ARTIKEL

THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM (PKH) POLICY IN IMPROVING THE WELFARE OF POOR FAMILIES IN BAYONGBONG SUBDISTRICT, GARUT REGENCY

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Abstract

This study evaluates the effectiveness of the Family Hope Program (PKH) in improving the welfare of poor families in Bayongbong District, Garut Regency. Using a qualitative approach, data were collected through interviews, observation, and documentation. The findings indicate that PKH supports access to education and health services, yet its effectiveness is influenced by the quality of assistance, beneficiary awareness, and local context. The results highlight that the success of social programs is not solely determined by aid distribution, but also by behavioral changes and the social resilience of recipient families. The study recommends strengthening the role of facilitators and adapting policies to local needs.

Keywords: PKH, effectiveness, welfare

A. INTRODUCTION

Social disparities and poverty are still inherent realities in the dynamics of development in various regions in Indonesia. Poverty is the inability of a person to live a life similar to that of other people (Gopal et al., 2021). Although the central and regional governments have formulated various social intervention programs, inequality in access to economic resources, education, and health services remains a major challenge, especially in areas with high levels of vulnerability (Maharani et al., 2024). One area that represents this condition is Bayongbong District, Garut Regency, West Java Province. With geographical characteristics dominated by mountainous areas and limited infrastructure, the majority of people in this area work in the informal sector such as farm laborers, small traders, and casual workers. This condition strengthens the cycle of intergenerational poverty and makes the poor vulnerable to various economic and social pressures (Putra, 2023).

As a step to address these issues, in 2007 the government designed and implemented the Family Hope Program (PKH), which is a form of conditional social assistance focused on improving the standard of living and welfare of the poor and vulnerable groups. According to (Purwanto et al., 2013) the Family Hope Program (PKH) is a form of strengthening the social protection system that aims to help ease the burden on Very Poor Households (RTSM), especially in gaining access to health services and basic education (Syahwanes et al., 2025).

However, in terms of implementation, PKH is not free from various challenges. Social complexity, unequal understanding between facilitators and KPM, and limited resources are quite significant obstacles (Primanto, 2023). In some cases, inaccurate targeting, low effectiveness of assistance, and minimal participatory evaluation weaken the program's achievements. This phenomenon raises doubts about the effectiveness of PKH in realizing its

ultimate goal, namely improving the quality of life and socio-economic independence of poor families.

Therefore, the effectiveness of the PKH policy cannot be measured solely based on the amount of funds distributed or the number of beneficiaries, but must be seen from the extent to which this program is able to produce real social change (Abizal, 2022). Campbell (1970) presents a relevant evaluation approach by identifying five main indicators of organizational effectiveness, namely the success of program implementation, achievement of targets, level of beneficiary satisfaction, efficiency in the use of resources, and the extent to which the final goal of the program is achieved.

This approach allows for a more comprehensive analysis, not only from the technical administrative side, but also from the perspective of service quality and community social perceptions of the program (Solong & Yadi, 2021). Based on the urgency and background, this study was conducted to evaluate the effectiveness of the Family Hope Program policy in improving the social welfare of poor families in Bayongbong District, Garut Regency. By placing the community as the main subject, this study aims to explore the experiences, hopes, and challenges faced by beneficiaries in their interactions with the program. In addition, this research is expected to provide constructive input for policy makers at the local and national levels so that the implementation of PKH is more responsive, adaptive, and contextual according to the needs of poor communities in remote areas.

B. LITERATURE REVIEW

Previous Research

Najidah and Lestari (2019) examined the effectiveness of the implementation of the Family Hope Program (PKH) in Rowosari Village, Semarang City. The results of their study showed that PKH plays an important role in alleviating the economic burden of poor families and encouraging them to access education and health services. However, the effectiveness of the program is still influenced by several obstacles, such as limited understanding of beneficiaries regarding program obligations and lack of intensity of assistance (Uli et al., 2025). This study emphasizes the importance of periodic evaluation and increasing the capacity of PKH facilitators so that the program can achieve its goals optimally. This finding is relevant in the context of research in Bayongbong District, where social and geographical complexity also affects the implementation of social policies such as PKH. By comparing the results of previous studies, this study strengthens the argument that the success of the program depends not only on cash assistance, but also on ongoing interactions between facilitators and beneficiaries (Nasripani et al., 2025).

Furthermore, Sutjiatmi and Umaroh's (2019) research is one of the important studies that examines the implementation of the Family Hope Program (PKH) at the local level. This study traces the stages of PKH program implementation in Kupu Village, starting from the KPM selection process, mentoring, to evaluation of results, with a qualitative descriptive approach. This study found that the PKH program had been implemented according to the procedures determined by the Ministry of Social Affairs, with administrative success indicators such as KPM's activeness in children's education and health checks for pregnant women and toddlers. However, although administratively the program appears effective, this study shows that there are still challenges in terms of community participation and KPM's understanding of PKH's long-term goals (Herlanda & Effendi, 2025). Some KPM tend to understand assistance as a form of charity, not as an effort to improve the quality of life sustainably. This is in line with criticism of the conditional assistance approach that is less contextualized in the social dynamics of the recipient community (Wangsa, 2022).

Basic theoretical framework

This study is based on the theory of organizational effectiveness proposed by Campbell (1970), which emphasizes that effectiveness is not only seen from the achievement of final goals, but also from the process and perception of program implementation. Campbell formulated five main indicators of effectiveness:

1. Program success,
2. Target achievement,
3. Satisfaction with the program,
4. Input and output efficiency, and
5. Overall goal achievement.

In the context of the Family Hope Program (PKH) policy, this framework allows for an evaluation of the extent to which PKH is able to drive social change and improve the welfare of Beneficiary Families (KPM) through education, health services, and strengthening economic resilience (Safitri & Nain, 2025). This approach also places subjective dimensions such as KPM satisfaction and PKH facilitator perceptions as an integral part of measuring effectiveness (Basyari, 2024). By referring to Campbell's theory, this study does not only focus on how much assistance is distributed or the number of families recorded, but further assesses whether PKH interventions have had a real impact on the socio-economic conditions of poor families (Sinaga & Setiawan, 2025). .

C. RESEARCH METHODOLOGY

This study uses a descriptive qualitative approach with the aim of understanding in depth how the implementation of the Family Hope Program (PKH) contributes to improving the social welfare of poor families in Bayongbong District (Fadli, 2021), Garut Regency. This approach was chosen because it is appropriate for examining the social realities, perceptions, and subjective experiences of beneficiaries in a local context. According to (Sugiyono, 2013), a qualitative approach aims to explore the meaning behind a complex social phenomenon, where researchers are the main instruments in data collection and analysis. In this study, researchers play a direct role in extracting data from informants and interpreting the findings based on the social dynamics that occur in the field (Sumilih et al., 2025). The research subjects involved key informants consisting of:

- PKH Companions
- Beneficiaries (KPM) from various categories (education, health, elderly)

The selection of informants was carried out using purposive sampling, namely by considering the extent of the informant's involvement and knowledge regarding the implementation of PKH in their area.

The data collection technique uses the triangulation method, namely:

1. In-depth interviews with facilitators and KPM.
2. Direct observation of facilitation activities and aid distribution.

The collected data were analyzed using a thematic analysis approach, namely by grouping findings based on Campbell's (1970) five indicators of effectiveness: program success, target achievement, recipient satisfaction, input-output efficiency, and overall goal achievement. The analysis was conducted inductively and interpretively to reveal the dynamics of program implementation and impact. However, this study has limitations, including the limited number of informants and attachment to a particular geographic context. Therefore, the findings of this study are not intended to be generalized, but to provide an in-depth understanding of PKH implementation in the specific context of Bayongbong District.

D. RESULT AND DISCUSSION

Evaluation of the effectiveness of the Family Hope Program (PKH) policy in improving the social welfare of poor families in Bayongbong District, Garut Regency, refers to the five dimensions of evaluation proposed by Campbell (1970), namely: successful implementation, target achievement, community satisfaction, efficiency of resource use, and achievement of final goals. These five aspects are the basis for assessing the extent to which the program is running not only administratively, but also has a real impact on the lives of beneficiary communities (KPM) (Zahran, 2025).

Success of Program Implementation

In terms of implementation, the Family Hope Program in Bayongbong District can be said to have been implemented quite well based on the established procedural indicators. The process of socialization, disbursement of funds through distributing banks, and family capacity building meetings (P2K2) are routinely carried out.

One of the social assistants explained:

> *"We hold group meetings at least once a month, as well as home visits, especially to check on children's educational commitments and health visits."*

However, the geographical conditions of Bayongbong District, which is dominated by hilly areas with limited road access, are a challenge for facilitators in reaching KPM locations. This sometimes hinders the consistency of assistance, especially when the rainy season arrives or when the terrain becomes too difficult to pass.

Target Achievement

This program is in principle intended for Very Poor Households (RTSM) with family members in vulnerable categories, such as pregnant women, early childhood, school-age children, and the elderly (Sanjaya, 2024). From the results of the interview, most of the aid recipients have met the established target criteria. However, in practice, there are a number of social dynamics that affect the accuracy of the target.

One of the accompanying informants said:

> *"There are KPM whose economy is now better but are still receiving assistance, while those who are truly poor have not been recorded because the central data has not been updated."*

The main problem faced is the limited authority of field assistants to update data directly. In fact, data validity greatly determines the effectiveness of the program. The phenomenon of inclusion errors and exclusion errors still occurs, causing not all those who should receive assistance to be accommodated properly.

Level of Satisfaction of Beneficiary Families (KPM)

Most KPM said that PKH assistance was very helpful for the family's basic needs (Kartika, 2025), especially to support children's education costs and maintain the health of pregnant women and toddlers. A beneficiary mother said:

> "I use the PKH assistance to buy my child's school uniform, notebooks, and take my child for immunization to the health center."

However, the perception of the program is still limited to cash assistance alone. Efforts by facilitators to provide an understanding that PKH is a long-term social development program still face challenges.

One of the companions stated:

> "There are still KPM who consider this as a state charity. In fact, this assistance has obligations that must be fulfilled, such as ensuring that school children and pregnant women check into health centers."

Satisfaction with the companion also plays an important role. KPM tends to feel satisfied if the companion is able to build good communication, provide education, and accompany actively. However, the high workload causes the intensity of assistance to not always be even.

Implementation Efficiency

The efficiency of PKH implementation is highly dependent on resource allocation, including the number of facilitators, transportation, and supporting technology (Azzahra & Safitri, 2024). In the context of Bayongbong, the number of facilitators is not comparable to the number of KPMs that must be assisted. One facilitator can oversee more than 200 families with scattered locations.

A facilitator said:

> "In one day, sometimes I have to walk far to reach two to three villages. When it rains, access becomes more difficult."

This certainly affects the efficiency of program implementation, because the facilitators cannot monitor all families optimally. In addition, the lack of advanced training and limitations in information technology also slow down the reporting and evaluation process in the field. Although in terms of state financing, this program is relatively efficient because it utilizes a cashless system, in terms of field operations, efficiency can still be improved by increasing the number of facilitators or providing adequate transportation incentives.

Final Goal Achievement

The long-term goal of PKH is to improve the social welfare of poor families through increased access to education and health and behavioral change. In general, there has been an increase in public awareness of the importance of education and health services.

A facilitator stated:

> "Now KPM children are more diligent in going to school, and mothers have also started to regularly check at the health center."

However, the increase in economic welfare has not been seen significantly. Many families are still not financially independent, even though they have been PKH recipients for years. This shows that PKH needs to be combined with more concrete economic empowerment programs. For example, skills training, access to micro-business capital, and integration with other programs such as Village Fund BLT or MSME training can be strategic steps to strengthen the long-term impact of PKH.

E. CONCLUSION

Based on the results of research and analysis referring to five indicators of effectiveness from Campbell (1970), it can be concluded that the implementation of the Family Hope Program (PKH) in Bayongbong District has made a real contribution to improving the social welfare of poor families, especially in terms of education and basic health.

The implementation of the program shows a fairly good level of administrative success, although there are still geographical challenges and a high workload for assistants. This program has reached relatively precise targets, although it is not completely free from exclusion and inclusion errors due to limited data updates. Community satisfaction with the benefits of the program is quite high, especially because cash assistance is considered to help meet children's basic needs. However, there is still a misperception among KPM who view assistance as a form of compensation alone, not as part of a conditional social development program.

In terms of efficiency, the program has experienced obstacles due to the limited number of facilitators and geographical conditions that are difficult to reach. This has an impact on the intensity and quality of assistance that should be more in touch with aspects of behavioral change. Although access to education and health services has increased, the sustainability of

the welfare of poor families has not been fully realized due to minimal support for economic independence. Thus, the Family Hope Program has been effective in achieving most of its objectives, but still requires integration with other economic empowerment policies as well as increased capacity and operational support for facilitators so that its impact is more optimal and sustainable.

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