



Implementation of the Program Keluarga Harapan Policy in Tulungagung Regency, Indonesia

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ABSTRACT

Program Keluarga Harapan, hereinafter referred to as (PKH), is a program of the Indonesian Ministry of Social Affairs RI that provides conditional social assistance to Poor Families (KM) designated as PKH Beneficiary Families (KPM). This program provides conditional social assistance to KPM. However, in reality, the social assistance that should be used by the underprivileged to meet their needs is instead used by other family members to meet their daily needs. This study aims to describe and analyze the implementation of the Family Hope Program based on Regent Regulation No. 15 of 2023 concerning Direct Cash Assistance for the Family Hope Program in Sukorejo Kulon Village, Tulungagung District. This research is descriptive qualitative with a policy implementation model using Merille S. Grindle's Public Policy Implementation theory, which is determined by the content of the policy and its implementation context. The basic idea is that the policy implementation is carried out after the policy is transformed. Its success is determined by the degree of implementability of the policy. The objectives of this study are to 1) analyze poverty alleviation policies through the Family Hope Program in Sukorejo Kulon Village, Kalidawir Subdistrict, Tulungagung Regency. 2. To identify and analyze the obstacles/constraints in the implementation of the Family Hope Program in Sukorejo Kulon Village, Tulungagung Regency, the technical data analysis uses three components, namely 1) Reducing data by summarizing or selecting key points from the data obtained, 2) Presenting the reduced data in the form of a brief description, and 3) Drawing conclusions after presenting the data. Then, to test the validity of the data, the author used triangulation by using different data collection techniques to obtain data from the same source.

Keywords: Family Hope Program, Policy, Reducing data, Tulungagung.

1. INTRODUCTION

Poverty arises because some areas have not been fully addressed, and some areas have not been thoroughly monitored and given attention. Poverty is a phenomenon in global society. All countries certainly have poverty problems, and of course, how leaders deal with these problems in order to achieve a prosperous society. National poverty must be considered a serious problem. This is because poverty can cause many problems, making it difficult for people to meet their basic needs. The problem of poverty is even more pressing because many people fall into the category of hidden poverty, meaning they are unproductive in their workplaces. Most Indonesians experience unemployment based on this model.

The factor that causes poverty to spread in several countries is the inability of individuals to meet their basic needs, such as clothing, food, and shelter, which can be summarized as deprivation. The lack of material resources prevents some of them from obtaining the state's facilities, such as education, health care, and others, which is also a significant factor. Poverty is not exclusive to developing countries, because developing countries also have their own economic standards that differ from those of developed countries, as seen in the amount of expenditure, income, and access to activities. In eradicating poverty, the government will certainly make every effort to improve issues related to the welfare of its people. In this case, the government will issue policies so that the country remains in line with the standards set, and the people continue to enjoy a decent and prosperous life.

The government has implemented policies to alleviate poverty. These include expanding employment opportunities, developing agriculture, providing revolving funds, and developing infrastructure. However, the symptoms of poverty have not been completely resolved. Human resource issues have certainly become a scourge in Indonesia, directly affecting the welfare of its people. One measure of success in improving human resources is improving living standards through education, which is directly related to human resources. If human resources in a region are low, then the level of education will also be low, and vice versa. Low human resources will undoubtedly impact other issues, such as high crime rates, the region's slow development of science and technology, and, more seriously, a growing unemployment rate. This affects economic growth and social welfare, making them unproductive.

The Indonesian government launched program keluarga harapan or called the Family Hope Program (PKH) in 2007. This assistance program was launched by the Indonesian government in order to alleviate poverty, which has spread throughout Indonesia. According to Law Number 10 of 2017, the purpose of this program is not only to alleviate poverty but also to provide access for pregnant women, toddlers, the elderly, students, and people with disabilities to health and education services. This assistance is intended for underprivileged communities in the form of cash and basic food supplies, which are disbursed every three months in each village, with varying amounts allocated for toddlers, elementary school students, junior high school students, high school students, the elderly, and people with disabilities. By 2025, PKH will have been in existence for eighteen years. During that time, PKH has provided significant assistance, particularly in advancing Indonesia's economy. One example of this is caring for and assisting pregnant women, toddlers, students, the elderly, and people with disabilities, which has had a long-term impact on breaking the chain of intergenerational poverty.

PKH is a family-based social protection model. Conceptually, PKH falls under the *social assistance* category, a social security program in the form of cash, goods, or welfare services generally provided to vulnerable families who do not have a decent income for human dignity. Implementing social protection through the Family Hope Program (PKH) is stipulated in Tulungagung Regency Regulation No. 15 of 2023 concerning guidelines for providing direct cash assistance in poverty prevention and alleviation in Tulungagung Regency. In accordance with the above issues, the objectives of this study are: To describe and analyze the implementation of the Family Hope Program based on Tulungagung Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village, Tulungagung Regency. To describe and analyze the driving and inhibiting factors in implementing the Family Hope Program based on Tulungagung Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village, Tulungagung Regency.

The results of this research are expected to provide the following benefits: For researchers, this study can add to their knowledge and provide further insight into the implementation of Tulungagung Regent Regulation No. 15 of 2023 concerning Direct Cash Assistance for the Family Hope Program in Sukorejo Kulon Village, Kalidawir District. For further research, the results of this study are helpful as a reference for subsequent studies or for parties who will research to increase knowledge related to the implementation of Tulungagung Regent Regulation No. 15 of 2023 concerning Direct Cash Assistance for the Family Hope Program in Sukorejo Kulon Village, Kalidawir District, Tulungagung Regency. Practical Benefits, as input in supporting the implementation of the main tasks and functions of the Tulungagung Regency Social Service Agency to provide social security for families benefiting from the Family Hope Program.

2. LITERATURE REVIEW

The term public policy is often heard in English. The definition of public policy varies greatly. Many experts have defined public policy in various literature. Although several experts have various definitions of public policy, the essence remains the same: what the government does and does not do. To make it easier to understand and interpret public policy, the author has collaborated with the opinions of several experts. George C Edwards III and Sharkansky, quoted from Widodo (2012), state, "What government says and does, or does not do, is the goal or purpose of government programs. Public policy is what the government says and does or does not do. Policy is a series of goals and objectives of government programs." The role of the government in a democratic and constitutional political and economic system is basically to manage policies and public services in an excellent manner aimed at creating a climate conducive to the development of the role and active participation of the community, the provision of effective,

efficient, and quality services, and the improvement of productivity, national competitiveness, and the realization of equitable socio-economic welfare for the people throughout the country (Sadhana, 2015, p. 129).

However, Anderson defines public policy as "a series of actions that have specific objectives that are followed and implemented by actors or a group of actors in order to solve these problems" (Widodo, 2012). Based on the definition and components of policy mentioned above, public policy is created to solve problems and achieve specific goals and objectives. Public policy is created to solve public problems that continue to arise. According to Widodo (2012), only public issues can encourage the community to participate in deliberations and the search for solutions that can result in public policy.

Looking at the various definitions of public policy provided by several experts above, public policy is what the government does or does not do to solve problems. Policy makers usually develop programs to encourage action. These policies outline the objectives to be achieved.

3. METHOD

3.1 Research Approach

Based on the issues studied, the method used for this research is a descriptive method with a qualitative approach. Thus, descriptive qualitative research is a method that describes the issues or cases raised based on existing facts, relying on specific facts, which are then studied to solve the problems and draw general conclusions. According to Bogdan and Taylor (in Kaelan, 2012), qualitative research is a research procedure that produces descriptive data in the form of spoken words, notes related to meaning, values, and the understanding of people or observable behavior.

3.2 Research Location

This study was conducted in Sukorejo Kulon Village, located in Kalidawir Subdistrict. This location was chosen because Sukorejo Kulon Village is a small village with many aid recipients. In addition, the researchers studied how the Family Hope Program was implemented in Sukorejo Kulon Village in the context of poverty alleviation.

3.3 Data Analysis Techniques

According to Bogdan & Biklen (in Lexy J. Moleong, 2012: 248), data analysis is the process of working with data, organizing it, sorting it into manageable units, synthesizing it, searching for and finding patterns, discovering what is important and worth studying, and determining what can be communicated to others. Data analysis begins with examining all available data from various sources, such as written field observations, personal documents, official documents, images, and so on (Lexy J. Moleong, 2012). Data analysis is the process of making data easier to read and use. Data analysis is carried out to make the collected data straightforward to understand.

4. RESULTS AND DISCUSSION

4.1 Results

Geographical and administrative conditions: Sukorejo Kulon Village is located in one part of the Kalidawir sub-district. It is located on Jl. Raya Kedungdowo has the email address emaildesa@digitaldesa.id and the website sukorejokulon@digitaldesa.id. Geographically, Sukorejo Kulon Village has a reasonably large area with natural springs located throughout, which are beneficial for the lives of the surrounding residents, especially in agriculture. In addition, Sukorejo Kulon Village has a highway connecting the sub-districts of Pucanglaban and Tanggunggunung. Furthermore, it is highly active within its community. It consists of two hamlets, Sukorejo and Kedungdowo, with four neighborhood units and thirteen neighborhood groups, totaling 3,052 residents as of May 2023, with 1,676 residents in Kedungdowo and 1,376 residents in Sukorejo.

To present this data, the researchers conducted interviews with Mrs. Rois as a PKH facilitator, Mr. Paijan as a village official or jogoboyo who is one of the figures who determines the PKH recipients in Sukorejo Kulon Village, Mrs. Partiani as the head of the PKH group in Sukorejo Kulon Village, Mrs. Itik, and Mrs. Ngainem as beneficiaries of the Family Hope Program. The researcher also interviewed community members who received social assistance from the Family Hope Program.

The following is a presentation of the data collected by the researcher through interviews, documentation, and observation related to implementing the Family Hope Program. In this study, researchers went directly to the field to observe the conditions during the disbursement process. The distribution of Family Hope Program assistance was carried out according to a schedule. The social services agency coordinated with Bank Jatim during the distribution process. Clarity of procedures in the implementation of the Family Hope Program: In this interview, the researcher asked about the procedures for disbursing the Family Hope Program funds in Sukorejo Kulon Village after the implementation of the policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program. The answer from the interview was, the PKH facilitator said:

"The first step in preparing for distribution is to receive the schedule from the District Social Affairs Office () or coordinate with the PKH facilitators. Next, we check who the KPM recipients of the Family Hope social assistance program are. After that, we inform the recipients to check their respective ATM cards. If they have received the funds, they are required to report to their respective PKH groups by informing them of the amount received, in the form of photographic evidence."

The chairperson of the PKH group stated:

PKH is disbursed four times a year, once every three months, in stages 1, 2, 3, and 4. The month of disbursement is now uncertain, whereas it was usually at the beginning of the month in the past. For example, stages 1, 2, and 3 were disbursed in January. Phase 2 is April, May, and June, usually in April, but now it is uncertain. Sometimes it is in the middle of the month, sometimes at the end, but now it is never at the beginning. The point is that PKH is disbursed four times a year, but the exact timing is uncertain. The recipients receive cash and non-cash payments, depending on whether it is through BNI, which means it is transferred first, or directly through each ATM, but if it is through the post office, it is cash. Mr. Jogoboyo said:

"The stages in the distribution of PKH social assistance are as follows: first, data verification is carried out in stages according to the mechanism established by the government. (Before disbursement, beneficiary data will be re-verified by the government to ensure that they are eligible as PKH recipients. The second stage is the determination of the list of PKH recipients (after the verification process, the list of PKH recipients will be determined and announced through the official website, which I will help coordinate with the facilitators, PKH chairpersons, and the community). PKH beneficiary community members said:

"As far as I know, there is an initial group meeting, mentoring, then data collection on participants who are potential recipients, followed by a stage where the community decides whether or not to become PKH members." A PKH beneficiary shared:

"What is certain is that there will be an initial meeting with the facilitator and also with the group members. The chairperson will collect the data and submit it to the sub-district office. Facilitation is important, especially for elderly people like me—it gives me guidance and an idea of what to expect."

Based on the above interview, it can be narrated that the clarity of procedures in the implementation of the Family Hope Program in Sukorejo Kulon Village has clear rules, involving stages of distribution and group meetings. There is also a clear distribution schedule that the facilitator and the PKH group leader directly direct.

The PKH group leader said:

"PKH recipients cannot apply, so if they can receive PKH, it is because their data has been entered into the village DTKS. The local village officials can submit the DTKS data, so the point is that once the data has been entered into the DTKS, the village just has to wait. If there are new recipients from the central government, they will be controlled by the central government. The point is that only the assistants and officials can submit the DTKS data. Socialization

and assistance for PKH are conducted every 1-5 months at the home of the PKH Chairperson. The PKH Chairperson is the one who assists the PKH facilitator in identifying individuals in need of assistance."

The father, as the jogoboyo, said:

"We collect data on poverty alleviation efforts in Sukorejo Kulon village, such as those that meet the criteria for receiving PKH social assistance, including poor and vulnerable families. PKH recipients must come from poor and economically vulnerable families registered in the Ministry of Social Affairs' DTKS (Social Welfare Data Base). PKH recipients must have priority family members such as, pregnant women and toddlers, elementary, junior high, and high school/vocational school students, who can also receive KIP school assistance to continue their education. Elderly people over the age of 70. This assistance is provided to the elderly so that they can have a decent life and care. For people with severe disabilities, this assistance is provided to ease the burden on families caring for family members with severe disabilities."

Based on the results of the interview, it can be narrated according to Local Regulation No. 15 of 2023 that the PKH facilitator has clearly explained the criteria during the socialization session, which states that the components are pregnant women 1 2, school children starting from elementary school, junior high school, and high school. Then, the elderly aged 60 years and above and people with severe disabilities are also included in the category. Each family must have at least one member from one of these categories, and the local village officials submit the data on recipients to be entered into the DTKS, which the central government will directly control. However, there are still reports that some people living in uninhabitable houses have not received this assistance.

In this interview, the researcher asked about the obligations of PKH recipients in implementing the Family Hope Program. In this interview, the researcher asked what the obligations of PKH recipients in Sukorejo Kulon Village were after implementing the policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program. Mrs. Itik, a PKH recipient, said:

"As far as I know, their obligation is to keep their PKH/KKS cards safe and use the assistance according to their needs without wasting it. If it is for children, it means buying school supplies, and if it is for pregnant women, it means fulfilling their nutritional needs. However, there are some who, after receiving basic food supplies, actually sell them. Perhaps this is due to a lack of prior knowledge and a lack of control and supervision from the government, which does not pay enough attention to ." A PKH recipient shared:

"The obligation of PKH recipients themselves is clear: first, they must be good and responsible members. If there are policies that must be followed, the rules are, for example, children must not drop out of school, pregnant women and the elderly must not be neglected, etc."

Based on the above interview, it can be narrated that the obligations of PKH recipients in the implementation of the Family Hope Program in Sukorejo Kulon Village have been in accordance with the existing rules in the PKH acceptance procedure, such as pregnant women having to undergo four pregnancy check-ups, breastfeeding mothers are required to provide exclusive breastfeeding and complete immunizations, toddlers undergo routine weighing and complete immunizations every month, and the elderly undergo routine health checks at the village hall every month. There is an attendance requirement of 85% in education, and students are not allowed to drop out of school. However, there have been several complaints that some people are reselling the basic food supplies from this program due to a lack of government supervision regarding this program. The East Java Provincial Social Service Agency, through the Tulungagung District Social Service Agency, is responsible for handling PKH assistance and coordinating each stage of the distribution process. The social service agency is responsible for preparing letters signed by the regional secretary, scheduling distribution, and providing information. When receiving assistance, the requirements that must be brought are photocopies of the ID card, family card, and ATM card for each KPM's target in implementing the Family Hope Program. In this interview, the researcher asked who the target was in implementing the Family Hope

Program in Sukorejo Kulon Village after implementing the policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program.

The answer from the interview was: The PKH facilitator said:

“In the implementation of the Family Hope Program (PKH), the parties involved include several individuals who are involved in the distribution process, such as the Tulungagung District Social Service, the Tulungagung district PKH coordinator, the PKH facilitator of Sukorejo Kulon Village, the PKH group leader of Sukorejo Kulon Village, and the beneficiaries of the Family Hope Program, each of whom has their own primary functions. The objective of the PKH program is to improve living standards, alleviate poverty, and support underprivileged families through access to education, health, and social welfare services services services, as well as reducing expenditure burdens. This program pays special attention to children, pregnant women, the elderly, and people with disabilities. PKH has a high level of effectiveness in reducing poverty. It is hoped that this activity can give meaning to the concept of " " (the spirit of togetherness and mutual cooperation), so that PKH beneficiaries are not marginalized and are able to strengthen brotherhood and friendship among fellow citizens.”

Based on the interview results, it can be narrated based on Perbub No. 15 of 2023 that the targets of the Family Hope Program in Sukorejo Kulon Village have gone through several selections. However, the problem is the delay in updating village poverty data and the lack of transparency in the selection process. The period for receiving social assistance is not limited as long as the family is still classified as eligible for PKH. There are strict sanctions for violating PKH commitments. How much PKH assistance is provided in implementing the Family Hope Program, and where can this assistance be obtained? In this interview, the researcher asked how much assistance is received in the implementation of the Family Hope Program and where the assistance can be obtained in Sukorejo Kulon Village after the implementation of the policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program. Mrs. Partiani, as the group leader, stated:

“PKH assistance can be withdrawn at ATMs of distributing banks such as BNI, BRI, and BTN. It can also be withdrawn at post offices. In the beginning, it was often withdrawn at post offices, but now it is withdrawn at special ATMs for PKH social assistance. It can also be obtained through Laku Pandai bank agents. Food assistance can usually be obtained at the village office, but the amount of food assistance received varies from village to village.”

From the interviews with relevant parties, it can be concluded that, based on Regency Regulation No. 15 of 2023, the amount of assistance and the location for receiving assistance from the Family Hope Program in Sukorejo Kulon Village follow PKH guidelines. In this interview, the researcher asked about the types of benefits in the implementation of the Family Hope Program carried out in Sukorejo Kulon Village, with several areas being asked to each source after the implementation of the policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program. The answers to these questions are, Mrs. Rois, a PKH facilitator said:

“PKH education helps improve access to education for underprivileged children. This program requires PKH beneficiary children to continue attending school and have a minimum attendance rate of 85%. This certainly encourages parents to prioritize their children's education, reduce early school dropout rates, and improve literacy rates.” The chairperson of the PKH group said:

“In the economic field, this program is useful for microeconomic stimulus that provides additional purchasing power to poor families. This assistance is provided to help poor communities meet their basic needs such as food, clothing, and children's school supplies. In the long term, PKH can break the chain of poverty.”

The head of the PKH group said:

"In the health sector, routine check-ups are facilitated by using BPJS cards/PKH cards. In the social sector, PKH itself can reduce social inequality. PKH also encourages community participation in development by strengthening social capital through various routine activities and group meetings."

From the interviews with relevant parties, it can be concluded that, based on Local Regulation No. 15 of 2023, the types of benefits provided by the Family Hope Program in Sukorejo Kulon Village are diverse, ranging from education, health, economy, social, and community life. However, the obstacle is the lack of public awareness regarding the benefits of the Family Hope Program. Every policy aims to achieve specific objectives, and an important indicator in evaluating the success of policy implementation is the extent to which the expected changes can be realized. In this context, having clear and measurable parameters for assessing these achievements is important. One prominent indicator is the graduation rate, which refers to the expected change in beneficiaries as a direct result of policy implementation. The social conditions of KPM Tulungagung before being touched by the Family Hope Program showed that some were still far from prosperous, especially in education and health. Some of these KPM members work as farm laborers, scrap collectors, street vendors, porters, and factory workers. This is undoubtedly one of the economic obstacles in certain villages in the Tulungagung district. In this interview, the researcher asked about the impact of the Family Hope Program in the implementation of the Family Hope Program in Sukorejo Kulon Village, following the implementation of a policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program.

The answer to this question is: From the interviews with relevant parties, it can be concluded that, based on Local Regulation No. 15 of 2023, the degree of change in the Family Hope Program in Sukorejo Kulon Village is considered to have changed. This program can help improve government discipline, especially in checking community data. In addition, this program will also help the economy. However, a challenge in this program is the delay in information received by the community, especially regarding disbursement. The community's response and expectations greatly influence this program's future success. In this interview, the researcher asked about the response and expectations of the community regarding the implementation of the Family Hope Program in Sukorejo Kulon Village, following the implementation of a policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program.

Supporting Factors for the Implementation of the Family Hope Program. In this interview, the researcher asked about the supporting factors for the Family Hope Program in Sukorejo Kulon Village, following implementing a policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program. The interview responses are as follows: Several factors are driving the Family Hope Program, namely communication, organizational structure, and resources. These three factors are interrelated and influence each other. Communication here refers to effective communication between program implementers, program recipients, and related parties, while organizational structure refers to a clear division of tasks for implementers and clear responsibilities. The availability of adequate resources and sufficient budget is also essential for implementing the PKH assistance program. The facilities are also quite diverse, ranging from education, health services, PKH information groups, complaint services, etc. From the results of interviews with relevant parties, it can be concluded that, based on Local Regulation No. 15 of 2023, the supporting factors for the Family Hope Program in Sukorejo Kulon Village are sufficient in terms of communication, human resources, and data verification by the village government, in addition to its supervisory function.

The inhibiting factors in implementing PKH in Sukorejo Kulon Village are very varied. These obstacles sometimes cause delays in the provision of PKH assistance, not only in Sukorejo Kulon Village but also in other villages in Tulungagung Regency. In this interview, the researcher asked about the obstacles to implementing the Family Hope Program in Sukorejo Kulon Village, following implementing a policy based on Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program. The interview responses are as follows:

"The obstacles are, for example, many people do not receive the news, especially new people, then from ATMs, many KPM do not have KKS, so later when the funds are disbursed at BNI, they cannot collect their assistance because they do not have KKS, and related to the data collection of new PKH recipients, there are sometimes errors during the DTKS data collection. The important thing is coordination. Other obstacles are also related to socialization, which is sometimes carried out and sometimes not."

4.2 Discussion

The following is an analysis of data on implementing the Family Hope Program based on Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village, Tulungagung District. Implement the PKH social assistance policy in Sukorejo Kulon Village, Mechanism for implementing the Family Hope Program. The mechanism refers to the procedures, stages, and distribution flow for implementing the Family Hope Program. In applying Tulungagung Regent Regulation No. 15 of 2023 concerning direct cash assistance for the Family Hope Program in Sukorejo Kulon Village, the mechanism plays an important role in ensuring that policies are implemented appropriately and are acceptable to the community. It focuses on the Standard Operating Procedure (SOP) that will be implemented. Based on interviews with PKH facilitators, PKH group leaders, Jogoboyo Sukorejo Kulon village officials, and PKH beneficiaries, preparations for PKH distribution are awaiting a schedule from the social services office, which will then coordinate with PKH facilitators and village officials. There are clear rules, distribution stages, group meetings, and a clear distribution schedule directed by the PKH facilitator and the PKH group leader. Although Sukorejo Kulon village has had clear SOPs related to the PKH program and has been implementing them since 2007 in accordance with Regent Regulation No. 15 of 2023, its implementation still faces obstacles, where there are reports that some uninhabitable houses have not received this assistance.

Implementing the Family Hope Program in Sukorejo Kulon Village has been quite good. However, the requirements for this program must be given more attention, especially during disbursement and when rechecking is necessary. Recipients must meet the criteria specified in the applicable SOP. The target recipients of PKH refer to the criteria and community groups entitled to receive this social assistance. The components of PKH recipients must be clear and appropriate. In the implementation of Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village, the components of PKH recipients are essential for standardizing prospective recipients. The components are as follows s for pregnant women/postpartum women (to ensure the health of the baby), children aged 0-6 years (to support child growth and development), children aged 7-18 years (who have not completed their basic education), senior citizens aged 60 and above (for social protection), and persons with disabilities (to provide exceptional support). The amount received is per the existing components, and the assistance will be distributed through the PKH recipients' ATMs, post offices, or Laku Pandai bank agents. There is no limit to the number of PKH recipients. In this case, the targets in the implementation are reasonable and appropriate. However, the obstacle in the implementation is related to data collection, namely, the slow updating of poverty data from the villages, which sometimes becomes an obstacle to the speed and accuracy of the selection of new members. In addition, the information obtained from the assistants and leaders is sometimes not very responsive. Another obstacle is that sometimes the data collection of prospective recipients lacks transparency with the community. Some are per the PKH components, while others are based on personal recommendations. Conclusion: The implementation of the targets and services of the Family Hope Program in Sukorejo Kulon Village has been quite good. However, the data collection of PKH recipients needs to be improved, and supervision is needed to ensure efficient performance within the village. In addition, transparency in selecting potential recipients must be emphasized to foster trust between officials and recipients.

Types of benefits that will be generated by PKH social assistance, in Grindle's policy implementation theory framework, a policy's success is measured by its implementation and the types of benefits received by the target group or parties affected by the policy. This shows that a policy must be able to provide various benefits that positively impact those involved in its implementation. The discussion regarding these benefits will focus on reducing the burden on low-income families. From the results of interviews with various sources, there are several areas in implementing this type of benefit, the first of which is related to education. In this case, it can increase access to education for

underprivileged children with an attendance requirement of 85%. This can encourage parents to prioritize their children's education and break the chain of school dropouts. In addition, the economic sector can help the poor community fulfill its basic needs.

Furthermore, in the health sector, it can be used for routine check-ups free of charge. In the social sector, it can break the social gap in the community. The insight provided by PKH assistants is critical.

Supporting Factors and Hindering Factors, in the implementation of Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village, the PKH aims to reduce poverty, improve the quality of human resources, and change the behavior patterns of RTSM that are relatively unsupportive of improving welfare. This social program is included in the first cluster program, namely assistance and social protection for target groups. In the short term, PKH will have an income effect on RTSM by reducing household expenses. In the long term, this program will break the chain of intergenerational poverty by improving children's health, education, and income capacity in the future. The results of interviews with various sources found that several supporting factors, such as communication, resources, and organizational structure, must be clear. In addition, there are facilities for PKH recipients, other components such as KIP and KIS assistance, and BPNT subsidies. Another supporting factor is the local village government, which supports implementing this program. The active involvement of the village community in this program is also an important factor. In the village of Sukorejo Kulon, the supporting factors are considered adequate to satisfy PKH recipients. However, there is a lack of coordination and communication between facilitators, leaders, and PKH recipients, which must be improved to convey all information to the community.

Although the implementation of Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village focuses on poverty alleviation programs, several obstacles hinder its implementation. The obstacles in implementing PKH in Sukorejo Kulon village are very varied, with obstacles that sometimes cause PKH assistance to be slow. This is not only the case in Sukorejo Kulon village, but also in other villages in Tulungagung Regency, which face the same obstacles.

Based on the implementation of Regent Regulation No. 15 of 2023, there are still obstacles that significantly affect the implementation of the PKH program in Sukorejo Kulon Village, such as delays in the dissemination of information between distribution agencies and the community, the lack of PKH recipient registration in the KKS database, system errors when entering data into the DTKS, and minimal human resources.

5. CONCLUSION

The conclusions of the study on PKH social assistance with policy implementation based on Tulungagung Regent Regulation No. 15 of 2023 in Sukorejo Kulon Village are as follows: The implementation of PKH in Sukorejo Kulon village has been carried out according to plan. All parties have cooperated well in the implementation of this mechanism. Furthermore, the mechanism for implementing the PKH social assistance policy starts with the provincial-level stakeholder, namely the East Java Provincial Social Service, which the Tulungagung Regency Social Service then facilitates. Sukorejo Kulon village, as the area that carries out the disbursement and data collection process, continuously conducts socialization and education and provides information about this assistance to the beneficiary community. The targets of this social assistance program are pregnant women, elementary to high school students, the elderly, and people with disabilities. The funds are disbursed once every three months in varying amounts for each component, and KPM members can withdraw the assistance themselves at the time of disbursement using the ATM cards given to each KPM member. This assistance greatly helps KPM members and alleviates their burden in meeting their daily needs.

This factor is that the implementation of the Family Hope Program is used to help improve the economy of the community in Sukorejo Kulon village in the future. The majority of the community in Sukorejo Kulon village works as farmers and laborers, so this program is expected to help improve the existing economy. In addition, it is expected to maintain stable communication, organizational structure, and human resources. More effective communication between officers and beneficiaries, adequate human resources, and sufficient funding, coupled with facilities that

support the successful implementation of PKH, such as health facilities, educational facilities, etc. There are three types of assistance that the public should understand and that should be socialized in advance: basic food assistance, special assistance, and COVID-19 emergency assistance. This should not be an obstacle if the socialization is carried out appropriately regarding the distribution system and is well understood and accepted by the public. However, in reality, many people misunderstand these three types of programs, which appear to be the same but different at first glance. PKH social assistance is a type of cash assistance distributed every three months to the accounts of each KPM (Beneficiary Family) in varying amounts according to the number of components.

Furthermore, BTPN sembako assistance, which is complementary to PKH, is provided in the form of non-cash money. Meanwhile, social assistance in response to the COVID-19 emergency is provided to people affected by COVID-19. These three types of assistance are considered the same by the general public due to the lack of socialization they receive.

This lack of coordination was evident when the Family Hope Program (PKH) funds were disbursed. Many people who should have been registered for KKS did not have the card. In contrast, others had KS cards (Sejahtera cards) given out during the COVID-19 pandemic to people receiving emergency COVID-19 assistance. This was the main reason cited for the obstacles to implementing PKH, as the assistance was supposed to be different but was treated as the same by the community. The performance of PKH facilitators collaborating with the government is focused on distribution and providing explanations at different times and under varying conditions for each KPM.

Another obstacle is in collecting data on PKH recipients. This obstacle is caused by the integrated DTKS data, which often contains undetected errors. In line with this, the government pays more attention to the community's economic conditions during data collection, and PKH field officers must also help recheck and be more thorough in reviewing the existing DTKS data.

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