

ABSTRAK

SITI MAWADDAH, NPM: 2022555, Judul: “Efektivitas Program Keluarga Harapan (PKH) di Desa Karau Kecamatan Limpasu Kabupaten Hulu Sungai Tengah”. Di bawah bimbingan **Ibu Ni Made Musiyani Anjasmari, M.AP** selaku Pembimbing I dan **Ibu Nurul Hasanah, S.Pd., M.M** selaku Pembimbing II.

Penelitian ini dilatarbelakangi oleh adanya permasalahan dalam pelaksanaan Program Keluarga Harapan (PKH) di Desa Karau Kecamatan Limpasu Kabupaten Hulu Sungai Tengah, seperti masih kurang tepatnya sasaran yang menerima bantuan PKH, Kurangnya sosialisasi kepada masyarakat terkait penggunaan dana PKH, serta Kurangnya ketertiban administrasi dimana proses perbaruan data dan verifikasi data penerima masih kurang efektif. Permasalahan tersebut berpengaruh terhadap efektivitas pelaksanaan Program Keluarga Harapan (PKH) dalam meningkatkan kesejahteraan masyarakat.

Penelitian ini bertujuan untuk mengetahui efektivitas Program Keluarga Harapan (PKH) di Desa Karau Kecamatan Limpasu Kabupaten Hulu Sungai Tengah serta faktor-faktor yang mempengaruhi efektivitas program tersebut. Teori yang digunakan adalah teori efektivitas menurut Budiani yang terdiri dari empat indikator, yaitu ketepatan sasaran program, sosialisasi program, tujuan program, dan pemantauan program. Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan ditentukan dengan teknik *purposive sampling* berjumlah 12 orang. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Uji kribilitas data melalui perpanjangan pengamatan, peningkatan ketekunan, triangulasi dan penggunaan bahan referensi

Hasil penelitian menunjukkan bahwa efektivitas Program Keluarga Harapan (PKH) di Desa Karau Kecamatan Limpasu Kabupaten Hulu Sungai Tengah cukup efektif. Pada indikator ketepatan sasaran program cukup efektif, sebagian besar penerima bantuan telah sesuai dengan kriteria DTKS, meskipun masih ditemukan penerima yang tidak tepat sasaran. Pada indikator sosialisasi program cukup efektif, kegiatan sosialisasi telah dilaksanakan namun pemahaman dan partisipasi sebagian masyarakat masih kurang. Pada indikator tujuan program efektif, bantuan PKH mampu membantu memenuhi kebutuhan pokok keluarga penerima manfaat. Pada indikator pemantauan program kurang efektif, pembaruan data dan pengawasan masih belum optimal. Faktor-faktor yang mempengaruhi efektivitas program meliputi faktor pendukung berupa aksesibilitas yang memadai dalam penyaluran dana bantuan, sedangkan faktor penghambat yaitu peran pemerintah desa dalam pengawasan kurang efektif akibat kurangnya evaluasi dari pemerintah desa kepada penerima PKH serta perbaharuan data penerima yang kurang efektif akibat ketidaksesuaian sistem data desil kemiskinan dengan kondisi masyarakat dilapangan.

Guna meningkatkan efektivitas Program Keluarga Harapan (PKH) di Desa Karau, Dinas Sosial Kabupaten Hulu Sungai Tengah hendaknya memperkuat koordinasi dengan pemerintah desa dan pendamping PKH mengoptimalkan pemantauan, evaluasi, dan pembaruan data penerima bantuan agar penyaluran PKH tetap tepat sasaran dan mencapai tujuan program yang efektif.

ABSTRACT

SITI MAWADDAH, Student ID Number: 2022555, Title: “The Effectiveness of the Family Hope Program (PKH) in Karau Village, Limpasu District, Hulu Sungai Tengah Regency”. Under the supervision of **Mrs. Ni Made Musiyani Anjasmari, M.AP** as Supervisor I and **Mrs. Nurul Hasanah, S.Pd., M.M** as Supervisor II.

This study was motivated by several problems in the implementation of the Family Hope Program (Program Keluarga Harapan/PKH) in Karau Village, Limpasu District, Hulu Sungai Tengah Regency. These problems included inaccurate targeting of PKH beneficiaries, inadequate socialization regarding the proper use of PKH funds, and poor administrative management, particularly in updating and verifying beneficiary data. These issues affected the effectiveness of the Family Hope Program (PKH) in improving community welfare.

The purpose of this study was to analyze the effectiveness of the Family Hope Program (PKH) in Karau Village, Limpasu District, Hulu Sungai Tengah Regency, and to identify the factors influencing its effectiveness. This study adopted Budiani's theory of effectiveness, which consists of four indicators: program targeting accuracy, program socialization, program objectives, and program monitoring. A qualitative approach with a descriptive research design was employed. Data were collected through observation, interviews, and documentation. The informants consisted of 12 participants selected using purposive sampling. Data were analyzed through data reduction, data presentation, and conclusion drawing. Data credibility was tested through prolonged engagement, persistent observation, triangulation, and the use of reference materials.

The findings revealed that the implementation of the Family Hope Program (PKH) in Karau Village was fairly effective. The program targeting indicator was fairly effective because most beneficiaries met the criteria of the Integrated Social Welfare Data (DTKS), although some ineligible beneficiaries were still identified. The program socialization indicator was also fairly effective, as socialization activities had been conducted; however, the understanding and participation of some community members remained limited. The program objectives indicator was considered effective because PKH assistance helped beneficiaries meet their basic household needs. In contrast, the program monitoring indicator was less effective due to suboptimal data updating and supervision. The supporting factor influencing program effectiveness was adequate accessibility in the distribution of assistance funds. Meanwhile, the inhibiting factors included the limited effectiveness of the village government's monitoring caused by insufficient evaluation of PKH beneficiaries, as well as ineffective beneficiary data updating due to discrepancies between the poverty decile data system and the actual socio-economic conditions in the field.

To improve the effectiveness of the Family Hope Program (PKH) in Karau Village, the Social Affairs Office of Hulu Sungai Tengah Regency should strengthen coordination with the village government and PKH facilitators optimize the monitoring, evaluation, and updating of beneficiary data to ensure that PKH assistance is accurately targeted and achieves its intended objectives.