



The Effectiveness of the Family Hope Programme on the Socio-Economic Welfare of Underprivileged Communities in Ballaparang Subdistrict, Makassar City

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Abstract

The type of research is qualitative using a phenomenological approach. The results of the research show that The Family Hope Programme (PKH) is a conditional social assistance programme that is effective in improving access to education and health care and alleviating the economic burden on underprivileged families. From a socio-economic perspective, PKH contributes significantly to reducing the risk of extreme poverty, improving basic welfare, and encouraging positive behavioural change in beneficiary families. However, its implementation still faces a number of weaknesses, such as the potential for dependence on assistance, inaccuracy in targeting recipients, limited assistance, and suboptimal long-term economic empowerment efforts. Therefore, PKH needs to be strengthened through improved data accuracy, more effective assistance, and integration with economic empowerment programmes so that the goals of self-reliance and sustainable poverty eradication can be achieved.

Keyword : *Empowerment, Economy, Policy, Society, PKH*

INTRODUCTION

Poverty remains one of the most complex and multidimensional social problems in Indonesia, particularly in urban areas with high population densities. The problem of poverty is not only related to limited income, but also includes limited access to education, health care, adequate housing, and employment opportunities. This condition places underprivileged communities in a vulnerable position against various social and economic risks, requiring continuous policy intervention from the government.

In an effort to alleviate poverty and improve the welfare of underprivileged communities, the Indonesian government has implemented various social protection programmes, one of which is the Family Hope Programme (PKH). PKH is a conditional social assistance programme provided to poor and vulnerable families with the main objective of improving human resource quality, particularly in the fields of education

and health. Through this programme, beneficiary families are required to meet a number of requirements, such as ensuring that their children attend school and that pregnant women, toddlers, the elderly, and people with disabilities undergo regular health checks.

PKH is expected not only to alleviate short-term economic burdens, but also to encourage positive behavioural changes and increase the independence of beneficiary families in the long term. With improved access to education and health care, it is hoped that underprivileged communities will be able to escape the cycle of poverty in a sustainable manner. Therefore, it is very important to assess the effectiveness of PKH implementation, especially in the context of different regions and community characteristics.

Ballaparang Sub-District, as an urban area, has quite diverse socio-economic dynamics. On the one hand, this area has relatively better access to public facilities than rural areas, but on the other hand, there are still underprivileged communities facing economic constraints, low levels of education, and job instability. These conditions make Ballaparang Subdistrict a relevant location for assessing the effectiveness of the Family Hope Programme in improving the socio-economic welfare of the community.

In practice, the implementation of PKH at the village level is not without challenges. Some of the problems that often arise include the accuracy of the target beneficiaries, the community's understanding of the programme's objectives and mechanisms, and suboptimal assistance. In addition, there is also the phenomenon of dependence on social assistance, which has the potential to hinder the economic independence of families if it is not balanced with effective empowerment.

The effectiveness of a programme can be measured by the extent to which it is able to achieve its stated objectives. In the context of PKH, effectiveness is not only seen from the timely and targeted distribution of assistance, but also from its impact on improving the socio-economic welfare of beneficiary families. This improvement in welfare can be seen from changes in income, household spending patterns, access to education and health, as well as increased awareness and social participation of the community.

Therefore, it is important to conduct an in-depth study on the effectiveness of the Family Hope Programme on the socio-economic welfare of underprivileged communities in Ballaparang Subdistrict. This study is expected to provide a realistic picture of the impact of PKH on people's lives, while identifying the supporting and inhibiting factors in its implementation. The results of this study are also expected to serve as evaluation material for the government and relevant stakeholders in their efforts to improve the quality of social assistance programme implementation.

LITERATURE REVIEW

A. Effectiveness

Effectiveness is a key element in achieving a predetermined goal or objective in any organisation. Effectiveness is also referred to as being effective when a predetermined goal is achieved. This is in line with Soewarno's opinion, which states that effectiveness is a measurement in terms of achieving predetermined goals. The

word effectiveness is often associated with efficiency, even though there is actually a very clear difference between the two. Effectiveness emphasises the results achieved, while efficiency looks more at how to achieve the results by comparing input and output. According to experts, effectiveness, according to Drucker, means doing the right thing or the extent to which we achieve our goals. Meanwhile, according to Komaruddin, effectiveness is a state that shows the level of success or failure of management activities in achieving predetermined goals.

Effectiveness, according to Winardi, is defined as follows: 'Effectiveness is the result achieved by a worker compared to other production results within a certain period of time. Effectiveness is the ability to choose goals by utilising the appropriate means and infrastructure to achieve goals accurately and quickly, with successful or unsuccessful outcomes.' According to Siagian, effectiveness relates to the execution of a task, namely: 'The completion of a task at the specified time, meaning that the execution of a task is assessed as good or bad, especially in terms of how it is carried out and the costs incurred for it.'

B. Family Hope Programme

The Family Hope Programme (PKH) is a conditional assistance programme. This means that every member of the community who is a target participant in the programme has obligations determined by the Ministry of Social Affairs as a condition for receiving assistance. Based on Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018, the Family Hope Programme was established to support the implementation of planned, targeted, and sustainable social protection programmes in the form of the Family Hope Programme (PKH) as conditional social assistance aimed at reducing the burden of expenditure and increasing the income of poor and vulnerable families.

The Family Hope Programme is a social protection programme that provides cash assistance to Poor Households (RTM) and requires RTM family members to comply with the established requirements and conditions. In the short term, this programme aims to reduce the burden on RTMs and, in the long term, it is hoped that it will break the chain of intergenerational poverty, so that the next generation can escape the trap of poverty. The Family Hope Programme, hereafter referred to as PKH, is a conditional social assistance programme for poor families or individuals, managed by the social welfare data and information centre and designated as PKH beneficiary families. Since 2007, the Indonesian government has been implementing conditional cash transfers (BTB), known as the Family Hope Programme (PKH). At the outset, the programme was designed exclusively for the poorest groups to provide access to healthcare for mothers and children from the womb and education to break the cycle of poverty. PKH is not a continuation of the direct cash subsidy programme that has been in place to help low-income households maintain their purchasing power when the government adjusts fuel prices. PKH is intended as an effort to build a social protection system for the poor in order to improve the social welfare of the poor and break the cycle of poverty that has existed for so long. PKH is a social assistance and protection

programme that is included in cluster I of Indonesia's poverty alleviation strategy, which relates to education, health and basic needs for the elderly and people with severe disabilities.

METHOD

The method used in this research is qualitative, specifically employing a phenomenological approach to explore the effectiveness of the Family Hope Programme (PKH) in enhancing the socio-economic welfare of underprivileged communities in the Ballaparang Sub-district of Makassar City. The phenomenological approach is particularly suited for understanding lived experiences and the meaning that individuals assign to these experiences. This approach allows the researcher to delve deeply into the perspectives of PKH beneficiaries, focusing on how they experience and perceive the effects of the programme in their daily lives.

Qualitative research allows for rich, detailed insights that quantitative methods may not capture, particularly when it comes to understanding the broader impacts of social policies like PKH. The researcher uses interviews, observations, and document analysis to gather data. Participants in the study are selected purposefully from families who are recipients of the PKH assistance. These individuals provide insights into the challenges and benefits they have experienced through their participation in the programme, including changes in their socio-economic conditions, access to healthcare and education, and overall well-being.

The data collected through this qualitative method is analyzed using thematic analysis, which allows for the identification of key themes and patterns that emerge from the participants' responses. By focusing on how PKH affects families' daily lives, the research examines not only the direct economic benefits but also the long-term implications for family behavior, educational participation, and health care utilization. This approach also highlights the effectiveness of the programme from the perspective of the beneficiaries, identifying both the strengths and weaknesses of the programme as it is implemented in the specific socio-economic context of Ballaparang.

This phenomenological method enables the research to provide a deep understanding of how PKH influences the lives of the recipients, shedding light on the complex, multidimensional effects of conditional cash transfers. The findings contribute to the broader discussion on social protection programmes and offer valuable insights for improving the implementation of similar programmes in other regions

RESULT

A. The effectiveness of the Family Hope Programme on the socio-economic welfare of underprivileged communities in Ballaparang sub-district

The Family Hope Programme (PKH) is a conditional social assistance programme (Conditional Cash Transfer/CCT) launched by the Indonesian government in 2007 to reduce poverty and improve the socio-economic welfare of poor families. PKH is intended for families registered in the Integrated Social Welfare Data (DTKS) who have family members such as pregnant women, toddlers, school-age children, the elderly,

and people with disabilities. PKH beneficiaries are known as Beneficiary Families (KPM), and they receive periodic cash assistance on the condition that they fulfil their obligations in health, education, and social welfare.

In Makassar City, PKH has become an important instrument in poverty alleviation. Based on historical data recorded in previous studies, the number of PKH recipients in Makassar reached approximately 22,793 beneficiary families in 2019, indicating the program's significant scale in promoting the economic welfare of underprivileged families.

In general, various studies in Indonesia show that PKH has a positive impact on community welfare. The effectiveness of PKH is usually measured through changes in:

1. Improved access to education and healthcare.
2. Reduction in poverty and household expenditure.
3. Changes in family behaviour and mindset in meeting basic needs.
4. Contribution to the overall social welfare of the family.

Research in various regions shows that PKH has had a significant impact on improving the quality of life of recipients, including:

- Reduction in household expenditure due to regular cash support that alleviates basic daily needs.
- Positive and significant impact on the welfare of recipient communities, as demonstrated in Tiwugalih Village, Praya City, where the effective implementation of PKH contributed to a significant improvement in family welfare in statistical tests.
- A reduction in poverty rates, for example in Pendem Karanganyar Village, where the programme contributed to a significant decrease in poverty levels.

This impact is not only economic, but also affects the social welfare of families, including access to health and education services for family members, thereby opening up long-term opportunities for better socioeconomic mobility.

In Makassar, PKH is often used as part of social welfare strategies at the city and sub-district levels. Several points that need to be discussed in the context of programme effectiveness in Ballaparang Sub-district are:

1. Participation and Target Audience

The PKH programme is designed to be targeted based on the DTKS. In Makassar, PKH beneficiaries are spread across various sub-districts, with thousands of KPM in total. The participation of Ballaparang residents in PKH means that access to cash assistance can help meet the basic needs of underprivileged families.

2. Reduction of the Economic Burden on Families

Cash assistance from PKH is expected to help underprivileged families meet basic needs such as food, children's education, and maternal and child health services in Ballaparang. This is crucial because underprivileged families often face high economic pressures and are vulnerable to economic shocks.

3. Changes in Family Behaviour

One indicator of the effectiveness of PKH is behavioural change, such as increased participation in children's education and health checks for pregnant women, which may reflect increased awareness among underprivileged families of the benefits of utilising social services. This contributes to long-term improvements in human resource quality.

4. Implementation Challenges

A number of studies also show that in its implementation, the PKH programme faces challenges such as recipient dependence on assistance, inaccuracy in targeting assistance, or coordination challenges between facilitators and recipients.

Overall, PKH has been proven to make a positive contribution to the socio-economic welfare of underprivileged communities, including at the village level, such as in Ballaparang. This programme helps reduce the economic burden on families, improve access to basic education and health services, and encourage behavioural changes within families. However, the effectiveness of the programme is also influenced by the distribution process, recipients' understanding of programme obligations, and coordination between implementers and facilitators.

B. The strengths and weaknesses of the Family Hope Programme among underprivileged communities in Ballaparang sub-district from a socio-economic perspective

The Family Hope Programme (PKH) is a conditional social assistance programme initiated by the Indonesian Government to help poor and economically vulnerable families gradually escape poverty through cash assistance. This programme requires beneficiaries (Beneficiary Families/KPM) to fulfil certain obligations such as health check-ups for pregnant women, child immunisation, and ensuring that school-age children are enrolled and actively attending school. Its main objectives include poverty reduction, improving living standards, and changing behaviour towards greater productivity and self-reliance..

Advantages of PKH from a Socio-Economic Perspective

1. Improved Access to Education and Healthcare

One of the most important advantages of PKH is its ability to improve access to basic social services such as education and healthcare for underprivileged families. The assistance provided encourages parents to send their children to school and undergo regular health check-ups, as these indicators are required to receive assistance. This helps reduce school dropout rates and improve the health of children in poor families.

2. Easing the Economic Burden on Households

Economically speaking, conditional cash assistance from PKH helps underprivileged families meet basic needs such as food, transportation, and other household needs. This assistance significantly reduces family expenses and helps stabilise basic consumption so that families can maintain a minimum level of welfare. This has implications for reducing the risk of extreme poverty and acute economic pressure in the areas where recipient families live. With the additional income from the assistance, some families also have the potential to start small businesses or savings, thereby reducing their dependence on informal debt or high-interest loans.

3. Behavioural Change and Social Empowerment

PKH is designed not only as economic assistance but also as conditional assistance that encourages positive behavioural change. By complying with education and health requirements, underprivileged families are encouraged to be more active in managing their own welfare. This creates a social empowerment effect in the community – namely, a shift in mindset from simply receiving assistance to being more motivated to improve their quality of life through the effective use of social services.

Weaknesses of PKH from a Socio-Economic Perspective

1. Dependence on Aid

One of the weaknesses that often arises in PKH evaluations is families' dependence on social assistance without any significant improvement in their productive capacity. This dependence causes some families to focus solely on cash assistance without making any real effort to find sustainable sources of income. In the long term, this has the potential to hamper families' economic productivity and the socio-economic stability of the community.

2. Inaccurate Targeting and Uneven Distribution

Several studies show that assistance is still not on target or its distribution is uneven. Not all families who really need assistance are successfully registered as KPM, while some families who are already capable still receive assistance. This can create social dissatisfaction in underprivileged communities such as in Ballaparang when they see neighbours who are not eligible also receiving assistance, or those who are entitled to it not receiving it.

3. Limitations of Assistance and Understanding of the Programme

The implementation of PKH requires strong assistance so that beneficiaries understand the requirements and obligations that must be fulfilled. However, in practice, there are limitations in the ability of field assistants to provide effective education, resulting in some families not fully understanding the programme requirements. This has an impact on low participation or fulfilment of obligations, thereby preventing the maximisation of the benefits of the assistance provided.

4. Short-Term Assistance Does Not Guarantee Economic Independence

Although PKH cash assistance can directly alleviate basic needs, this assistance is short-term and does not automatically create long-term economic independence if it is not followed by skills training, access to business capital, and support for local economic empowerment. Without strong sustainable empowerment components, beneficiary families tend to return to their previous conditions of poverty after the assistance ends.

Overall, the Family Hope Programme has made a significant contribution to reducing the economic burden and improving access to social services for underprivileged families in Ballaparang Subdistrict from a socio-economic perspective. This assistance has helped improve basic welfare, children's education and family health. However, the programme also has several weaknesses, such as the potential for aid dependency, targeting issues, limited understanding of the programme, and a lack of long-term economic empowerment.

C. Challenges in managing the Family Hope Programme among underprivileged communities in Ballaparang sub-district

The Family Hope Programme (PKH) is one of the conditional social assistance programmes designed by the government to improve the welfare of underprivileged communities through access to education, health care, and social protection. In Ballaparang Subdistrict, PKH plays an important role in helping poor families meet their basic needs while encouraging behavioural changes towards a more independent life. However, in its implementation, PKH management still faces various complex and multidimensional challenges.

One of the main challenges is the accuracy of the target beneficiaries. There are still cases where the PKH beneficiary data does not fully reflect the social reality in the field. Dynamic changes in family economic conditions, such as job loss, prolonged illness, or conversely, an increase in income, are often not immediately accommodated in data updates. As a result, there are families who should receive assistance but are not yet registered, while families whose economic conditions have improved are still listed as PKH beneficiaries. This inaccuracy in data has the potential to cause social jealousy and undermine public trust in the programme.

The next challenge is the beneficiaries' limited understanding of the objectives and obligations of PKH. Some underprivileged communities in Ballaparang still view PKH solely as cash assistance, rather than as a conditional empowerment programme. This results in low compliance with programme commitments, such as children's attendance at school, health checks for mothers and toddlers, and participation in mentoring activities. This lack of understanding is influenced by low levels of education, limited access to information, and suboptimal ongoing socialisation efforts.

In addition, PKH facilitators also face their own challenges. PKH facilitators have quite complex tasks, ranging from data validation and family assistance to administrative reporting. In Ballaparang Subdistrict, the limited number of facilitators is not proportional to the large number of beneficiary families. This situation results in suboptimal assistance intensity, making it difficult to maximally monitor changes in family behaviour and welfare conditions. The high workload also has the potential to reduce the quality of assistance services at the village level..

Another equally important challenge is coordination between stakeholders. Ideally, PKH management should involve various parties, such as the sub-district government, community health centres, schools, and social services. However, in practice, this coordination is often ineffective. Differences in perception, communication limitations, and a lack of data integration between institutions can hinder the smooth implementation of the programme. For example, delays in school attendance reports or health data can affect the assessment of beneficiary compliance.

In addition to internal programme factors, the social and cultural conditions of the community also pose their own challenges. There is still a mindset of dependence on social assistance. Some PKH beneficiaries do not have a strong motivation to improve their economic independence because they feel that assistance will continue to be provided. This mindset can hinder the long-term goal of PKH in breaking the chain of

intergenerational poverty. On the other hand, high economic pressure also makes some families more focused on meeting short-term needs rather than investing in education and health..

The final challenge is the utilisation of technology and information systems. Although PKH management is supported by digital systems, not all parties, both officials and beneficiaries, have adequate skills in using this technology. Limited digital literacy and access to devices are obstacles in the reporting process, data updates, and programme communication. This has an impact on the effectiveness of PKH management at the village level.

Overall, the challenges of PKH management in Ballaparang Village do not only stem from technical and administrative aspects, but are also influenced by human resources, socio-cultural factors, and coordination systems. Therefore, continuous improvement efforts are needed through data quality enhancement, strengthening the role of facilitators, more intensive socialisation, and cross-sector collaboration so that PKH can run more effectively and truly contribute to improving the welfare of underprivileged communities.

D. Implementation of PKH to reduce poverty rates in Ballaparang sub-district

The Family Hope Programme (PKH) is one of the Indonesian government's social policy instruments that aims to reduce poverty by providing conditional social assistance to poor and vulnerable families. PKH not only focuses on meeting short-term basic needs, but is also aimed at improving the quality of human resources through access to education, health and social welfare. With this approach, the implementation of PKH is expected to break the cycle of intergenerational poverty in a sustainable manner.

One important aspect in the implementation of PKH to reduce poverty is the accuracy of the target beneficiaries. An accurate data collection process is key to ensuring that assistance is actually received by families in need. Through regular data updates and field verification, PKH can ensure that underprivileged families, especially those with pregnant women, toddlers, school-age children, the elderly, and people with disabilities, receive assistance according to the criteria. This accuracy in targeting directly contributes to reducing the expenditure burden of poor households, thereby minimising the risk of falling into extreme poverty.

In addition to its accuracy, the implementation of conditional assistance has become the main mechanism of PKH in reducing long-term poverty. The obligation of beneficiaries to send their children to school, undergo regular health checks, and participate in mentoring activities encourages positive behavioural change. Continuous education increases the chances of children from poor families to obtain more decent jobs in the future, while improving the health of mothers and children has an impact on the productivity and quality of life of families. Thus, PKH not only reduces poverty temporarily, but also builds the foundation for long-term prosperity.

The implementation of PKH also depends heavily on the role of social workers. Social workers serve as liaisons between the government and beneficiary families, as

well as agents of social change. Through intensive mentoring, families are given an understanding of the objectives of PKH, the importance of fulfilling programme commitments, and encouragement to increase their independence. Facilitators also play a role in identifying problems faced by families, such as school dropouts or access to health services, so that appropriate solutions can be found. This role strengthens the effectiveness of PKH in reducing structural poverty at the grassroots level.

Furthermore, integrating PKH with economic empowerment programmes is an important strategy in implementing PKH so that its impact is more significant. PKH needs to be synergised with other programmes such as micro-business assistance, skills training, and access to capital. With this support, PKH recipient families will not only depend on cash assistance, but will also have the opportunity to increase their income independently. This synergy between programmes enables a process of graduation, whereby families are no longer recipients of assistance because their economic conditions have improved.

Another aspect that supports the successful implementation of PKH is cross-sector coordination. Cooperation between social services, local governments, health facilities, and educational institutions ensures that PKH obligations are carried out properly. Effective coordination speeds up access to services, improves the quality of monitoring, and reduces administrative barriers. With an integrated system, PKH can run more efficiently and have a real impact on poverty reduction.

In addition, the use of information systems and technology has also increased the effectiveness of PKH implementation. The digitisation of beneficiary data, compliance monitoring systems, and non-cash assistance distribution have increased the transparency and accountability of the programme. Technology also facilitates policy evaluation, enabling the government to make improvements based on data and field needs. This is important to ensure that PKH remains relevant and adaptive to the socio-economic dynamics of society.

Overall, the implementation of PKH in reducing poverty requires a comprehensive and sustainable approach. Through targeted assistance, the implementation of conditional assistance, strengthening the role of facilitators, integrating empowerment programmes, cross-sector coordination, and technological support, PKH can function not only as a social protection instrument but also as a means of community empowerment. With optimal implementation, PKH has significant potential to substantially reduce poverty rates and create more equitable welfare.

Conclusion

The Family Hope Programme (PKH) is an effective social policy instrument in improving the socio-economic welfare of underprivileged families through conditional cash assistance focused on education, health, and social protection. In the city of Makassar, including the Ballaparang sub-district, PKH contributes to reducing the economic burden on families, improving access to basic services, and encouraging positive behavioural changes that support the improvement of human resources. However, the effectiveness of PKH is still influenced by various challenges, such as the

accuracy of targeting recipients, the potential for aid dependency, and programme coordination and assistance. Therefore, optimising the implementation of PKH through strengthened guidance, accurate data updates, and synergy with economic empowerment programmes is key to ensuring that the benefits of PKH are sustainable and have a more significant impact on poverty alleviation..

The management of the Family Hope Programme (PKH) in Ballaparang Subdistrict still faces various challenges, particularly in relation to the accuracy of beneficiary targeting, limited community understanding of the programme's objectives and obligations, and the high workload of social workers. In addition, weak coordination among stakeholders, low digital literacy, and a mindset of dependency among some beneficiaries also hinder the effectiveness of PKH in achieving its empowerment goals. These challenges indicate that the success of PKH is not only determined by the amount of assistance, but also by the quality of management, assistance, and cross-sector collaboration at the local level.

The implementation of the Family Hope Programme (PKH) plays a strategic role in reducing poverty rates when carried out in a targeted, conditional manner and integrated with other empowerment programmes. Through improved access to education and healthcare, strengthened support roles, and enhanced information systems and cross-sectoral coordination, PKH can alleviate the economic burden on poor families while fostering long-term self-reliance. With consistent and sustained implementation, PKH serves not only as social assistance but also as a crucial tool in breaking the intergenerational cycle of poverty.

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