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ARTICLE

ANALYSIS OF ADAPTIVE POLICY FACTORS IN THE FAMILY HOPE PROGRAM IN SOUTH SUMATRA PROVINCE (CASE STUDY AT THE SOCIAL SERVICES OF SOUTH SUMATRA PROVINCE)

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Abstract

This study analyzes the adaptive policy factors within the Family Hope Program (PKH) in South Sumatra Province using the adaptive policies framework of Swanson and Bhadwal (2009). Employing a descriptive qualitative approach through interviews, observations, and documentation, the findings reveal that adaptive policy implementation is reflected in integrated analysis, stakeholder deliberation, automatic policy adjustments, community self-organization, decentralized decision-making, policy variation, and continuous evaluation. However, target accuracy and equitable policy variation still require improvement. This study contributes to the literature on adaptive policies and offers recommendations for strengthening PKH implementation.

Keywords: Adaptive Policy, Family Hope Program (PKH), Social Affairs Office, South Sumatra.

A. INTRODUCTION

Poverty is a global challenge that continues to be faced by various countries, both developing and developed (Rohmah et al., 2025). Indonesia is also one of the countries experiencing socioeconomic problems, particularly poverty (Indriani et al., 2025). One of the Social and Community Protection issues referred to in Article 12 paragraph (1) is poverty alleviation. To address the aforementioned issues, the government has created programs aimed at addressing poverty in Indonesia. One effort is through policies such as social assistance programs. In its efforts to provide social assistance services, the government utilizes increasingly sophisticated technology as a form of innovation to develop more effective and efficient services (Hutasoit & Pribadi, 2023) in (Collins et al., 2021). Data on the percentage of poverty in 17 regencies/cities in South Sumatra can be seen in:

Table 1: Poverty Percentage Data for 17 Regencies/Cities in South Sumatra

NO	District/City	2023	2024
1	Ogan Komering Ulu	11,46	10,68
2	Ogan Komering Ilir	13,15	12,08
3	Muara Enim	10,93	9,79
4	Lahat	15,00	14,14
5	Musi Rawas	14,13	13,44
6	Musi Banyuasin	14,90	12,88
7	Banyuasin	9,58	9,31
8	OKU Selatan	10,36	9,86

9	OKU Timur	9,99	9,75
10	Ogan Ilir	13,28	12,30
11	Empat Lawang	11,80	10,78
12	Pali	10,91	9,82
13	Muratara	18,26	17,38
14	Palembang	10,22	9,77
15	Prabumulih	11,23	10,13
16	Pagar Alam	8,88	8,18
17	Lubuk Linggau	12,65	11,14
	Total	206,73	191,43

Source: Research Processed by Statistics Indonesia (BPS) of South Sumatra, 2023 to 2024 (2025).

Table 1 shows the poverty percentage data for 17 regencies/cities in South Sumatra for 2023 and 2024. Overall, there was a decrease in the poverty percentage across all 17 regencies/cities in 2024 compared to 2023, as reflected in the total poverty percentage, or number, which decreased from 206.73% to 191.43%. In 2007, the Indonesian government implemented Conditional Cash Assistance (CCT), known as the Family Hope Program (PKH), as an effort to accelerate poverty reduction. The Family Hope Program (PKH) provides conditional social assistance to poor families (KM) designated as beneficiaries (Hernan, 2019). The Family Hope Program (PKH) is also a program implemented by the South Sumatra Provincial Social Service in the Family Protection and Social Security Sector. The Family Hope Program (PKH) is an Indonesian government initiative aimed at alleviating poverty and improving community welfare by providing social assistance to families below the poverty line (Collins et al., 2021). Data on the number of PKH recipients in 17 districts/cities in South Sumatra can be seen in

Table 2: Data on Family Hope Program (PKH) Recipients in 17 Districts/Cities in South Sumatra

NO	**District/City**	**2023**	**2024**
1	Ogan Komering Ulu	9,714	16,528
2	Ogan Komering Ilir	20,544	30,199
3	Muara Enim	23,959	26,358
4	Lahat	15,594	21,104
5	Musi Rawas	21,392	22,780
6	Musi Banyuasin	16,438	23,302
7	Banyuasin	22,926	32,849
8	OKU Selatan	15,817	15,397
9	OKU Timur	19,390	27,377
10	Ogan Ilir	20,243	20,469
11	Empat Lawang	7,125	8,670
12	Pali	4, 758	5,416
13	Muratara	4,574	8,665
14	Palembang	37,088	47,155
15	Prabumulih	6,026	8,108
16	Pagar Alam	3,583	4,128
17	Lubuk Linggau	8,976	10,968
	Total	258,505	329,473

Source: Researcher Processing from the Annual Report Book of the Family Hope

Program 2023 to 2024 (n.d).Table 2 above presents information on the number of Family Hope Program (PKH) recipients in 17 regencies/cities across South Sumatra. In 2023, the total number across all regencies/cities was recorded at 258,505, which then increased significantly to 329,473 in 2024. Overall, the trend indicates a spike between 2023 and 2024. The real-world conditions in South Sumatra regarding the phenomenon of poverty and the Family Hope Program require adaptive policies that align with the current development revolution and current events. Several factors contribute to adaptive policies within the Family Hope Program in South Sumatra Province:

Inadequate Targeting

In fact, poverty in South Sumatra Province has decreased by 15.03% over the past two years, from 2023 to 2024. This contrasts with the increase in the number of Family Hope Program recipients over the past two years. This is evident in data released by the Central Statistics Agency of South Sumatra Province.

Data Digitization

Data digitization is key through the use of the National Social and Economic Single Data (DTSEN) and the SIKS-NG system, enabling accurate and transparent verification and validation (Verval) on an ongoing basis, thus ensuring accurate targeting of beneficiaries.

Changes to the Aid Distribution Mechanism

The aid distribution mechanism has been adapted, prioritizing non-cash transfers through HIMBARA banks, while remaining flexible by involving PT Pos Indonesia to reach remote areas (3T) and beneficiaries with limited access. Disbursement is carried out in four quarterly installments.

Capacity Building for Human Resources, Specifically for Facilitators

Enhancing the capacity of facilitators is crucial. They are provided with regular training (Rakor) to become proficient in using digital applications (SIKS-NG) and effectively conduct Family Capacity Building Meetings (P2K2). All of these aim to encourage independence and support up-to-date data in the field.

Overall, the 2023–2024 adaptation of the Family Hope Program (PKH) policy in South Sumatra is the result of an integrated approach to technology (digitalization) for data accuracy and distribution efficiency, supported by competent human resources, ensuring the program remains relevant, adaptable to field conditions, and optimally achieves its targets.

The Family Hope Program (PKH) is inherently adaptive, with the ability to adjust its design and implementation mechanisms to reflect changing community needs and constantly evolving socioeconomic dynamics (Siregar F, 2023). This adaptability is evident in the flexibility of aid distribution, which is not provided uniformly but rather follows the specific components of each family, from school children and pregnant women to people with disabilities and the elderly (Irmawati I, 2023). In this way, the amount of aid received by poor households is more proportional and reflects their actual needs. Interestingly, this flexibility is even more apparent when Indonesia faces major shocks such as the COVID-19 pandemic. During this period, the government made various rapid adjustments, from distribution mechanisms to data updates to expanding coverage to maintain the purchasing power of vulnerable communities (Suryahadi et al., 2021). It is also noteworthy that the PKH graduation scheme emphasizes that this program is not intended as permanent assistance, but rather as a bridge to socioeconomic independence, in line with the principle of adaptive social protection that promotes long-term resilience (Gentilini, 2022).

The concept of adaptive policy itself is understood as an approach that seeks to respond to uncertainty, complexity, and changes in the policy environment by integrating learning

processes, continuous evaluation, and real-time adaptability (Baskoro S, 2025). In other words, adaptive policy views change not as a threat, but as an opportunity for continuous improvement (Adawiyah R, 2024). In the global literature, adaptive policy is even viewed as a key to the success of social interventions, particularly in developing countries facing multidimensional risks ranging from economic crises, climate change, natural disasters, and pandemics (Barrett, 2020). Furthermore, the adaptive social protection framework emphasizes the importance of integrating social assistance, capacity building, and risk management to make the social protection system more responsive and inclusive (Bowen et al., 2020).

In the Indonesian context, several studies show that the Family Hope Program (PKH) is gradually moving toward an adaptive social protection model, characterized by the digitization of beneficiary data, the integration of services across multiple platforms, and evidence-based monitoring (Bank, 2020). Therefore, PKH can be viewed not simply as a conditional assistance program, but as a responsive, flexible social protection instrument capable of adapting to changing patterns of vulnerability in society.

B. LITERATURE REVIEW

Theory Used in Adaptive Policies Research by Swanson & Bhadwal (2009). In the context of social policies such as the Family Hope Program (PKH), this theory is relevant because program implementation is significantly influenced by changes in economic and social conditions and institutional capacity.

Based on this theory, adaptive policies consist of seven main factors that serve as indicators of a policy's ability to adapt to change. These seven factors are also used in your thesis as an analytical framework for PKH implementation in South Sumatra Province (Darren, 2009).

Integrated and Forward-Looking Analysis

According to Swanson & Bhadwal, policies must be supported by comprehensive data analysis and a long-term understanding of potential future changes. In the context of PKH, this is reflected in the use of SIKS-NG and DTSEN to ensure the accuracy of beneficiary data. The emphasis on data updating, anticipating change, and integrating information is an essential foundation for flexible and adaptive policies.

Multi-Stakeholder Deliberation

Adaptive policies theory emphasizes the importance of a deliberative process involving various stakeholders to address uncertainty. In the Family Hope Program (PKH), this is evident in the collaboration between the Social Services Agency, PKH facilitators, health facilities, and educational institutions. This collaboration allows policies to be adjusted to suit the local context and field needs.

Automatic Policy Adjustment

Swanson & Bhadwal (2009) state that adaptive policies must have mechanisms that can automatically change as the environment changes. A concrete example in PKH is the adjustment of aid distribution methods through HIMBARA or PT Pos Indonesia for areas with limited access. Such technical adjustments allow policies to continue running without major obstacles.

Enabling Self-Organization and Social Networking

This theory emphasizes that communities must be given space to develop their own capacity, independence, and social networks as part of the empowerment process (Ife, 2013). In the context of PKH implementation, this principle is realized through Family Capacity Building (P2K2) activities, which serve to provide education, strengthen parenting practices, and encourage beneficiary groups to support each other in solving problems independently. This group-based approach aligns with the concept of social capital, where strong social networks and relationships have been shown to improve the ability of poor families to cope

with economic pressures (Putnam, 2000). Furthermore, various studies have shown that community-based mentoring programs can increase the resilience of poor families, improve consumption behavior, and encourage sustainable social change (Narayan, 2002). Thus, P2K2 activities are not merely complementary components of the Family Hope Program (PKH), but are also important empowerment instruments that strengthen the socio-economic capacity of beneficiaries.

Decentralization of Decision-Making

In theory, delegating authority to the local level can accelerate policy responses. PKH facilitators are empowered to make tactical decisions, such as data verification and completing KPM administration, thus making program implementation more responsive and contextual.

Promoting Variation

Swanson and Bhadwal (2009) emphasize that adaptive policies require a varied approach to address uncertainty. The government is implementing this by integrating PKH with complementary programs such as food assistance and MSME support to strengthen the economic capacity of poor families.

Formal Policy Review and Continuous Learning

This theory explains that adaptive policies must have a continuous learning cycle (Swanson et al., 2010). In the Family Hope Program (PKH), the Social Services Agency conducts regular evaluations through monitoring, accompanying reports, and coordination meetings to address program implementation deficiencies, particularly in targeting accuracy.

C. RESEARCH METHODOLOGY

This research was conducted using qualitative methods combined with a descriptive approach, as the primary objective was to provide an in-depth description of the implementation of adaptive policies within the Family Hope Program (PKH) in South Sumatra Province. A qualitative approach was chosen because it provides a more comprehensive understanding of the social context, policy dynamics, and the experiences of program implementers and beneficiaries (Nasution, 2023). This approach allows researchers to capture social realities in a natural and in-depth manner, without the strict limitations inherent in quantitative research (Sugiyono, 2022).

Research data was obtained through in-depth interviews with various key informants, including officials from the South Sumatra Provincial Social Service, PKH facilitators directly involved in program implementation in the field, and Beneficiary Families (KPM) who are the program's primary targets. In-depth interviews allowed researchers to gain more detailed information on experiences, perceptions, challenges, and policy implementation practices. In addition to interviews, researchers also conducted direct observations of various program implementation activities, such as the data verification process, Family Capacity Building Meetings (P2K2), and aid distribution mechanisms. These observations helped strengthen the researcher's understanding of the real-world situation and provided additional context for the interview results.

Data collection was also strengthened by documentation in the form of PKH implementation reports, program guidelines from the Ministry of Social Affairs, official data from the Central Statistics Agency, and various other supporting documents. These documents provided quantitative and administrative information that complemented and verified the findings from the interviews and observations.

Data analysis was conducted in stages through data reduction, data presentation, and conclusion drawing. In the data reduction stage, the researcher selected and simplified information relevant to the research focus. Next, the reduced data was presented in narrative form to facilitate understanding and identify important patterns. The final stage,

drawing conclusions, was conducted by considering all the analyzed data, resulting in valid and accountable findings.

D. RESULT AND DISCUSSION

Integrated and Forward-Looking Analysis

The implementation of adaptive policies in the Family Hope Program (PKH) in South Sumatra Province can be seen in the government's ability to utilize technological developments, particularly digital transformation through the Next Generation Social Welfare Information System (SIKS-NG) and the National Integrated Socio-Economic Data (DTSEN). Data updates are carried out periodically, involving PKH facilitators, local governments, and in coordination with other supporting agencies, ensuring accurate updates regarding beneficiary information. This digitalization not only improves administrative efficiency but also enables the government to more quickly detect changes in the socioeconomic conditions of beneficiary families. Through this data integration, the Social Services Agency can anticipate various social dynamics, identify potential increases or decreases in welfare, and direct program interventions in a more measured and responsive manner to changing situations on the ground.

Multi-Stakeholder Deliberation

PKH implementation cannot run optimally without strong collaboration between various stakeholders. In South Sumatra, a deliberation mechanism serves as a crucial forum involving the Social Services Agency, PKH (Family Hope Program) facilitators, health facilities (faskes), education facilities (fasdik), and the local government. This coordination forum is used to discuss various implementation challenges, from data updates, education and health commitments, to issues with beneficiary beneficiary administration. Through regular deliberations, stakeholders can align perceptions, build mutual understanding, and determine strategic steps to overcome emerging obstacles. This collaborative approach enables more effective program implementation, as each party shares a common understanding of the program's objectives and their respective roles in achieving them.

Automatic Policy Adjustments

One of the key characteristics of adaptive policies is their ability to adapt to changing conditions. In the context of PKH, automatic policy adjustments are evident in the aid distribution mechanism. The government implemented a distribution policy through the Prosperous Family Card (KKS), which is connected to HIMBARA banks, allowing for direct and transparent transaction monitoring. For certain regions with limited access to banking or digital infrastructure, the government adjusted the distribution method through PT Pos Indonesia to ensure timely aid delivery. These adjustments demonstrate that the PKH program (PKH) implementation is not rigid, but rather responsive to geographic barriers, infrastructure limitations, and the specific needs of each region. This approach plays a crucial role in ensuring that no beneficiary families (KPM) are hindered from receiving assistance, even in difficult-to-reach environments.

Activating Independent Organizations and Social Networks

PKH facilitators play a strategic role in building the capacity and independence of beneficiaries. Through Family Capacity Building Meetings (P2K2), facilitators provide education on financial management, health, children's education, and strategies for improving family welfare. P2K2 is not only a forum for counseling, but also a space for beneficiaries to share experiences and foster social solidarity. In the long term, these activities can encourage the formation of independent organizations at the community level that support each other in facing life's challenges. The social networks formed through this process provide important social capital for beneficiaries to overcome economic and social challenges, enabling families

to avoid being entirely dependent on government assistance and instead begin to develop internal capabilities and strengths to achieve independence.

Decentralization of Decision-Making

The implementation of adaptive policies is also reflected in the granting of greater authority to PKH facilitators to make tactical decisions in the field. Facilitators play a direct role in data verification, monitoring education and health commitments, and resolving issues faced by beneficiaries (KPM), such as problems with their KKS cards, changes of address, or other administrative issues. This decentralization allows emerging issues to be resolved more quickly without having to wait for instructions from the central level. This reflects the government's recognition of the importance of responding quickly to highly dynamic conditions on the ground, empowering facilitators as policy implementers with the closest understanding of the community's social conditions.

Promoting Policy Variations

To strengthen the program's impact, the government integrates PKH with various complementary programs such as non-cash food assistance, energy subsidies, micro-enterprise assistance, and other economic empowerment programs. These policy variations aim to provide comprehensive support to poor families so they have greater opportunities to improve their economic capabilities. However, research has found that the implementation of these policy variations is not evenly distributed across all regions. Some regions have already achieved good access to complementary programs, while others still face limitations in information, access, and supporting resources. Therefore, strengthened cross-sectoral coordination and broader information dissemination are necessary to ensure that every beneficiary (KPM) receives optimal benefits from these various policies.

Formal Policy Review and Continuous Learning

The Social Services Agency consistently monitors and evaluates the implementation of the Family Hope Program (PKH) through coordination meetings, mentor supervision, and periodic performance reports. These evaluations aim to assess the effectiveness of the policy and identify obstacles encountered during implementation, such as data inaccuracies, changes in the social conditions of beneficiaries, and technical barriers to aid distribution. This continuous learning process provides the government with the opportunity to systematically improve the policy and adapt its implementation to actual conditions on the ground. However, targeting accuracy remains an issue that requires serious attention. Inaccurate beneficiary data can lead to a mismatch between needs and assistance provided, necessitating improved coordination, more intensive data verification, and the use of more sophisticated technology to support the data updating process.

E. CONCLUSION

The implementation of adaptive policies within the Family Hope Program (PKH) in South Sumatra Province is realized through various complementary strategies, such as digitally integrated analysis, collaboration between stakeholders, automatic adjustments to field dynamics, empowerment of beneficiary families (KPM) through educational activities, decentralization of decision-making to facilitators, creation of a variety of complementary programs, and ongoing evaluation. The utilization of data digitization through systems such as SIKS-NG and DTSEN, as well as increasing the capacity of facilitators, are key factors strengthening the flexibility and effectiveness of adaptive policies in this program. These approaches enable the government to respond to social conditions more quickly, precisely, and measurably.

Although various strategies have been implemented, several aspects still require further attention. Challenges in accurate beneficiary targeting indicate that the data updating process

needs to be continuously improved to ensure assistance is truly provided to eligible families. Furthermore, uneven policy variations across regions lead to differences in access to complementary programs, thus impacting the optimal outcomes received by beneficiaries. Therefore, strengthening coordination, increasing data accuracy, and equalizing program access need to be continuously carried out so that the implementation of PKH can provide a more effective, equitable, and sustainable impact on the poor in South Sumatra Province.

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