

The Implementation of the Family Hope Program in Alleviating Poverty in Lamurukung Village Tellusiatunge District Bone Regency

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ABSTRACT

Poverty is one of the biggest problems faced by the Indonesian people today. One of the steps taken by the government to deal with poverty is to implement the Family Hope Program is right on target for the poor. This study aims to determine the application of the Family Hope Program in alleviating poverty in Lamurukung Village, Tesllu Siattingnge District, Bone Regency. The method of the research is descriptive with a qualitative approach. The data research was collected through structured interview techniques. And the data analysis technique uses data reduction, data presentation, and conclusion drawing. The results of this study indicate that the implementation of the Family Hope Program has been running well and effectively when viewed from the four indicators of policy implementation, namely communication, resources, bureaucratic structure, and disposition, but that does not mean there are no shortcomings in implementing this program. The drawback in implementing this program is that it does not include a component of activities regarding business skills because this program only focuses on two components namely education and health.

Keywords: Policy implementation, family hope program, community empowerment.

INTRODUCTION

Currently, the biggest problem facing this nation is the poverty factor. This poverty problem does not only occur in developing countries but also in developed countries, so that the impact of this poverty affects the welfare of the people resulting in low education, unemployment, poor nutrition, skills and others. The impact above is one of the internal factors that exist in poor families. These internal factors that must get serious attention from the government to change the condition of the underprivileged for the better (Sjafari, 2014).

The problem of poverty has attracted special attention for the United Nations (UN) by committing to eradicate poverty through the *Sustainable Development Goals (SDGs) program*. The program is translated into 17 points to be achieved by 2030, namely (1) No poverty, (2) No hunger, (3) Good health and welfare, (4) Quality education, (5) Gender equality, (6) Clean water and sanitation, (7) Clean and affordable energy, (8) Economic growth and decent work, (9) Industry, innovation and infrastructure, (10) Reducing inequality, (11) City and community sustainability, (12) Responsible consumption and production, (13) Action on climate, (14) Life on land, (15) Life on land, (16) Strong judiciary institutions and peace, (17) Partnerships to achieve goals (Hia et al., 2021).

Based on data from the Central Statistics Agency (BPS), the Government of Indonesia has attempted to reduce this poverty rate to around 7.5% in 2015 through three development strategies, namely *Pro-Poor* (based on Poverty Reduction), *Pro-Job* (based on Field Provision Employment) and *Pro-Growth* (based on Economic Growth). For the Bone Regency area, based on the Central Statistics Agency of Bone Regency in 2020, the percentage of the poverty rate

reached 10.68%, it means that the poverty rate in Bone Regency is still high. Although, the government issued a policy by implementing the Family Hope Program in 2007. This Family Hope Program is one of three clusters in the government's development strategy policy, namely *Pro-Poor* (Poverty Reduction). This program is focused on cash assistance in the fields of education and health (Dirjen Linjamsos, 2017).

The implementation of the Family Hope Program in Bone Regency began in 2010 with 10 districts, namely Bontocani, Ponre, Tellu Limpoe, Tanete Riattang Timur, Tanete Riattang, Tellusiattinge, Awangpone, Ajangale, Palakka, and Amali. And this program was implemented in Tellu Siattinge District, especially in Lamurukung Village in 2010. People in Lamurukung Village have different jobs, namely Farmers and Fishermen. In another observation, the researcher found that there are general problems that occur in relation to poverty alleviation policies, one of which is through the Family Hope Program. Sometimes government programs are not able to be conveyed properly to the community (Padatu & Akib, 2018; Sanjaya et al., 2022), often there is still a sectoral ego in poverty reduction programs because budget realization does not lead to long-term investment but rather to program implementation that is still project-oriented and not program output and Human Resources (HR). Based on the problems above, the formulation of the problem in this study is how to apply the Family Hope Program in alleviating poverty in Lamurukung Village, Tellu Siattinge District, Bone Regency. The purpose of this study was to determine the application of the Family Hope Program in alleviating poverty in Lamurukung Village, Tellu Siattinge district, Bone Regency.

Implementation is a plan that has been made carefully by predetermined procedures. To achieve the desired goal, it is necessary to have a clear policy so that what has been planned, can implement well. Implementing is preparing a means to carry out something (to provide the means for carrying out), giving effect to something (to give practical effect). From this definition, it can be concluded that the application or implementation is a way in order to a policy has been determined or agreed upon to be implemented to achieve its objectives (Daud & Marini, 2019).

There are two processes in implementing the agreed public policy, namely directly implementing it in the form of a program or through policy formulation derived from the public policy. The series of policy implementations can be observed, starting from the program, the project, and the activity. The model adapts the usual mechanisms in management, especially public sector management. Policies are derived in the form of programs which are then reduced to projects and finally, manifest in activities, whether carried out by the government, the community, or in collaboration between the government and the community.

A program is something that contains activities or statements in the form of hope or purpose that are interrelated. A program is often associated with planning, preparation, and design (Husain et al., 2021; Niswaty et al., 2022; Sirait et al., 2019). The step in reducing poverty levels starts with a program. The program was born from a policy that has been set by the government, namely, the Family Hope Program. This program is one of the efforts to reduce poverty in the community and fulfill the basic rights of the community properly to create a prosperous life. The Family Hope Program is a program that provides conditional social assistance to poor and vulnerable families or someone who registers in the integrated data for the handling of the poor, processed by the Center for Social Welfare Data and Information, and designated as beneficiary families of PKH. Family Hope Program is a program for providing conditionality cash social transfers to beneficiary families who designates recipients or

participants of the Family Hope Program. (Directorate of Family Social Security, 2019). the Family Hope Program is the main program for developing a social protection system, especially for poverty. The Family Hope Program aims to improve the quality of human resources (HR) that can change the behavior of the poor to improve their welfare (La Kamalussin et al., 2021).

Empowerment is a concept related to power. The term power is often synonymous with the individual's ability to do what he wants. This ability is good for self-regulation, and managing other people as individuals or groups/organizations, regardless of the needs, potentials, or desires of others. (Teguh, 2017). Empowerment focuses on aspect delegating power, giving authority, or transferring power to individuals or communities so that they can regulate themselves and their environment according to their potential desires and abilities. Empowerment is not just giving authority or power to the weak but possesses the meaning of the educational process in improving the quality of individuals, groups, or communities so that they are empowered, have competitiveness, and can live independently (La Kamalussin et al., 2021).

The indicator of empowerment has four things. Namely, it is a planned and collective activity that improves people's lives, prioritizes the weak, as well as carries out capacity-building programs. In its implementation, empowerment has the meaning of encouragement or motivation, guidance, or assistance in improving the ability of individuals or communities to be able to be independent. This effort is a stage of the empowerment process in changing behavior, changing old habits into new, better habits, in improving their quality of life and welfare (Dahlum et al., 2022). Community empowerment is a concept of economic development that encapsulates social values. This concept builds a new paradigm of development, which is people-centered, participatory, empowering, and sub-tenable (Coy et al., 2021). This empowerment effort is considered capable of creating a climate and atmosphere that allows the community potential to develop.

METHOD

The type of this research is descriptive research with a qualitative approach. Qualitative research aims to gain a general understanding of social reality from the participant's perspective. Thus, the researcher collects, processes, and analyzes data qualitatively to obtain in-depth information about poverty and empowerment programs (Sugiyono, 2016a). The location in this study is in Tellu Siattingne District, precisely in Lamurukung Village, Bone Regency. The research subjects that the researcher uses are the Family Hope Program facilitators in Lamurukung village and the participants who receives social assistance or Beneficiary Families (KPM) which selected by purposive sampling by the researcher. This study uses a purposive sampling technique. Purposive sampling is a data sampling technique with certain considerations (Sugiyono, 2016b). This research focuses more on the representation of social phenomena. And the most important thing is to determine the informants' key to answering the problems in this research. The data collection techniques used are observation, interviews, and documentation. This study uses a data analysis model developed by Miles and Huberman (Sugiyono, 2016b) that includes three stages of analysis: Data Reduction, Data Display, and Conclusions Drawing /Verification.

RESULT AND DISCUSSION

The implementation or implementation of the Family Hope Program is a program of providing conditional community empowerment cash assistance to underprivileged families that are contained in the Integrated Social Welfare Data and has components as requirements that are determined as the Family Hope Program participants. Based on the results of observations and information obtained by the researchers, the number of the Family Hope Program recipients, especially in Lamurukung Village, initially was 202 people divided into four hamlets in Lamurukung Village, Tellu Siattinge District, Bone Regency. And it is reduced to 197 people now because there are the Family Hope Program KPM participants who have graduated (out of the Family Hope Program participants). For more details, see the table below:

Table 1.

Data on the Number of Beneficiary Families (KPM) for the Family Hope Program

No	Name of Hamlets	Number of KPM PKH
1	Salokaie	70 People
2	Lamapejje	54 People
3	Awassalo	16 People
4	Amessangeng	57 People
Total KPM PKH		197 People

Source: Data from the PKH Facilitator Coordinator in Lamurukung Village in 2022.

Based on the data above, the number of participants in the KPM the Family Hope Program in Lamurukung Village, Tellu Siattinge District decreased by 5 people from the initial data of 202 people to 197 people. Based on information from the Family Hope Program facilitator in Lamurukung Village, he said that: This reduction occurred in 2022 with information, three people moved domicile to Kalimantan, one person moved to Awangpone District, and another person moved domicile whose assistant did not know the location of the participant.

Especially in Lamurukung Village, There is one the Family Hope Program assistant who responsible for coordinating all activities related to PKH assistance (Family Hope Program). In coordinating the development of PKH, facilitators have their duties and responsibilities in the locations they assist. According to the results of our interview with the PKH Coordinator in Lamurukung Village, Mr. Umar said: The first thing we did before collecting data on people who participated in this program was to communicate with the village government from the village head to the hamlet head about the existence of information about PKH assistance given to the underprivileged community.

This communication is very important considering that, not all people have the right to receive assistance from this program. Based on the results of our interview with one of the residents who received PKH assistance, he said that: I received information about the existence of this PKH assistance from the Hamlets head. After that, I asked to complete the data according to the requirements to receive PKH assistance.

The Village Facilitator Coordinator added that: The implementation of PKH in Lamurukung Village from the beginning until now, as the PKH assistant coordinator in this village, I always conduct group meetings and P2K2 (Family Capacity Building Meetings) almost every month to discuss the problems experienced by the community members PKH

participants. Such as, discussing child care patterns, how to take care of children, how to save, how to start a business, and how to care for the elderly, and discussing PKH assistance that does not come in or changes in family member data. In this meeting, the Lamurukung Village PKH Coordinator always coordinates with the Bone district PKH coordinator to assist and facilitate the community in accessing information about PKH assistance. The PKH assistance provided to the program recipients is in the form of education and health assistance. Furthermore, in our interview with Mr. Umar as PKH assistant in Lamurukung Village, he said that: In addition to holding regular meetings, I always convey to the KPM PKH community that they should always not depend on the PKH assistance provided and provide education to them so they can change their mindset. So that the beneficiaries can also try to earn their own income because the amount received by PKH participants depends on the number of components they receive every three months starting from Rp. 225,000 – Rp. 2,500,000.

With this PKH assistance, it is helpful for poverty to ease the burden of their lives, especially in the fields of education and health. Almost all of the PKH recipients said that this assistance was helpful in education and health costs. The head of the PKH participant group in Awassalo hamlets said "There are still some people who have been registered but have not yet received PKH assistance. And I also hope that there will be business skills training or mentoring regarding community empowerment so that later after graduation or leaving the PKH participants, they can live independently and prosperously with their own business through community empowerment training or assistance".

Based on the results of our interview with the PKH village coordinator regarding this issue, he said that "There are some people who have registered but, they have not received it because they are unlisted in the Integrated Social Welfare Data System (DTKS), the Family Identification Number (NIK) does not match the data available at the civil registration office, and there is no longer a component or category of choice. Regarding Community Empowerment, as a PKH facilitator in Lamurukung village, I never conducted business skills training activities for PKH participants because our focus is only on education and health.

DISCUSSION

At this stage, the researcher will describe the research results obtained through interviews with respondents at the research location regarding the application of PKH in alleviating poverty in Lamurukung Village, Kecamatan Tellu Siattinge Kabupaten Bone. The implementation of the Family Hope Program (PKH) has been going on for approximately 12 years in Tellu Siattinge District, Bone Regency. In implementing PKH in Lamurukung Village, there are several things that PKH facilitators do before distributing PKH assistance to the poor namely:

Coummunication

According to information before the implementation of PKH in the community, the facilitator first communicated with the PKH assistant coordinator in Bone regency and the Social Service regarding standard operating procedures (SOP) in the application of this PKH assistance. Not only that, the Lamurukung Village PKH assistant also communicated with the village head and hamlet head regarding data collection on communities who met the requirements to receive this PKH assistance. Based on the results of reserach conducted by (Saragi et al., 2021) said that the determination of PKH participants was based on existing data

in the Integrated Social Welfare Data System (DTKS), but it was still carried out to check the truth of the participant's condition until it was re-verified by the Ministry of Social Affairs. Meanwhile, the obstacles in the implementation are still difficult to gather all the participants together every month for checking and coaching. So, communication between PKH facilitators and several stakeholders has gone well because, since the first time implementation of PKH assistance, the district coordinator has always involved PKH facilitators in Lamurukung village in coordination meetings and socialization about this assistance program. Likewise, PKH facilitators in Lamurukung village often communicate with hamlet heads and the community, especially group leaders in each hamlet in Lamurukung village about PKH assistance. And he always provides education to the public about the components that are a priority in this PKH assistance. PKH facilitators also convey to the community the amount of PKH assistance that participants will receive starting from Rp. 225,000 – Rp. 2,500,000 depending on the number of components received. This communication is a way PKH facilitators do in implement PKH in Lamurukung Village.

Resources

Based on information about the implementation of PKH in poverty alleviation efforts in Lamurukung Village is good. Because the assistant PKH coordinator always involves the PKH facilitator in Lamurukung Village and the recipients of the PKH assistance program by the established provisions that are the priority of this assistance focused on the components of education and health. Although it is good enough, of course, there are some things that PKH facilitators face, such as the different levels of educational background and occupations of PKH participants. In Lamurukung Village, the average PKH participant's occupations are farmers and fishermen, so PKH facilitators must work hard to provide education and assistance regularly so the limited capabilities of the beneficiaries regarding the terms and conditions of the PKH program can be understood well. One of the tasks of PKH facilitators that will be a challenge in the future is to provide and plan an additional activity, namely providing entrepreneurship training for all PKH participants so that after they graduate from PKH, they can improve their economy and live independently. This way will gradually reduce the poverty level in Lamurukung Village, Tellu Siattinge District, Bone Regency.

Bureaucratic Structure

Based on the information from several PKH participants and PKH facilitators in Lamurukung Village, the implementation of PKH in alleviating poverty in Lamurukung Village is good and running according to procedures, including the rules for assisting with the Family Hope Program (PKH). The Bone district social service assigns tasks to the district PKH assistant coordinator and the Village PKH facilitator to help the participants receive PKH assistance to hold regular meetings and provide education about the procedures PKH participants must fulfill. This assistance focuses on two categories. The first category is education which includes increasing the education level of children participating in PKH assistance. The second category is the health category covers the improvement of the nutritional health status of pregnant women, postpartum mothers, toddlers, people with severe disabilities, and the elderly over 70 years. A program will be implemented well if it is supported by effective government management. Several indicators can be used to measure how well the existing

implementation of government policies regarding the implementation of the Family Hope Program (PKH) is, including planning, organizing, and implementing.

Disposition

According to the researcher about the terms of disposition (attitude and character of the implementor in implementing policies), the implementation of PKH in Lamurukung Village is good enough. The problem is that some PKH participants do not understand the procedures for distributing this assistance. Even some PKH participant assistants have registered but have not received them. The participants do not understand the reasons why participants assistance do not receive. The participants also wanted the number of aid funds could increase, and sometimes the distribution of funds was not timely. However, after the PKH facilitator provides guidance and education on PKH participants, the things that become obstacles in the implementation of PKH can be resolved well. Even the distribution of PKH funds can be distributed quickly.

CONCLUSION

Based on the data that the researcher collected through interviews with several respondents, it can be concluded that the implementation of PKH has been running well and effectively when viewed from the four indicators of policy implementation, namely communication, resources, bureaucratic structure, and disposition. But it does not mean that there are no shortcomings in the implementation of this program. According to respondents, the drawback in implementing this program is that it does not include activities related to business skills because this program only focuses on two components, namely education, and health. However, the community wants an additional compenence, namely community empowerment training. Such as business skills training so that later the community can be independent after leaving the Hope Family Program assistance and not only rely on the Hope Family Program assistance but can also increase their economy through the business skills training provided. One of the indicators in reducing the level of poverty is an increase in human resources through community empowerment activities.

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