



Improving the Welfare of Poor Families through the Family Hope Program

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ABSTRACT

In Indonesia, the problem of poverty remains a significant concern regarding the government's efforts to improve society's social welfare. Poverty and unemployment are considered significant challenges that must be overcome immediately. The Family hope program (PKH) is one of the government's initiatives to reduce poverty and promote social protection. Even though it can be seen that the Family hope program has run as expected, it is open to obstacles/things that are not by this program. The problem related to PKH in Ngededhawe Village is regarding the validity of PKH participant eligibility data, resulting in errors in the use of funds given to poor households for things not recommended in the Family hope program. This research aims to describe and analyze how the Family hope program policy is implemented and to describe and analyze the supporting and inhibiting factors in the process of implementing the Family hope program policy in order to improve the welfare of poor and vulnerable families based on the Minister of Social Affairs Regulation of the Republic of Indonesia Number 10 of 2017 concerning the Family Program Hope. This research method is descriptive qualitative, focusing on communication indicators, resources, disposition, and bureaucratic structure. The results of this research show that the Family hope program in Ngededhawe Village, Aesesa District, Nagekeo Regency is seen from the communication variable, there is socialization and training for Beneficiary Families, in the resource variable, there are many parties involved, very minimal human resources, there is staff appointment using which has been determined by the local government in the disposition variable as well as, there is a precise distribution of responsibility and coordination among work units based on the main tasks and functions of each in the bureaucratic structure variable.

Keywords: Family hope program, Low-Income Families Poverty.

1. INTRODUCTION

Poverty is a condition that states the powerlessness to meet basic needs, namely food, clothing, house or shelter, health, and education. Poverty in a country needs to be seen as a severe problem. This is because poverty can trigger many problems, making it difficult for people to fulfill their daily needs. Every country intends to improve the welfare of its population because the level of progress of a country can be measured through the fulfillment of all community needs, including high income, economic prosperity, adequate health services, and a quality education system. However, achieving this level of prosperity is faced with various obstacles, especially in development efforts influenced by poverty.

In Indonesia, the problem of poverty remains a significant concern regarding the government's efforts to improve society's social welfare. A family is said to be prosperous if it can fulfill all needs in the form of health, education, socio-cultural, economic, mental, spiritual, and religious values, as well as family independence. One program that is expected to improve the nation's economy and overcome poverty is the Family hope program. The Family hope program is one of the government's initiatives to reduce poverty and social protection, especially in health, education, and social welfare. The Central Ministry of Social Affairs runs this program. It provides non-cash financial assistance with conditions for impoverished households that meet the terms and conditions set by the government.

PKH is implemented in various regions in Indonesia, one of which is Nagekeo Regency, East Nusa Tenggara. Ngededhawe Village has the highest poverty rate, so it has the most influence on the recipients of the Family hope program from the 12 villages in Aesesa District, Nagekeo Regency, East Nusa Tenggara. Based on data from the Nagekeo Regency Central Statistics Agency, there was an increase and decrease yearly. In 2018 and 2019, the number of PKH recipients remained the same, namely 97 family cards, and decreased to 89 family cards receiving PKH in 2020. This is due to Graduation, a condition where PKH recipient members have experienced an increase in economic level so that they are no longer registered as PKH recipient members. The number of PKH recipients increased again in 2021, namely 109 family cards, and decreased again in 2022, with 82 family cards and 81 family cards for the number of PKH recipients in 2023. The thing that caused the increase in the number of PKH recipients in 2021 was The impact of COVID-19, which has caused a decrease in people's income. Many young families are getting married

without proper preparation, so they cannot cover their living expenses during the journey. This situation forces the village to include them in the additional list of PKH recipient members in Ngegedhawe Village.

Even though it can be seen that the Family hope program has run as expected, it is open to obstacles/things that are not by this program. The problem related to PKH in Ngegedhawe Village is regarding the validity of PKH participant eligibility data. Several communities questioned the existence of PKH participants or potential participants deemed not to be in the Very Poor Household group. At the same time, there were communities deemed impoverished households that were not registered or included as potential PKH participants. Therefore, handling poverty alleviation in Ngegedhawe Village requires a program that is right on target because of the reality that occurs in the field, namely the low understanding of participants regarding the aims and objectives of the Family hope program, resulting in errors in the use of funds given to poor households. Things that are not recommended in the Family hope program.

This research aims to describe and analyze how the Family hope program policy is implemented and to describe and analyze the supporting and inhibiting factors in the process of implementing the Family hope program policy in order to improve the welfare of poor and vulnerable families based on the Minister of Social Affairs Regulation of the Republic of Indonesia Number 10 of 2017 concerning the Family hope program. It is hoped that the benefits of this research will be that this research can be used as material for consideration or as input for the social services of Nagekeo district, especially Ngegedhawe village, in implementing the programs or assistance provided, especially regarding the Family hope program, effectively and efficiently.

2. THEORETICAL BASIS

2.1 Public Policy Concept

The scope of public policy is broad since it encompasses a variety of fields and sectors, including economics, politics, government, social, cultural, and legal issues. According to the hierarchical level, the policy is national, regional, and local in character, beginning with higher levels such as legislation, regional or provincial, district/city government rules, and regent or mayor choices. In terms of vocabulary, public policy is defined in a variety of ways depending on one's perspective. "According to Thomas R Dye in *Islamy* (2009:19), policy is the government's decision to do or not do anything, implying that policy impacts the government's ability to solve a problem or do something that promotes regional growth and prosperity. According to Davidson in Dye (1981), when the government creates public policies, it assigns values to society because each policy contains a set of values. When public policy involves ideals that are incompatible with social norms, it will have difficulties in execution. On the other hand, public policy must adapt to life's ideals and practices, as well as societal progress. The scope of public policy is broad since it encompasses policies in a variety of sectors or fields. Aside from that, public policies might have a national, regional, or local structure, such as statute regulations, government regulations, province government regulations, regulation district/city government, and regent/mayor decisions.

2.2 Family hope program (PKH)

The Family Hope initiative is a social initiative focused at the smallest set of households, specifically those categorized as poor and meeting particular standards to eradicate poverty. This program is for impoverished households, and family members must adhere to the terms and circumstances that have been established. These requirements may include attendance at the facility's education (for school-age children) or health (for children, toddlers, and pregnant women). The implementation of PKH also helps to attain millennium development goals. The goal is divided into five components: poverty and hunger reduction, basic education, gender equality, infant and under-five mortality rate reduction, and maternal death reduction.

The Family Hopes Program, as described in the PKH Companion Workbook (2009), is a financial assistance program designed for Extremely Poor Households that satisfy specified criteria related to enhancing human resources, particularly in the areas of education and health. The primary objective of the Family hope program is to enhance the human capital and modify the behavior of PKH participants who exhibit less support for welfare enhancement. Additionally, the program aims to enhance the living conditions of beneficiary families by granting them access to education, healthcare, and social welfare services, reducing financial burdens, and augmenting family income. Impoverished and susceptible. The primary objective is to enhance the health and nutritional well-being of pregnant women and postpartum mothers with children aged 2-7 years old in impoverished households. Additionally, the aim is

to improve access to education and healthcare services for children in impoverished households, as well as elevate the educational attainment of children in impoverished families. PKH's objectives are to assist impoverished and susceptible families who are enrolled in the Integrated Data for Poverty Handling Program. This program contains a health component that specifically focuses on pregnant or breastfeeding mothers and children between the ages of 0 and 6 years. The components of education encompass guidelines for elementary school children or their equivalent, junior high school children or those of similar level, high school children or their equivalent, and children aged 6 to 21 who have not fulfilled the requirement of completing 12 years of mandatory education. The social welfare component places attention on individuals aged 60 and above, with a particular focus on those with severe disabilities.

Mechanisms and procedures for implementing the Family hope program are activities carried out by family program managership with PKH participants. There are five implementation mechanisms and processes for the Family hope program: target setting, initial meeting and validation, distribution of aid, membership development, and complaints. First, targeting is carried out to expand the beneficiaries' reach of the Family hope program. There are several stages in setting targets for the Family hope program, including data sources, location determination, initial data validation, and regional preparation. The target setting data source comes from the Integrated Poverty Handling Program by Minister of Social Affairs Regulation Number 10/HUK/2016 dated 3 May 2016 concerning Mechanisms for Using Integrated Poverty Handling Program Data. Data on Family hope program participants is processed based on the lowest poverty ranking (around 11% of low-income families).

Next, an Initial Meeting was held where this was a PKH Socialization activity carried out by the Facilitator to the Head of the Technical Implementation unit for health, education, subdistrict head, village head, and community leaders as sub-district level working partners, prospective PKH Beneficiary Families, and other general public. Furthermore, after receiving data on prospective Family hope program participants, District/City Family hope program implementers divide the number of prospective PKH participants based on the accompanying work areas. Then, print the validation form and Initial Meeting Invitation Letter, which will be distributed to prospective PKH participants. If a PKH candidate cannot attend the initial meeting, the companion must go to the prospective PKH participant's house after the meeting. The next stage is distributing assistance to PKH participants based on PKH membership components. The distribution of aid to participants determined in the previous fiscal year was carried out in four stages in one year. In contrast, distribution is carried out in one stage for participation in the current year. AidProgramFamily Hope (PKH) is distributed in cash and non-cash.

Considering that the implementation of a program can only sometimes be expected to run perfectly, the Central Family of Hope Program Implementer, Provincial, Regency/City PKH Implementer created a Community Complaint System service for the Family of Hope Program. The Community Complaints System in the Family hope program facilitates all types of complaints related to the implementation of the Family hope program and resolves them in stages. Apart from that, the PKH Community Complaints System also functions as feedback on implementing the Family hope program as a monitoring and evaluation mechanism for program implementation.

2.3 Minister Of Social Affairs Regulation No. 10 Of 2017 Concerning The Family Hope Program

The Family hope program is carried out by social services/agencies at the provincial and district/city levels, as mandated by Article 25 of the Republic of Indonesia Minister of Social Affairs Regulation Number 10 of 2017. These agencies are responsible for providing social assistance, protection, and social security under the program. The individual entrusted with the implementation of the regency/city Family hope program, as stated in Article 25 paragraph (4), is responsible for disseminating information and promoting awareness of the program within the District. Additionally, they are tasked with overseeing, monitoring, and guiding the execution of the Family hope program in the District, ensuring its proper implementation. The implementation of the Family Program aims to address issues that may arise in the field. This involves creating networks and partnerships with various stakeholders. Additionally, the progress of the program at the regency/city level is reported to the provincial and central regional implementers, as outlined in Article 41 of the Minister of Social Affairs in the Republic of Indonesia.

3. RESEARCH METHOD

3.1 Research Design and Focus

The research design adopted in this study is qualitative, with a descriptive approach. The qualitative approach is a study and understanding process that uses a methodology to investigate social phenomena and human-related problems. This study examines indicators of communication, resources, disposition, and bureaucratic organization.

3.2 Research sites

This investigation was conducted in Ngegedhawe Village, Aesesa District, Nagekeo Regency, East Nusa Tenggara. The choice of this place was based on reasons, including the belief that the implementation of PKH in Ngegedhawe Village had not been effectively communicated, resulting in a lack of improvement in welfare and justice for the local population. Ngegedhawe Village is currently receiving and implementing PKH as a social protection effort for poor and vulnerable families, and the number of impoverished households in the village remains quite high, with 81 out of 227 heads of families.

3.3 Data collection technique

Data collection techniques are the most strategic step in research because the main aim is to obtain data (Sugiyono, 2013, p. 224). In this research, the data collection technique is through three methods, namely semi-structured interviews, observation, and documentation, to support the data that the researcher obtained from the interview and observation process and to strengthen the accuracy of the data that the author obtained from the interview and observation process.

3.4 Technique Analysis Data

This study's data analysis technique is qualitative descriptive analysis. According to Miles, Huberman, and Saldana (2014), data condensation refers to the process of selecting, narrowing, simplifying, summarizing, and transforming data contained in field notes and transcripts. In this research, data and information are in the form of interviews and documentation regarding the implementation of the Family hope program in efforts to improve the welfare of underprivileged communities in Ngegedhawe Village.

4. RESEARCH RESULT

4.1 Implementation Family hope program in Ngegedhawe Village

The head of the Nagekeo Regency Social Service confirmed that the implementation of PKH to improve the welfare of poor and vulnerable families in Nagekeo Regency has been distributed evenly. The Department, along with district coordinators and village assistants, is obligated to conduct outreach activities in villages that receive or implement the family hope program. During these outreach activities, the beneficiary community is informed about the conditions and regulations that need to be fulfilled. The district government receives data on prospective PKH recipient participants before the program is implemented. The Ministry of Social Affairs has organized an initial meeting to verify the eligibility data of potential participants and introduce the PKH social assistance program. This is a necessary step before distributing the aid, and it involves the collaboration between village assistants and the Social Service. The PKH coordinator in Ngegedhawe village of the Nagekeo district confirmed that they have conducted outreach activities to inform and educate the community about the eligibility criteria and necessary preparations for receiving social assistance benefits through the Family of Hope program. Additionally, regular meetings are held every three to six months to discuss any challenges or obstacles faced by the recipients. These discussions aim to identify and rectify any errors or obstacles encountered in the following month. Meanwhile, towns receiving PKH funds stated that they typically receive further information by contacting their chairman, who then notifies them accordingly.

The resource indicator examines whether the implementation of PKH in Ngegedhawe Village, based on the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 10 of 2017 regarding the Family hope program, has been carried out to enhance the well-being of impoverished and vulnerable families. possess a highly skilled workforce. The informant from the Head of the District Social Service stated that there is a deficiency in human resources for implementing the Family hope program in Nagekeo Regency, particularly in Ngegedhawe Village.

This deficiency is evident in both the number and competence of the companions responsible for carrying out their duties. Additionally, it appears that there is a shortage of companions in Ngegedhawe Village, as one companion is responsible for overseeing three villages, including Ngegedhawe Village, Olaia Village, and Labolewa Village. Consequently, we persist in offering direction and instruction to those responsible for carrying out tasks based on their specific areas of responsibility. Informant from the recipient's family Advantages of Expressing Assuming "I believe having companions is sufficient for socialization, but it may be beneficial to have additional assistance available in case of emergencies or unforeseen circumstances. The extent of this support ultimately relies on the government." Regarding the implementation of PKH to enhance the well-being of impoverished and vulnerable families in Ngegedhawe Village, based on the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 10 of 2017 concerning the Family hope program, the head of the Nagekeo District Social Service stated that there is an insufficient budget for the operations of PKH in Nagekeo district.

The disposition indicator examines whether the execution of PKH aims to enhance the well-being of impoverished and vulnerable families, as specified in the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 10 of 2017, which pertains to the Family hope program in Ngegedhawe Village. The process of appointing people in the bureaucracy has been done in a discriminatory manner. According to the informant, who is the coordinator of the PKH program in Nagekeo Regency, the staff appointments are made in compliance with the requirements. According to Mrs. Susana Sato, the informant from the recipient family, she believes that the PKH helpers are highly competent and diligent in fulfilling their responsibilities, particularly when it comes to providing assistance during challenging situations. Our buddies are consistently prepared to assist us and provide us with guidance. The key question is whether the dissemination of the implementation of PKH, aimed at enhancing the well-being of impoverished and vulnerable families in Ngegedhawe Village, in accordance with the Decree of the Minister of Social Affairs of the Republic of Indonesia Number 10 of 2017 regarding the Family hope program, has taken place. The duties of work units are determined by their core tasks and functions. The informant from Ngegedhawe Village PKH Assistance states that the program is suitable and functioning well. According to the informant, who is the leader of the Beneficiary Family Group, the level of collaboration between different governments has been satisfactory.

5. DISCUSSION OF RESEARCH RESULTS

5.1 Implementation Family hope program in Ngegedhawe Village, Aesesa District, Nagekeo Regency

Communication in this research refers to the transmission of policy information from policymakers to policy implementers, who will subsequently distribute this knowledge to target groups in order to elicit responses from certain parties. The study found that the communication variable showed unequal distribution of information about the policy when implementing PKH to improve the well-being of impoverished and vulnerable families in Ngegedhawe village. Nevertheless, the policy has been clearly and publicly disclosed, enabling the public to comprehend it.

The results of this study align with Edward II's assertion (Agustino, 2016: 137) that communication in the execution of public policy can be described by three factors: Effective transmission through efficient communication distribution will lead to outstanding execution. Communication distribution method often leads to misunderstandings that need to be resolved. This is due to the fact that communication has traversed multiple layers of bureaucracy, necessitating a greater amount of accurate information along the process. Furthermore, it is crucial for policy implementers to be provided with communication that is unambiguous and straightforward. The third prerequisite is that the directives issued throughout the execution of a communication must be congruent with their implementation and execution, as frequent variations in directives may lead to confusion for the executor. Edward III (in Widodo, 2009: 97) asserts that in order for policy goals and objectives to be achieved as intended, it is crucial to effectively convey information about public policy to policy stakeholders, enabling them to comprehend the necessary actions and plans for policy implementation. The materials in this study are intended to cover all sources that can be utilized to assist in the effective execution of public policy.

Human resources, information, and a budget are all seen as resources. The study's resource variable effectively revealed that the implementation of PKH to enhance the welfare of impoverished and vulnerable families in Ngegedhawe Village faced deficiencies in both the amount and quality of human resources, as well as inadequate budgetary resources. However, the implementation of the program relies heavily on the Family hope program Decree

Number 10 of 2017, which was issued by the Minister of Social Affairs of the Republic of Indonesia and serves as a crucial source of information. The results of this study align with Edward III's theory of public policy implementation (Agustino, 2016:138), which posits that the implementation of public policy involves the utilization of resources such as personnel and information on how to execute the policy. Implementors must possess a clear comprehension of their responsibilities when instructed to carry out a task, as well as have knowledge of compliance data provided by implementers who adhere to government regulations. Implementors must possess knowledge of the extent to which other individuals executing the policy are adhering to the legal requirements. Ultimately, it is imperative that authority is officially established in order to effectively implement directions. Authority pertains to the power or legitimacy of individuals responsible for carrying out politically enacted policies.

Disposition, in the context of this study, refers to the volition and inclination of policy actors to diligently implement policies in order to accomplish policy objectives. This study has effectively shown that when implementing PKH to enhance the well-being of impoverished and vulnerable families in Ngegedhawe village, staff members are carefully chosen for their competence and dedication to performing their duties effectively. The results of this study align with Edward III's theory of public policy implementation (Agustino, 2016; 159-160), which posits that the willingness to carry out public policy can be influenced by two factors: bureaucratic appointments and incentives. In bureaucratic appointments, the attitudes and actions of implementers can hinder policy implementation if they do not carry out the desired policies set by higher authorities. Consequently, it is necessary to choose and select policy-implementing professionals who are dedicated to the formulated policies, especially those that prioritize the welfare of the general population. One effective approach to address the issue of policy implementers' attitudes is to strategically modify incentives. Individuals act in accordance with their own self-interest, hence altering the incentives of policymakers has an impact on the execution of policies. The inclusion of explicit incentives or penalties might serve as a motivating factor that compels individuals to execute instructions correctly.

The bureaucratic framework employed in this study is specifically devised to embody an organization's arrangement, allocation of work, and chain of command, all of which are necessary for enhancing task performance. This study effectively showed that when implementing PKH to enhance the welfare of impoverished and vulnerable families in Ngegedhawe village, responsibilities were allocated to work units according to their specific main tasks, functions, and policy implementation. The current work units already have sufficient coordination, ensuring that policy implementation is effective due to the competent bureaucracy of the organization. The results of this study align with Edward III's theory of public policy implementation (Agustino, 2016; 141), which suggests that adopting a more adaptable standard operating procedure can enhance the efficiency of a bureaucratic or organizational framework. A Standard Operating Procedure (SOP) is a methodical and scheduled course of action that allows staff members to effectively perform their daily duties in alignment with established criteria. Another method to achieve this is by fragmentation, which is delegating responsibility for activities, events, or programs among several work units in their respective domains. Fragmenting the bureaucratic structure will enhance implementation effectiveness as it will be executed by a proficient and capable company.

5.2 Supporting And Inhibiting Factors In Implementing PKH In Ngegedhawe Village, Aesesa District, Nagekeo Regency

This research has effectively shown that the implementation of PKH to enhance the well-being of impoverished and vulnerable families in Ngegedhawe village is supported by internal factors. Specifically, the policy's substance has been clearly and transparently communicated to the community, and there is a strong legal foundation for the policy in the form of Decree of the Minister of Social Affairs of the Republic of Indonesia Number In addition, external variables contribute to the implementation of the policy, particularly through the community's active involvement in providing information regarding acceptable program objectives and the support of local non-governmental groups.

This study has effectively shown that there are internal factors that hinder the implementation of PKH to enhance the well-being of impoverished and vulnerable families in Ngegedhawe village. Specifically, the uneven distribution of policy information has prevented it from reaching remote areas, and there is a lack of high-quality human resources. The quantity is insufficient, the operational facilities and infrastructure are inadequate, budget resources are still limited, incentives for implementers must be made more realistic, and beneficiary families' engagement must improve. The primary hindrance to this is the lack of internet connectivity in many areas.

6. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The conclusion from the results of this research based on the results and discussion of the research that has been presented is that the Family hope program to improve the welfare of poor and vulnerable families in Ngegedhawe Village seen from the variables of communication, resources, disposition and bureaucratic structure has been implemented. There are still inhibiting factors in the process of its implementation. Supporting factors in implementing PKH in Ngegedhawe Village include policies that are communicated clearly and transparently to the community. There is a distribution of responsibilities, good coordination, and cooperation between institutions, an active role for PKH facilitators, an active role from the community, and support from other community institutions.

Inhibiting factors in implementing PKH in villages are information about policies that need to be appropriately distributed, inadequate resources, inadequate infrastructure and limited budget resources, and the existence of beneficiary families who cannot use Android or social media. Also, the distance must be closer between where PKH aid is disbursed and the KPM's residence.

5.2 Suggestions

Based on the conclusions from the research results stated above, suggestions can be given, including the hope of further developing more effective and efficient communication methods in conveying information related to PKH to beneficiary families, village officials, and the general public to achieve the mentoring process. It is running better. It is hoped that the government will increase the number and quality of human resources assisting PKH at the village level to maximize the service.

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