

# MANAGEMENT OF THE FAMILY HOPE PROGRAM AND COMMUNITY WELFARE IN PONGGEOK VILLAGE

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**Abstract:** This study analyzes the management of the Family Hope Program (PKH) in Ponggeok Village, focusing on the four management functions: planning, organizing, mobilizing, and supervision. The main goal of the study is to examine whether the implementation of PKH aligns with its objectives in improving the welfare of poor families through education, health, and social welfare. The research adopts a qualitative descriptive design, using purposive sampling to select 12 informants consisting of PKH facilitators, village officials, and beneficiary families. Data collection was carried out from June to July 2025 through semistructured interviews, direct observation, and document analysis. The collected data were processed using NVivo 12 software to generate coding, word frequencies, and thematic insights. Findings reveal that PKH has contributed positively to school attendance, routine health check-ups, and improved access to social welfare services. However, challenges remain in terms of misuse of funds, limited understanding of program objectives among beneficiaries, and weak coordination between stakeholders. The discussion highlights these findings in relation to Terry's management theory and compares them with other PKH evaluations in rural contexts, showing that remote areas face persistent implementation gaps. This study concludes that while PKH planning and organization are generally consistent with program design, mobilization and supervision require further strengthening. Limitations include the single-site focus and reliance on self-reported data, which may affect generalizability. Recommendations include strengthening socialization, monitoring, and cross village comparative studies to ensure more sustainable impacts.

**Keywords:** Family Hope Program, Conditional Cash Transfer, Program Management, Rural Welfare, Qualitative Evaluation

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## Introduction

The Family Hope Program (PKH) is a social assistance program from the Indonesian government that aims to reduce poverty and improve the welfare of poor families through direct cash assistance to families who meet certain criteria, on the condition that they fulfill their obligations in the fields of education, health, and social welfare. This program is expected to break the cycle of intergenerational poverty and provide better opportunities for poor families to access basic services. Funds for PKH come from the State Budget (APBN) allocated by the central government through the Ministry of Social Affairs (Kemensos), and are strengthened by the

Regional Budget (APBD) used by local governments to support the implementation of programs at the local level, such as for education or health facilities and services. With support from the APBN and APBD, PKH is expected to provide more effective and targeted assistance to improve the welfare of

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poor families in Indonesia. Although there have been many studies showing the success of PKH in a number of areas, the effectiveness of this program in remote and hard-to-reach areas is still very limited in research. Areas such as Ponggeok Village, located in Satar Mese District, Manggarai Regency, are one example of an area that requires more attention related to PKH assistance. Ponggeok Village faces various challenges, including access to education and health services, as well as the community's still weak economic conditions. Ponggeok Village, located in Satar Mese District, Manggarai Regency, is one example of an area that requires more attention related to the implementation of the Family Hope Program (PKH). This village has around 1,434 residents, most of whom work as farmers. The socio-economic life of the community in this village is still very dependent on the agricultural sector, which faces various challenges such as difficult access to education and inadequate health services. Ponggeok Village faces major challenges related to poverty and difficulties in accessing decent basic services. The following will present data on recipients of the Family Hope Program from 2020-2024.

*Table 1.1 Data on PKH recipients in Ponggeok Village 2020-2024*

<b>Year</b>	<b>Jumlah Keluarga Penerima Manfaat</b>
2020	115
2021	141
2022	92
2023	86
2024	107

*(Source: Data diolah Kantor Desa Ponggeok, 2025)*

The data in table 1.2 shows the number of beneficiary families of the Family Hope Program (PKH) in Ponggeok Village from 2020 to 2024. There have been changes influenced by various factors, such as birth and death rates, the number of postpartum breastfeeding mothers, the number of children aged 0-6 years, the number of elderly people, people with disabilities and recipients who no longer meet the criteria, such as families whose members are no longer receiving elementary school/equivalent or junior high school/equivalent, and/or high school/equivalent. In 2020, there were 115 beneficiary families of PKH. This number increased in 2021 to 141 families, along with the increasing number of families who meet the criteria, such as new births or changes in family status. However, in 2022, the number of beneficiaries decreased to 92 families, influenced by factors such as the death of a family member, families no longer meeting the criteria, and other changes affecting the eligibility of recipients, where more families no longer meet the criteria due to changes in family status, death of a family member, or other reasons. In 2023, the number of beneficiaries decreased again to 86 families. This decrease was 2 related to factors similar to the previous year, in 2024, the number of beneficiary families increased again to 107 families. This was due to the presence of new families who met the criteria, for example due to the birth of a child or other adjustments that again made the family meet the requirements. This change in the number of beneficiaries reflects the social dynamics in the

community and the adjustments made in accordance with the terms and conditions of the Family Hope Program.

Although the Family Hope Program (PKH) aims to improve the welfare of poor families through the education, health, and social welfare sectors, there are shortcomings in the management of the program carried out by the government, especially in terms of planning, organizing, directing, and controlling the program. The lack of effective supervision and assistance to beneficiaries has caused most of the PKH funds to be used for purposes that are not in accordance with existing provisions, namely for education and health interests. This has an impact on decreasing the effectiveness of the program and hindering the achievement of the main objectives of providing this assistance, for example in a study conducted by Pipit Mulyiah et al. (2020) it was explained that the PKH program in Mata Air Village, Reo District, Manggarai Regency had several problems related to its management, such as first, many Beneficiary Families who do not have a Family Identification Number (NIK) and Family Card Number (KK) so that they are read incorrectly (anomaly) and they could be deactivated later as PKH participants. Second, Beneficiary Families (KPM) who are deactivated because they no longer have PKH components (KPM) who complain still need PKH assistance, but because PKH assistance is conditional assistance where the community who become beneficiaries is based on the conditions that apply to the program, namely having PKH components, Third, there are Beneficiary Families (KPM) who do not carry out their commitments as PKH Beneficiary Families, both in the fields of education and health, tend to use the Family Hope Program assistance inappropriately, so that the assistance will be suspended.

The role of the government and program facilitators in providing in-depth understanding to beneficiaries regarding the purpose and use of funds is very important. Without intensive supervision and clear guidance, PKH funds tend to be used for needs that are not in accordance with the provisions, such as daily consumption needs or other needs that are not directly related to education and health. Therefore, the use of funds by beneficiaries must be in accordance with the provisions set out in the program, namely for education, health, and social welfare needs. In addition, this program is expected to have a significant impact on improving aspects of social welfare, health, and education for the community in Ponggeok Village.

### **Research Objectives:**

1. Assess the effectiveness of PKH planning mechanisms in Ponggeok Village.
2. Examine the role of organization and coordination in program delivery.
3. Evaluate the mobilization and supervision efforts of PKH facilitators.
4. Analyze the impact of PKH on education, health, and welfare outcomes in the village.

This study aims to analyze the suitability of the management and utilization of the Family Hope Program (PKH) funds with the program's objectives, namely improving the welfare of poor families through Education, Health, and social welfare. This study also aims to explore the extent 3 to which the implementation of PKH in Ponggeok Village is running well, as well as the challenges faced by beneficiary families in utilizing the assistance provided. By observing the conditions in the field

directly, this study will provide a clearer picture of the success or shortcomings of the program in this village.

## **Literature Review**

Previous studies on PKH management in Indonesia have shown varying levels of effectiveness depending on geographical and socio-economic contexts. Research by Pipit Mulyiah et al. (2020), Senduk et al. (2021), and Oktaviani & Susetyo (2022) emphasized issues of data inaccuracy, beneficiary non-compliance, and weak supervision. While most studies focus on urban or easily accessible areas, little attention has been given to remote villages like Ponggeok, where infrastructure and social awareness remain limited. This study addresses this research gap by analyzing PKH management in a remote rural setting, thereby contributing new insights into how contextual challenges shape program outcomes.

### **Management Theory**

George R Terry in Syahputra & Aslami, (2023) argues that "Management is a unique process consisting of planning, organizing, directing and controlling actions to determine and achieve goals through the use of human resources and other resources". In a management activity, there needs to be a Principle of Planning, Principle of Organization, Principle of Direction, and Principle of Control. So that with this application, every action can run flexibly in achieving a goal.

### **Definition of Poverty**

Poverty is one of the biggest challenges faced by developing countries, including Indonesia. Poor families generally refer to the range of countries and have higher levels of education. Due to the low level of education, the efficiency of the population also decreases, and the compensation obtained is not enough to meet the needs of food, clothing, welfare, accommodation and education. As a result, poor families will also give birth to poor families in the next era (Julfani & Putra in Mulyiah et al., 2020). According to BPS in Sinura, (2023), poverty is a state of being unable, financially or otherwise, to meet one's basic physical and nutritional needs. Poverty is a core problem of a country's economy.

### **State Revenue and Expenditure Budget (APBN)**

The State Budget or abbreviated as APBN, is the annual financial plan of the Indonesian government approved by the House of Representatives. The APBN contains a systematic and detailed list of planned state revenues and expenditures for one budget year (the period between January 1 - December 31) (Mulyawan & Alia, 2020). The government prepares the APBN every year in order to carry out government functions to achieve state goals. The APBN must be managed in an orderly and responsible manner according to the general principles of good governance practices (Amtiran & Molidya, 2020). According to the Ministry of Finance of the Republic of Indonesia, the purpose of compiling the APBN is as a guideline for state revenue and expenditure in carrying out state duties to increase production and employment opportunities in order to increase economic growth and community prosperity. The budget is a tool for accountability, management and economic policy. As an instrument of economic policy, the budget functions to encourage the realization of economic growth and stability as well as income equality (Amtiran & Molidya, 2020). The APBN is an annual manifestation of the state's medium-term and long-term plans (RPJM and RPJP), and the APBN is a

legal product in the form of laws that must be obeyed by all state institutions. In compiling the APBN, the macroeconomic indicators used as the basis for compiling are economic growth, inflation rate, 3-month State Treasury Bill (SPN) interest rate, rupiah exchange rate against the US dollar, Indonesian crude oil price (Indonesia Crude Oil Price/ICP), and oil lifting. These indicators are basic assumptions that are used as a reference for calculating the amount of revenue, expenditure, and financing in the APBN. If the realization of these variables differs from the assumptions, then the amounts of income, expenditure and financing in the APBN will also change. Therefore, variations in uncertainty from macroeconomic indicators are risk factors that will affect the APBN. The APBN is an instrument for regulating state expenditure and income in order to finance the implementation of government and development activities, achieve economic growth, increase national income, achieve economic stability, and determine the direction and priorities of development in general (Mulyawan & Alia, 2020).

### Regional Revenue and Expenditure Budget (APBD)

The Regional Revenue and Expenditure Budget is a tool used by regional governments to implement policies that play an important role in efforts to increase their capacity and effectiveness. The DPRD as required by the Regional Regulation discusses and approves the APBD which is the regional government's annual financial plan (Ihala uw et al., 2023). According to the Ministry of Finance of the Republic of Indonesia, the APBD is a plan for regional revenue, expenditure, and financing for one year. The APBD is also an annual manifestation of the regional long-term plan and the medium-term plan made from the vision and mission of the regional head. The APBD is prepared by the regional government, discussed and approved by the Regional People's Representative Council so that in the end it is a legal product in the form of a Regional Regulation that must be followed by all institutions in the region. All regional revenues and regional expenditures must be recorded and managed in the APBD. These regional revenues and expenditures are in the context of implementing decentralization tasks. Meanwhile, revenues and expenditures related to the implementation of Deconcentration or Assistance Tasks are not recorded in the APBD. APBD is a regional government financial operational plan. It describes the highest estimated expenditure to finance regional activities and projects in a particular budget year, and the estimated revenue and sources of regional revenue to cover these expenditures. In the past, APBD was defined according to wajong as a financial work plan made for a certain period of time, in which the legislative body (DPRD) provides credit to the regional head (executive body) to finance regional household needs in accordance with the design that is the basis (grond) (Kusufi in Bengkalis & Regency, 2024).

### Family Hope Program

According to Article 1 paragraph (1) of the 2018 Minister of Social Affairs Regulation concerning the Family Hope Program (PKH), this program is a form of social assistance provided to vulnerable poor families or individuals, who are registered in the integrated data of the poverty handling program. The data is managed by the Social Welfare Data and Information Center, which ensures that those registered do meet the criteria as beneficiaries. PKH is a program that focuses on increasing the social capacity of people who are poor and vulnerable. This program is one of the government's strategic steps to break the cycle of poverty, so that families who receive benefits can improve their standard of living in the long term (Yusriadi, 2020). Since it was first launched in 2007, PKH has functioned as a form of long-term social investment, which aims to create a better quality next generation, by

increasing their access to education, health, and social welfare. The Family Hope Program is a cash assistance program for Very Poor Households (RTSM) based on the terms and conditions that have been set by carrying out their obligations. This type of program is internationally known as the conditional cash transfers (CCT) program or Conditional Cash Assistance Program. These requirements can be in the form of attendance at educational facilities, for example for school-age children, or attendance at health facilities, for example for toddlers and pregnant women (Pancawangi in Muliana et al., 2021). The Family Hope Program is aimed at poor families who meet the requirements as participants in receiving PKH social assistance. The launch of this program as a form of government performance and participation in alleviating poverty, creating a prosperous society, empowering the community can be realized in families through this social assistance program (Muliana et al., 2021).

### **Welfare Theory**

Based on the Big Indonesian Dictionary, the interpretation of welfare is comfortable, peaceful, and prosperous, safe (apart from all obstacles). On the other hand, welfare is making prosperous, saving (securing and prospering). After that, what is meant by welfare is a matter or condition of prosperity, security, safety, peace. According to the Big Indonesian Dictionary, the interpretation of society is a group of people who live together in a place or area with certain provisions (Yulita et al., 2021). In general, several things can be used as indicators to determine the welfare of a society according to Lawrence Green in Sastrawan et al., (2024).

1. Income. A society is said to be prosperous if its income is sufficient to meet its needs. There is no social jealousy because there is equality in society, which means that income directly affects social welfare.
2. Education. Getting education with sufficient and cheap opportunities makes it easier for people to achieve a good standard of living and welfare;
3. Health. Adequate health services and guaranteed quality of health can improve people's welfare.

### **Research Methods**

This study used a descriptive qualitative design. Data were collected between June and July 2025. Purposive sampling was applied to select 7 informants, including 1 PKH facilitators, 1 social 6 service officials, 1 village officials, and 4 beneficiary families. Data collection techniques consisted of semi-structured interviews, direct field observations, and documentation review. An interview guide and observation checklist were prepared to ensure consistency. All interviews were audio recorded with informed consent and transcribed verbatim. Data were coded and analyzed thematically using NVivo 12. Ethical approval was obtained from the university's ethics board, and informed consent was secured from all participants.

### **Operational Definitions**

- Management: Refers to the process of planning, organizing, mobilizing, and supervising activities of the PKH program.

- Mobilizing: Actions taken by facilitators to encourage beneficiary families to fulfill program obligations.
- Supervision: Monitoring and evaluation efforts conducted by facilitators and social services to ensure program compliance.
- Welfare: The state of improved access to education, health, and social services as experienced by beneficiary families.

## Research Results and Discussion

## Research Results

## Program Management

## 1. Program Planning

The results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.1 below. The words "program" and "family" equally dominate the informant's conversation with a frequency of (2.72%), followed by the words "goals" (2.33%), "planning" (1.94%), the words "education" and "health" (1.55%) and the words "welfare and the word "social" (1.36%). The frequency of these words means that the informant's conversation is very closely related to the basic essence of the Family Hope Program, namely providing social protection to poor families through targeted planning to achieve the goal of improving welfare in the fields of education, health, and social welfare.



Figure 4.1 Word Frequency Query Perencanaan Program

## 2. Program Organizing

In the results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.2 below. The word "program" dominates the informant's conversation with a frequency of (2.40%), followed by the words "social" (1.78%), "family" (1.69%), the word "organization" and the word "receipt" (1.60%). The frequency of these words means that the informant's conversation is very focused on organizing the Family Hope Program (PKH), which emphasizes the social aspect, and benefits for beneficiary families, which is the main objective of this program. The emergence of the words implementation, acceptance, and organization shows the importance of structure and

coordination that support the effectiveness of the program in the field to ensure that social assistance is distributed properly.



Figure 4.2 Word Frequency Query Pengorganisasian Program

### 3. Program Driver

In the results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.3 below. The word "benefit" dominates the informant's conversation with a frequency of (3.68%), followed by the words "recipient" (3.16%), "companion" (2.28%), the word "program" (1.75%), the word "ensure" (1.58%), the word "do" and the word "obligation" (1.40%). The frequency of the appearance of these words shows that the informant's conversation is very focused on the mobilization of the Family Hope Program (PKH), where the role of the companion is considered very crucial in running the program. Where the companion ensures that the beneficiary carries out his/her obligations as a Beneficiary Family (KPM).



Figure 4.3 Word Frequency Query Penggerakan Program

## 4. Program Supervision

In the results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.4 below. The word "implementation" dominates the informant's conversation with a frequency of (3.38%), followed by the word "program" (2.61%), the word "ensure" and the word "according to"

(1.54%), the word "run", the word "do", the word "companion", and the word "service" (1.23%), the word "guidelines" (1.22%), the word "recipient" and the word "abuse (0.92%). The frequency of the appearance of these words shows that the informant's conversation is very focused on the supervision of the Family Hope Program (PKH), where the companion and social service play a role in ensuring the implementation of the family hope program in accordance with the guidelines of the Ministry of Social Affairs, and preventing beneficiaries from misusing the Family Hope Program assistance.



Figure 4.4 Word Frequency Query Pengawasan Program

## Program Impact

## 1. Program Impact on Education

In the results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.5 below. The word "Education" dominates the informant's conversation with a frequency of (3.30%), followed by the word "assistance" (2.85%), the word "school" (2.40%), the word "for" (2.10%), the word "needs" (1.35%), the word "family" and the word "recipient" (1.20%) and the word "Helping" (1.03%). The frequency of the appearance of these words shows that the informant's conversation is very focused on the impact of assistance in the field of Education, namely the Family Hope Program (PKH) helping recipients in the field of Education to meet the needs to go to school.



Figure 4.5 Word Frequency Query Dampak Program Terhadap Pendidikan

## 2. Program Impact on Health

In the results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.6 below. The word "health" dominates the informant's conversation with a frequency of (4.33%), followed by the word "help" (3.12%), the word "assistance" (2.95%), the word "community" and the word "program" (2.25%), the word "family" and the word "service" (1.56%), and the word "examination", the word "routine" and the word "posyandu" (1.00%). The frequency of the appearance of these words shows that the informant's conversation is very focused on the impact of assistance in the health sector, namely the Family Hope Program (PKH) which greatly helps beneficiary families to obtain health services such as routine health checks and posyandu.



Figure 4.6 Word Frequency Query Dampak Program Terhadap Kesehatan

### 3. Program Impact on Social Welfare

In the results of the data analysis of the interview results on the Nvivo 12 software in Figure 4.7 below. The word "need" dominates the informant's conversation with a frequency of (3.51%), followed by the word "assistance" (3.31%), the word "help" (1.36%), the word "society" and the word "fulfill" (1.17%). The frequency of the appearance of these words 10 shows that the informant's conversation is very focused on the impact of assistance in the field of social welfare, namely the Family Hope Program (PKH) assistance helping beneficiary families to meet their living needs.



Figure 4.7 Word Frequency Query Dampak Program Terhadap Kesejahteraan Sosial

## **Discussion**

### **Program Management**

#### **1. Program Planning**

In the context of the Family Hope Program (PKH) in Manggarai Regency, planning is carried out based on guidelines set by the Ministry of Social Affairs, with the main objective of improving the standard of living of Beneficiary Families (KPM) through access to education, health, and social welfare services. This program also aims to reduce the burden of expenditure on poor families, increase their income, and create behavioral changes that support independence in accessing these services. Based on the results of interviews with informants, namely the managers of the Family Hope Program (PKH) at the Social Service and Ponggeok Village, it was revealed that program planning in the village, especially Ponggeok Village, aims to ensure that poor families really get the support they need. This planning also aims to reduce the social gap that is still visible at the village level, with the hope that the economic conditions of KPM can improve and they can escape poverty. However, even though the program planning is focused and has clear goals, several obstacles are still found in its implementation. One of the main challenges is the lack of understanding of some beneficiary families regarding the use of aid funds. Some beneficiaries do not use funds according to the program's objectives, such as using funds that should be for education or health for other irrelevant purposes. This reflects that public awareness and understanding of the program's objectives still need to be improved. As explained by the informant, this problem shows that even though planning has been done well, the success of program implementation is highly dependent on the understanding and behavior of beneficiaries. Therefore, more intensive socialization regarding the use of aid funds, as well as periodic guidance, is needed to ensure that the assistance is used according to the intended purpose. The results of interviews with the managers of the Family Hope Program (PKH) at the Social Service and Ponggeok village explained that this program was designed to improve the welfare of poor families through targeted planning, especially in the fields of education, health, and social welfare, which are the main aspects in supporting improvements in their quality of life.

#### **2. Program Organization**

In the context of implementing the Family Hope Program (PKH) in Ponggeok Village, the organization is carried out by placing clear roles and responsibilities between social assistants and the social service. This aims to ensure that all parties are well coordinated in supporting the success of the program. Based on the results of interviews with informants, namely the managers of the Family Hope Program (PKH) at the Social Service, PKH assistants in Ponggeok Village, it was revealed that organizing PKH in the village aims to ensure that the program runs smoothly, with structured task placement between assistants and the social service. In addition, social assistants play an important role in accompanying and educating beneficiary families so that they comply with the program requirements and ensure that the aid funds are used according to the intended purpose. However, in its implementation, there are several obstacles related to organization. One of the challenges found is coordination between social assistants at the village level and the social service at the district level which sometimes experiences communication problems. In addition, there are technical obstacles related to data management that hinder the disbursement of funds, such as data inconsistencies between Family Cards and school data or other administrative problems. As explained by the

informant, clear organization is the key to the success of the program implementation. Although the organization has been done well, the success of implementation is very dependent on coordination and understanding between social assistants, social services, and beneficiary families. Therefore, there needs to be an improvement in the coordination and data management system to ensure that the distribution of assistance runs according to the objectives that have been set. The results of interviews with PKH managers at the Social Service and assistants in Ponggeok Village explained the importance of a good organizational system in supporting the success of PKH, which aims to improve the welfare of poor families through efficient coordination between the various parties involved in this program.

### 3. Program Drive

In the implementation of PKH in Ponggeok Village, PKH facilitators act as the main drivers whose job is to provide understanding and motivation to KPM so that they are aware of the obligations that must be fulfilled, such as ensuring that children attend school and pregnant women and toddlers undergo routine health checks. As explained by the PKH manager at the Social Service, providing an understanding of these obligations begins from the beginning of registration, but for implementation in the field, PKH facilitators in the village have a greater role in mobilizing.<sup>12</sup> Based on the results of interviews with informants, namely PKH facilitators in Ponggeok Village, explained that in addition to providing understanding in P2K2 meetings (Family Capacity Building Meetings), they also conduct direct approaches by visiting homes to ensure that beneficiary families fulfill program obligations. Facilitators also ensure that education and health data required for continued assistance is updated if there is a discrepancy. This intensive and comprehensive assistance plays an important role in ensuring that the assistance provided is right on target and used in accordance with program provisions. The Head of Ponggeok Village, revealed that PKH facilitators in their village have carried out their duties well, especially in providing an understanding to KPM about their obligations. He appreciated the efforts of the facilitators who not only focused on administrative aspects, but also provided direct guidance to the community to ensure that assistance was received and used according to program objectives. Responses from beneficiaries showed that the approach taken by facilitators through empowerment activities greatly helped them to be more disciplined in following their obligations, such as checking their health during pregnancy or ensuring that children continue to go to school. This shows that mobilization carried out with the right approach can encourage positive behavioral changes in beneficiary families. However, even though the mobilization has been carried out well, challenges still arise in the field, such as beneficiary families who are not actively following health or education obligations, which causes delays in the disbursement of funds. For example, several beneficiary families from the education component complained that they did not receive funds because their children were not in school. Therefore, PKH facilitators must continue to provide an understanding of the importance of fulfilling the requirements so that KPM status remains active and assistance can be received on time.

### 4. Program Supervision

Supervision involves various parties, starting from the Social Service to PKH facilitators who work directly in the field to monitor and evaluate the implementation of the program. Based on the results of interviews with PKH management informants at the Manggarai Regency Social Service, it was explained that supervision begins at the stage of proposing the community as recipients of assistance.

Every month, the Social Service sends a proposal to the center through the Integrated Social Welfare Data (DTKS) and re-poses if there are families who have not received assistance. This shows the importance of ongoing administrative supervision to ensure that assistance reaches the eligible KPM. PKH facilitators in Ponggeok Village explained that the supervision they carry out is not only administrative, but also includes technical aspects in the field. This assistance is carried out by providing information to KPM about their rights and obligations in the program, as well as ensuring that assistance is used in accordance with existing provisions. For example, for the health component, facilitators ensure that pregnant women routinely check their health and take toddlers to the integrated health post. Facilitators also ensure that children registered in the program attend school regularly, in accordance with the program requirements for continued assistance. Furthermore, the informant, namely the PKH manager at the Manggarai Regency Social Service, revealed that supervision carried out by the Social Service also involves resolving problems that arise in the field, such as misuse of funds. One of the challenges faced is that there are beneficiary families who use assistance for consumptive needs, not according to its intended use. For this reason, the Social Service continues to improve coordination with various related parties and strengthen supervision in the field to avoid 13 deviations and ensure that assistance really reaches those who are entitled and is used for the right purposes. The PKH Facilitator of Ponggeok Village also revealed that supervision is carried out by routinely monitoring the use of assistance by KPM. If there are deviations or discrepancies, for example funds are used for inappropriate purposes, then the facilitator immediately reports it to the Social Service. Facilitators also play a role in increasing KPM awareness of the importance of complying with program provisions, especially in terms of routine health checks for pregnant women and monitoring the development of children who must attend school regularly, to maintain the smooth disbursement of assistance funds.

## **Program Impact**

### **1. Program Impact on Education**

Based on the interview results, the researcher concluded that the Family Hope Program (PKH) made a significant contribution to education in Ponggeok Village. This program helps beneficiary families to meet their children's educational needs, including school fees, uniforms, shoes, bags, books, and stationery. This allows children who receive assistance to continue their education without being burdened by financial problems. The informant, namely the PKH Manager from the Manggarai Regency Social Service, explained that one of the main requirements of this program is to ensure that children continue to attend school actively. This assistance greatly eases the economic burden on parents, especially in terms of financing education. However, he also reminded that there are some parents who sometimes use assistance funds for things outside of educational needs, which is a concern to ensure that the main objectives of the program are achieved. The PKH Facilitator in Ponggeok Village added that the PKH program has had a positive impact on students and their parents. The assistance has helped many parents to buy school supplies and reduce the burden of children's education costs. He also actively appealed to parents to use the funds according to their intended use and encouraged them to pay more attention to their children's education. The Head of Ponggeok Village also revealed that the PKH program has greatly helped the community, especially in the field of education. Many parents feel helped because this assistance is used to meet various school needs, such as buying uniforms and other school supplies. He also reminded parents to ensure that their children continue to go to school and actively participate in the teaching and learning process.

The beneficiaries expressed that PKH assistance has greatly helped them in financing their children's education. This assistance makes them feel calmer, especially when entering the new school year, because they are no longer too worried about the cost of school supplies.

## 2. Program Impact on Health

This program helps beneficiary families gain access to previously inaccessible health services, such as immunizations, pregnancy check-ups, and health services for children. With this assistance, the community feels helped because they are no longer worried about health costs and can use existing health facilities routinely. The PKH Manager from the Manggarai Regency Social Service, said that this program not only provides financial assistance, but also increases public awareness of the importance of maintaining health routinely. Residents of Ponggeok Village are now more active in utilizing integrated health posts, health centers, and hospitals for health checks for pregnant women and children under 5 years old. He also said that this program 14 plays a role in preventing diseases such as stunting by increasing access to health services for beneficiary families. PKH Facilitators in Ponggeok Village added that PKH assistance has brought about positive changes in the community's mindset about the importance of maintaining health. The community that received assistance became more disciplined in following the health check-up schedule and utilizing existing health services, such as immunizations and check-ups for pregnant women. This contributed to improving the overall health of the family. The Head of Ponggeok Village also said that the PKH program was very helpful for the community in meeting their health needs. This assistance helps families to buy milk, vitamins, and other nutritional needs for their children, as well as ensuring that pregnant women receive regular medical check-ups. He hopes that this program can continue and that more families will be helped, especially in preventing health problems such as stunting. Beneficiary families stated that PKH assistance was very useful in meeting the health needs of their children. This assistance makes them feel calmer because they can ensure that their children get adequate nutrition, immunizations, and regular health check ups at the integrated health post.

## 3. Program Impact on Social Welfare

This program helps the elderly who are no longer able to work due to age to meet basic daily needs, such as food, medicine, and other household needs. The PKH Manager from the Manggarai Regency Social Service, revealed that in Ponggeok Village, many elderly people are in conditions that do not allow them to work physically. However, they still have living needs that must be met. PKH provides very meaningful assistance for them, especially to buy basic necessities such as rice, cooking oil, vitamins, and medicines. With this social assistance, the elderly can maintain a decent quality of life even though they do not have a steady income. The Head of Ponggeok Village also revealed that PKH assistance is very helpful in meeting the basic needs of the elderly who are no longer able to work. In Ponggeok Village, the elderly have a fairly diverse age range, ranging from 60 to 80 years, and many of them have difficulty meeting their daily needs. With PKH assistance, they can buy basic necessities and medicines. This assistance not only provides financial support but also shows real concern from the government for the social welfare of the elderly in the village. PKH Facilitator in Ponggeok Village, added that this program has a positive impact on elderly beneficiaries. Most of the elderly he met said that PKH assistance really helped them to meet their daily basic needs, such as buying rice and cooking oil. This assistance means a lot to those who can no longer work and face limitations in meeting their living needs. The beneficiary of the Family Hope Program, a social welfare component,

also said that this assistance was very helpful to his family, especially since he was no longer able to work as before. As a former construction worker, his income was uncertain, and PKH assistance became the main source of support for his life. He used this assistance to buy rice, cooking oil, medicines, and other household needs. This assistance greatly lightened the burden of his life, especially when there was no job or steady income.

## **Conclusion**

1. In the planning stage, the program was designed based on guidelines from the Ministry of Social Affairs with the main objective of improving the standard of living of Beneficiary Families (KPM) through access to education, health, and social welfare. However, the lack of understanding of some Beneficiary Families in utilizing assistance according to its purpose is still a challenge.
2. Organization is carried out with a clear division of roles between the Social Service and assistants in the village, although obstacles in coordination and data management still often arise.
3. Program implementation is carried out through routine meetings and home visits conducted by PKH assistants, which are considered effective in encouraging compliance of Beneficiary Families with program obligations.
4. Supervision is carried out in layers by the Social Service and PKH assistants, including administrative and technical monitoring, but is still faced with the challenge of misuse of assistance and non-compliance from some.

## **Suggestion**

1. There needs to be an increase in the intensity and quality of socialization so that aid recipients have a better understanding of the program's objectives and their obligations.
2. In addition, coordination between stakeholders needs to be strengthened to overcome technical and administrative obstacles that hinder the smooth running of the program.
3. Strengthening the monitoring system and a comprehensive community empowerment approach is also important so that the assistance provided is not only consumptive, but is also able to encourage behavioral changes towards sustainable economic and social independence.

## **Limitations**

This study is limited to a single village (Ponggeok), which constrains the generalizability of its findings. Furthermore, much of the data is based on self-reports by beneficiaries, which may be affected by recall bias and social desirability bias. Despite these limitations, the study provides important insights into PKH management in remote areas and offers practical recommendations for policymakers. Future research should involve multi-village comparisons and mixed-methods approaches for more robust evidence.

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