

Family Hope Program (PKH): Impact on Community Welfare in Mayasari Village, South Pamona District, Poso Regency

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ABSTRACT

This article examines the impact of the implementation of the Family Hope Program (PKH) in improving the welfare of the people of Mayasari Village, South Pamona District, Poso Regency. This study uses descriptive qualitative types and approaches. Data collection techniques are carried out through observation, interviews, and documentation. The results of this study show that the implementation of PKH in Mayasari Village, South Pamona District has an impact on the beneficiary communities in the fields of education, health, and social welfare. This PKH can reduce the burden of poor household expenses, especially helping with education and health costs, but has not been able to improve the welfare of beneficiaries. Because PKH beneficiary families are highly dependent on the assistance provided, the family's welfare has not improved. On the other hand, this program has an impact on the community outside the program, namely social jealousy. The implementation of PKH in Mayasari Village also encounters several problems, namely the uneven distribution of aid because there are still many poor families who have not received assistance and the use of PKH assistance outside the education and health components as well as the lack of commitment of the recipient community in the health sector who are lazy to check their health and immunize their toddlers, and there are some PKH beneficiary children who are lazy to go to school. The continuity of this program requires a more comprehensive approach, including knowledge of financial management and the development of financial independence. In addition, community participation in government programs must also be increased so that a sense of ownership and collective responsibility to improve the standard of living is created.

Introduction

Poverty is a social problem faced by every country, especially developing countries with very high population densities (Hanif, 2016; Azhar et al., 2020). The problem of poverty is a problem that will always be faced by humans Saragih & Herdiansah (2022). Poverty is characterized by the low quality of life of the population, education, health, and nutrition (Wake & Siagian, 2019). Handling the problem of poverty must be understood and understood as a world problem, so it must be handled in a global context as well. Through the Sustainable Development Goals (SDGs), the first goal that is a priority is that poverty in all forms and dimensions must be ended by eradicating extreme poverty by 2030 (Setiawan, 2019). So many countries have implemented poverty alleviation programs as part of their Sustainable Development Goals (SDGs) commitments.

Poverty alleviation programs in other countries are one example of this is Progress in Mexico, which began in 1997 as a program Conditional Cash Transfers (CCT) (Parker

&Vogl, 2023). The results show a major impact on the education completed, employment, income, and economic status of the next generation of households, especially for women (Parker d& Vogl, 2023). Then there is the Bolsa Familia program in Brazil and the Zomba Cash Assistance program in Malawi, both of which have had a positive impact on education, labor participation, avoiding early marriage and pregnancy, and reducing the likelihood of contracting sexually transmitted infections (Kumakura, 2019). It was further said that the CCT program was initially only in the scope of short-term impacts, but nevertheless the CCT program has shown success in reducing poverty.

Indonesia is one of the developing countries that is inseparable from social problems, namely poverty. Developing countries have a lot of internal problems that must be solved, be it social, economic, cultural, political problems and so on (Muliana et al., 2021). Indonesia is a developing country with a population that continues to grow every year So that the level of welfare of the people is far below that of developed countries. Based on data from the Central Statistics Agency (2024), the number of Indonesia's population over the last 3 years has continued to grow, this condition can be seen in table 1 below:

	Number of Mid-Year Population (Thousand People)		
	2022	2023	2024
Indonesian	275.773,8	278.696,2	281.603,8

Source: BPS, 2024

This poverty problem is of course a very important factor to make the country can improve the welfare of its people and with the ultimate goal is how the poverty rate can be suppressed and reduced (Setyawardani et al., 2020). This is also experienced by Indonesia. In every development program, poverty alleviation policies are always a program that continues to be carried out. However, the problem of poverty continues to be experienced by this nation. According to data from the Central Statistics Agency (2024), the number of poor people in Indonesia in March 2024 is 25.22 million people (9.03%), consisting of 7.09% in urban areas and 11.79% in rural areas.

With this reality, the government has developed strategies and efforts to overcome poverty in Indonesia. One of the programs launched by the government to improve community welfare and overcome poverty is the Family Hope Program (PKH). The Family Hope Program (PKH) is a conditional cash assistance program for very poor families who meet the requirements as participants and have been determined by the Ministry of Social Affairs, namely Pregnant women, early childhood, school children at the elementary level and equivalent, children who are educated at the junior high school level and equivalent, children who are educated at the high school level and equivalent, severe disabilities and the elderly (Ministry of Social Affairs of the Republic of Indonesia, 2015). The Family Hope Program (PKH) is a program to provide conditional social assistance to families and/or poor and vulnerable people that are recorded in an integrated manner in the poor handling program, processed by the Social Welfare Data and Information Center and designated as recipient families benefits of PKH (Wumu, et al. 2019). The program is internationally known as the program Conditional Cash Transfers (CCT) or Conditional Cash Assistance

Program (Muliana et al., 2021). The provision of PKH assistance is expected to realize the welfare and independence of families, especially poor families who are registered in the integrated social welfare data. Through PKH, families are encouraged to gain access to and use basic social services in terms of health, education, food and nutrition, care and support, including access to various social protection programs (Saragih & Herdiansah, 2022).

Poor families who have one or more components of PKH from the seven components of Very Poor Households (RTSM) that are targeted by KPM PKH are pregnant women, early childhood, school children at the elementary level and equivalent, children who are educated at the junior high school level and equivalent, children who are educated at the high school level and equivalent, severe disabilities and the elderly. Of the seven components, the maximum assistance is given to 4 people in one family and is given in stages in three months (<https://pkh.kemsos.go.id>). Meanwhile, in addition to getting rights, as a PKH recipient family, they also have benefit obligations that must be carried out. These obligations are related to education and health. The implementation of these obligations is a form of commitment from PKH beneficiary families.

For families that have been determined to be PKH beneficiary families, they have obligations related to health that must be carried out such as pregnancy checks for pregnant women, postpartum examinations for postpartum mothers, and checking children of toddler age and preschool age to health facilities. Meanwhile, obligations related to education are to register or send children to education units and for those who have not completed are required to take 12 years of education (Ministry of Social Affairs of the Republic of Indonesia, 2015). In addition, it is explained in the General Guidebook for the Implementation of PKH (2021:24) that children from PKH beneficiary families are required to participate in learning activities with an attendance rate of at least 85% (eighty-five percent) of the effective learning day for school-age children who are required to take 12 years of education (Ministry of Social Affairs of the Republic of Indonesia, 2021:24).

As part of the poverty alleviation program, the Family Hope Program will provide short, medium, and long-term benefits. In the short term, it is hoped that it can help poor families ease the burden of expenses. For the medium term, it is hoped that the Family Hope Program will allow participants to access health and education services so that they can realize more healthy and intelligent generations. As for the long term, this program is expected to break the chain of intergenerational poverty to improve the quality of health, nutrition, education, and children's future abilities.

A study conducted by the Fiscal Policy Agency (BKF) and the Institute for Economic and Social Research (LPEM) of the Faculty of Economics and Business, University of Indonesia found that the PKH social assistance program can meet needs and reduce poverty rates. When compared to other programs such as energy subsidies, the PKH program can reduce the poverty rate by around 5% to 7% per 100 trillion Rupiah allocated (Alwi and Sulni, 2021).

In South Pamona District, especially Mayasari Village, this program began in 2014 with a total of 23 participants. Starting from 2014 to 2021 the number of PKH participants has increased, then in 2022 to 2023 the number of PKH recipients has decreased. This can be seen in table 1 below.

Table 1. PKH participants in Mayasari Village

Year	Number of PKH Participants
2020	83
2021	90
2022	66
2023	54

Source: PKH Companion of Mayasari Village

The Family Hope Program is a poverty alleviation program that is most in demand by the community (Alwi and Sulni, 2021). For people who receive PKH assistance, this program is very helpful in meeting their needs, especially for education and health. However, in the implementation of this program, there are many obstacles. It was found that the targets of the program were not quite precise, where it was still found that people who were not poor received assistance and vice versa for the poor people did not receive assistance. This is because the data is still invalid and the use of the Family Hope Program assistance is also not optimal (Sofianto, 2020). In the field, there are problems with PKH participant data based on the results of KSM verification by companions. There are some people who qualify as PKH participants but are not listed in the PKH recipient data. (Sasmito & Nawangsari, 2019). In addition, there are also factors that hinder the administration of the implementation of the next program so that it causes additional problems, namely PKH assistance has not been fully provided to all poor people, especially those whose children are still in school. As a result, this causes social problems in the community and hinders the process of distributing PKH funds, especially in the field of education (Ramly & Syaban, 2022). This also happened in Mayasari Village, South Pamona District. Where there are people who have a PKH component in the field of education but cannot receive it because the data is not in accordance with the school Dapodik. There are also communities that have PKH components but are not included in the DTKS (Integrated Social Welfare Data). This is because population data is invalid with population center data. One of the reasons is due to the absence of updating family card data.

Although the Family Hope Program (PKH) has been running in Mayasari Village since 2014 and provides assistance for education and health, its impact on improving the overall welfare of the community is still limited. In 2022, the number of PKH recipients decreased from 90 KPM to 66 KPM, and in 2023 to 54 KPM, which indicates that there is a natural graduation where some families no longer meet the criteria for receiving assistance. In addition, although PKH helps reduce the burden of expenditure on education and health, the program has not been able to significantly improve the socioeconomic status of beneficiaries. There are many poor families who have not received assistance, and there are problems in the validity of population data which results in some eligible communities not receiving assistance. In addition, beneficiary families tend to rely on assistance, which hinders their efforts to improve welfare independently.

The research studies that are relevant to this study are: the results of research by Siti Fitria Rahmawati, Syamsul Ma'arif (2021) on " Analysis of the Impact of Poverty Alleviation Policies (Impact Study of Family Hope Program (PKH) Assistance in Bangun Rejo District, Central Lampung Regency in 2021) " , from the results of the study, the positive impact of PKH assistance in Bangun Rejo District on the health aspect is able to reduce maternal mortality rates, infant mortality rates, improve children's nutritional status, and also increase life expectancy for the community. Meanwhile, the negative impact of PKH assistance is that it causes dependence for the parents of the recipients and causes social jealousy between the participants who receive assistance and people who do not receive assistance (Rahmawati & Ma'arif, 2022).

Then a study conducted by Muliana, Mursyidin, Muharriyanti Siregar (2021) on "The Impact of the Family Hope Program (PKH) on Family Welfare in Padang Seurahet Village, Johan Pahlawan District, West Aceh Regency", from the results of the research that this social assistance program turned out to have a direct impact on reducing the poverty rate in Aceh, the percentage of the poverty rate dropped to 0.02%, and this is a good first step in reducing the poverty rate in Aceh. Then PKH provides welfare benefits for recipient families in Padang Seurahet Village. Referring to the results of research in the field, it was stated that the families receiving assistance experienced changes in their families, namely being able to help meet the consumption and needs of the family, where the majority of the cash funds were used for the family economy (Muliana et al., 2021). Then a study conducted by Cahyani Permata Wumu, Florence Daicy Lengkong and Salmin Dengo (2019) on "The Impact of the Family Hope Program in Kema District, North Minahasa Regency", where the results of the study showed that the Family Hope Program (PKH) has a positive impact on the recipient's family/participant, as well as has a positive impact on the community who is not a target group, because it can reduce the burden of helping, especially families Poor/vulnerable families, also have a positive impact on the current condition of society, namely the realization of progress in people's lives, especially the progress of health, education and the economy of the community. The Family Hope Program (PKH) does not have an impact on the cost of the program that is directly borne by the local government because all costs are budgeted from the central government and also does not have an impact on the indirect costs that must be borne by the community as a consequence of PKH because PKH does not have a negative impact on the community (Wumu et al, 2019).

Furthermore, research conducted by Nurma Mustika Hasna, Nurhadji Nugraha, and Indriyana Dwi Mustikarini (2019) regarding "Analysis of the Impact of Providing Family Hope Program (PKH) Assistance on Community Welfare", where the results of the study show that the impact of PKH implementation on community welfare, especially PKH beneficiary families, is: increasing the level of education, increasing school participation, easing the burden, improving the quality of family health PKH beneficiaries, improving the healthy lifestyle of PKH beneficiary families, getting free health services, boosting the economic condition of beneficiary families, improving the quality of human resources, and kinship glue. In addition to the positive impact, there are also negative impacts of the provision of PKH, namely the emergence of social problems, dependence, and lack of proper allocation of funds (Nurhadji & Mustikarini, 2019).

The difference between this study and previous research on the Family Hope program lies in the research theory used. This study aims to examine the impact of the <https://journal.pubmedia.id/index.php/jagpi/index>

Family Hope Program policy in improving the welfare of the people of Mayasari Village, South Pamona District, Poso Regency by using five dimensions of policy impact according to Dye in [Winarno \(2012\)](#), namely:

- The expected or unintended impact of the Family Hope Program;
- Impact on situations or groups outside the target of the Family Hope Program (community at large);
- The impact of the Family Hope Program on current and future conditions;
- Impact on the direct costs of the Family Hope Program;
- The impact of the policy on indirect costs.

This study also emphasizes the impact of PKH at the village level, especially in Mayasari Village, South Pamona District, Poso Regency. It provides an in-depth understanding of how local communities are taking advantage of this national program and how they feel about it. This study not only assesses the immediate impact of the program; it also looks at unexpected impacts and situations beyond program goals. The study also explores the challenges and negative consequences such as social dependence and jealousy. It is important to provide suggestions and inputs for future policy improvements and program implementation, as well as to gain a better understanding of the social dynamics occurring in the beneficiary communities.

Method

To see the impact of the Family Hope Program (PKH) on the welfare of the people of Mayasari Village, this study uses a descriptive qualitative approach using five dimensions of policy impact, namely expected or unexpected impacts; impact on groups or situations outside the Program's objectives; the impact of the Family Hope Program on current and future conditions; and the direct impact on the cost of the Family Hope Program policy. The steps of this research are as follows:

1. Identify problems, which determine the focus of research on how PKH programs impact community welfare;
2. Data collection is through observation, namely seeing firsthand how the PKH program is run in the field; interviews, namely conducting interviews with PKH beneficiaries, PKH companions, and the Mayasari Village government to gain a deeper understanding; and documentation, i.e. collecting information from various sources
3. Data analysis, namely data is collected and then analyzed qualitatively to find the main themes related to the impact of PKH.
4. Presentation of results: the results of the analysis are presented in the form of brief descriptions, graphs, flow charts, and so on.
5. The conclusion is to present in the form of a narrative text that explains the impact of the Family Hope Program on the impact of PKH on education, health and social welfare of the community.

For more details, these steps can be seen in scheme 1 below:

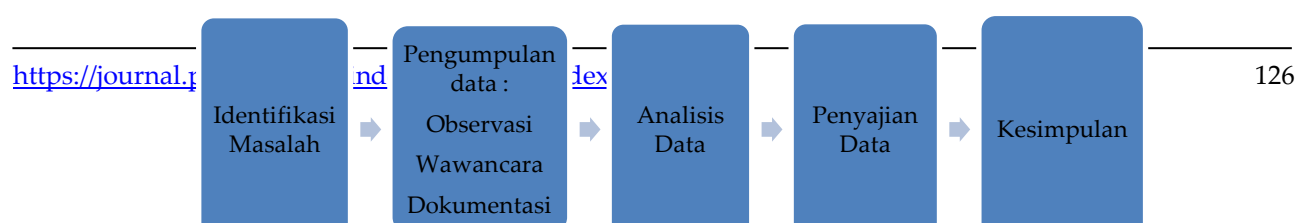


Figure 1. Research Steps

Result and Discussion

Setting Goals for the Family Hope Program (PKH)

The Indonesian government officially implemented the Family Hope Program (PKH) in 2007. The Family Hope Program (PKH) is a program to provide conditional social assistance, namely Poor and vulnerable families who have the following family members: pregnant and/or lactating women, school-age children (5-21 years old), or family members who are elderly or have severe and permanent disabilities and who are registered in the Integrated Social Welfare Data (DTKS). The program aims to improve the quality of human resources by providing conditional cash data assistance for poor families to access certain health and education services. The Family Hope Program is not intended as a continuation of the Direct Cash Assistance (BLT) program provided in order to help poor households to continue to buy electricity on time, but is intended to be an effort to build a social protection system for poor people (Wumu et.al, 2019) . Through the Family Hope Program, poor families are encouraged to have access to and take advantage of basic social services, health, education, food and nutrition, assisted care, including access to various other social protection programs that are complementary programs on an ongoing basis (Senduk et al., 2021).

For the Family Hope Program, the target is poor and vulnerable families who have the following family members, namely pregnant and/or lactating women, school-age children (5-21 years old), or family members who are elderly or have severe disabilities and who are registered in the Integrated Data (DTKS). PKH recipients are selected based on the Integrated Social Welfare Database (DTKS), which is updated regularly to ensure that assistance is provided to families who are truly in need. For more details, see table 2 below:

Table 2. Targets of the Family Hope Program

No.	Aspects	Goal
1	Health	Pregnant and lactating women
		Toddlers 0-6 years old
2	Education	Elementary-high school children
3	Social Welfare	Elderly 70 years and above

The determination of families to become PKH participants is carried out centrally and determined by the Director of Family Hope Social Security of the Ministry of Social Affairs of the Republic of Indonesia, based on poverty data of each region. The poverty data that was used as a consideration for determining this participant came from the Integrated Social Welfare Data (DTKS). Based on this data, the Ministry of Social Affairs invites the families of prospective recipients through PKH Coordinators in districts/cities. Then the PKH companion reported and gave an invitation to the sub-district and forwarded it to the village apparatus. After the invitation is received in the village, the village apparatus conducts data verification with PKH companions for data validation in the form of a direct check of the status of families included in the data of prospective PKH participants. This aims to ensure that the prospective participants are indeed included in the category of poor families based on the poverty criteria of the Central Statistics Agency, which is reviewed from the state of the house and the family's income.

After the review process of the eligibility of prospective participants, the validation data will be submitted back to the Ministry of Social Affairs. The Ministry of Social Affairs is still verifying the data that has been validated by PKH companions. This shows that the number of prospective participants who have been validated will not necessarily be fully approved by the Ministry of Social Affairs. This verification by the Ministry of Social Affairs is the final stage in the process of determining PKH participants and each participant will be made an account book. For more details, here is an overview of the scheme for determining PKH participants.



Scheme 2. Flow of Determining PKH Participants

Based on data from PKH assistants in Mayasari Village, each family receives assistance of Rp. 900,000/year for elementary, junior high, high school, vocational, and vocational education. . 1,500,000/year, high school Rp. 2,000,000/year, toddlers and pregnant women Rp. 2,400,000/year, elderly and disabled people Rp. 2,400,000/year. The following is the amount of assistance based on the PKH component presented in table 3 below:

Table 3. Amount of Assistance Based on the Type of PKH Components

	Component Type	Amount of Assistance (in Rp)	
https://journal.pubmedia	Pregnant Women	2.400.000	128

Source : (<https://kemosos.go.id>,2020)
Source : PKH Companion of Mayasari Village

The disbursement of PKH assistance is carried out through BRI Bank and Post Office. Disbursement through the Post Office is carried out because participants cannot create an account. The following is the number of PKH recipients in Mayasai Village through Banks and Poso Offices presented in table 4 below:

No.	Year	Bank BRI	Post office
1.	2020	83	
2.	2021	90	
3.	2022	-	66
4.	2023	53	1

Source : PKH Companion of Mayasari Village

Impact of the Implementation of the Family Hope Program

Policy impact is one aspect or type of public policy evaluation, in accordance with what Michael Borus conveyed in (Wumu et.al, 2019) that there are three types of public policy evaluations, namely: (1) Program Evaluation, which is a type of evaluation that seeks to answer the question of how? Is the policy/program running?; (2) Impact Evaluation is a type of evaluation that answers the question of what happens with a policy/program or what happens with a policy/program?; (3) Strategy Analysis, which is an effort to answer the question of how far the effectiveness of internal policies/programs overcomes problems compared to other policies or programs for the same problem. The same thing was also stated by Charles O. Jones in Islamy (2016) Which means policy impact is the consequences and consequences that arise with the implementation of a policy/program. Then Thomas R. Dye in Winarno (2012) also states the definition of policy impact (*policy impact* or also often called *policy consequences*) is the sum of the effects of an internal policy/program on real-life conditions .

Based on the problems that have been described earlier, the research focuses on the impact of the Family Hope Program policy in improving the welfare of the people of Mayasari Village, South Pamona District based on five dimensions of policy impact according to Dye in Winarno (2012), namely:

1. Expected or unexpected impacts of the Family Hope Program.

The impact of a policy is different from the outcome of a policy or program. The results of a policy or program contain the meaning of something produced by a policy or program that has been implemented. Meanwhile, the impact of policies is a change in physical and social conditions as a result of policy outputs. Policy impact can also be interpreted as the result produced by the implementation of a program on the target group and the impact is expected and unexpected.

Previously, it must be determined in advance who the target or policy/program is. It is addressed, for example, whether the poor, weak economic entrepreneurs, farmers, teachers and so on. If the policy or program is about poverty alleviation, then the target is the poor and the expected impact is to increase their income. However, there can also be an unexpected impact, namely that some people are reluctant to work hard to get a job because they prefer to wait for subsidies from the government with poverty alleviation policies/programs (Wumu et.al, 2019).

The Family Hope Program (PKH) provides changes for the recipient community in Mayasari Village, South Pamona District. The assistance for education, both elementary, junior high, and high school, is very helpful in reducing school fees. The PKH beneficiaries in Mayasari Village feel very helped by the assistance, especially for education because it can help meet the needs of the school. This is in accordance with the results of interviews with several PKH beneficiaries in Mayasari Village that this PKH has an impact on the beneficiary community. Their children do not drop out of school because with PKH, they can meet school needs and can increase their purchasing power because the assistance they receive is used to buy school necessities such as uniforms, bags, stationery, and shoes. For the health component, the assistance received is used for pregnancy checks and the fulfillment of nutritional needs of pregnant women. Then for the social welfare component, in Mayasari Village, the beneficiaries of PKH are elderly people aged 60 years and above.

This PKH assistance is very helpful for the people of Mayasari Village in meeting their daily needs, especially educational needs, the cost of examination for pregnant women, toddlers and the elderly. It is hoped that the existence of the Family Hope Program can help the community to live a more decent life because children do not drop out of school. This is in line with the statement Rahmawati & Ma'arif, (2022) that in the field of education, the positive impact of satisfactory access to education for very poor families (KSM) is able to improve the quality of human resources (HR), give birth to a generation that is competent and has life skills, and is able to provide a better quality of life.

CCT programs in several countries that combine health and education have shown short-term positive impacts, for example the PROGESA program in Mexico, the Red de Protection Social (RPS) program in Nicaragua, the Programa de Asignación Familiar-II (PRAF-II) in Honduras and the Bono de Desarrollo Humano (BDH) program national cash transfer program in Ecuador (Millán et al., 2019). It further said that these programs have been effective in the short term, but for various reasons, the existing evidence is still underdeveloped as to whether these short-term benefits will ultimately result in sustainable long-term benefits.

However, during PKH from 2014 to 2023 there are several problems, among other things, there are still PKH recipients who are classified as economically capable and the assistance is used for other purposes such as buying clothes for the holidays, the cost of growing rice, daily needs and other needs outside the components of education, health and the needs of the elderly. The indirect impact of PKH is the dependence of the recipient community on assistance, moreover, most of the assistance is also used for other purposes outside the specified components. Then social jealousy arises because there are several recipients of assistance who are classified as economically capable. This is also in accordance with the results of the research (Samseno & Riwanto, 2023) where the use of PKH is not in accordance with the provisions of PKH to reduce expenses and increase income, there are still KPM who are in junior high school who do not want to continue school which makes the assistance have to be delayed and causes envy for them who are not recipients, recipient families still use assistance to buy credit, pay debts, meet other life needs such as buying electronic equipment and clothing.

2. Impact on situations or groups outside the target of the Family Hope Program (wider community).

In addition to having an impact on the beneficiary communities, PKH also has an impact on communities outside the target. The impact of the policy is commonly called externality or *spillover effect* (*spillover effect*) (Wumu et.al, 2019) . The impact of policies on circumstances or groups outside the target (externalities) can be positive or negative. The main goal of PKH is to improve the quality of human resources (HR), especially in the fields of education and health for very poor households. Through PKH, it is hoped that it can help very poor households in meeting their educational and health needs, as well as provide the ability for beneficiaries to increase consumption spending. It is also hoped that PKH can change the behavior of very poor household groups to check pregnant women, postpartum women, and toddlers in health facilities and send children to educational facilities. Furthermore, in the long term, PKH is expected to be able to break the chain of poverty.

However, not all poor people have the opportunity to become beneficiaries of this PKH. Likewise what happened in Mayasari Village, South Pamona District, there are still many poor people who do not receive PKH benefits, causing social jealousy in the community. Based on the results of the research, people who do not receive PKH assistance feel that their families are not capable enough and have the right to get their assistance while in their families there is no recipient component for the fields of education, health and social welfare. If there are no recipient components in the family, namely elementary, junior high and high school children, pregnant women, toddlers, the elderly and people with disabilities, then they are not entitled to receive. In addition, there are also people who have PKH components in the field of education but cannot receive them because the data is not in accordance with the school Dapodik. There are also communities that have PKH components but are not included in the DTKS (Integrated Social Welfare Data). This is because population data is invalid with central population data. One of the reasons is due to the absence of updating family card data. The public's ignorance of the requirements of the Family Hope Program raises many questions as to why they do not receive PKH

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assistance even though they are not economically capable enough. This is also in line with the results of the study Sofianto (2020) that the target of the program is still not appropriate where it is still found that people who are not poor get assistance and vice versa the poor have not received assistance due to invalid data, top-down processes, and data updates at the village level face political, social, and funding problems that trigger horizontal conflicts in communities in some areas.

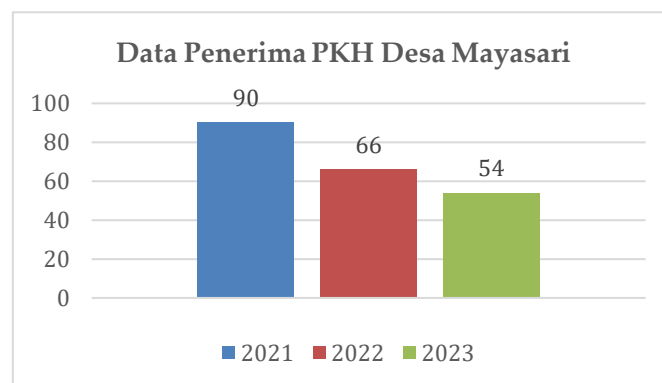
This program is very helpful for their lives, but for those who do not receive it, they feel that the goals of the PKH program are not right and unfair. There are still many poor people who have not received it, on the contrary, they are considered not poor and actually get PKH (Sofianto, 2020). Because with this PKH, there are conveniences obtained in terms of health services, education and social welfare. The Mayasari Village Government strives so that the PKH recipients can really take advantage of this assistance so that they can get out of poverty through the improvement of future generations in terms of health and education, as well as providing guaranteed access to services to the elderly and people with severe disabilities. For PKH recipients, socialization was given about the benefits and mechanisms of PKH and what obligations PKH recipients must do.

3. The impact of the Family Hope Program on current and future conditions.

A policy or program implemented by the government will have an impact both now and in the future. For the PKH program, the short-term impact is expected to help poor families ease the burden of expenses. Meanwhile, in the medium term, it is hoped that beneficiaries can access health and education services to create a healthy and intelligent generation. In the long term, PKH is expected to break the chain of intergenerational poverty, improve the quality of health, education, and children's future abilities.

The Family Hope Program (PKH) in Mayasari Village, South Pamona District has been running since 2014 until now. However, based on the results of the interview, in fact, this program can only reduce the burden of spending on poor households but has not been able to improve the welfare of the beneficiary community. Recipient communities who lack funds for their children's education can be helped by PKH because it can be used to pay school fees and buy school supplies. Meanwhile, for the elderly and toddlers, PKH assistance can be used to buy nutritious food and seek treatment at the health center. However, in general, PKH in Mayasari Village has not been able to improve the welfare of the community. This is in line with the statement Sofianto, (2020) that basically PKH in general provides direct benefits to its recipients, especially helping with education and health costs, but has no effect on other aspects. In general, PKH has a positive impact on very poor households in terms of health and education (accessibility), but has not had an impact on socio-economic status (Sofianto, 2020). Impact Social assistance of the Family Hope Program is still limited to meeting basic needs, or known as subsystem economic behavior (Alwi and Sulni, 2021). Research Habibullah et al., (2017) showed that the use of PKH assistance to buy foodstuffs consisted of rice (60.7%), eggs and milk (37%), fish (35%) and cigarettes (2%), non-food use for education costs (76%), health (23%), as well as housing, fuel, lighting, water (21%).

In 2022, the number of PKH recipients in Mayasari Village decreased to 66 KPM from the previous 90 KPM in the previous year. Then in 2023 the number of recipients will be 54 KPM (Graph 1). The reduction in the number of KPM occurred due to natural graduation where PKH assistance was withdrawn because the KPM no longer had criteria or components for PKH recipients. Graduation is the end of the membership period as a beneficiary of PKH (Riztiana & Handoyo, 2021). There are two types of graduation in PKH, namely independent graduation and natural graduation. Independent graduation is a voluntary request from PKH recipients not to receive PKH assistance anymore. This graduation is carried out if PKH recipients feel prosperous and have a stable economy. While natural graduation means that they are no longer PKH recipients because of the existence of components (Riztiana & Handoyo, 2021). In graph 1, it shows the number of PKH recipients in Mayasari Village for three years.



Graph 1. Number of PKH Recipients in Mayasari Village

4. Impact on the direct costs of the Family Hope Program.

In every policy or program implemented by the government, there is a direct cost incurred to finance the policy or program. Usually it is easier for us to calculate the dollar or rupiah cost of a certain policy or program, if the program or policy is the amount of dollars or rupiah spent on a program (Winarno, 2012). It is further said that other immaterial costs will be more difficult to calculate. For the Family Hope Program, the funds allocated in accordance with the set budget and the financial assistance provided are used to meet the needs of beneficiary families in Mayasari Village. The disbursement of PKH funds is carried out four times a year, namely in January, April, July and October through Bank BRI. Even now, the disbursement is easier because it can be done through BRILINK. Disbursement of PKH funds can also be done through the Post Office, this is intended for recipients whose data is problematic at the bank so that they cannot create an account.

However, there are still many families who do not have the awareness to really improve their quality of life. In terms of adequacy, the PKH allocation is still less than half of the number of poor families, so many poor families have not been helped, and the number of program receipts is considered insufficient to meet their needs.

With the distribution of good and appropriate assistance, the family economy can be improved. However, even though they are PKH beneficiary families, they still have to try

to meet other needs and not only depend on assistance, so that the people of Mayasari Village, South Pamona District can improve the welfare of their families. PKH beneficiary families are used to receiving assistance, and PKH social companions find it difficult to change their consumptive mindset so that they do not have the desire to live independently. The negative impact that arises with PKH assistance is that people's spending patterns become less important and cause laziness to work, because they feel that all their needs will be met with PKH assistance (Rahmawati & Ma'arif, 2022).

5. The impact of the policy on indirect costs.

The last dimension of policy evaluation concerns the indirect costs incurred by the community or some members of the community as a result of public policies (Winarno, 2012). Often these costs are rarely assessed because they are difficult to identify/measure; For example, it is very difficult to measure discomfort, social unrest and so on as a result of policies in the field of urban development. During the implementation of PKH in Mayasari Village, there are still several problems, including there are still several PKH beneficiaries who are classified as economically capable, this can be seen from the construction of permanent house buildings, the allocation of PKH assistance outside the education and health components used for the cost of rice field cultivation, daily needs and other needs. In addition, in the implementation of PKH, there is still a lack of commitment from the community receiving assistance in the health sector who are lazy to carry out health checks and immunizations for their toddlers, and there are several children who receive PKH assistance who are lazy to go to school. These problems can affect the distribution or disbursement system of PKH assistance. This is a challenge for PKH companions to provide motivation and education because in addition to PKH aid recipients, education and health are also important for the future. Therefore, through good data planning and continuous assistance, it can be an alternative to encourage the community to improve their economic life (Alwi and Sulni, 2021).

Conclusion

The Prosperous Family Program (PKH) has proven to have a significant impact on the lives of rural communities, especially in increasing access to health and education services. Through the financial assistance provided, the beneficiaries can meet their basic needs but have not been able to improve the welfare of the beneficiaries. Although the program is successful in the short term, sustainability or long-term impact on the welfare of beneficiaries still needs to be a concern. In addition, challenges such as reliance on social assistance and social jealousy among those who do not receive assistance also need attention.

From the results of the study, it can be seen that although PKH has a short-term impact, the continuity of this program requires a more comprehensive approach, including knowledge of financial management and the development of financial independence. In addition, community participation in government programs must also be increased so that a sense of ownership and collective responsibility to improve living standards is created.

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