

IMPLEMENTATION OF THE FAMILY HOPE PROGRAM POLICY IN BOJONG VILLAGE, BUNGBULANG DISTRICT, GARUT REGENCY (STUDY OF THE REGULATION OF THE MINISTER OF SOCIAL AFFAIRS OF THE REPUBLIC OF INDONESIA NUMBER 1 OF 2018)

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Abstract

The Family Hope Program (PKH) is a social protection program that provides cash assistance to poor families registered as Beneficiary Families (KPM), with a focus on improving the quality of human resources through education, health, and social welfare. This study aims to determine the implementation of the PKH policy in Bojong Village, identify inhibiting factors, and efforts to overcome them. The method used is qualitative with purposive sampling techniques, and data collection through observation, interviews, and documentation. The results of the study indicate that the implementation of PKH in Bojong Village was carried out through several stages, namely initial meetings, data input into the management information system, disbursement of funds, and verification of commitments. Although the implementation is not yet perfect, the community admits that this program is beneficial and eases their economic burden. The obstacles faced include technical and administrative obstacles, but are overcome through coordination between implementers and assistance to beneficiaries.

Kata Kunci : Implementation, PKH, Social Protection and Community

A. INTRODUCTION

Family Hope Program (PKH) is a form or manifestation of poverty alleviation policy and one of the poverty alleviation programs carried out by the government. Poverty itself is a problem that causes people to have difficulty in meeting their living needs including education and health services. Poverty is often understood in a very simple sense, namely as a state of lack of money, low income levels and unfulfilled basic daily needs. Poverty itself can also be defined as the inability to meet daily needs. Poverty itself can also be defined as the inability to meet minimum living standards.

According to Suparlan in Bhawika Dharmmayukti (2021), poverty is a low standard of living, namely the level of material deprivation in a number or group of people 2 compared to the standard of living that is generally applicable in society. Poverty is a problem faced by all countries, especially in developing countries. This is because poverty is multidimensional, meaning that poverty can cover various aspects and dimensions. The Family Hope Program is managed by the Ministry of Social Affairs (Kemensos), with strict supervision by the National Development Planning Agency (Bappenas) which is implemented by the Social Service which is one of the government agencies engaged in the social sector. The Family Hope Program was first implemented in Indonesia in 2007 and is said to be the number one flagship program in poverty alleviation in Indonesia.

This Family Hope Program is run as an implementer of the Regulation of the Minister of Social Affairs of the Republic of Indonesia No. 1 of 2018 concerning the Family Hope Program (PKH). This program is a cash grant to very poor households (RTSM) to very poor families based on the provisions and requirements that have been determined. The Family Hope Program is only given to very poor families who meet the provisions. The purpose of the Family Hope Program is to help the very poor in the short term. In addition, the Family Hope Program is an investment in human resources so that the next generation can escape the poverty trap.

Poverty is a complex problem that occurs in Indonesian society, especially in Bojong Village, Bungbulang District, Garut Regency. In Bojong Village itself, the poverty rate is still quite high, around 590 families, this shows that the problem of poverty in Bojong Village has not been addressed properly. If this poverty is not resolved immediately, it can result in crime, increased mortality rates, increased unemployment, and conflict in society. For this reason, the existence of PKH is expected to reduce the poverty rate in Bojong Village, Bungbulang District.

Then in Bojong Village itself, the implementation of the Family Hope Program has not been fully implemented. This is due to the distribution of PKH assistance that is not on target. This can be seen from the facts in the field which show that there are people who are categorized as capable, but still receive assistance from PKH. Like in one village, there are people who work as traders and farmers with good incomes who receive assistance from PKH. This shows that the distribution of PKH is not on target because it is not in accordance with Permensos Number 1 of 2018 concerning the Family Hope Program in article 3 which reads "PKH targets are families and/or individuals who are poor and vulnerable and are registered in the integrated data of the program for handling the poor, have components of Health, Education, and/or social welfare". The article explains that those who are entitled to receive PKH assistance are poor or vulnerable people, meaning that people who are not included in the poor or vulnerable people are not entitled to PKH assistance.

B. LITERATURE REVIEW

To understand the implementation of a policy, there is a policy implementation model that can be used as a theoretical basis, namely the Edwards III model, considering that the model is in accordance with the design of this study. This model was proposed by George C. Edwards. This model proposes four variables that influence the success or failure of a policy implementation. The four factors are communication factors, resources, tendencies or behaviors (dispositions), and bureaucratic structures. These four factors work simultaneously and interact with each other to help or hinder policy implementation.

Communication

To understand the implementation of a policy, there is a policy implementation model that can be used as a theoretical basis, namely the Edwards III model, considering that the model is in accordance with the design of this study. This model was proposed by George C. Edwards. This model proposes four variables that influence the success or failure of a policy implementation. The four factors are communication factors, resources, tendencies or behaviors (dispositions), and bureaucratic structures. These four factors work simultaneously and interact with each other to help or hinder policy implementation.

Resources

Resources emphasize that every policy must be supported by adequate resources, both human resources and financial resources. These resources relate to all sources that can be used to support the success of policy implementation. Furthermore, resources are important in

good policy implementation. So the indicators used to see the extent to which resources greatly influence policy implementation consist of: 1) staff, 2) information, 3) authority, and 4) facilities.

Dispositions

The tendency of the policy implementers is the third factor that has important consequences for the overall implementation of effective policies. If the implementers have a positive tendency or attitude or only support for the implementation of the policy, then there is a great possibility that the implementation of the policy will be carried out according to the initial decision. Conversely, if the implementers have a negative attitude or reject a policy implementation because of a conflict of interest, then the implementation of the policy will face serious obstacles.

Bureaucratic Structure

The bureaucratic structure emphasizes that the bureaucratic structure is important in policy implementation. This aspect of the bureaucratic structure includes two important things: first, the mechanism, and the organizational structure of the implementer itself. The program implementation mechanism is usually determined through the standard operating procedure (SOP) which is included in the policy program guideline. Furthermore, there are 2 (two) main characteristics in the bureaucracy, namely: 1) SOP, 2) Fragmentation, that fragmentation is the division of responsibility for a policy to several different agencies so that it can require coordination.

C. RESEARCH METHODOLOGY

In this study, the researcher used a descriptive research method using a qualitative approach. The data collection technique used in the study is by using:

- a. Observation
- b. Interview
- c. Literature Study or Documentation

The techniques used in processing data include:

- a. Data Collection
- b. Data Editing
- c. Data Interpretation

Activities in data analysis are:

- a. Data Reduction
- b. Display
- c. Triangulation
- d. Conclusion and Verification

D. RESULT AND DISCUSSION

The Family Hope Program (PKH) is one of the policies made by the government as an effort to eradicate poverty in Indonesia. This program is intended for poor or vulnerable people in accordance with the Regulation of the Minister of Social Affairs Number 1 of 2018, Article 3, which states "PKH targets are families and/or individuals who are poor and vulnerable and are registered in the integrated data of the poverty handling program, have components of health, education, and/or social welfare". This program is expected to help reduce poverty rates in Indonesia. The implementation of the family hope program policy in Bojong Village, Bungbulang District has not been fully implemented, this is because there are still problems such as poor people who have not received assistance from the family hope program, while people who are classified as capable have received assistance from the family

hope program. The success of a policy implementation can be influenced by several factors, such as according to Edward III (in Widodo 2010:96) there are 4 factors that influence the success or failure of policy implementation, including communication, resources, disposition, and bureaucratic structure. The explanation of the 4 factors for implementing development in Bojong Village, Bungbulang District is as follows:

Communication

Communication is one of the important variables that influences the implementation of strategic planning development in Bojong Village, Bungbulang District, communication is very important in determining the success of achieving the objectives of public policy implementation. Communication implemented in the Implementation of the Family Hope Program Policy in Bojong Village, Bungbulang District is still not optimal.

Based on the results of field observations, the PKH assistants and Bojong Village officials always carry out socialization regarding PKH routinely, but the village community as beneficiary families (KPM) cannot take advantage of this opportunity properly, even though the village officials and PKH assistants carry out these activities useful for monitoring and evaluation of the PKH program in Bojong Village so that it runs better.

Based on the results of the Literature study, researchers obtained data from BPS that due to the lack of coordination between PKH assistants and the Bojong Village Government, Bungbulang District, which ultimately resulted in inaccurate and inaccurate data. This has caused some of the poor people in Bojong Village, Bungbulang District to not receive assistance from the Family Hope Program. Policy communication has several dimensions, namely the transmission dimension requires that the public policy of the Family Hope Program in Bojong Village, Bungbulang District be conveyed not only to policy implementers but also to policy target groups and other interested parties, both directly and indirectly.

Furthermore, the clarity dimension requires that the Family Hope Program policy in Bojong Village, Bungbulang District be transmitted to the implementers, target groups and other interested parties clearly so that they know what the intent, purpose, targets, and substance of the public policy are so that each will know what must be prepared and implemented to make the policy a success effectively and efficiently. Then the consistency dimension is needed so that the Family Hope Program policy in Bojong Village, Bungbulang District that is taken is not confusing so that it confuses the policy implementers, target groups and interested parties.

Resources

The Family Hope Program is one of the poverty alleviation programs in Indonesia. This program aims to enable poor people to live better and more prosperous lives. In the Implementation of the Family Hope Program Policy, support is needed from various sources, both human resources and other resources that can help achieve the goals of the Family Hope Program.

Based on the results of field observations, human resources can include physical and non-physical abilities. In the Implementation of the Family Hope Program Policy, there needs to be good quality human resources so that the goals of the program can be achieved optimally. For the Implementation of the Family Hope Program Policy in Bojong Village, Bungbulang District, the existing human resources are quite good. This can be seen from the background of each village employee and PKH assistant, who are on average Bachelor's degrees (S1).

Based on the results of the literature study, in addition to human resources, the Implementation of the Family Hope Program Policy also requires other sources such as

documents related to the instructions for implementing the Family Hope Program. In this case, the document is Ministerial Regulation Number 1 of 2018 concerning the Family Hope Program, which discusses the intent and purpose, targets, rights and obligations, and technical instructions for implementing the Family Hope Program.

Disposition

The implementation of the Family Hope Program in Bojong Village, Bungbulang District has not been fully implemented, this is because there are still many poor people who have not received assistance from the Family Hope Program. This means that direct support from the government is needed so that poor people can get government assistance. There needs to be a special study of beneficiary families (KPM) who are classified as capable. All KPM who are classified as capable must of course be aware that they are not eligible to receive PKH assistance.

Based on the results of observations in the field, researchers found the inability of the program recipient community in Bojong Village to change unhealthy or unproductive behavior to be more productive. If the program recipient community does not have the motivation or willingness to change attitudes and behaviors that may cause poverty or other family problems, then the Family Hope Program may face difficulties in achieving its goals. Without the commitment and active participation of the Bojong Village community, the positive impact of the program can be limited. Also, the lack of support from family, friends, or the surrounding community in efforts to change and fulfill goals, beneficiary families in Bojong Village feel isolated or less motivated. Positive social support can play an important role in strengthening the disposition of beneficiary families to take the necessary steps in the program.

Based on the results of the literature study, there are factors that influence the disposition of beneficiary families, KPM with a more positive disposition tend to be more active in participating in the program and achieving better results, as evidenced by the existence of KPM who have income from the business they are working on during the program and it is proven to run well so that what they have obtained during socialization with village officials and assistants can be applied well. The results of this literature study can provide a deeper understanding of how KPM disposition affects the effectiveness of PKH, as well as the factors that influence this disposition. With this understanding, the PKH program can be further optimized to achieve goals and provide a positive impact on targeted families.

Beraucratic Structure

Bureaucracy was created as an instrument in handling public affairs. Bureaucracy is a dominant institution in the implementation of public policies that have different interests in each hierarchy. Bureaucracy is a tool of power for those who control it, where its officials are jointly interested in its continuity. So bureaucracy is a tool of power to implement political decisions, but in practice bureaucracy has become a potential political force that can overthrow power. Based on the results of observations in the field, the bureaucratic structure of the Bojong Village government, Bungbulang District, needs to be improved again, relations between sub-sectors must be well coordinated in order to create an advanced government order. In addition, in order to create a good and targeted Implementation of the Family Hope Program Policy, the Bojong Village government, Bungbulang District must coordinate with PKH assistants so that the distribution of PKH assistance does not deviate and does not prioritize the principles of family and kinship in the data collection of prospective PKH assistance recipients. In addition, the Bojong Village Government, Bungbulang District, together with PKH facilitators must work together so that people who are already able or not eligible for PKH can be given direction so that the community is

aware that there are still many who need more assistance than them. For this reason, all parties related to PKH assistance must have one goal so that the Implementation of the Family Hope Program Policy can be right on target in accordance with applicable regulations.

The results of this study indicate that there are several factors that inhibit the implementation of the Family Hope Program (PKH) in Bojong Village, namely as follows:

- a. First, from the communication aspect, because many people are difficult to socialize, information is uneven so that there is a misunderstanding between the community and village officials regarding the criteria for PKH beneficiaries, as well as a lack of two-way communication so that the message conveyed during socialization is difficult to understand by some beneficiary families.
- b. Second, from the resource aspect, the lack of budget so that there is minimal infrastructure to run the program optimally such as transportation, internet network, and also minimal manpower compared to the number of beneficiary families, so that the control and monitoring carried out by facilitators and village officials are less than optimal so that many people still do not think long-term in using funds obtained from PKH.
- c. Third, from the disposition aspect, due to the lack of control and monitoring, the community is less productive and still neglects its rights and obligations as beneficiary families, as well as the lack of motivation from the surrounding community so that negative attitudes in the community still emerge when facing a problem so that beneficiary families cannot make maximum use of the services provided by the Village, the community tends to want to get assistance only even though there are rights and obligations that must be carried out while becoming beneficiary participants.
- d. Fourth, from the aspect of bureaucratic structure, the lack of cooperation between facilitators and village officials in providing socialization to the community, resulting in a lack of understanding in the community, and the difficulty of coordinating between beneficiary families who are coordinated in groups due to the distance between their residences so that information takes too long to reach the beneficiary families because it must be visited door to door to the homes of each beneficiary family.

E. CONCLUSION

Based on the results of the research and discussion, the researcher concludes: The implementation of the Family Hope Program (PKH) policy in Bojong Village has not been implemented optimally, all four aspects still need to be improved so that the program runs as it should. The inhibiting factors of the four aspects include: First, from the communication aspect, such as lack of communication between the management and the beneficiaries. Second, from the resource aspect, such as limited manpower. Third, from the disposition aspect, such as lack of education from officers to beneficiaries regarding the use of funds. Fourth, from the bureaucratic structure aspect, such as lack of internet access and inability to use ICT tools.

Efforts made by the Bojong Village apparatus include improving internal problems within the Bojong Village apparatus in the aspects of Communication, Resources, Disposition and bureaucratic structure. Then encourage the community to participate more in the implementation of PKH, strengthen networks with external parties, provide regular cash assistance to beneficiaries. This assistance can help poor families to improve their quality of life, access Education and Health services, and can also be used for small businesses. The

Family Hope Program implemented in Bojong Village has not been implemented perfectly because many people still complain about the program, especially poor families who have not been registered and have not received assistance from the Family Hope Program. However, the community acknowledges that this program has helped and provided relief to the community.

It is expected that the government can be more careful in collecting data related to the village community. It is also expected that the local government will be better in providing services to the community, both in receiving complaints and also in helping them convey their voices to the central government. So that the community participating in the Family Hope Program can make the best use of government assistance, especially in the Family Hope Program (PKH) which is in the form of conditional cash assistance and is given to KPM. It is also expected that the community will use representatives from among them in conveying their complaints to the government to avoid debate. For people who do not receive assistance, they should not blame each other with the Bojong Village apparatus and PKH assistants.

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