

Implementation of Family Program Policies Hope in Handling Poverty in the City

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Abstract

The Family Hope Program (PKH) is a conditional social assistance program launched in 2007 to help poor and vulnerable families overcome poverty in Indonesia. Recipients must be registered in the Integrated Social Welfare Data (DTKS). The purpose of this study is to show how the Family Hope Program Policy was implemented in Bandung City by using communication, resources, disposition, and bureaucratic structure to address poverty issues. This study employs the literature review approach and previous research that is undoubtedly relevant to the debate of the implementation of the Family Hope Program Policy in Bandung City. The data were then evaluated using Edward III's implementation model, which revealed four elements that influence policy execution: communication, resources, disposition, and bureaucratic structure. The results showed that the Bandung City Family Hope Program policy is being implemented effectively. However, there are still hurdles, such as delivery of impediments from the regional coordinator to the center or the social ministry. Because there is no proof of reporting, it solely communicates via digital messaging. Furthermore, the obstacles arise from the usage of suboptimal social benefit cards. The lack of PKH professionals is perceived to be unequal in task distribution. Furthermore, there are insufficient infrastructure facilities to support the operation of the PHK companion.

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1. Introduction

Indonesia has a high unemployment rate and is an island country with few job opportunities throughout its 17,504 islands. Indonesia is a productive unitary state with a growing republican birth rate. In order to achieve one of the causes of the nation's objectives, numerous types of poverty exist as a result of the increasing difficulties that must be addressed, such as the growing population. Because one of them is impoverished. If population growth does not occur, and the degree of poverty in Indonesia remains high, generating economic challenges, poverty will become more complex and increase (Jayani, 2020). Problems in several areas Poverty is caused by life. Poverty has two causes: nature and policy. Development or government policy (Suwadi, 2014).

Poverty produced by nature is defined as poverty that results from community behavior, such as a lack of high-quality human resources. Poverty is caused by government policies that neglect remote areas, small-scale community businesses, and create development disparities between rural and urban areas. Poverty is one of the issues that the Indonesian government, both the central and provincial governments, continues to work on, because it is one of the causes that can impede a country's progress. To overcome this problem, the government continues to make efforts in terms of social welfare aspects to be able to deal with the problem of social inequality by increasing social empowerment aimed at poor families by making policies in programs based on Presidential Decree of the Republic of Indonesia Number 15 of 2010, concerning the acceleration of the Poverty Alleviation Program, the program consisting of social protection-based programs such as Community Health

Insurance. Harapan, also known as PKH or Family Program, is a social safety program that provides non-cash funds to Very Poor Households (RTSM). Pregnant/postpartum/breastfeeding mothers, children under five, children aged 5-7 years who have not yet entered elementary school, children in elementary and/or middle school, and children aged 15-18 years old who have not completed basic education are all eligible for PKH.

The Family Hope Program (PKH) is implemented in stages, starting with the village and progressing to the sub-district, district, and provincial levels. PKH aims to expand possibilities for disadvantaged families to benefit from various health and education services, as well as increase the welfare of vulnerable populations (Sofianto, 2020). The Family Hope Program (PKH) is a social assistance program that provides conditions to impoverished and vulnerable families who have been identified in the integrated data system for dealing with the poor. This is handled by the social welfare data and information center, and these families have been recognized as PKH Beneficiary Families (KPM). (Najidah and Lestari, 2019). The Family Hope Program, also known as PKH, is a program that offers conditional social support to families who receive PKH payments. The international social protection program known as Conditional Cash Transfer has shown to be highly successful in alleviating poverty in these countries.

PKH encourages KM to have and use fundamental social services such as health, education, food and nutrition, care and help, as well as continued access to other additional programs. PKH is also expected to become the hub and center of excellence for poverty reduction, bringing together several national social protection and empowerment programs. PKH KPMs must be registered and presented to the nearest health and education centre. PKH KPM's health-care responsibilities include gynecological examinations for pregnant women, dietary intake and vaccines, and weighing the bodies of toddlers and preschool children. Meanwhile, the education sector is required to register and monitor the attendance of PKH family members in educational units based on primary and secondary school levels. In addition, the social welfare component includes those with impairments and the elderly over the age of 60.

(Susan, 2019) (Sholihah and Mulianingsih, 2023). (Nanholy and Siahaan, 2021) According to Suharto (2010: 142-143), poverty has a far-reaching harmful impact (multiplier effect) on society. Apart from basic needs such as clothing, food, and shelter, which cannot be met, poverty causes a loss of welfare for the poor in the form of the right to education, health, decent work, marginalization of legal rights, the right to comfort, rights regarding participation in government and public decisions, the right to spirituality, and the right to freedom of life (Muttaqin, 2006:4). The government continues to undertake government programs in the sphere of national development, particularly in the economic sector, to boost the country's quality economic growth by distributing it equitably, ensuring that social disparity does not exist throughout Indonesia.

The goal of this paper is to identify the distribution of the Family Hope Program in Bandung City utilizing George Edward III's theory, which includes communication, resources, disposition, and bureaucratic structure. Researchers use previously conducted research as reference material. The article "Implementation of Family Programs Hope (PKH) to Improve the Welfare of the Poor" Janah, A. N., 2019) shares parallels with our research on the Family Hope Program (PKH), but differs in focus.

This research applies Miles and Huberman's theory, while the current study employs Edward III's hypothesis. The journal "Implementation of the Family Hope Program (PKH) in an Effort to Improve Community Welfare (Study on Beji Village, Jenu District, Tuban Regency)" (Virgoreta, 2015) describes the implementation of the Family Hope Program in Beji Village, Jenu District, Tuban City. The current study focuses on the Bandung City Family Hope Program. In the journal "Implementation of the Family Hope Program in Improving the Quality of Life of Poor Households (Study at the Family Program Implementation Unit, Harapan Purwoasri District)" (Utomo, 2014), researchers used a qualitative descriptive method to study the implementation. The difference can be seen in research. The study utilizes Miles and Huberman's theory, while the current investigation employs Edward's hypothesis III.

2. Method

This research method employs the literature review process. This study employs a literature review methodology, with a narrative review model used. The narrative review technique was used to perform the study, which involved comparing data from many international journals and analyzing and summarizing them based on the author's experience, current theories, and models. The research approach utilized is qualitative, with secondary data acquired from numerous international journals, papers, and past research that the author has assessed in relation to the problems to be studied in this research. Researchers employ descriptive analytical approaches to collect, identify, compile, and analyze various data sets.

3. Results and Discussion

In this sub-chapter, the researcher will discuss the analysis of field data findings linked to the implementation of the Bandung City Family Hope Program (PKH). According to Edward's opinion, as quoted by (Arista & Suderana, 2019), policy implementation is the stage of policy development between policymakers and the policy's repercussions for the people it affects. If a policy is not appropriate or does not reduce the problem that the policy is aimed at, the policy may Effective policy implementation is crucial for its success (Wahyono et al., 2019). Even excellent policies might fail.

George Charles Edwards III, as quoted by Angara (2014), identified four key elements that impact implementation success or failure. All variables are interrelated and influence one another in determining whether an implementation is successful or not. These four variables are: (i) communication; (ii) resources; (iii) the disposition or attitude of implementers; and (iv) bureaucratic organization. The following is a description of the research discussion in the form of data analysis using a theoretical background, with the study's emphasis and objectives listed below:

Communication

The Bandung City Government's communication approach for implementing the Family Hope (PKH) initiative to alleviate poverty by incorporating many stakeholders is carried out through targeted, integrated, and, of course, sustainable efforts. Socialization and collaboration with multiple stakeholders are required to develop rapid and integrated plans and actions for program execution and help. There are numerous steps in this communication to ensure a successful and targeted campaign. Among others:

- a) **Planning.** At this point, the Bandung City Government is developing the PKH program in collaboration with several stakeholders, including the Social Service, Health Service, Education Service, and others. This planning entails establishing goals, budgets, and activities to be implemented.
- b) **Socialization.** At this point, the Bandung City Government promotes the PKH program to the community, particularly beneficiary families (KPM). Socialization takes place through a variety of channels, including mainstream media, social media, and direct meetings with KPM.
- c) **Mentoring** At this level, the Bandung City Government assists KPM in understanding and effectively implementing the PKH program. The Social Service provides assistance through PKH helpers.
- d) **Monitoring & Evaluation** At this point, the Bandung City Government assists KPM in ensuring that they understand and can effectively implement the PKH program. The Social Service provides assistance through PKH helpers.

In general, the Bandung City Government's communication strategy for implementing the PKH program appears to be fairly good. This is demonstrated by the Bandung City Government's efforts to involve numerous stakeholders in program design, conduct extensive community outreach, and provide intense assistance to KPM.

However, numerous aspects of the PKH program communication process in Bandung City require improvement, including KPM data accuracy. KPM data is an important consideration while

implementing the PKH program. As a result, the Bandung City Government must verify that its KPM data is correct. Aside from that, there is a need for better understanding of KPM. Improve KPM's knowledge of the program by providing more intensive socialization and high-quality help. The Bandung City Government must therefore boost community participation in order to implement the PKH program effectively. This can be accomplished by engaging the community in PKH program activities such as outreach and assessment. With these enhancements, it is intended that the PKH program communication process in Bandung City would be more effective and efficient, hence increasing the program's success in combating poverty.

Resources

Human resources are crucial, including staff or implementing officers who have appropriate skill and competence in carrying out their tasks, the efficacy of authority, and the facilities required to provide public services efficiently and effectively. According to Fitrihia Zhafira Agustiandiri and Rizky Ilhami (2022), human resources are the most important aspect in establishing good organizational performance. An organization or government entity requires skilled personnel. Human resources are the most important aspect in establishing good performance in an organization, whether it is a government agency or a business. Bandung's Family Hope Program (PKH) relies on both human and non-human resources to address poverty. The human resources involved in the PKH program in Bandung City include PKH Facilitators, who are in charge of administering the PKH program. They are in charge of reaching out to beneficiary families, assisting them, and monitoring the PKH program's implementation. Aside from that, the PKH program procedure involves several officers or other agencies, such as the Social Service, Health Service, Education Service, Community, and External Organizations.

Meanwhile, nonhuman resources include the budget. The funding is the most significant non-human resource for implementing the PKH program. The budget is utilized to fund the numerous PKH program activities. Aside from that, KPM data is a valuable non-human resource for ensuring that the PKH program is on track. Facilities and infrastructure are equally vital. The PKH program's facilities and infrastructure include operational vehicles, communications equipment, and other tools.

In general, the Bandung City Government's resources for the PKH program are adequate. This is evident from the huge number of PKH assistants, a relatively substantial budget, and precise KPM data. However, there are some things that need to be improved in terms of resources, including: The quality of the PKH buddies. The quality of PKH helpers must be increased through ongoing training and competency development. The effectiveness of budget utilization. Regular monitoring and evaluation will help to increase the effectiveness of budget use. Facility and infrastructure costs are affordable. The affordability of amenities and infrastructure must be increased while taking into account the geographical and socioeconomic situations of the inhabitants of Bandung City. With the increased resources, it is believed that the PKH program in Bandung City will run more effectively and efficiently, increasing the program's success in eliminating poverty.

Disposition

In implementing policies, the implementer's attitude or character involves commitment, honesty, a democratic nature, and difficulties in how the implementer communicates with the target population and solves problems. The Bandung City Government's position in the Family Hope Program (PKH) in dealing with poverty can be viewed from different perspectives, including desire and willingness. The Bandung City Government has a great aim and determination to eliminate poverty. The Bandung City government has committed to increasing budget and resources for the PKH program. Next, consider resource availability. The Bandung City Government has supplied appropriate resources to carry out the PKH program, including a budget, KPM data, and PKH companions. Implementing abilities and skills. PKH facilitators in Bandung City have the necessary talents and skills to carry out the PKH program. This is evident from the training and competency development provided to PKH helpers.

Policies and Regulations

The Bandung City Government's rules and regulations facilitate the implementation of the PKH program. These laws and regulations were developed in collaboration with a variety of stakeholders, including the Social Service, Health Service, Education Service, and others. Overall, the Bandung City Government's attitude toward the PKH initiative is positive. This is evidenced by commitment, resource availability, implementing capabilities, and rules and regulations that facilitate the PKH program's execution.

However, there are still some aspects of disposition that need to be addressed, including: The quality of the PKH buddies. The quality of PKH helpers must be increased through ongoing training and competency development. The effectiveness of budget utilization. Regular monitoring and evaluation will help to increase the effectiveness of budget use. Increased community participation. The Bandung City Government must increase community involvement in the implementation of the PKH program. This can be accomplished by incorporating the community into PKH program activities such as outreach and evaluation. With this heightened disposition, it is envisaged that the PKH program in Bandung City will run more effectively and efficiently, increasing the program's success in eradicating poverty.

Bureaucratic Structure

The bureaucratic structure for implementing the family hope program is well organized and effective, as evidenced by the service mechanism, which includes SOPs (Standard Operating Procedures) that are clear, systematic, and easy to understand by implementers, as well as easy to follow/carry out by the community, as well as the organizational structure and division of labor, which are well organized, clear, and simple.

The Bandung City Government's bureaucratic structure for the Family Hope Program (PKH) can be summarized as follows. At the city level, the PKH bureaucratic structure is led by the Head of Social Services. The Head of Social Service is responsible for implementing social welfare policies and programs, such as PKH. Provide assistance and oversight during the PKH program's implementation. At the sub-district level, the Head of the Social Welfare Section leads the PKH bureaucratic system. The Head of the Social Welfare Section is responsible for implementing the PKH program at the sub-district level, as well as guiding and assisting recipient families (KPM). At the sub-district level, the PKH Facilitator leads the bureaucratic system. PKH Facilitators are responsible for promoting the PKH program in the community, assisting KPM, and monitoring and evaluating program implementation.

There are 1,200 PKH assistants in Bandung. They are divided between 30 and 151 sub-districts. PKH assistants come from several educational backgrounds, including S1 Social, S1 Health, and S1 Education. The Bandung City Government continues to work to improve the quality of the PKH program's implementation. One of the initiatives taken is to increase the quality of PKH helpers. PKH facilitators receive frequent training and competency development. The Bandung City Government is also committed to enhancing community involvement in the implementation of the PKH program. The PKH program involves the community in activities like socializing and evaluation. With these efforts, it is intended that the PKH program in Bandung City will run more effectively and efficiently, hence increasing the program's success in combating poverty.

4. Conclusion

The Family Hope Program (PKH) is implemented in stages, starting with the village and progressing to the sub-district, district, and provincial levels. PKH aims to expand possibilities for impoverished families to access a variety of health and education services, as well as promote the welfare of vulnerable groups. However, both the government and society present a number of challenges during the implementation phase. Thus, Edaward III identifies various aspects that influence policy implementation success, including communication, resources, disposition, and bureaucratic structures. This initiative is also implemented from the highest to the lowest levels. The Family Hope Program in Bandung City will be successful in addressing poverty if proper and good policies are implemented.

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