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IMPLEMENTATION OF THE FAMILY HOPE PROGRAM (PROGRAM KELUARGA HARAPAN) IN GRANTUNG VILLAGE KARANGMONCOL SUBDISTRICT PURBALINGGA REGENCY

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Abstract
Poverty remains a problem in Purbalingga Regency, making the Family Hope Program (Program Keluarga Harapan) necessary as a conditional social assistance program for poor families. The effectiveness of this program depends heavily on the accuracy of beneficiary targeting. This study aims to analyze the implementation of the PKH in Grantung Village, Karangmoncol Subdistrict, Purbalingga Regency, with a focus on the accuracy of beneficiary targeting, using Ripley and Franklin's policy implementation theory, which encompasses aspects of compliance, routine functioning, and performance. This study employs a descriptive qualitative approach with data collection techniques including in depth interviews, observation, and document analysis. Data were analyzed thematically and validated through triangulation of sources and techniques. The results indicate that the distribution of PKH funds proceeded smoothly and quickly, helping to meet the basic needs of poor families, and was utilized by some young people as capital for agricultural businesses. However, targeting accuracy remains suboptimal due to delays in data updates, discrepancies between the central government's formal criteria and actual on the ground conditions, and a lack of information regarding recipients who have migrated. These conditions fuel social jealousy, dependence on aid, and a decline in the spirit of mutual cooperation. PKH facilitators from outside the village have not yet been able to monitor the use of funds. The PKH is effective in alleviating short term economic burdens but is less effective in promoting self reliance; therefore, it is necessary to strengthen cross level government data coordination and integrate incentives for Micro, Small, and Medium Enterprises (UMKM) to achieve sustainable well being.

Keywords:Poverty Alleviation, Family Hope Program, Policy Implementation, Local Government.

INTRODUCTION

Poverty is the greatest challenge that developing countries such as Indonesia have faced for many years, due to the circumstances of segments of society that lack adequate access to the resources necessary for daily life (Purwanti, 2024). This situation impacts the stability of people's lives, including their quality of life and well being. Law No. 33 of the 1945 Constitution explains that the serious issue of poverty is influenced by factors such as education, income, unemployment, geography, character, and culture, which collectively pose a complex challenge for a nation (Maharani et al., 2024). The World Bank's major initiative, the Millennium Development Goals (MDGs), aimed to reduce global poverty levels from 1990 to 2015, followed by the introduction of the Sustainable Development Goals (SDG 1.1), which aim to eradicate poverty as a continuation of the MDGs. The World Bank provides an understanding of poverty that encompasses multidimensional aspects to address inequality and marginalization. Addressing poverty requires more than just a financial approach; a comprehensive and sustainable approach is necessary to achieve structural and systemic equality so that the cycle of poverty can be broken (Rachmawati, 2020). Indonesia, as the world's fourth largest country with a population of over 275 million or more precisely, 275,361,267 people in 2022 still faces serious challenges in tackling poverty (Sinambela & Harahap, 2024). According to the Central Statistics Agency (BPS), as of March 2023, the percentage of the poor population in Indonesia reached 9.36%, or approximately 25.9 million people (Rachmawati, 2020). Some of the key factors contributing to Indonesia's persistent poverty include population inequality, infrastructure levels, education levels, and health conditions, all of which influence poverty rates in the country (Mansur, 2024).

Poverty remains a major issue in both urban and rural areas. Purbalingga Regency faces similar challenges, as it continues to grapple with poverty. In 2020, Purbalingga Regency ranked as the fourth poorest out of 35 regencies and cities in Central Java Province (Teguh & Abdul, 2024). The Purbalingga Regency government is striving to reduce the poverty rate, which had previously risen as a result of the COVID-19 pandemic; the poverty rate in Purbalingga Regency in 2020 stood at 15.90%, up from 15.03% the previous year (Priambodo, 2022). The Purbalingga Regency government has taken steps to identify key areas to ensure the equitable and targeted distribution of social assistance programs.

The Indonesian government and the Purbalingga Regency government are working to reduce poverty by creating programs implemented by the community. Through the Ministry of Social Affairs, the government has launched programs to reduce poverty, one of which is the Family Hope Program (PKH) a government social security program that provides cash assistance to Extremely Poor Households (RTSM) subject to established eligibility criteria and conditions (Rif'atul & Ahmad, 2025). Law of the Republic of Indonesia No. 40 of 2004 on the National Social Security System regulates the administration of the PKH in Indonesia, with the

program's objective being to provide mandatory social assistance to poor families so they can meet their basic needs for education, health, and daily living, thereby ensuring poor families have better access to these services (Sawitri & Rahmat, 2025). Eligibility criteria for the PKH program include access to health facilities such as for pregnant women or infants and educational facilities for families with school age children. This government led program is expected to have a significant impact on breaking the cycle of poverty so that future generations can escape poverty in Indonesia. Under this program, low income families will receive conditional social assistance and be identified as beneficiaries of the PKH program (Devi, 2024).

Poverty conditions in Purbalingga Regency continue to demonstrate a strong correlation with the need for the PKH program; according to the latest BPS data, the percentage of the poor population in Purbalingga in March 2025 was recorded at 12.55%, down from 14.18% in 2024. This decline indicates efforts toward poverty alleviation, although the poverty rate remains relatively high, meaning the need for the PKH program persists (Purbalingga Regency, 2025). According to the Central Statistics Agency (BPS) and data compiled by DINSOSDALDUKKBP3A, the national PKH budget for 2024 totaled 28.07 trillion, while the provincial budget totaled 4.6 trillion and the regency level budget totaled 19,609,133,750 billion (Siti & Tyas, 2025). The PKH budget for the regency is allocated to several areas, including Purbalingga Regency, Karangmoncol Subdistrict, and Grantung Village.

However, the effectiveness of the Family Hope Program (PKH) is determined not only by the provision of government assistance to the community but also by the accuracy of targeting the program's beneficiaries. This study employs Ripley and Franklin's policy implementation theory, which views policy success through three aspects: the level of compliance with regulations, the smoothness of program implementation, and performance (Wulansari, 2021). These three main aspects are interrelated in determining whether a program is running in accordance with its established objectives. Several previous studies have shown that the implementation of the Family Hope Program (PKH) still requires improvement. For example, a study conducted by Nadia Rahmi and Cut Irna Liyana (2023) (Rahmi & Liyana, 2023) in Gampong Pisang Village, Labuhan Haji Barat Subdistrict, South Aceh Regency, demonstrated that the Family Hope Program (PKH) has had an impact on beneficiary families in the areas of economy, education, and health. Nevertheless, challenges remain, including limited health facilities, low quality human resources in the area, and the potential for beneficiaries to become dependent on the aid funds provided. Another study conducted by (Fajri et al., 2022) in Jatinegara Subdistrict, East Jakarta, showed that the program assists the poor and meets basic needs in the areas of education and health. However, the study also found that the PKH's targeting accuracy has not been fully achieved, as there are still eligible families who have not been registered as recipients, while families classified as financially capable are receiving assistance. Given these conditions, the implementation of the Family Hope Program (PKH) in Grantung Village warrants further in depth analysis, particularly regarding the accuracy of targeting in the distribution of funds to Beneficiary Families (KPM), as targeting accuracy is one of the key indicators of the program's success. If the assistance provided is not properly targeted, it reduces the effectiveness of a program whose original goal is poverty alleviation, fosters community dependence on the assistance provided, and creates social

jealousy within the community. The success of the program's implementation depends on the extent to which the PKH program is able to have an impact on Beneficiary Families (KPM) who need assistance.

Thus, it is important to conduct a study titled "Implementation of the Family Hope Program (PKH) in Grantung Village, Karangmoncol Subdistrict, Purbalingga Regency." This study is expected to provide an overview of the implementation of the PKH in Grantung Village, identify the obstacles encountered, and serve as evaluation material for the government in its efforts to alleviate poverty by improving the program's targeting accuracy and effectiveness.

METHODOLOGY

This study employs a descriptive qualitative approach to gain an in depth understanding of the phenomenon of targeting accuracy in the Family Hope Program (PKH) in Grantung Village. This approach focuses on direct field experiences and empirical facts obtained by the researcher through interactions with research subjects. In qualitative research, the researcher seeks to observe and understand how individuals and groups relate to their surrounding social and human contexts, resulting in rich and contextual data. The research questions centered on how the PKH implementation process unfolds, to what extent the program reaches families who are truly eligible, and what factors influence its targeting accuracy. The collected data were then analyzed thematically to identify patterns, key themes, and relationships among concepts relevant to the research problem.

The research location was designated as Grantung Village, Karangmoncol Subdistrict, Purbalingga Regency, which is one of the villages receiving the Family Hope Program (PKH). Research subjects included PKH beneficiary families, families that did not receive benefits but met the poverty criteria, village officials, PKH facilitators, and community leaders. The data collection techniques used included in depth interviews to explore informants' experiences and perceptions regarding the implementation and targeting accuracy of the PKH program; participatory observation to directly observe the program's implementation process in the field; and a documentary study of beneficiary data, implementation reports, and other official documents related to PKH policy. The data obtained from these various sources were then cross checked through source and method triangulation to ensure the validity of the research findings.

RESULT AND DISCUSSION

The government is making efforts to alleviate poverty by implementing programs that can be carried out by the community. The Family Hope Program (PKH) is one of the government's policies aimed at improving the welfare of low income communities by providing them with access to health care and education (Argandini & Basyar, 2025). The implementation of the Family Hope Program (PKH), viewed through the lens of Ripley and Franklin's theory, is understood as a process of poverty alleviation in which the government acts as the provider of assistance and the community actively participates. The challenge of poverty still faces Purbalingga Regency, particularly in Grantung Village, which is addressing it through the Family Hope Program (PKH).

Grantung Village is located in Karangmoncol Subdistrict, Purbalingga Regency, Central Java Province, Indonesia. Grantung Village is situated between the borders of Rajawana Village and Makam Village, and its population is approximately 3,074 people. The village is 2.50 km from the subdistrict capital and 27.50 km from the regency capital. Grantung Village's demographic conditions in 2023 show a population density of 762 people per km² with a relatively low population growth rate of 0.23%. The village comprises 933 households with an average of 3 members per household (Purbalingga Regency BPS, 2020). These conditions have an impact on Grantung Village, given its socially vulnerable potential, making the Family Hope Program (PKH) necessary for the sustainability of community life. Based on the theory proposed by Ripley and Franklin (Santana, 2021), the success of the Family Hope Program (PKH) can be analyzed through three main aspects, which are:

Compliance

According to Ripley and Franklin's theory, there are three main aspects that measure the success of policy implementation, one of which is compliance. Compliance refers to the extent to which policy implementers carry out a program in accordance with established provisions, procedures, and regulations (Nurrahmawati & Putranto, 2024). This aspect plays a crucial role in ensuring that policy implementation can be carried out effectively and achieve its intended objectives. Many government programs require compliance; for example, the Family Hope Program (PKH). In its implementation, there are several compliance requirements that must be met, including the data collection process for prospective beneficiaries, the distribution of social assistance, and the monitoring of beneficiary compliance with their obligations (KPM). Additionally, decile parameters serve as the basis for determining the target recipients of assistance (Austin, 2020).

Based on this, PKH beneficiaries are obligated to meet a number of requirements and criteria established by the government. This program aims to improve access to education, health care, and social welfare. The PKH target group includes families with members in the education system, pregnant women, young children, the elderly, and other vulnerable groups in accordance with existing regulations (Nofiana, 2025). Therefore, the accuracy of PKH quota allocation must comply with existing rules, as this is a critical factor in ensuring the program's targeting precision.

In the implementation of the PKH in Grantung Village, some beneficiaries already meet the established criteria. However, challenges remain, particularly regarding the application of Standard Operating Procedures (SOPs) in the data update process and the replacement of beneficiaries. The Grantung Village government tends to prefer retaining PKH beneficiaries who have experienced financial improvement rather than proposing changes or reporting such conditions to the relevant authorities. Based on an interview with the Grantung Village Head, this situation stems from concerns that aid quotas released through the replacement or reporting process may not necessarily return to Grantung Village residents who are more in need. This indicates that the village government is prioritizing the retention of aid allocations for the local community, even if this results in non compliance with beneficiary eligibility criteria.

These findings reveal a gap between the policy provisions established by the central government and their implementation in village administrations. This gap arises from the suboptimal process of updating PKH beneficiary data, particularly regarding KPM whose

economic conditions have improved. As a result of this delay in data updates, there is a risk that social assistance will continue to be received by individuals who no longer meet the eligibility criteria, while others who are more in need have not yet received the full benefits of the program. From the perspective of compliance as outlined in the theories of Ripley and Franklin, this situation indicates that the implementation of the PKH in Grantung Village has not yet fully adhered to established procedures and regulations. Therefore, policy implementers' compliance with the mechanisms for data collection, verification, and updating of beneficiary data needs to be improved to ensure that the PKH program can achieve its primary objective improving community welfare through the targeted distribution of social assistance.

Smooth Routine Functioning

Ripley and Franklin's theoretical perspective explains that the success of the PKH program's implementation can be measured by the smoothness of its operational functioning and the absence of obstacles encountered in the program's operational functioning (Akmala et al., 2026); this also explains why the PKH program is considered an additional task for village heads, given the availability of human resources in Grantung Village to support the PKH program by coordinating and facilitating its integration with existing PKH programs (Andi & Sriati, 2018). According to the Ministry of Social Affairs, the general objective of the PKH program is to enhance social assistance programs for community welfare and to identify eligible families as PKH beneficiaries. The PKH is expected to reduce the short term financial burden on poor families and break the cycle of poverty in the long term to improve the quality of life for PKH participants (Amarudin et al., 2024), while fostering positive behavioral changes regarding the importance of health, education, and services that ensure social well being (Sumbawati et al., 2020).

The Family Hope Program (PKH) has the potential to impose a substantial or core additional workload on the Village Head, which functionally may disrupt core performance and the effectiveness of the Village Government's primary work routines particularly regarding the validation of existing data, the mediation of social conflicts, and intensive technical coordination even though the authority to implement the program does not fully rest with the Village Head. Essentially, the Village Head of Grantung disagrees with this decision; however, the PKH program has led to social consequences such as social jealousy, which has made the local community less productive or even lazy, less creative, and unwilling to engage in mutual aid or cooperation within the community. This has led to the perception that, due to the PKH program, the community has become overly reliant on PKH assistance and has consequently become less self reliant (Diyah & Corneliust, 2020; Murti et al., 2023). Throughout the implementation of the PKH program, the goal of improving the socioeconomic well being of the community in Grantung Village has generally proceeded smoothly, with funds distributed promptly. However, one challenge arises when a family qualifies for the PKH program but one of its members has migrated elsewhere, creating a hurdle in Grantung Village. The smooth implementation of the PKH program faces a challenge: a lack of information regarding whether families are still residing in the village or not. In particular, families who have migrated should provide this information to the local village head (Rachma et al., 2022).

The implementation of the PKH program requires periodic program monitoring aimed at overseeing the assistance already received by residents (Sulastri et al., 2020). In addition to monitoring and implementing the PKH social assistance program, the distribution of PKH assistance must also follow the government's established procedures (Mutolib et al., 2021). When distributing PKH assistance, facilitators must always prepare for the distribution in accordance with established procedures and timelines (Tiwa et al., 2023). Grantung Village has access to PKH facilitators recruited from outside the village; the expertise of these external PKH facilitators can help reduce the occurrence of fraud in the distribution of PKH assistance (Krisni et al., 2024), provide support to the community, build collaborative networks, and facilitate the organization and utilization of resources. These efforts aim to empower the community to participate and foster a spirit of collective action in harnessing the existing potential in Grantung Village.

Based on observations aligned with Ripley and Franklin's Theory, the Family Hope Program (PKH) in Grantung Village is functioning well overall. Funds provided by the government are distributed quickly without obstacles, indicating that the PKH assistance distribution process is highly effective and efficient. This is evidenced by the smooth and rapid distribution of aid funds without encountering any obstacles (Karina., 2025). The technical success of the PKH is hampered by administrative and social challenges, which increase the workload of the Village Head and have the potential to create jealousy, dependency, and a decline in mutual cooperation. The program has not yet fully succeeded in promoting self reliance. Grantung Village's strategy to address fraud involves engaging PKH facilitators from outside the village to enhance transparency and the participation of beneficiary families. However, the lack of accurate information about potential beneficiaries who have migrated poses a challenge in targeting recipients, even though short term aid transfers have been successfully implemented.

Performance Management

The achievement of performance targets for the PKH program refers to the program's outcomes. According to the theory of Ripley and Franklin (1986), the implementation of a performance program can be considered successful if it achieves the desired objectives (Josilina & Muljanto, 2024). Grantung Village has a PKH performance management system that can already be considered quite successful. The Village Head of Grantung stated that throughout the duration of the PKH program, local village officials have been open to receiving feedback from the community regarding potential violations committed by village officials in the management of the PKH program. Additionally, Grantung Village officials provide opportunities for community members to coordinate with village administrators if any violations occur during program implementation. The existence of this coordination and communication system involving both parties has ensured that the implementation of PKH performance management in Grantung Village has had a positive impact on improving the economic and social well being of the community; this system can also foster self reliant economic development in accordance with established regulations and provisions (Chamid Sutikno, 2023). The Village Head of Grantung stated that the implementation of the PKH program in Grantung Village proceeded smoothly, and the distribution of funds to the community was carried out promptly. This indicates that the timeliness of the fund

disbursement process in Grantung Village is functioning well and can be considered effective (Nafisah & R, 2024).

Based on the theoretical perspective of Ripley and Franklin (1986) (Wahab, 2008), the success of program implementation can be assessed through three aspects: the implementers' adherence to instructions, the smoothness of the implementation process, and performance that satisfies all parties, particularly the beneficiary groups (Erinaldi et al., 2025). In its implementation, the PKH program in Grantung Village has followed the operational guidelines established by the central government. The selection of PKH beneficiaries is based on a decile system, whereby families in deciles one and two receive top priority for PKH benefits. According to the Indonesian Ministry of Social Affairs, the decile system is a method of grouping the population based on welfare levels, dividing the population into ten categories based on income and socioeconomic conditions (Pagerdawung, 2025). Although the guidelines have been followed, the implementation of the PKH program in Grantung Village has still produced various impacts both positive and negative that need to be thoroughly analyzed to assess the program's success in achieving its intended objectives. As a first step, it is important to understand the direct impact of the PKH program on the economic conditions of beneficiary families. Based on interview results, the Village Head stated that financially, the PKH program has a positive impact because it significantly helps reduce the financial burden on low income families. The regular assistance provided can be used by beneficiary families to meet their daily basic needs. Especially for families living below the extreme poverty line, this assistance serves as their primary source of livelihood, particularly in meeting their food needs. In addition to helping meet daily needs, there are also productive impacts felt by the younger generation. The Village Head noted that young people engaged in farming use PKH funds as capital to purchase plant seeds. This productive use of funds demonstrates that the PKH has the potential to serve as a key driver in family economic development, particularly when accompanied by appropriate guidance (Muhammad & Arif, 2024). Through this use of funds, some aid recipients have been able to expand their farming businesses, thereby potentially increasing family income in a sustainable manner.

Although it has had positive impacts, the implementation of the Family Hope Program in Grantung Village has also led to several negative consequences, particularly in the social life of the community. One such consequence is the emergence of social jealousy among residents. The Village Head of Grantung stated that this program has sparked feelings of envy among residents who do not receive assistance. This is due to a perceived injustice in the selection of beneficiaries. Some families deemed ineligible were included on the list, while families in dire need were overlooked. This social jealousy has the potential to undermine social solidarity and harmony within the village community (Ismawati, 2022). The implementation of the PKH has also led to community dependence on program assistance. The Village Head noted that the PKH has not yet achieved its full potential. This is due to the community's dependence on the PKH program, where some beneficiaries tend to be passive and rely solely on assistance without making independent efforts to improve their

To measure the extent to which these impacts achieve the objectives of the PKH program in Grantung Village, an understanding of effectiveness is necessary. Effectiveness can be defined as the ability to select appropriate objectives so that the results achieved align with

expectations (Sabrina & Indriana, 2025). The Family Hope Program (PKH) in Indonesia is generally considered quite effective in alleviating the short term economic burden on the poor, but it has not yet been fully effective in improving long term well being and achieving permanent poverty alleviation. Several research findings indicate that the PKH has been implemented quite effectively, as evidenced by participants' good understanding of the program, the disbursement of funds in the correct amounts and at the right times, and the achievement of the program's objectives in reducing the financial burden on poor families (Muin, 2020). However, in some areas, the PKH program still faces several challenges that render it less effective in those specific locations (Dina et al., 2022).

The implementation of the Family Hope Program (PKH) in Grantung Village is fundamentally aimed at assisting poor families through the provision of conditional assistance. However, based on an interview with the Village Head, the program's implementation is considered less effective, particularly regarding the accuracy of beneficiary targeting. The Village Head explained that there are often discrepancies between the central government's criteria for determining beneficiaries and the actual conditions on the ground in Grantung Village. An analysis using Ripley's implementation theory specifically regarding the smoothness of routine functions reveals that the main obstacle to the PKH's effectiveness lies in the data collection mechanisms and overly centralized process workflows. The application and verification procedures, which must go through the central government, leave the village with no flexibility to determine beneficiaries based on, on the ground conditions. While the routine operational procedures in PKH implementation adhere to national standards, this very adherence makes the process at the village level less adaptive. Data discrepancies occur because data updates must await central government decisions, which do not always respond quickly to changes in residents' circumstances.

The Village Head proposed several solutions that he believes could make the implementation of the PKH more effective. He hopes the village will be granted greater authority to help determine who is eligible to receive assistance, as has been the practice with the Direct Cash Assistance (BLT) program. In his view, this approach could reduce data discrepancies and ensure that assistance reaches the intended recipients. Another point raised by the Village Head was a proposal that the PKH program not only take the form of cash assistance but also include incentives for the development of small businesses (UMKM) through a model of assistance provided to community groups that have the ability and willingness to start a business. The Village Head noted that cash is typically spent immediately on daily necessities, whereas small business development has the potential to generate sustainable income to foster residents' self reliance.

CONCLUSION

The implementation of the Family Hope Program (PKH) in Grantung Village has been successful in terms of the prompt distribution of funds and meeting the basic needs of poor families, yielding positive impacts such as a reduction in families' economic burdens and the provision of productive business capital for the younger generation of farmers. However, there have been instances of misalignment with the intended beneficiaries due to delays in data updates and the community's reliance on aid, which have fueled social jealousy and a decline in the spirit of mutual cooperation. PKH facilitators from outside the village have improved

transparency; however, the administrative burden on the village head and the lack of information on families who have migrated remain obstacles that hinder long term effectiveness. PKH is effective in alleviating short term economic burdens but is less effective in promoting self reliance and longterm behavioral change. The key recommendation is to strengthen data coordination between the central, regional, and village governments, including by giving villages the authority to verify recipients' conditions directly, and to integrate incentives for micro, small, and medium enterprises (UMKM) to foster sustainable welfare transformation and reduce dependence on social assistance. Village governments also need to publicize the eligibility criteria so that residents do not view the selection process as a subjective decision. Oversight of fund usage by PKH facilitators and village governments needs to be conducted more regularly, for example through routine outreach and simple monitoring via neighborhood units (RT/RW). Additionally, recipients need to be empowered through business training and cooperative business groups, including support for micro, small, and medium enterprises (UMKM), so they do not remain dependent on assistance.

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