

The Effectiveness of the Family of Hope Program (PKH) in Lamu Village, Batudaa Pantai District, Gorontalo District

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Abstract. *The purpose of this study was to determine the effectiveness of the Family Hope Program (PKH) in Lamu Village, Batudaa Pantai District, Gorontalo Regency. The method used in this study was qualitative. The results showed that the effectiveness of the Family Hope Program in Lamu Village by using four indicators of program effectiveness, namely the accuracy of program targets, program socialization, program objectives, and program monitoring. There are two indicators that are fulfilled, namely program socialization and program monitoring. This is evident from the activeness of PKH facilitators in conducting program socialization and monitoring both directly and indirectly. Two other indicators that have not yet been achieved are the accuracy of the targets and objectives of the program because there are still some residents who are able to participate in receiving PKH assistance and the utilization of aid funds is still not in line with the objectives expected by the government.*

Keywords: *Effectiveness; Program; PKH*

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INTRODUCTION

Poverty according to the Central Statistics Agency (2000), is a condition in which an individual or a group of people is unable to fulfill their basic needs, such as food, clothing, shelter, education and health, which are considered as minimum needs and have certain standards. The problem of poverty is one of the obstacles to the country's development process. One country that is still entangled with social problems is Indonesia. The poverty rate at the community level is still quite high even though the state statistical agency always states that every year the poverty rate tends to decrease. Based on data from the Central Statistics Agency (BPS) 2018, the number of poor people in Indonesia reached 9.82% (as many as 25.95 million people), a decrease compared to the conditions in September 2017 of 10.12% (as many as 26.58 million people. in urban areas in September 2017 by 7.26%, it fell to 7.02% in March 2018. Meanwhile, the percentage of poor people in rural areas fell from 13.47% in 2017 to 13.20% in March 2018 (on the [https site: //www.bps.go.id/pressrelease/2018/07/16/1483/perscent-penduduk-miskin-maret-2018-turun-menjadi-9-82-persen.html](https://www.bps.go.id/pressrelease/2018/07/16/1483/perscent-penduduk-miskin-maret-2018-turun-menjadi-9-82-persen.html) (accessed on 14 September 2019).

Constitution Article 34 paragraph 1 it states that "The poor and neglected children are cared for by the state ". As well as in article 34 paragraph 2 of the 1945 Constitution it is also explained that "The state develops a social security system for all people and empowers people who are weak and incapable in accordance with human dignity." To implement article 34 paragraph 2 of the 1945 Constitution, the government has made various ways to overcome

poverty, namely by issuing pro-poor policies embodied in the form of the Family Hope Program (PKH).

Hopefully the Family of Hope Program is expected to be able to improve welfare even in poverty alleviation. Responding to the government's poverty problem, in this case the Ministry of Social Affairs of the Republic of Indonesia has launched the Family of Hope Program (PKH) in Gorontalo District since 2012. PKH is managed by the Ministry of Social Affairs (Kemensos), under the strict supervision of the National Development Planning Agency (Bappenas) implemented by the Social Service. which is one of the government agencies engaged in the social sector.

The Harapan family program is a conditional social assistance program for vulnerable poor families that is registered in the integrated data on poverty management, processed by the social welfare data and information center and designated as PKH Beneficiary Families (KPM) (PerMensos No.1, 2018)

Based on "Article 3 of PERMENSOS Number 10 of 2017 concerning family hope, it is explained that: PKH access targets are poor and vulnerable families registered in the integrated data program for handling the poor which has components of health, education and social welfare. Then based on Article 5 it is explained that the health component as meant in Article 3 includes: a. health components 1) pregnant / lactating women. 2) children aged 0-6 years. b. education component 1) SD / MI children are equivalent. 2) SMP / MTs children equal. 3) high school / MA students and equivalent. 4) children aged 6-21 years who have not completed the 12 year compulsory education. Social welfare component 1) Prioritized elderly people starting from 70 years old. 2) persons with disabilities. "

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The existence of this government program is intended as an effort to improve the standard of living of the community, especially for those who are less fortunate in order to create a prosperous family. So that it is expected that the implementation of PKH can run effectively and efficiently so that the stated goals can be achieved. So that the evaluation of program implementation needs to be done by measuring the effectiveness of a program.

The effectiveness of the program or not can be seen from the final results of the program, namely the extent to which program objectives have been achieved. To measure the effectiveness of implementing a program, it can be done with various indicators based on existing concepts and theories. The effectiveness can be seen from who assesses and interprets it. So that the assessment of the level of program suitability is one way to measure program effectiveness which

can be measured through indicators according to Ni Wayan Budiani (2009), namely program objectives, program objectives, program socialization, and program monitoring.

Sutrisno (2007), identifies the opinion of experts regarding the measure of program effectiveness in an organization, namely:

1. Understanding of the Program

Seen to what extent the community can know and understand the program being implemented.

2. Right on target

Judging from the use of time for the implementation of the planned program, is it in accordance with previously expected.

3. The achievement of program objectives

Measured by achieving the objectives of activities that have been carried out.

4. Real change

Measured by the extent to which these activities give an effect or impact as well as real changes for the local community.

The implementation of PKH in various regions in Gorontalo Province started from 2012, one of which is in Lamu Village, Batudaa Pantai District. Lamu Village has a population of 1568 people with a total of 473 Family Heads (KK), and is divided into three hamlets, namely Tihu hamlet with 143 heads of families (KK), Lamudaa hamlet of 233 heads of families (KK) and Lamu Kiki hamlet of 97 families (KK) with the number of poor families as many as 224 heads of households (KK) (Integrated Database 2015) while the number of recipients of social assistance was 214 households.

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Based on the interviews I got in the initial field observations on September 4, 2019 with several people in Lamu Village, they said that there were several problems related to the distribution of PKH assistance in Lamu Village. The problem is that the target recipients of PKH assistance are still not precise, there are some economically able residents who also receive PKH assistance which then causes a reaction from the community. So that social jealousy arises among residents in the surrounding environment. In addition, there were several residents who provoked each other because they were not registered as recipients of PKH assistance. There were also several problems related to the improper use of aid funds than PKH goals because according to the results of interviews with the Lamu Village government some residents used

PKH assistance funds to buy cigarettes or liquor even though in the regulations the utilization was intended for child education, children's health and improvement. family economy.

Based on the facts from the description previously described, it can be concluded that there are still several problems related to the implementation of the social assistance program provided by the government through PKH assistance in Lamu Village. In this study, researchers used data on PKH recipients in 2019. Given the importance of implementing a government social program in an effort to reduce poverty and improve the welfare of the community, it is necessary to implement programs that are right on target to achieve a goal.

Several previous studies have been conducted by several researchers, such as that conducted by Shella Yulia Rosalina (2018), with the title of research namely Implementation of the Hope Family Program (PKH) in an effort to alleviate poverty in Ngaliyan District, Semarang City. The results of his research indicate that the PKH Program in Ngaliyan District is in accordance with the objectives and functions of Islamic Guidance and Counseling, this is shown that the method adopted by the facilitator is by using the individual and group method. Meanwhile, the purpose of Islamic Guidance and Counseling is to help overcome poverty in Ngaliyan District, Semarang City.

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Further research conducted by Nurul Najidah (2019), with the title Effectiveness of the Family Hope Program (PKH) in Rowosari Village, Tembalang District, Semarang City. The results of his research indicate that in each criterion, namely the accuracy of targets, accuracy of objectives, accuracy of costs and accuracy of thinking used in the study are not fully effective. In the criteria of targeting accuracy, there are targets that have not been included as beneficiary families, this is the case in the education and social welfare components. For the criteria for accuracy of objectives, both beneficiary families, PKH facilitators and related parties have tried to realize the program objectives so that they are effective, but in fact there are still objectives that have not been fully effective. In terms of cost accuracy, it is not yet fully effective. This is because the cost utilization has not been fully in accordance with the rules and in the approximately amount, it has not been able to determine the ideal amount. In the criteria of thinking accuracy, it has been implemented well.

Furthermore, research conducted by Muhamad Rafiudin (2016), entitled Implementation of the Family Hope Program (PKH) in Wanasalan District, Lebak Regency. The results of the study explained that the socialization of the Family Hope Program (PKH) companion in Wanasalam District could not be accepted or understood by all parties, because the socialization of the Family Hope Program (PKH) companion was only given to recipients of the Family Hope Program (PKH) assistance. recipients of the Family Hope Program (PKH) have been carried out in a structured manner but the data collection is not right on target, therefore it is necessary to re-collect data so that recipients of the Family Hope Program (PKH) are not wrongly targeted.

The novelty with this research clearly has differences in terms of focus and locus and also the theoretical approach used. The purpose of the research carried out in this paper is to focus on knowing and studying and analyzing the Effectiveness of the Family Hope Program (PKH) in Lamu Village, Batudaa Pantai District, Gorontalo District in 2019.

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METHODS

This study uses a qualitative approach with descriptive research type because the aim is to reveal and describe facts about the effectiveness of the family hope program in poverty reduction in Lamu Village, Batudaa Pantai District, Gorontalo District. "

The data sources in this study were primary and secondary data. Primary data were obtained from informants / key informants, which in this study were as many as 12 people, including: the village head; Village chief; Village officials; PKH Facilitators; Village Health Officer; Teachers and 6 community PKH recipients. Furthermore, secondary data is obtained from searching documents related to research needs such as journal articles, proceeding articles, books, documents of applicable laws and regulations.

The data collection techniques carried out were interviews, observation and documentation in the field. Data analysis was carried out by qualitative descriptive analysis with several stages, namely data reduction, data display and data verification.

RESULTS AND DISCUSSION

Human resources are the main element in company development. This is based on the belief that the company's success in achieving predetermined goals is largely determined by its human resources. Therefore, the company's human resource management must be carried out appropriately so that it is effective in achieving the company's vision and mission. For example, the increasing competition in the world of work has spurred companies to continue to improve the quality of their human resources so that they can achieve company goals that are profitable and useful. The data sources in this study are primary and secondary data. Primary data were obtained from informants / key informants, which in this study were as many as 12 people, including: the village head; Village chief; Village officials; PKH Facilitators; Village Health Officer; Teachers and 6 community PKH recipients. Furthermore, secondary data is obtained from searching documents related to research needs such as journal articles, proceeding articles, books, documents of applicable laws and regulations.

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Human resource management is a series of activities starting from employee recruitment planning, implementation, monitoring and performance evaluation. Evaluation or appraisal of employee performance is a process to determine whether an employee has worked in accordance with the duties and functions that have been determined by the company. Thus, performance appraisal is a systematic series in improving the quality of the company's human resources in a sustainable manner. In general, the purpose of performance appraisal is to determine the existing competency and potential of employees so that they can be developed optimally.

According to Sedarmayanti (2007), the stages of performance assessment include (i) identifying specific objectives of performance appraisal, for example diagnosing employee problems and the need for managerial-skill development, (ii) related to job analysis, for example filling certain positions in companies. If the company misplaces its employees in a place that is not their expertise, the employee's performance will not be optimal so that the company's goals

are ineffective and inefficient. Therefore, job analysis to place the right person in the position is important in the context of the company's progress, (iii) monitoring the work done, (iv) conducting performance appraisals and (v) presenting the results of the appraisal to employees and giving employees the opportunity to clarify

Employee performance is often interpreted as the achievement of tasks, where employees at work must be in accordance with the organization's work program to show the level of organizational performance in achieving the vision, mission and goals of the organization. According to Gibson (1996), employee performance is the desired outcome of the perpetrator. Employee performance is the level at which employees achieve the job requirements of Simamora (2004). Performance appraisals generally cover both qualitative and quantitative aspects of job performance.

According to Mathis (2006), the factors that influence employee performance are the ability of the employee to do the job, the level of effort spent, and the organizational support he receives. With respect to any management function, human resource management activities should be developed, evaluated and modified where necessary so that they can contribute to the competitive performance of organizations and individuals in the workplace. Factors that influence employees at work, namely the ability of the employee to perform the work, the level of effort devoted to it, and organizational support. Employee performance decreases when one of these factors is reduced or absent.

PT. Bintang Citra Utama is a company engaged in the distribution of goods (Unilever). Items distributed include personal care (lotion, rexona, shampoo) and home care (washing soap, superpels, etc.). Therefore, based on the many types of goods marketed, PT Bintang Citra Utama is a relatively large distributor, especially in Gorontalo Province.

PT Bintang Citra Utama was founded in 2016 with 35 employees. Employees at PT Bintang Citra Utama are divided into permanent employees and non-permanent employees. In general, these employees have a salary above the UMP in Gorontalo Province. In addition, the management of the company realizes that the competition for similar companies is getting higher. Because every company has a profit target that must be achieved while there are still many internal problems that need to be resolved. For example, the motivation and discipline of employees within PT Bintang Citra Utama are still not optimal. For example, there are still those whose attendance is not on time and their absence without notification. It is hoped that by increasing work discipline and motivation it will have an impact on employee performance. As explained by Aprianti, (2013) and Nasution, (2000), that discipline is an indicator of performance and has a positive effect. According to Mathis (2006), the factors that influence employee performance are the ability of the employee to do the job, the level of effort spent, and the organizational support he receives. With respect to any management function, human resource management activities should be developed, evaluated and modified where necessary so that they can contribute to the competitive performance of organizations and individuals in the workplace. Factors that influence employees at work, namely the ability of the employee to perform the work, the level of effort devoted to it, and organizational support. Employee performance decreases when one of these factors is reduced or absent.

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Several previous studies related to the themes in this article have been carried out by several previous researchers, such as that of Deny Indrawan Saputra, (2018) with the title Service Excellence at PT. Nur Dhuha Wisata (Organizer of Tour and Travel for Umrah and Hajj Maburr Mandiri Surabaya). The results of his research indicate that there is Service Excellence at PT. Nur Dhuha Wisata (Organizer of Tour and Travel for Umrah and Hajj Maburr Mandiri Surabaya) is the existence of excellent service when the congregation comes and is greeted by saying greetings,

providing hospitality in serving, and smiling. Excellent service in registration can register at the office, via online or at the congregation's house.

Furthermore, research conducted by Leli Martiani (2018), with a thesis entitled Implementation of excellent service functions for customers at BMT Walisongo Semarang. The results of his research show that the excellent service function at BMT Walisongo Semarang has been carried out well, of course the BMT Walisongo continues to try to maximize in providing excellent service to its customers. Furthermore, regarding customer responses, the data collected by researchers, both through interviews and observations, show that customers are very satisfied, satisfied and only some are not satisfied with the services provided by BMT Walisongo Semarang with services provided according to the needs of members. / customer.

The novelty with this research clearly has differences in terms of focus and locus as well as the theoretical approach used. The purpose of this research article is to determine the performance of employees at PT. Bintang Citra Utama, which is located in Pantungo Village, Gorontalo District

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Based on the results of the field interviews described in the previous chapter, it can be concluded that the Family Hope Program implemented in Lamu Village is not yet fully effective. Because the accuracy of targeting the Family Hope Program in reducing poverty in Lamu Village is still not effective. This is evidenced by the finding that there are still some capable residents who also received PKH assistance. In contrast to the Socialization of the Family Hope Program in Lamu Village, which has been carried out by PKH Facilitators in Lamu Village, both directly and indirectly have been effective. This is evident from the fact that PKH Facilitators have tried their best to assist KPM PKH participants. The Objectives of the Family of Hope Program in Lamu Village, when viewed from the purpose of utilizing the aid funds, are still not in accordance with the stated objectives because the use of PKH assistance funds is still not used properly. Then for monitoring the program implemented in Lamu Village has been running effectively. This can be seen from the activeness of PKH advocates in monitoring the Family of Hope Program, even though the awareness of the community receiving PKH assistance is also highly expected so that the PKH program in Lamu Village is truly in line with what the government expects.

CONCLUSION AND SUGGESTION

Based on the overall results in this study, the authors provide the following suggestions:

1. For beneficiary families, they can use the PKH assistance funds provided according to what has been determined, always be present at every group meeting (P2K2) and for the health and social welfare components they are always routinely checked on health at health facilities in the village local, while for the Education component, it is necessary to optimize class attendance.
2. For PKH facilitators, data on PKH aid recipients should be verified again so that people who are no longer eligible to receive are immediately issued and those who are obliged to receive can be accommodated.
3. For the government, in determining KPM PKH participants must use valid data so that the family hope program is more targeted.

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