

## **ANALYSIS POTENTIAL PROBLEM IN PKH PROGRAM AT NTT PROVINCE USING RETROSPECTIVE APPROACH**

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### **ABSTRACT**

*The government in efforts to eradicate poverty, always seek concrete step's to maximize welfare especially for poor household communities (RTM). One of the efforts being implemented is The Family Hope Program (PKH). However in implementation of this program, it often face substansial problem in implementing activities like in implementation of PKH program in Humusu Village, Insana District, North Central Timor regency, East Nusa Tenggara Province. This research trying to restructure the PKH work program by tracing the composition of the problem using problem tree analysis and then finding out the potential that can be use as a renewal step in implementation the PKH program with using a potential analysis with problem that have been previously justified using a retrospective approach and problem tree analysis. Total respondent in this research is 355 which consisted the RTM community including non-RTM community group who had information about implementation the PKH program in Humusu village. The result show that the concrete problem in implementating the PKH program in Humusu Village is lies in the less of distribution information via online media such a social media or similiar devices the PKH program. It's have the implications for RTM community's to ignorance the procedures to participate in this program and this is a concrete factor in the lack of interest to participating in this program. The result also show that there is an oportunity for the government to intensifying use the social media to massively distribute information about the realization of the PKH program in Humusu Village so that increase the significant level of effectiveness of work program and the effectiveness of objectives can be well realized in this village.*

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### **KEYWORDS**

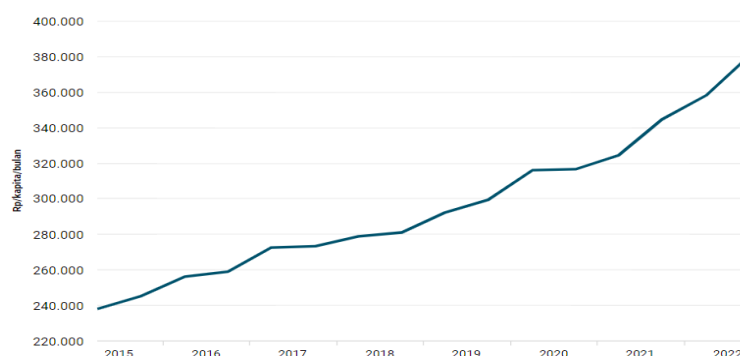
*Potential, Problem, PKH, Retrospective Approach.*

## INTRODUCTION

Poverty is defined as a situation where a person is unable to take care of himself according to the standard of living of the group and is also unable to utilize his mental and physical energy within the group (Hardana *et al.*, 2023). In Indonesia, the problem of poverty is still a concern for the government, especially in the rural area. One of the concrete reasons that can underlie it is the problem of distance and access aspects of rural and urban areas which are generally less conducive (Jumriani, 2023). The aspect of distance and rural areas which tend to be remote is the most concrete obstacle for the community to make preventive endeavor to preclude poverty experienced by the community. However, in recent years, the government has also made efforts to develop infrastructure on a large scale, where it can be said to be one of the government's ways on overcoming problems of access and distance of rural areas which are lead to one of the concrete reasons for poverty in the rural area, although its application has not been comprehensive yet (Widiyanti, 2021).

The government has targeted achieving a low poverty rate by adhering to the recommendations of Article 33 and Article 34 of the 1945 Constitution, where the focus of community empowerment is concentrated on poor groups and neglected children and continues to strive for a social security system. However, until now the desired prosperity has not been achieved and is still far from the expectations desired by society and the government (Jumriani, 2023). Apart from infrastructure development, there are other aspirations taken by the government to deal with poverty problems. In Indonesia, one of them is by implementing a conditional cash assistance program to overcome the problem of poverty called the Program Keluarga Harapan (PKH) or Family Hope Program which has been executed since 2007. It is in the context of accelerating poverty reduction as well as developing policies in the field of social protection (Ministry of Social Affairs of the Republic of Indonesia, 2008).

PKH is a social assistance program for households by imposing requirements to change behavior by providing cash to poor households (Rumah Tangga Miskin/RTM) (Daud & Marini, 2019). Besides, PKH assistance is supplied in the form of educational facilities and health facilities. PKH program is different from direct cash assistance (Bantuan Langsung Tunai/BLT) because it is intended to be an effort to develop a social protection system for the poor (Bismi Rahma Putri *et al.*, 2022). This program has been performed intensively in East Nusa Tenggara (NTT) Province from 2012 until now and, so far, the enthusiasm of the community participating in this PKH program has been horrifically high. The measure or indicator of the success of economic development in the PKH program is the increase in capital accumulation and per capita income, which are indicators of poverty problems in Indonesia. However, there is a trend that reduces the government's attempt through the PKH program, where the success of economic development is still only enjoyed by capital owners and national elite groups (Arsyianti, 2017). This is in line with the assumptions of Sasmito & Nawangsari, (2019) who explain that the transition from poverty will be difficult to overcome due to aspects of social inability or luck. This assumption is illustrated concretely through the poverty trend achieved by the NTT Provincial government in the table below.



Source: Central Agency of Statistic 2022, (in thousands)

Figure 1. Graph of the Development of Poverty Rates for NTT Province for 2020 – 2022 (Based on Per Capita Income).

Based on the data above, it shows that the average poverty rate in NTT Province is still at an average value of IDR 308,566 per capita. This figure is still relatively far from the Medium-Term Development Plan (RPJMN) which targets a poverty rate of around 7% in 2023 with a per capita income target of around 450,000 per month (Daud & Marini, 2019). Furthermore, this is also inversely proportional to the essence of the PKH program which is focused on poverty alleviation endeavors through the allocation of government funds for PKH with a value of around 28.31 trillion for economically weak communities (RI Cabinet Secretariat, 2021). Substantial problems that occur in the PKH program as explained above are also explained in several previous studies such as research conducted by Najidah & Lestari, (2019) who conducted research on the effectiveness of executing the PKH program in Rowosari Village, Tembalang District, Semarang City. It shows that the PKH program implementation tends to be ineffective due to a lack of coordination and planning so that accuracy in realizing the goals of the PKH program is not executed properly. These factors are upheld by the realization of the PKH program which tends to be ineffective because it is only known to parties with adequate sources of information. A similar thing was explained in research conducted by Agus *et al.*, (2013) who held research on the execution of the Family Hope Program (PKH) policy in Mojosari District, Mojokerto Regency where the results of the research stated that the problem of information gaps, the role and space of public information were still a problem in distributing PKH program information in the community. Although in terms of application, the PKH program undertaken in Mojosari District has been realized well.

So based on the problems supported by assumptions in previous research, this research seeks to carry out further exploration related to the concrete problem of poverty alleviation and the attribution of poverty alleviation assistance funds in PKH carried out in NTT province with the object studied being Humusu Village, Insana District, Regency. North Central Timor, East Nusa Tenggara Province, has a poverty rate of around 32.51% in 2022 (BPS, 2022). The final objective to be achieved from this research is to give a reference in the realization of the PKH program with the hope that there will be a restructuring of operational policies in the PKH program so that it refers more to concrete aspects to make the realization of the PKH program's objectives more effective in lower-middle economic communities considering the budget administered for this program around 28.31 trillion for economically weak communities (RI Cabinet Secretariat, 2021). Moreover, it is hoped that this research will fulfill the final objective in the researcher's long-term plan, namely establishing references for improving the operational performance of the PKH program in East Nusa Tenggara Province. This goal is important since based on information on poverty levels in NTT Province in 2022, the average poverty level in NTT province is still around 20% (BPS, 2023). This value is predicted to escalate further considering that the economic transition in Indonesia since Covid-19 is still proceeding awfully slow. The active movement of increasing poverty rates has indications that it will increase every year (Muttakin *et al.*, 2021).

## LITERATURE REVIEWS

### Effectiveness Theory

Effectiveness is a measure of the level of work success where actual performance will be measured in comparison with the specified performance targets (Khadafi & Mutiarin, 2017). Effective size is measured using several levels (Aeda & Jannah, 2022), namely:

1. Individual effectiveness refers to an individual perspective that emphasizes the results of employees or organization members.
2. Group effectiveness can be identified as the success of individuals who can work as a group.
3. Organizational effectiveness consists of the effectiveness of individuals and groups who can integrate and support synergy to obtain higher results and become a measure of the realization of organizational goals that have been achieved together.

Based on each group of effectiveness, it can be concluded that effectiveness is a form of individual or group achievement in pursuing organizational achievements or targets which can be applied in an individual scheme or in synergy as a group. The measure of effectiveness is by comparing achievements and targets and analyzing the factors that uphold the achievement goal from an effectiveness perspective. The level of effectiveness of the Family Hope Program (PKH) can be done by comparing the plans and targets realized in the description of the objectives of the Family Hope Program (PKH) (Purwanto *et al*, 2013). If the results of inappropriate work and actions result in a mismatch in the expected achievements and goals, it can be assumed that the realization of the PKH program is ineffective and vice versa (Khadafi *et al*, 2017).

The measure of effectiveness of the PKH program can also be utilized as a basis for measuring the effectiveness of the conversion of the PKH work program in the form of attributing financial assistance to the economic classification of Poor Households (RTM) in the form of health funds and education funds. Variables that can be used to measure the effectiveness of the PKH program include program accuracy, program socialization, program objectives and impacts that can be measured through indicators, including (Pratiwi, 2020):

1. Right on target  
PKH program assistance is only given to poor households (RTM) who have met the requirements and passed verification in accordance with the instructions for managing assistance in alleviating poverty.
2. Exact quantity  
The amount of money received by PKH participants is in accordance with the amount of component assistance received.
3. Be punctual  
The implementation time for the distribution of the Family Hope Program (PKH) is carried out four times a year, namely the first stage in January, the second in April, the third in July, and the fourth in October (RI Cabinet Secretariat, 2021).
4. Correct use  
The use of funds from the Family Hope Program (PKH) assistance is used according to the components of education, health and social welfare for the elderly and disabled.

### **Family Hope Program (PKH)**

The Family Hope Program (PKH) is a cash assistance program distributed to very poor households (RSTSM) who are executed as PKH participants (Ministry of Social Affairs, 2014). The beginning of the execution of the Family Hope Program (PKH) occurred in 2007. The Family Hope Program (PKH) is a program of providing cash to Very Poor Households (RTSM) by carrying out their obligations (Rahayu, 2012). According to the Ministry of Social Affairs (2016), PKH is a social protection program

that bestows cash assistance to Very Poor Households (RTSM) and is conditional cash assistance from the Government. Several requirements to become a recipient of PKH assistance include:

1. Families who really can't afford their basic household need, such as not being able to meet their daily needs and not having any facilities, such as a house that is no longer suitable.
2. Families in the first item classification must consist of pregnant women, toddlers, school children, the elderly and disabled.

The general aim of PKH is to change the attitudes and behavior of very poor households (RTSM) to better access health and education services which are expected to break the chain of poverty. Initially, this assistance was received directly, but as time went by, the distribution of this assistance program was carried out by commercial banks that were integrated with the government, such as BRI and other similar banks. The Family Hope Program has short- and long-term benefits. In the short term, the Family Hope Program will accommodate an income effect for RTSM by reducing the burden incurred by households. Meanwhile, in the long term, this program is expected to be able to break the chain of poverty between generations by improving the quality of health, education, and income capacity of poor children in the future as well as giving certainty to children about their future. The low income of very poor families means that these families are unable to meet even low-level health and educational needs. Concretely, the aim of PKH (Family Hope Program) according to the Ministry of Social Affairs (Sartika *et al*, 2016) is to increase accessibility to education, health, and social welfare services in boosting the achievement of the quality of life for poor families. PKH breaks the chain of poverty in the long term. The specific aim of PKH is to improve the quality of welfare of PKH participants, directing positive behavioral changes regarding the importance of Health, Education and services that ensure social welfare. Meanwhile, according to Rahayu (2012: 130), the general goal of PKH is to reduce the number and break the chain of poverty, improve the quality of human resources, and change RTSM behavior that does not support improving welfare. This goal is an attempt to accelerate the achievement of the Millennium Development Goals (MDGs) targets. So based on these two statements, it can be concluded that the main objectives of the PKH program are:

1. Increasing the socio-economic status of RTSM
2. Improving the health and nutritional status of pregnant women, postpartum mothers, children under five and children aged 5-7 years who have not yet entered elementary school from very poor families (KSM)
3. Escalating access and quality of education and health services, especially for KSM
4. Increasing the education level of children from very poor families

### **Retrospective Approach**

Generally, in descriptive research, the main goal to be achieved is to determine the development of certain physical facilities or the frequency of occurrence of certain social phenomenal aspects, and to describe certain phenomena in detail (Suryana, 2010). The output achieved usually consists of a systematic, factual, and accurate description of the facts and characteristics of a particular population. A retrospective approach is a component used in descriptive research but by making an objective study of something by looking at the development trend of something that has been achieved with events that have occurred in the past (Notoadmodjo, 2005). This is important considering that many researchers justify factually that current findings are something essential but do not compare facts or events in the past. Potential analysis and root cause analysis and problem trees can represent a retrospective approach. This is due to retrospective evaluation of results obtained through monitoring and evaluating results but is not accompanied by direct control over inputs and policy processes that can be manipulated (Damanik *et al.*, 2023).

## RESEARCH METHOD

This research is a comparative analysis by substantiating the aspect of poverty alleviation by the Family Hope Program (PKH) as the substance being analyzed or studied. This research was carried out in Humusu Village, Insana District, North Central Timor Regency, East Nusa Tenggara Province. The research seeks to explore potential problems in the operating system of the Family Hope Program implemented in East Nusa Tenggara Province using a retrospective approach. This approach includes monitoring and evaluating results but is not accompanied by direct control over inputs and policy processes that can be manipulated (Damanik *et al*, 2023).

This type of research is qualitative using a case study approach where the strategy for achieving research objectives uses contemporary questions as the limitations. The main questions in the case study will control the event being studied and the focus of the research will be maintained only on the analysis of contemporary events (Nur'aini, 2020). Besides, this research will use potential mapping analysis techniques and root problem mapping analysis to compose potential classification families that have not been accommodated and analyze the roots of the problem tree to determine preventive steps to be taken to realize an effective and smooth PKH program. The types of data used in this research are primary data and secondary data. This data were obtained by conducting research at related locations and agencies (Muttakin *et al*, 2021). The collection techniques used in this research are observation, interview, and documentation techniques.

The research begins with collecting field data and interviews to check concrete conditions. The validity of this data will then be verified with the supporting agency that is the supervisor, namely the PKH instructor (agent). The next stage is carried out by analyzing the potential problems to find out the root of the problem. The method used to do this analysis is potential analysis and root problem analysis and problem tree where:

### 1. Potential Analysis

Potential analysis is an analysis to scientifically examine all aspects that serve as information for development. This analysis is integrated with root cause analysis and problem trees so that sustainable elements with potential can be predicted as preventive steps. This analysis can be carried out by making observations or interviews with sources. The analysis is accompanied by documentary evidence in the form of photos or other supporting documents to strengthen the explanation (Prayitno *et al*, 2020).

### 2. Root cause Analysis and problem trees

Root cause analysis is often called problem tree because this technique can be used to visually measure problems that are flexible and involve many elements at the same time (Prayitno *et al*, 2020). Root problem analysis and problem trees can be concretely used to interpret a potential problem with analytical methods (Asmoko, 2012), including:

- a. Determining the main problem related to the condition of the object by conducting a primary survey accompanied by interviews with equipment that can be used as informants.
- b. Preparation of a flow diagram in the form of a tree diagram with the main points from primary observations as the main core of the potential problem mapping diagram.

## RESULT AND DISCUSSION

Observations were carried out on communities who were recipients of PKH program assistance in Humusu Village, Insana District, North Central Timor Regency, East Nusa Tenggara Province. The PKH program in Humusu Village has been implemented since 2017, starting with a gradual assessment to adjust regional governance and distribution of PKH assistance to the distribution of PKH program

assistance until this day. Mapping of communities with poor household categories (RTM) is carried out continuously considering that the growth of poor communities continues to increase every year. In 2021, the poverty rate in Humusu village was recorded at 22.62, an increase from 20.89 in 2020 (BPS, 2022).

The general aim of PKH is to change the attitudes and behavior of poor households (RTM) to better access health and education services which are expected to break the chain of poverty. Initially, this assistance was received directly, but over time the distribution of this assistance program was carried out through commercial banks that were integrated with the government, such as BRI and other similar banks (Pratiwi, 2020). The PKH program has been realized in Humusu village. The following is a summary of information from sources regarding several forms of attribution for the PKH program implemented in Humusu Village.

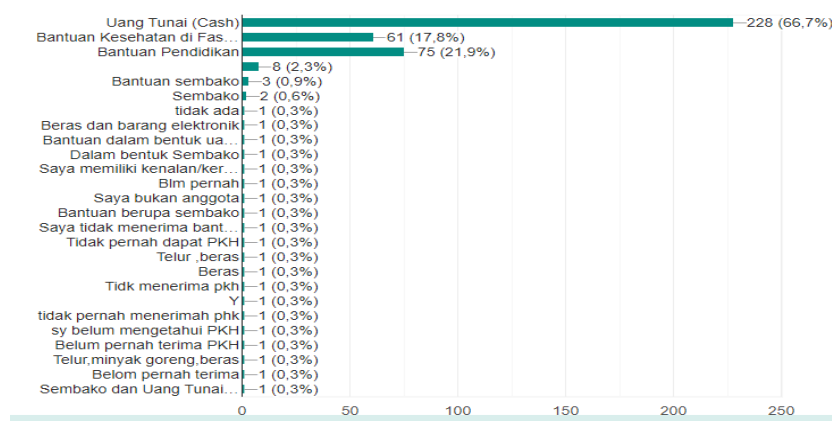


Figure 2. Form of distribution of PKH program assistance in Humusu Village

Based on information obtained from the community receiving PKH program assistance in Humusu Village, there are several forms of assistance from the PKH program that have been realized. This assistance is in the form of cash, health assistance, educational assistance, and basic food assistance. Some of the respondents' answers were related to not receiving and never receive PKH assistance, which indirectly represents the distribution of PKH assistance which has not occurred as a whole in Humusu Village. This assistance is attributed in stages and through procedures for attribution. Screening of PKH aid recipients is also carried out intensively by PKH program agents who are accommodated by the social service of the regional government of North Central Timor Regency (TTU) as the mediator for the distribution of the PKH program in Humusu Village.

In recent years, PKH program assistance has been bestowed through financial agencies as parties that distribute aid to recipients of PKH assistance in Humusu Village. Assistance for the PKH program in Humusu village is accommodated through the assistance of several commercial banks where each recipient community is required to take care of membership as a customer first as a first step. However, if people experience financial difficulties to register themselves as customers, the PKH agent will include a certificate of recipient of PKH assistance for RTM who receive assistance so they can get assistance directly without registering themselves as customers. Several banking industries that are distributors of PKH assistance in Humusu village include Bank Rakyat Indonesia (BRI) and Bank Nasional Indonesia (BNI). Apart from that, the Kantor Pos Indonesia was also appointed as one of the agencies distributing PKH assistance in Humusu Village.

### The Result Of Potential Analysis Using Retrospective Approach

Based on the results of observations made in the field, it is known that the distribution of PKH assistance has been carried out optimally based on RTM data held by PKH agents in each neighborhood (RT) in Humusu village. This is indicated by the percentage of PKH assistance recipients based on data reduction from sources who received PKH assistance which can be seen in the diagram below.



Figure 3. Data reduction diagram regarding PKH aid recipients, informants for PKH recipients, and non-PKH recipients

Based on the diagram above, it can be seen that 52.1% (40.2% + 11.9%) of the Humusu village community are recipients of PKH assistance and are people who are aware of the distribution of PKH to neighbors, acquaintances/relatives and family for the community in Humusu village. This achievement was driven by the government's active contribution through intensive efforts to distribute the PKH program by empowering certain facilities such as socialization and similar work programs. This is in line with the assumptions developed by Saragi et al., (2021) who assume that the role of government is crucial in realizing every work program for community empowerment. Apart from being the main task of the government, on the one side, the government is seen as a substance that becomes a stimulus for the smooth running of the goals of the work program which is concentrated on the welfare of the community.

These results are also in line with the assumptions developed from research conducted by Kholif (2014), where the research results demonstrate that the regional government of Dawarblandong, Mojokerto Regency can be a good initiator in realizing the goals of the Family Hope Program (PKH), especially if the local regional government can work togetherwith the people of the Dawarblandong area. Regional governments must be the driving force so that PKH program agents can maximize the distribution of PKH program assistance, both in terms of information and funding assistance in the PKH program. Based on the assumptions above, it is known that indirectly the aim of improving community welfare through community empowerment programs such as PKH can be realized by having synergy between the local government and the community, especially in Humusu Village. The allocation of government funds for assistance to underprivileged communities must be initiated by the government and the government must be the driving force so that the distribution of program objectives can be affiliated and even implemented well among the recipients of the assistance (Wayne, 2006).

Regarding sources of information distribution for the PKH program, based on observations in Humusu village there are several types of information sources that are often used by RTM communities to obtain information on receiving PKH assistance which can be seen in the diagram below.

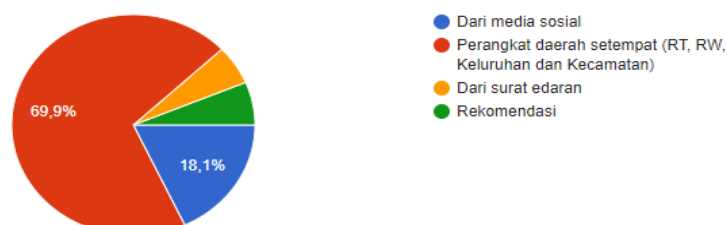




Figure 4. Data reduction diagram for sources of information on receiving PKH assistance

Based on the data reduction results above, the highest average answer from the information source regarding receiving the PKH assistance was local regional officials with a percentage of respondents' answers of 69.9%. Moreover, information sources from social media, circular mails and recommendations are next with the percentage of answers being 18.1% and < 18.1%. These results directly strengthen the assumption above that the government's contribution is very concrete in bolstering the realization of the PKH program in Humusu Village. However, as already been known, time and space limitations often become obstacles for the government in trying to distribute materials containing information on the PKH program, as happened in Humusu Village. Regional governments intensively distribute PKH assistance information through activities which generally take the form of socialization. This method is excessively limited in terms of time in presenting information about PKH assistance, which often occurs when informing about PKH assistance in the socialization scheme among the Humusu Village community.

On the other hand, the villagers of Humusu Village are clustered as a very low level of economic income per capita, so the use of hardware devices such as cellphones, computers and other similar devices is not suitable in Humusu village. This also has a direct effect on the non-distribution of online newspapers containing information on PKH distribution as well as tracing by RTM people who are capable candidates to receive PKH assistance, which is not conducting optimally. Purwanto et al, (2013), explained that the distribution of information on PKH assistance today is massively spread through social media. This is due to the determination of social media is exceedingly intensive so that the government uses social media purposing on distributing information related to receiving PKH assistance, including information on the classification of RTM communities so that with online media the distribution of this assistance can be effectively achieved and also systematic procedures for receiving PKH assistance can be realized well. This method is considered effective by the government, where the results of the massive announcement of the PKH assistance program via social media have encouraged RTM's interest in getting involved in the PKH program to increase by 35% from 75% of the number of RTM in Indonesia, which is indicated by the ownership of business units after becoming recipients of PKH assistance (Adnan et al., 2021). However, this method of distributing PKH program information via social media or similar information facilities has not been realized effectively in Humusu Village.

The above assumptions are supported by the problems assumed by the sources regarding receiving PKH assistance which can be seen in the following graph.

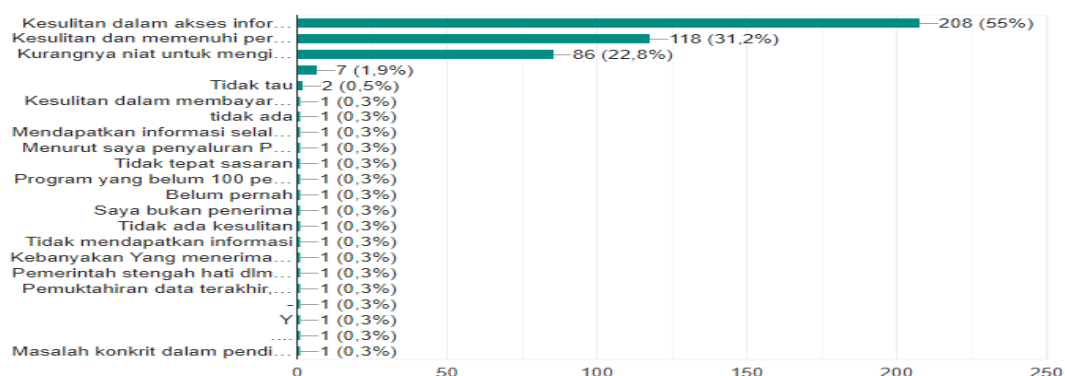


Figure 5. Graph of respondents' answers regarding problems in applying the PKH program in Humusu Village.

Based on the data reduction results above, it is known that the most concrete problem of not knowing information on receiving PKH assistance lies in the difficulty of accessing information related to receiving PKH assistance for the Humusu Village community. This also has an impact on the ignorance of prospective PKH assistance recipients (RTM) who are unable to fulfill the criteria and document requirements for PKH acceptance, which ultimately also reduces the intention of the RTM community to participate in the empowerment program through this PKH program. Based on previous results regarding sources of information on receiving PKH assistance, it is known that the most concrete source of information for Humusu Village is only in the local government apparatus (neighborhood association (RT or RW), Subdistrict and District), when referring to problems related to difficulties in equipping hardware such as cellphones, computers, and other similar devices. Hence, it can be concluded that Humusu Village experienced illiteracy from the PKH program because of these problems.

However, the situation above can be used as potential factors due to first, based on the results of data reduction regarding sources of information on receiving PKH assistance, the government still has the opportunity to maximize media such as social media, circular mails and recommendations for distributing information to the RTM community in Humus village. Adnan et al., (2021) explains that information sources can be affiliated and can be interpreted more optimally with social media. It can be presented in a more interesting and structured manner with an explanation composition that is more to the point. Most information will be less interesting if it is presented verbally with a rigid language pattern and is not accompanied by a structure that is more pleasant to the reader or listener. Social media will also be maximized by the government to distribute information and assistance for the PKH program since in the future it is possible that all the people in Humusu Village will become modern people and can become active users of social media so that there will be opportunities in the future for the program PKH in this village.

Second, based on observations, it is known that difficulty in obtaining information is the root of the problem of not being affiliated with the PKH assistance program in the minds of the RTM community in Humusu Village. This results in the RTM community not knowing the technical procedures for PKH assistance and even having no interest in participating in this program. The government still has opportunity to empower the villagers with a more intensive and solid distribution flow of PKH program materials than as it used to be, by combining books or supporting references that can bolster the distribution of PKH program information through existing schemes. It is along with more intensive presentation of material related to the PKH program, so people will tend to be more aware that the existence of the PKH program is crucial and incredibly useful for underprivileged communities (RTM), especially if it is upheld by references such as brochures or books about the PKH assistance program. This also allows the government to civilize the community to be more sensitive to government assistance programs so that the substantial objectives of community empowerment assistance programs such as PKH can be followed-up and distributed to communities in need.

Kehik (2018) explains that the flow of growth from the implementation of community empowerment programs by the government must be pursued frequently and intensively in the form of socialization which acts as a form of exploring the program within the community. People often experience ambiguity in information due to the abundance of sources, so reasoning patterns through primary sources such as speakers or informants who are concerned in the field of community empowerment will help

people understand the importance of community empowerment programs such as the PKH program. This effort has the potential to reinforce the effectiveness of the PKH program by achieving the following elements:

1. Right on target

The expected measure of achievement is that PKH program assistance can be provided to poor households (RTM) who have met the requirements and passed verification in accordance with aid management instructions.

2. Exact quantity

The expected measure of achievement is the amount of money received by PKH participants in accordance with the amount of component assistance received and known by potential PKH aid recipients.

3. Be punctual

The expected measure of achievement is the time when the distribution of the Family Hope Program (PKH) is carried out four times a year, namely January, April, July and October (RI Cabinet Secretariat, 2021)

4. Correct use

The expected measure of achievement is the use of Family Hope Program (PKH) assistance funds according to the components of education, health and social welfare for the elderly and disabled.

**The Result Of Root Cause And Problem Tree Testing With Restrospective Approach**

A program or policy implementation in the field does not always run well, of course, in the execution process, there are several limitations and obstacles (Damanik et al, 2023). The same thing also applies to the Family Hope Program (PKH) which is performed directly to the community in Humusu Village. Based on the results of field observations regarding the PKH program in Humusu Village, it is known that there are several substantial problems that are often experienced by both agents and the community who are the targets of the PKH program. The following is a graph of data on PKH program problems obtained from sources.

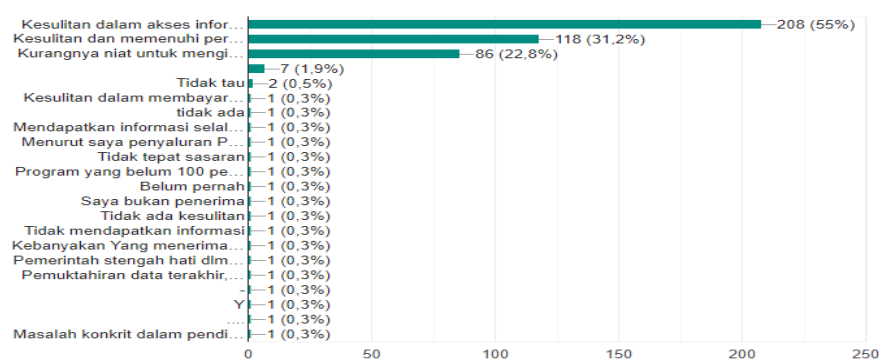


Figure 6. Graph of respondents' answers regarding problems with the realization of the PKH program in Humusu Village

Based on the answers above, it can be concluded that the main problem indicator in carrying out the PKH program in Humusu village lies to the lack on accessing information which results in many other problems as a result of the non-distributed information from the PKH program in Humusu Village.

Problems that arise from it include difficulties in fulfilling the requirements for participation in the PKH program, distribution of the PKH program that is not well affiliated with the community, even a lack of intention to participate in the PKH program. These results are strengthened by the reduction in respondents' answers which can be seen from the diagram below.

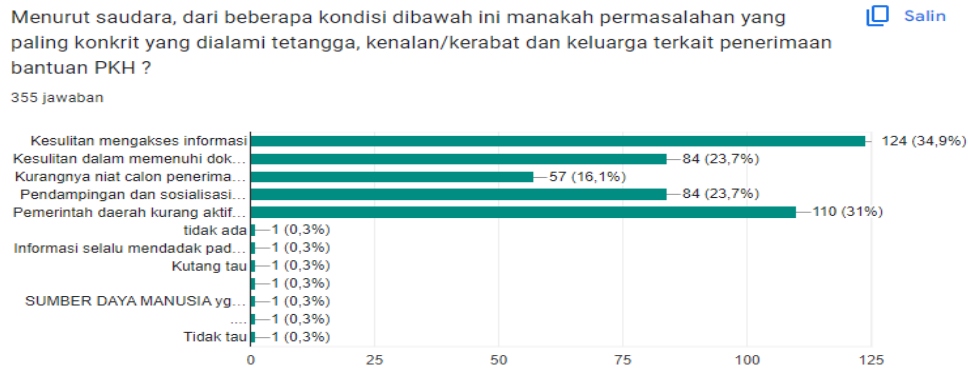


Figure 7. Graph of answers from respondents who are not recipients of the PKH program

The diagram above demonstrates the reduction of answers regarding the information from respondents who are groups of people who are not recipients of PKH assistance but who have knowledge regarding the difficulties often experienced by other communities who receive PKH assistance. Respondents' relationships consist of personal relationships such as neighbors, acquaintances or relatives, and family. Based on the reduction results, it is known that there are similar perspectives from people who are not recipients of the PKH program, namely that every community who is a potential recipient of the PKH program (according to the personal assumptions of each respondent) often experiences difficulties in accessing information about the PKH program. This underlies difficulties in fulfilling the documents for PKH's procedural requirements and a lack of interest in participating in the PKH program. The conditions support the assumption of Solichin (2010) who explains that the most concrete problem with the PKH program lies in whether information about this program can be distributed properly. Community interest can be well-patterned if information regarding the importance of participating in the PKH program which upholds community welfare can be given thoroughly. Munawir et al., (2021) assume that the determination of information as a tool to bolster goals is very concrete. It is crucial that the information on the substances of achieving goals can be obtained in the cycle of a work program so that the flow to achieve goals can run well. The percentage of insufficient distribution of PKH program information in Humusu village can be seen in the diagram below.

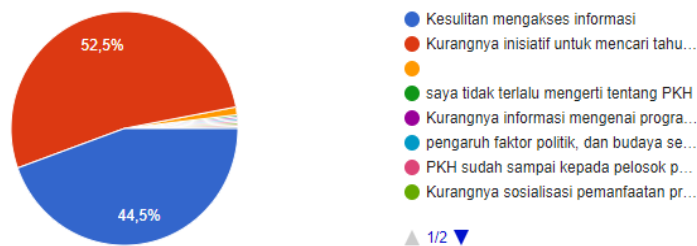


Figure 8. Diagram regarding the answers from respondents (recipients of the PKH program).

Based on the diagram above, the percentage of ignorance of information from the PKH program reached 44.5% for the community in Humusu village. This percentage can express that the underlying percentage of problems of the PKH program in Humusu village, namely difficulties in accessing PKH program information has a contribution range of 52.5% and other aspects ranging < 44.5%. These results also demonstrate that the information aspect is the only basis for the problem in realizing the PKH program in Humusu village. The problem of lack of distribution of information stimulates other problems in realizing the PKH program in Humusu Village. Hence, based on the results of the reduction of the respondents' answers above, the shape of the problem tree regarding the realization of the PKH program in Humusu village is as follows.

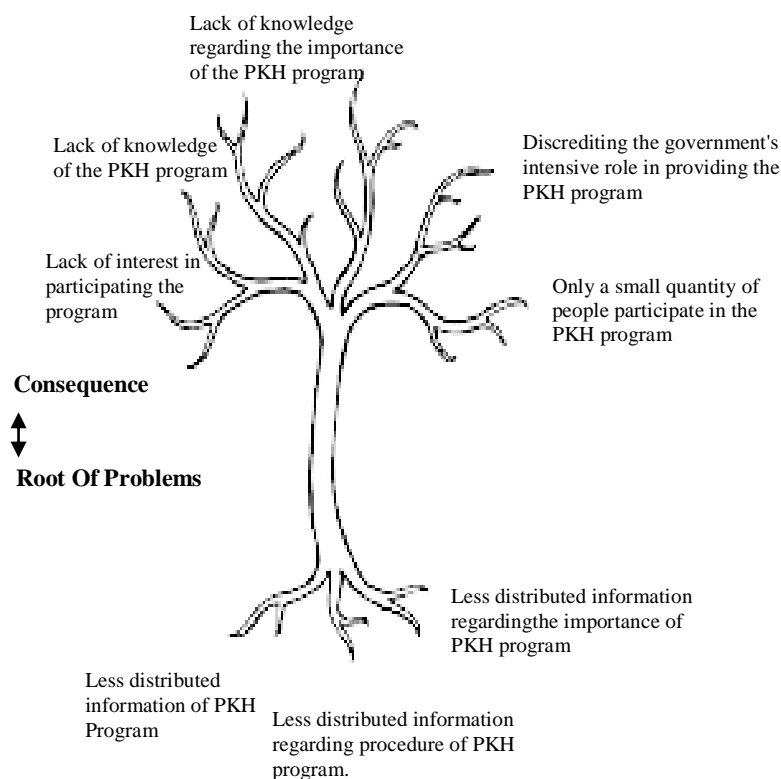


Figure 8. Reduction diagram of respondents' answers regarding the importance of the PKH program

### CONCLUSION AD RECOMENDATION

Based on the diagram above, it is known that the community's response to the importance of the PKH program for the RTM community is around 80.9%, which indicates that the community also understands that this program is crucial for the RTM community and for the overall economic development of the community. However, this condition is determined by the problems described above. This condition has been overcome by the government as the party initiated the program by conducting socialization on the PKH program in Humusu Village. However, this condition, in fact, does not make an intense contribution to the realization of the PKH program for the entire RTM community. This condition is further exacerbated by the lack of online sources of information regarding the PKH program among the community. Socialization has limitations in terms of time and space for information distribution. However, the condition can be seen as a potential that has implications for affording suggestions to renew the PKH work program in Humusu Village where the government can finally integrate the online system more intensively to realize massive distribution of PKH program information in Humusu Village. On the other hand, the government has the opportunity to update the

socialization scheme by updating the estimated time for socializing the PKH program so that it becomes more effective. To combine it with a new schemes in socialization activities for the PKH program, such as distributing brochures and guidebooks containing information regarding the importance of the PKH program and technical procedures for the PKH program for the Humusu Village community, as well as cater resource persons who are able to transfer the knowledge by using a variety of methods that are more effective but not eliminate the important essence of the PKH program as well and are certainly more competent in the field of this assistance program.

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