

THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM AS AN EFFORT TO ACCELERATE POVERTY ALLEVIATION IN BALAI GADANG SUBDISTRICT, KOTO TANGAH DISTRICT, PADANG CITY

Melisa Nelson^{1)*}, & Lince Magriasti¹⁾

Universitas Negeri Padang, Indonesia¹⁾

*Email: melisaunp@gmail.com**

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Abstract

The Family Hope Program (PKH) is a form of conditional social assistance from the government to promote the welfare of the poor through access to education, health, and social welfare. This study was conducted to determine the extent of the effectiveness of the Family Hope Program (PKH) as an effort to accelerate poverty reduction in Balai Gadang Village, as well as supporting and inhibiting factors in the implementation of PKH in Balai Gadang Village. The type of research used is qualitative research with descriptive methods. The selection of research informants used the Purposive Sampling technique, while the research data was obtained from interviews with research informants and Documentation Studies in Balai Gadang Village. This research data is strengthened by documentary evidence and data or documents available at the Balai Gadang Village office. The implementation of data analysis in this study uses data reduction, data presentation, and drawing conclusions. The results of the study can be concluded that there are still several supports and obstacles in the implementation of the Family Hope Program (PKH) such as the lack of validation of aid recipient data, low financial literacy of some KPM, and the number of companions who are still limited in reaching all target families.

Keywords: Effectiveness, Poverty, Family Hope Program

A. INTRODUCTION

Poverty is a global phenomenon and a problem that must be faced and is a concern for many people around the world. A person is considered poor if they are unable to meet their daily needs. In other words, they live in poverty and lack sufficient assets to meet basic living needs. If a country has a high poverty rate, it is usually classified as a developing country (Solehati et al., 2025). Poverty is defined as a state where there is an inability to meet basic needs such as food, clothing, shelter, and drinking water. This is closely related to quality of life. Economically, poverty can be seen from the level of resource shortage that can be used to meet life's needs and improve group welfare (Triani et al., 2020).

To measure poverty, the Central Statistics Agency (BPS) uses the concept of the ability to meet basic needs (basic needs approach). Using this approach, poverty is seen as an economic inability to meet basic food and non-food needs, as measured by the poverty line. Poor people are those whose average monthly per capita expenditure falls below the poverty line (Hadi et al., 2024). The number of poor people in Indonesia in March 2021 was 27.54 million people and in March 2022 it was 26.16 million people, a decrease of 1.38 million people. Meanwhile, the number of poor people in Indonesia in March 2023 was 25.90 million

people, a decrease of 0.26 million people compared to March 2022. According to BPS data in March 2024, it was 25.22 million people, or 9.03%.

Despite a decline in poverty rates in March 2024, each individual's ability to meet basic needs, not only for food but also for clothing and shelter, remains limited. According to Statistics Indonesia (BPS) data from March 2024, the poverty rate in rural areas was relatively higher than in urban areas. Urban poverty was 7.09% and rural poverty was 11.79%, with a poverty line of Rp582,932 per capita per month. This situation underpins the government's policy to address poverty through the Family Hope Program (PKH).

The legal basis for the Family Hope Program (PKH) is Law Number 40 of 2004 concerning the National Social Security System (SJSN). The Family Hope Program, also known as PKH, provides conditional assistance to poor families (KM) who are then designated as Beneficiary Families (KPM). This social protection program, known internationally as Conditional Cash Transfers (CCT), has proven quite successful in alleviating poverty in the country, especially chronic poverty. Through PKH, poor families are encouraged to have access to and utilize social services in the form of health services, education, food, nutrition, care and assistance, including access to other social protection programs that are sustainable social programs. PKH (Family Hope Program) is expected to be able to reduce poverty rates in Indonesia (Ministry of Social Affairs, 2019).

The PKH program is regulated in the regulation of the Minister of Social Affairs of the Republic of Indonesia No. 1 of 2018 concerning the Family Hope Program, where the targets of PKH are families or individuals who are poor and vulnerable and are registered in the integrated data of the poverty management program, which has health, education and social welfare components. This program is expected to improve the social welfare of the poor and can break the chain of poverty in Indonesia. In Article 1 paragraph (9) of Law No. 11 of 2009 concerning Social Welfare, it is stated that:

“Social Protection is all efforts aimed at preventing and addressing the risks of social shocks and vulnerabilities.”

The Family Hope Program (PKH) targets poor and financially vulnerable families. PKH has several goals, including: reducing poverty, improving human resource quality, increasing access to education, improving family health, and empowering the economy. The implementation of the PKH program in Padang City is still imperfect compared to other cities, so comparisons are necessary to provide a reflection and motivation for its implementation. This program is expected to help reduce the economic burden on poor and vulnerable families, as well as help them meet basic needs and improve their quality of life through increased access to health and education services.

B. LITERATURE REVIEW

According to Robbins in (Punu et al., 2021), providing a definition of effectiveness is an achievement in an organization both in the short and long term. According to Sondang P. Siagian, "effectiveness is the utilization of resources, facilities and infrastructure in quantity to produce a number of goods or services from the activities carried out. According to Hidayat (1986), effectiveness is a measure that states how much the target is achieved, meaning the higher the effectiveness. Mahmudin in (Pae et al., 2024), states that effectiveness is the relationship between output and objectives, the greater the contribution (contribution) of output to achieving goals, the more effective the organization, program or activity.

Makmur (2011) revealed that effectiveness indicators are seen from several aspects of effectiveness criteria, namely 1) Timeliness, is the basis for determining the success of an activity or activity carried out in an organization but can also have an impact in the form of failure of an organizational activity. 2) Accuracy of cost calculation, related to accuracy in

cost utilization, which means there is no shortage or excess in funding until the time comes for the activity to be carried out and completed properly. 3) Accuracy in measurement, is a description of the effectiveness of activities which is the responsibility of an organization. 4) Accuracy in determining choices, in determining choices is not an easy matter and is not just a prediction but through a process, so as to be able to find the best among the good or the most honest among the honest or both the best and most honest among the good and honest. 5) Accuracy of Thinking, accuracy in thinking will create effectiveness so that the success that is often expected in carrying out cooperation will provide maximum results.

Program effectiveness can be determined by comparing output with program objectives. The opinions of program participants can be used as a measure to determine program effectiveness. According to Budiani (2007), in his book on program effectiveness, the following variables can be used to measure the factors that can influence whether a program is successful or not.:

1. Program Target Accuracy, namely the extent to which the program meets the predetermined targets.
2. Program Socialization, namely the ability of program implementers to socialize the program so that information regarding program implementation can be conveyed to the general public and target program participants.
3. Program Objectives, namely the extent to which program implementation results align with predetermined program objectives.
4. Program Monitoring, namely activities carried out after program implementation to demonstrate attention to program participants.

To measure the effectiveness of the program according to Sutrisno & Edy (2007) identified the results of expert studies on the measure of program effectiveness in an organization, namely, 1) Program understanding, seen from the extent to which the community can understand the program activities; seen from what is desired to be achieved or become a reality. 2) Right on Target, seen from the extent to which the program is able to reach and provide benefits to the intended recipients according to the initial planning. 3) Timeliness, seen from the extent to which the program can influence the use of time in implementing services. 4) Achievement of Goals, measured by achieving the objectives of the program that has been implemented. 5) Real Change, measured by the extent to which the program is able to provide an effect or impact and real change for the community. Assessment of the effectiveness of a program must be carried out in order to determine the extent of the impact or benefits generated by the program that has been implemented, so that through this effectiveness measurement it can be a consideration regarding the program.

Based on Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018, the Family Hope Program was established to support the implementation of the distribution of planned, targeted, and sustainable social protection programs in the form of the Family Hope Program (PKH) as a conditional social assistance fund aimed at reducing the burden of expenses and increasing the income of poor and vulnerable families (Kamariani et al., 2024). PKH targets poor and vulnerable families and is registered in the Integrated Social Welfare Data (DTKS), which is managed by the Data and Information Center (Pusdatin), which is managed by the Indonesian Ministry of Social Affairs. And has components of health, education or social welfare (Ministry of Social Affairs, 2020)

Through the Family Hope Program (PKH), it is hoped that poor families can gain access to basic social services for health, education, food and nutrition, care and assistance, including access to various other social protection programs. Mathis in Mahmudi (2005) stated that PKH is a social assistance and protection program included in Cluster I of the poverty alleviation strategy in Indonesia related to education, health, and basic needs for the

elderly and people with severe disabilities. The indicators for the Family Hope Program (PKH) General Guidelines in Utomo (2014) are:

- 1) Improving education: The Family Hope Program policy is expected to provide learning benefits, enabling underprivileged communities to attain at least high school education.
- 2) Improving health: The Family Hope Program policy provides benefits for pregnant women, postpartum mothers, breastfeeding mothers, and children aged 0-6 years.
- 3) Improving the community's economic condition: The Family Hope Program policy is expected to improve the community's lives.
- 4) Improving access and quality of services: The Family Hope Program policy is expected to help communities obtain the best possible services.

One of the government's concrete efforts to alleviate poverty is the Family Hope Program (PKH), a conditional social assistance program aimed at very poor families with education and health requirements. This program is designed to break the intergenerational chain of poverty and encourage behavioral changes among the poor to become more productive (Wahyuni et al., 2023). Effective poverty alleviation requires more than just consumer assistance; it must also be accompanied by community empowerment, namely capacity building to enable communities to become economically and socially independent. In this context, community participation, social assistance, and equitable public policies are crucial factors in determining the program's success (Achmad, 2024).

Poverty alleviation is a top priority for national development. This effort aims not only to improve community welfare but also to create social justice and economic stability (Wulandari et al., 2022). According to Bappenas (2020), poverty alleviation strategies in Indonesia involve various sectors and are implemented across ministries and institutions, including through social assistance, economic empowerment, and basic infrastructure development. In general, poverty alleviation efforts can be divided into three approaches: 1) the Social Assistance Approach, which aims to reduce the burden of expenditure on the poor. 2) the Empowerment Approach, which aims to increase the capacity of the poor so they can become economically independent. 3) the Participatory and Inclusive Approach, which emphasizes the importance of active community involvement in the planning, implementation, and evaluation of poverty alleviation programs. The government encourages collaboration between communities, NGOs, the private sector, and other parties to ensure programs are more effective and tailored to local needs. Poverty alleviation efforts cannot rely solely on cash assistance. There must be integration between short-term social protection and long-term economic empowerment so that poor people can truly escape the cycle of poverty in a sustainable manner.

C. RESEARCH METHODOLOGY

This research is a qualitative study using descriptive methods. Qualitative research generates descriptive data from data sources, either through interviews or documentation, presented in written form. Therefore, the researcher conducted interviews or initial observations with the local government and the relevant communities. The type of research used was qualitative, which involved direct fieldwork (Waruwu, 2023).

The research location is a place related to the target of the researcher's problem and is also one type of data source that can be utilized by researchers (Haifa et al., 2025). This research was conducted in Balai Gadang Village, Koto Tengah District, Padang City. The reason the researcher chose to conduct research in this area is because Balai Gadang Village is one of the Villages with a fairly large number of Beneficiary Families (KPM). Thus, the effectiveness of the Family Hope Program (PKH) as an Effort to Accelerate Poverty Alleviation in Balai Gadang Village emerged.

Informants are people who serve as sources of information for the desired data related to research problems (Suriani & Jailani, 2023). The informants for this research include Mr. Yufrizal Maas, S.H. as the Head of the Village in Balai Gadang, Mr. Ricky Januar Alexander, S.STP, M.PA as the Head of the Social Protection and Security Section. Mr. Rizal as the PKH Companion in Balai Gadang Village. Mrs. Ira as a PKH Beneficiary Family. Mrs. Nang Sulastri as a PKH Beneficiary Family. Mrs. Marselis as a PKH Beneficiary Family. Mrs. Ismarianti as a PKH Beneficiary Family. Data were collected through interviews and documentation studies. To ensure the validity of the data, the source triangulation method was used.

D. RESULT AND DISCUSSION

Program effectiveness is an assessment or measurement of the extent to which activities within a program have achieved its initial objectives. Activities implemented within the Family Hope Program, managed by the PKH (Family Hope Program) support team and the local government, are considered to have achieved sufficient targets and are considered to be running effectively. Program effectiveness can be measured through several indicators. First, understanding of the program. Based on the author's interview with Mr. Yufrizal, Head of Balai Gadang Village, he explained:

“...PKH socialization plays a crucial role in ensuring the smooth implementation of the program and ensuring a good understanding among the community, especially the beneficiaries. This socialization activity is usually held once a year and is designed to ensure the information presented is easily understood by all participants. To support the effectiveness of this activity, invited parties include group leaders from each region, village officials, and representatives from community health centers. Their presence is expected to facilitate PKH facilitators in establishing communication, conveying information, and coordinating program implementation in the field. This way, PKH implementation can be more focused, transparent, and aligned with the needs of the beneficiaries.”

Based on the interview above, it can be concluded that program understanding is carried out through socialization in Balai Gadang Village so that in the program understanding activity there is discussion and sharing between PKH facilitators and PKH participants to facilitate communication regarding the rights and obligations of PKH participants, complaints and problems experienced by PKH recipients. With this activity, the community can be open to PKH facilitators and participants are able to understand the family hope program. Second, it is right on target for a program. The target is said to be right if the target can be part of the implementation of the program itself. Based on the author's interview with Mr. Ricky Januar Alexander as Head of the Protection and Social Security Division at the Social Service in the interview, who stated that:

"If you want it to be right on target, our colleagues in the field, such as Community Empowerment Program (PSM), Family Hope Program (PKH) Facilitators, and Village Heads, naturally want to help the people who are specifically designated to receive this assistance. This assistance is intended for the underprivileged. However, the target is 90% or higher."

Based on the interviews above, it can be understood that related parties such as PSM, PKH Companions, and Village Heads have a commitment to ensuring that PKH assistance is provided appropriately to those who truly need it, in accordance with the main objective of the program, namely helping underprivileged families.

Third, the timeliness of a program. This concerns the timeliness of the disbursement of PKH assistance funds, which are provided quarterly to each participant in the Family Hope

Program, as well as the implementation of PKH activities. Based on the results of an interview with Mr. Rizal, a PKH facilitator in Balai Gadang Village, in his interview, he stated that:

"Disbursement of Family Hope Program assistance funds in Balai Gadang Village is carried out every three months by transferring funds from the bank to each PKH participant's account, allowing them to withdraw their funds at ATMs. We strive to ensure that the program runs according to the established schedule and provide good service to the recipients."

Based on the interview above, it can be understood that one of the things that PKH facilitators and the Head of Balai Gadang Village must pay attention to is the timeliness of the disbursement of PKH assistance funds, which must be in accordance with the predetermined schedule and timeframe. Fourth, achieving the program's objectives. Based on the author's interview with Mr. Rizal, a PKH facilitator in Balai Gadang Village, who stated that:

"The objectives of each implemented activity have achieved their intended goals. For example, the program aimed at providing children with access to educational services, the successful implementation of prenatal and toddler screening programs, and the feeding activities for stunted children went well and received a positive response from the community."

Based on the interview above, it can be understood that the Family Hope Program in Balai Gadang Village has objectives according to its activities, which are known to have been achieved in a good context. Therefore, it can be seen that the objectives of the activities carried out have been achieved, meaning that the measure of effectiveness is through the achievement of objectives in the Family Hope Program activities in Balai Gadang Village. Fifth, real changes in a program. Based on the author's interview with Mrs. Ismianti, a recipient of PKH assistance, in her interview, she stated that:

"The changes I've felt with the PKH assistance have eased the burden on my household, reduced the cost of my children's school needs, and provided me with free healthcare for underprivileged families. I've been greatly helped by the PKH assistance, and now I have sufficient school uniforms and school supplies, although this assistance doesn't completely address the difficulties I've experienced; it only helps in one aspect. But with this assistance, the burden on poor families has been slightly reduced through the Family Hope program activities that the recipients participate in."

Based on the interviews above, it can be understood that the tangible changes felt by the aid recipients in Balai Gadang Village have met expectations. With the provision of activities, the community is able to understand, apply, or implement this understanding to improve their children's education and also maintain their children's health. The Family Hope program activities in Balai Gadang Village have been running well.

Supporting and inhibiting factors are inseparable in the implementation of PKH. In this case, the supporting factor for the implementation of PKH is the role of social assistants. Based on the results of the author's interview with Mr. Yufrizal as the Head of the Balai Gadang Village, he said: "that the existence of PKH assistants in his area already exists, but is not yet fully sufficient. There are still several areas that need additional assistants so that social services can be evenly distributed to all residents." Based on the interview above, it can be concluded that the availability of PKH assistants in Balai Gadang is still limited, but the assistants show a high commitment in carrying out their duties.

The next supporting factor is coordination. Based on the author's interview with Mr. Ricky Januar Alexander, Head of the Social Protection and Security Section at the Social Services, he said: "Coordination is a crucial element in the implementation of the Family

Hope Program. In our opinion, the social problems that occur in the community are complex, so addressing them requires the involvement of various parties." Another supporting factor is Active Community Participation. Based on the author's interview with Mr. Yufrizal, Head of Balai Gadang Village, who said that:

"PKH recipients in Balai Gadang Village generally demonstrate quite good participation. The Village, along with PKH Facilitators, are working to raise awareness that PKH is not just about receiving assistance, but also about taking responsibility for improving the quality of life for their families. However, some recipients remain less active due to economic constraints, lack of understanding, or lack of motivation."

Based on the above interview, it can be concluded that although some are still less active, educational and mentoring efforts are ongoing to ensure equitable and optimal participation. Another contributing factor is local government support. Based on the author's interview with Mr. Ricky Januar Alexander, Head of the Social Protection and Security Section at the Social Services Department, he stated:

"The local government also monitors the program's progress and provides guidance if there are any obstacles." Based on the interview above, it can be concluded that the government has provided sufficient support in the implementation of PKH at Balai Gadang, starting from providing companions to coordination and training facilities with the hope that the program will run effectively and have a real impact on the community.

A hindering factor in the implementation of PKH is the limited number of facilitators. Based on the author's interview with Mr. Rizal as a PKH Facilitator in Balai Gadang Village, he said: "With the number of facilitators still limited, where facilitators have to handle hundreds of KPM, the workload becomes quite heavy. This impacts the limited time for home visits, as well as routine group meeting activities." Based on the interview above, it can be concluded that the high workload makes it difficult for facilitators to provide optimal services, even though they remain committed to carrying out their duties optimally.

The next inhibiting factor is the lack of understanding of KPM. Based on the results of an interview with Mr. Rizal as a PKH Facilitator in Balai Gadang Village, he said: "It is true that there are still many KPM who do not fully understand the objectives and rules of the Family Hope Program. Some think that PKH is only limited to receiving money, without knowing the obligations that must be fulfilled, such as ensuring children attend school and regular health checks." Based on what was conveyed by Mr. Rizal above, it can be concluded that the lack of understanding of KPM is influenced by low education, wrong thinking patterns, and limited assistance. Continuous education is needed so that KPM understand their rights and obligations in the PKH program.

The next inhibiting factor is data inaccuracy. Based on the results of an interview with Mr. Rizal, a PKH Facilitator in Balai Gadang Village, he said: "This still often occurs in the implementation of PKH. Yes, there are also beneficiary families who are actually no longer eligible to receive assistance, but are still recorded in the data. And, there are also residents who should be eligible who have not been included as recipients. This is caused by the data updating process not being optimal, as well as limited information from the community." From the results of the interview above, it can be concluded that data inaccuracy in the implementation of PKH is caused by slow data updates and a lack of reporting of changes in conditions. Cooperation is needed between facilitators, the government, and the community to ensure more accurate data and targeted assistance.

Another inhibiting factor is limited facilities and infrastructure. Based on the results of an interview with Ibuk Nang Sulastri, a PKH assistance recipient in Balai Gadang Village, she said: "In my opinion, the place for PKH group gatherings or meetings is sometimes uncomfortable, because we sit on the floor. If it rains, sometimes we can't gather because the

place is quite far from home." From the results of the interview above, it can be concluded that limited facilities such as uncomfortable meeting places and difficult road access make PKH activities less than optimal.

E. CONCLUSION

Berdasarkan dari hasil penelitian yang telah dilakukan oleh peneliti tentang Efektivitas Program Keluarga Harapan (PKH) sebagai Upaya Percepatan Penanggulangan Kemiskinan di Kelurahan Balai Gadang yaitu pemahaman program, ketepatan sasaran, ketepatan waktu, tercapainya tujuan, dan perubahan nyata sebuah program. Dan faktor pendukung dan penghambat dalam pelaksanaan PKH di Kelurahan Balai Gadang yaitu peran pendamping PKH, Koordinasi, Partisipasi aktif masyarakat, dan dukungan pemerintah daerah.

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