

The Family Hope Program (PKH) in Lembantonga Village, Palolo Subdistrict, Sigi Regency from the Perspective of Effectiveness

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Received : 01 July - 2025

Accepted : 12 August - 2025

Published online : 23 August - 2025

Abstract

Poverty reduction continues to be an important goal in Indonesia's plan for progress, and the Family Hope Program (PKH) was created as a way to give money to poor families in order to help improve their well-being. This research looks at how well PKH is working in Lembantonga Village, in Palolo Subdistrict, Sigi Regency, where the program has been in place since 2016. This type of research is descriptive qualitative research. The informants for this research are PKH Companions and PKH Recipients. Data was obtained through observation, interviews and documentation. PKH financial assistance in Lembantonga Village is sufficient to help the economy of the Poor Households (RTM) in the areas of health for pregnant women and toddlers as well as children's basic education, in accordance with the objectives of implementing PKH. From the results of the research that researchers have conducted in the field, it shows that the stages of achieving the objectives of implementing PKH have been carried out well and are in accordance with the objectives and also the implementation of the PKH Family Hope Program (PKH) in Lembantonga Village has improved the welfare of PKH beneficiaries.

Keywords: Community Welfare, Effectiveness, Family Hope Program, Social Assistance.

1. Introduction

Indonesia is the fourth most populous country in the world. This compels the country to continually improve and develop in all areas, transforming all aspects of life for a better future. Poverty alleviation is one of the government's development goals (Sinaga, 2022; Tamboto et al., 2018). The issue of poverty requires serious attention in order to avoid the risk of a decline in the quality of future generations, often referred to as a "lost generation". Efforts to reduce poverty also require a humanitarian approach that emphasises the fulfilment of basic needs, a welfare approach through the enhancement and development of productive economic activities, as well as the provision of social security and protection (Siregar et al., 2022).

The government has undertaken various measures to reduce the impact of poverty, one of which is the implementation of policies aimed at assisting poor families (Kala & Jannah, 2023). One such policy is the Family Hope Program (PKH), which has been in place since 2007. The Family Hope Program is a government initiative aimed at impoverished communities as part of an effort to improve their welfare. This program is expected to be distributed strictly to individuals who meet the criteria for PKH recipients.

The objective of the Family Hope Program (PKH) is to reduce poverty by improving human resources within poor communities. In the short term, this assistance helps extremely



poor households reduce their expenditures. However, by requiring recipient families to enrol their children in school, have infants vaccinated, ensure pregnant women receive health check-ups, and improve nutrition, the program aims to break the cycle of intergenerational poverty.

Since 2012, the Family Hope Program has been implemented in eight subdistricts of Palu City, including Palolo Subdistrict. The number of PKH beneficiary families continues to increase. PKH has been carried out in 34 provinces, covering 514 regencies/municipalities and 6,709 subdistricts. Since its implementation in Lembantongoa Village in 2016 until now, PKH participants have shown great enthusiasm in attending monthly meetings led by the PKH facilitator in Lembantongoa Village. In Lembantongoa Village, there are 135 PKH beneficiary families out of 637 total households. The Family Hope Program in Lembantongoa Village has been ongoing since 2016 and continues to this day, with consistently high levels of participation as evidenced by the eagerness of participants to attend monthly meetings held by the local PKH facilitator.

Although the Family Hope Program (PKH) is intended for poor communities, in reality, in Lembantongoa Village, the aid distribution has not been entirely accurate. Some individuals classified as well-off or economically stable have also received the assistance. This study aims to assess the effectiveness of the Family Hope Program in improving community welfare in Lembantongoa Village. Based on the background described above, the research problem can be formulated as follows: “How effective is the Family Hope Program (PKH) in Lembantongoa Village, Palolo Subdistrict, Sigi Regency?”

The research in this study is guided by three key questions. First, it seeks to examine how the Family Hope Program (PKH) is implemented in Lembantongoa Village. Second, it aims to assess the effectiveness of the program in improving community welfare. Finally, it investigates the obstacles encountered during the implementation of the Family Hope Program (PKH) in Lembantongoa Village.

2. Literature Review

2.1. Effectiveness

In carrying out company activities, effectiveness is a crucial factor. To be measurable, objectives must be clearly defined. Without objectives, it is impossible to determine whether an activity has been achieved or not. Effectiveness is the ability to choose the right goals or the right tools to achieve established goals. In other words, an effective manager can select the tasks that need to be done or the appropriate method to achieve the objectives (Handoko, 2016).

Work effectiveness refers to achieving targets based on the best assessment of the situation and potential gains. Effectiveness is the ability to select the correct goals in achieving them. Generally, effectiveness means achieving goals and potential benefits (Zwikael et al., 2018). According to Astari (2018), the level of program effectiveness can be measured using several indicators:

a. Program Understanding

Program understanding is an indicator used to measure the extent of public knowledge regarding the Family Hope Program (PKH). Budiani, as cited in Astari (2018), also states that one of the indicators to measure program effectiveness is the dissemination of the program.

b. Accuracy of Targeting

This refers to how well the PKH participants match the predetermined target criteria.

c. Timeliness

Timeliness in the disbursement of PKH funds is essential, considering that social assistance is provided every three months to each PKH participant. For the program to run effectively, timeliness is one of the crucial strategies.

d. Achievement of Objectives

Objectives are the outcomes of targeted efforts carried out through several predetermined stages, guiding the direction of the program. Budiani, as cited in Astari (2018), states that the objective of the program can be seen from how well the implementation outcomes align with the goals previously set.

e. Real Change

Real change is a tangible outcome experienced by individuals or the program itself. To measure effectiveness, one of the indicators used is the quantity of outputs produced.

2.2. Family Hope Program (PKH)

According to the PKH Facilitator Handbook, the Family Hope Program is a program that provides cash assistance to low-income communities, conditional upon fulfilling requirements related to improving the quality of human resources (education and health). PKH is a poverty alleviation program managed under the coordination of the Poverty Reduction Coordination Team (TKPK) at both national and regional levels.

The general aim of PKH is to reduce poverty and improve the quality of human resources, particularly among underprivileged groups. The specific objectives of PKH include:

- a. PKH targets low-income groups to help fulfil educational and health needs, improve household capacity, and increase consumption.
- b. PKH is expected to change the behaviour of very poor families, encouraging them to access healthcare for pregnant/postpartum women and toddlers, and to send their children to school.
- c. In the long term, PKH aims to break the cycle of poverty.

2.3. Community Welfare

Welfare means that all basic needs of the community are fulfilled, allowing them to live safely and peacefully. According to the Kamus Besar Bahasa Indonesia, "social welfare" refers to the right or condition of well-being, security, safety, and peace. "Sejahtera" (well-being) refers to being safe, prosperous, peaceful, and free from threats.

Spicker (2013) defines social welfare as a condition in which all basic needs are met, such as education, health, and daily necessities. Welfare objectives can be achieved precisely through specific techniques and methods, allowing individuals, groups, and communities to meet their needs and address issues of adjustment to changing social patterns. This is done through cooperative efforts to improve economic and social conditions (Notowidagdo, 2016).

2.4. Previous Research

Setiawan and Hamidsyukrie (2023) found that: (1) the use of aid funds aligned with the program's objectives; (2) several factors hindered the program, including (a) data on beneficiaries being inaccurate, as some recipients were not yet synchronised with the data in the Integrated Social Welfare Data (DTKS); (b) lack of punctuality in coordination meetings among community members or between PKH groups; and (c) problems experienced by beneficiaries such as lost ATM cards or forgotten PINs. The study used five indicators of program effectiveness and applied the four-function action system: Adaptation (A), Goal

Attainment (G), Integration (I), and Latency (L), which together made the implementation of PKH fairly effective.

Muin and Rosdiana (2020) found that the effectiveness of the Family Hope Program (PKH) for recipients in Laliko Village helped reduce household expenditures. However, PKH could not yet be deemed fully effective in alleviating poverty or increasing income, based on the indicator of real change experienced by the community.

Annisa (2020) found that the effectiveness of the Family Hope Program was measured using indicators such as budget accuracy, timeliness, clarity of purpose, target accuracy, and proper reasoning. The PKH in Sungai Besar, South Banjarbaru District, was considered effective, as the underprivileged community had received support for children's education and health, thereby reducing their concerns over related costs.

3. Methods

3.1. Type of Research

The type of research used in this study is descriptive with a qualitative approach. Qualitative research is a type of research aimed at gaining a deeper understanding of the phenomena experienced by research subjects, such as behaviour, motivation, perception, actions, and so on, in a holistic and descriptive manner using various natural methods within a natural context (Lexy, 2002).

The qualitative descriptive approach is a research method in which the collected data consists of words, images, field notes, photographs, video recordings, personal documents, memos, and other sources (Moleong, 2013).

3.2. Research Location

The research location is the area where the researcher obtains information and where the study is conducted. This research takes place in Lembantongoa Village, Palolo Subdistrict, Sigi Regency, over a period of approximately five months.

3.3. Data Sources and Types of Data

In this study, the researcher used the following data sources, primary data refers to data obtained directly by the researcher from the research subjects through direct data collection tools used on the subjects as the source of the information sought. Meanwhile, secondary data refers to data obtained from other parties, not directly from the research subjects. This type of data is gathered from existing documents or reports.

3.4. Data Collection Methods

This study employed data collection methods such as interviews, documentation, and observation to gather data. The research involved PKH facilitators and PKH aid recipients.

3.5. Population and Research Sample

A population is a group of people, objects, or other units that become the focus of attention or the entire group of interest (Purwanto, 2018). The population in this study consists of the facilitator and the recipients of the PKH assistance, namely: one facilitator and 135 PKH beneficiaries.

The size of the sample depends on the desired level of accuracy or the accepted margin of error. The sample in this study was calculated using the Slovin formula (Sugiyono, 2017) with a margin of error of 10%, as follows:

$$n = 1 + \frac{N \cdot e^2}{1}$$

Explanation:

n: Sample size

N: Total population

e²: Margin of error or the level of inaccuracy due to sampling error that is still acceptable, set at 10% (0.1)

The total population in this study is 136 individuals (1 facilitator and 135 PKH beneficiaries). With a margin of error of 10%, the sample size is calculated using the Slovin formula as follows:

$$\begin{aligned} n &= 1 + \frac{136}{1 + 136 \cdot (0,1)^2} \\ &= 1 + \frac{136}{0,01} \\ &= 1 + 13.600 \\ &= 13.601 \\ &= 13.601 \text{ is rounded down to } 40 \text{ samples} \end{aligned}$$

Based on the calculation using the Slovin formula above, the sample in this study consists of 40 respondents.

3.6. Data Analysis Technique

The researcher used the effectiveness formula as the data analysis technique. The effectiveness formula is as follow

$$\text{Program Effectiveness} = \frac{(\text{Realization})}{(\text{Number of respondents})} \times 100\%$$

The standard measure of effectiveness is based on the Decree of the Minister of Home Affairs No. 690.900.327 of 1996 concerning assessment criteria, which sets the standard of effectiveness with the following criteria:

Table 1. Effectiveness ratio description

Effectiveness Ratio	Level of Achievement
Below 40	Very Ineffective
40–59.9	Ineffective
60–79.9	Quite Effective
Above 80	Highly Effective

Source: Research and Development Agency, Ministry of Home Affairs

4. Results and Discussion

4.1. Implementation of the PKH Program in Lembantongoa Village

The Family Hope Program (PKH) is a social protection program that provides cash assistance to Poor Households (RTM), and these households are required to fulfil the specified conditions and requirements. In the short term, this program aims to reduce the burden on poor households, while in the long term, it is expected to break the cycle of poverty.

Based on the interviews conducted by the researcher, the implementation process of the PKH, which includes observation, validation, data updating, home visits, verification, group meetings, sub-district meetings, coordination with the village head, sub-district head, and stakeholders, reconciliation, and coordination with the disbursing bank, has been running well. The implementation stages are in line with the established procedures.

An interview is a question-and-answer process conducted by a person with an informant to obtain necessary information for a specific purpose. The interviewee serves as the source of information, while the interviewer acts as the extractor of that information. In practice, several types of interviews can be conducted. In this study, the researcher used individual interviews, which involve structured interviews with pre-prepared questions. The following is a classification of respondents based on age.

Table 2. Classification of Respondents Based on Age

No	Age Group (Years)	Number of Respondents (People)	Percentage (%)
1	30-39	7	17,5
2	40-49	14	35
3	50-59	6	15
4	60>	13	32,5
	Total	40	100

Source: Data processed by the researcher

4.2. Effectiveness of the Family Hope Program (PKH) in Lembantongoa Village

Table 3. Effectiveness Calculation

No.	Indicators	Target	Realization	Percentage	Category
1	Program Understanding	40	36	90	Highly Effective
2	Accuracy of Targeting	40	31	77,5	Quite Effective
3	Timeliness	40	29	72,5	Quite Effective
4	Achievement of Objectives	40	30	75	Quite Effective
5	Real Change	40	28	70	Quite Effective
	Total	200	158	79	Quite Effective

Based on the table above, it can be seen that the effectiveness level of the PKH assistance in Lembantongoa Village is 79. According to the calculation, this falls into the "quite effective" category. The explanation for each effectiveness indicator is as follows:

1. Program Understanding

Based on the findings, it can be concluded that PKH participants in Lembantongoa Village have a good understanding of the program, placing it in the "highly effective" category at 90%. Program understanding is an indicator used to measure the extent of public

knowledge regarding the Family Hope Program. Public understanding can be achieved through socialisation activities. PKH facilitators conduct socialisation sessions every two months. The goal is for participants to understand the requirements for becoming a PKH participant and to explain how PKH funds are distributed.

2. Accuracy of Targeting

Accuracy of targeting refers to how well the program reaches the participants who were previously identified as eligible. Research results show that in Lembantongoa Village, the targeting is considered "quite effective" at 77.5%. This is because the data used for distributing PKH funds comes directly from the central government, although some community members have yet to receive the assistance.

3. Timeliness

Timely disbursement of PKH funds is essential, considering the aid is provided every two months to each PKH participant. To ensure the program runs effectively, timeliness is a key strategy. Besides educating participants, delivering the funds on time is crucial. Timely disbursement helps participants meet their needs more promptly. The research indicates that this indicator is rated "quite effective" at 72.5%.

4. Achievement of Objectives

Objectives refer to the targets set and achieved through various stages of implementation, guiding the expected outcomes. According to Budiani, as cited in Urika Tri Astari, the program's objectives can be measured by the extent to which implementation results align with predefined goals.

Based on the findings, the achievement of PKH objectives in Lembantongoa Village is rated "quite effective" at 75%. The long-term goal of the PKH program is to break the cycle of poverty across generations by improving the quality of education. The short-term goal is to reduce the burden on poor households and improve access to healthcare.

5. Real Change

Real change refers to the actual impact felt by individuals or observed within the program. The research indicates that this indicator is considered "quite effective" at 70%.

Findings show that PKH aid is provided in the form of cash and basic goods, such as rice. The real change brought about by the PKH program has supported the community's economy, even though the support is not yet sufficient to fully meet all their needs. In Lembantongoa Village, the PKH assistance was distributed in the form of money.

Based on the explanations above regarding the effectiveness levels of each indicator used by the researcher, the PKH program is categorised as "quite effective". This is because the average effectiveness score across all indicators is 79%.

4.3. Community Welfare

Welfare goals can be achieved accurately through specific techniques and methods, enabling individuals, groups, and communities to meet their needs and adapt to changes in societal patterns. This is done through cooperative efforts to improve economic and social conditions (Notowidagdo, 2022).

Based on interviews with PKH recipients in Lembantongoa Village, it can be concluded that the PKH program has brought a moderate level of welfare improvement to the community following the receipt of assistance.

Interview results also revealed several obstacles in implementing the PKH program. One such challenge faced by the PKH facilitator involves assisting participants in opening bank

accounts. Additionally, facilitators often need to explain to participants that the PKH funds are disbursed in stages, not all at once.

5. Conclusion

The Family Hope Program (PKH) is a government initiative launched in 2007 as part of the state's obligation to support Poor Households (RTM) that meet certain qualifications by applying specific educational and health requirements. In the short term, the program aims to ease the burden on low-income families, while in the long term, it is intended to improve their quality of life, particularly in the areas of education and health. The effectiveness of PKH implementation can be assessed through several indicators that measure the success of the program in poverty alleviation efforts. These indicators include program understanding, accuracy of targeting, timeliness, achievement of objectives, and the presence of tangible change. The primary goal of PKH is to reduce poverty and enhance the quality of human resources, especially among marginalised communities.

Based on the research findings, it can be concluded that the implementation of PKH in Lembantongoa Village has been running effectively. Beneficiaries in the village consistently receive the aid in full and in accordance with established procedures, without any unauthorised deductions. This effectiveness is supported by participants' sufficient understanding of the program, timely disbursement of funds, accurate targeting of recipients, alignment with the intended objectives, and visible positive impacts on the local economy. Although the program may not have entirely alleviated poverty, the financial support provided through PKH has contributed significantly to improving the welfare of its recipients in Lembantongoa Village.

Nevertheless, the program has encountered some challenges in the field. One key obstacle faced by PKH facilitators is accompanying participants to the bank for the creation of savings accounts. In addition, facilitators also struggle to clearly communicate to participants that the PKH funds are distributed in phases, not in a single lump sum. Despite these issues, the program has made notable progress in achieving its aims and continues to play a vital role in supporting underprivileged households.

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