well as assists in skills training and

economic empowerment. Erpina Sianipar added that this financial assistance also increases poor families access to health and rehabilitation services that were previously difficult to reach. Afrida Pasaribu stated that increasing children's participation in education is another positive impact, which is an investment in their future.

Diversification of categories of aid recipients is another important aspect of the implementation of PKH. The program covers a wide range of ages and conditions, such as pregnant women, infants, school children, adolescents, and elderly individuals. The program also sets a limit on the number of beneficiaries for each category, such as assistance only for pregnant women who are undergoing a second pregnancy. Jhon Ferry said that this diversification was carried out through close collaboration with the Sub-Coordinator of Child & Elderly Rehabilitation and the Sub-Coordinator of Social Empowerment & Handling of the Poor. This collaboration allows for the identification of groups in need of special assistance, and collaboration with educational institutions, hospitals, and NGOs helps detect families eligible for PKH programs. Erpina Sianipar added that cooperation with hospitals and rehabilitation centers ensures that families with members in need of rehabilitation get appropriate support. Afrida Pasaribu said that this diversification was achieved through close collaboration with the Child & Elderly Rehabilitation Sub-Coordinator and the Social Protection Sub-Coordinator, as well as educational institutions, hospitals, and NGOs to ensure the program covers the most vulnerable groups and needs financial assistance and additional services.

Responsiveness to local characteristics is also an important aspect of the implementation of PKH. Based on interviews conducted by researchers regarding the procession of responsiveness to local characteristics, Jhon Ferry stated that the approach of this program is very responsive to the special characteristics of North Labuhanbatu Regency. This program includes adaptation of implementation details, aid distribution mechanisms, and socialization strategies that are by the special needs and characteristics at the district level. Pirngadiwansyah Rambe, Head of Social Protection & Social Security, added that policies that are relevant to local needs make the program more effective in reaching and helping poor families. The financial assistance provided can meet the basic needs of families and help them get out of poverty. In addition, programs that respond to local characteristics also increase community satisfaction, building their trust in programs and the government.

Erpina Sianipar, Sub-Corps of Child & Elderly Rehabilitation, stated that the collaboration allows the adjustment of child and elderly rehabilitation programs according to local characteristics and individual needs. The program includes additional services relevant to local realities, such as skills training appropriate to the local economic situation and social support relevant to the culture of the community. In Afrida Pasaribu, Sub-Corps of Social Empowerment & Handling the Poor, said that listening to the challenges faced by the community and getting input on how the PKH program can better meet their needs is key. Social empowerment programs are designed to include skills training and social support relevant to the local economic and cultural situation, helping communities to lift people out of poverty.

The implementation of the PKH Social Assistance Program at the North Labuhanbatu Regency Social Service shows a

comprehensive approach. The process of collecting data and identifying poor families involves various criteria, including aspects of health, education, economic conditions, and social welfare. Close cooperation between the Social Service, PKH Program, and related partners ensures that the program is well coordinated and efficient. The program also diversifies in the categories of beneficiaries, reaching out to various groups that need special assistance. Responsiveness to local characteristics is reflected in program adaptation according to local needs. The main objective of the program is to improve the well-being of poor and vulnerable families, with a positive impact on access to education, health, and social empowerment services.

Thus, the implementation of the PKH social assistance program policy at the North Labuhanbatu Regency Social Service is a good example of how social assistance programs can be designed and implemented effectively through close cooperation, accurate data collection, diversification of aid recipients, and responsiveness to local characteristics. This program has a real impact on improving the welfare of poor families and supporting national efforts in achieving human development targets.

Factors hindering the implementation of PKH social assistance program Policies at the social service of the north labuhanbatu regency government, north sumatra province

a. Driving factors

From the results of the interviews, it can be concluded that the implementation of the Family Hope Program (PKH) in North Labuhanbatu Regency involves several supporting factors that are very important in ensuring the success and sustainability of this program. These factors include local government commitment, inter-stakeholder cooperation, and the use of information technology, all of which contribute significantly to the effectiveness of PKH as well as poverty alleviation and improved community welfare in the region.

The commitment of local governments plays a very crucial role in the implementation of PKH. The local government in North Labuhanbatu Regency has shown strong support for this program by making various efforts to ensure its sustainability and successful implementation. This commitment is reflected in the adequate allocation of resources, both in terms of budget and personnel. In addition, local governments also play a role in encouraging collaboration between various related parties, including non-governmental organizations (NGOs) and local community organizations. This collaboration is very important because it allows for better coordination in the implementation of the program, including in terms of monitoring and evaluation. NGOs and local community organizations play an active role in disseminating information about PKH, providing technical support, and facilitating community involvement in the program process. With a solid commitment from the local government and harmonious cooperation between various stakeholders, the PKH program can run more effectively and achieve the goals that have been set.

The use of information technology is also a key factor in supporting the implementation of PKH. Information technology, especially centralized database systems, plays a crucial role in data management and program monitoring. This system facilitates the collection, processing, and analysis of data on aid recipients and the distribution of aid itself. With a centralized database, the risk of mistargeted

aid distribution can be significantly reduced. Accurate and up-to-date data allows program managers to ensure that assistance is distributed to families in real need and identify problems that may arise in the program implementation process. Information technology also helps in integrating data from different sources and ensuring that all relevant information is available for better decision-making. In addition, the technology simplifies the reporting and evaluation process, which is important for assessing the impact of programs and making continuous improvements. These two factors, the commitment of local governments and the use of information technology play a very important role in increasing the effectiveness of the Family Hope Program. With strong support from local governments and effective cooperation between various stakeholders, as well as by utilizing information technology for efficient data management, PKH can make a significant contribution to poverty alleviation. The program not only focuses on providing financial assistance, but also on improving poor families' access to educational, health, and social services, which in turn contributes to improving the welfare of the community in North Labuhanbatu Regency, North Sumatra Province. Through the good implementation of these supporting factors, PKH can achieve maximum results and have a positive impact on the lives of the people targeted by the program.

b. Inhibiting factors

The implementation of the Family Hope Program (PKH) Policy at the Social Service of the Government of North Labuhanbatu Regency, North Sumatra Province, faces several obstacles that affect the effectiveness and sustainability of the program. One of the main obstacles is the limited budget allocated for the PKH program. Limited budgets limit the number of beneficiary families or the value of assistance provided, so not all families eligible for assistance can be covered. In an interview, Jhon Ferry stated that budget limitations are the main obstacle to the implementation of the Family Hope Program (PKH) in the North Labuhanbatu Regency. Limited budgets limit the capacity to cover all families who need this assistance, which is a serious problem because many families are in dire need of help to meet their basic needs. Pirngadiwansyah Rambe, Head of Social Protection & Social Security, also emphasized that the limited budget of PKH programs is a real obstacle, and difficult decisions regarding resource allocation often have to be taken. Erpina Sianipar, Sub-Corps of Child & Elderly Rehabilitation, stated that limited budgets also affect the services provided, especially to children in need of rehabilitation and the elderly who require special care, forcing them to make difficult priorities in improving services. In Afrida Pasaribu, Sub-Corps of Social Empowerment & Handling of the Poor, said that budget limitations are a big challenge in social empowerment and handling the poor, which affects the extent to which support can be provided to people who are in vulnerable conditions.

In addition to budget limitations, the lack of quality human resources involved in the implementation of the program is also a significant obstacle. The lack of training and staff development affects their ability to manage the program well. The lack of public awareness about the PKH program and its benefits has led to some eligible families not signing up or not participating in the program. Changes in central

policies related to PKH, such as changes in the criteria for receiving or the amount of assistance provided, also affect the implementation of programs at the regional level. Jhon Ferry acknowledged that the lack of quality human resources, lack of public awareness, policy changes, and social and cultural factors are all serious obstacles to program implementation, and these factors are often interrelated and impact each other. Pirngadiwansyah Rambe argued that the lack of quality human resources is a serious problem and that investment in staff training and development is urgently needed so that they have the necessary skills and knowledge to manage the program well. Although there are several obstacles, the implementation of the Family Hope Program (PKH) Policy in North Labuhanbatu Regency also involves several supporting factors that can increase the success of the program. These support factors include the commitment of the local government to supporting the PKH program by conducting strong collaboration between the Social Service, related agencies, NGOs, and local community organizations, including cooperation in monitoring and evaluating the program. In addition, the use of information technology, such as a centralized database system, can facilitate data management and monitoring the implementation of PKH programs so as to reduce the risk of mistargeted aid distribution. In an interview, Jhon Ferry stated that with a strong commitment from the local government, the PKH program can continue to provide benefits to families in need and has a significant impact in reducing poverty and improving community welfare. The use of information technology is also carried out to ensure that the PKH program runs effectively and efficiently, providing maximum benefits to families in need.

Conclusion

The implementation of the Family Hope Program (PKH) in North Labuhanbatu Regency, it can be concluded that the implementation of this policy is very effective in improving the welfare of poor and vulnerable families. The program highlights a comprehensive approach through accurate data collection, diversification of aid recipients, and responsiveness to local characteristics. Close cooperation between the Social Service, various ministries, and relevant partners ensures good coordination, minimizes duplication of efforts, and improves efficiency. Adaptive approaches to region-specific needs as well as active engagement from various stakeholders contribute to the effectiveness of programs in improving poor families' access to education, health, and social empowerment services. Overall, PKH in North Labuhanbatu provides a significant example of how social assistance programs can be successfully implemented to support human development and reduce poverty at the local level.

The implementation of the Family Hope Program (PKH) in North Labuhanbatu Regency is influenced by various driving and inhibiting factors. Key driving factors include the strong commitment of local governments, cooperation between stakeholders, and the use of information technology, such as centralized database systems, which improve the efficiency of data management and program monitoring. This support contributes to the effectiveness of the program in reducing poverty and improving community welfare. However, significant obstacles such as budget limitations, lack of quality of human resources, and low

public awareness hinder the implementation of the program. Budget constraints limit the scope of aid, while staff training shortages and changes in central policy add to the challenge. Despite these obstacles, driving factors continue to play an important role in ensuring that PKH provides maximum benefits and supports poverty alleviation in the region.

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