

ABSTRAK

RISDA, NPM: 2022045. “EFEKTIVITAS PROGRAM KELUARGA HARAPAN (PKH) DI DESA TABALONG MATI KECAMATAN AMUNTAI UTARA KABUPATEN HULU SUNGAI UTARA”. Dibimbing oleh **Ramona Handayani, S.Pd., M.A.** sebagai Pembimbing I dan **Nor Ainah, S.Sos., M.E.** sebagai Pembimbing II.

Penelitian ini dilatarbelakangi beberapa fenomena masalah, yaitu: pertama, penerima bantuan Program Keluarga Harapan (PKH) belum sepenuhnya tepat sasaran. Kedua, bantuan PKH belum sepenuhnya digunakan sesuai tujuan program. Ketiga, pelaksanaan sosialisasi Program Keluarga Harapan (PKH) di Desa Tabalong Mati belum optimal karena kegiatan P2K2 belum dilaksanakan secara rutin setiap bulan. Adapun tujuan penelitian ini adalah untuk mengetahui efektivitas Program Keluarga Harapan (PKH) di Desa Tabalong Mati Kecamatan Amuntai Utara Kabupaten Hulu Sungai Utara serta mengetahui faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data ditentukan melalui teknik *purposive sampling* yang berjumlah 14 orang informan. Data yang terkumpul kemudian dianalisis melalui teknik reduksi data, penyajian data, penarikan kesimpulan, dan verifikasi. Kredibilitas data diuji melalui perpanjangan pengamatan, peningkatan ketekunan, triangulasi, analisis kasus negatif, penggunaan bahan referensi, dan *membercheck*.

Hasil penelitian menunjukkan bahwa efektivitas Program Keluarga Harapan (PKH) di Desa Tabalong Mati cukup efektif berdasarkan teori Budiani dalam (Dedi Amrizal, *et.al.*, 2018:59). Pertama, sub variabel Ketepatan Sasaran Program, di mana indikator kriteria sasaran efektif, sedangkan indikator ketepatan sasaran program kurang efektif. Kedua, sub variabel Sosialisasi Program, indikator pelaksanaan sosialisasi kurang efektif, sedangkan indikator kejelasan informasi program efektif. Ketiga, sub variabel Tujuan Program, indikator tujuan program cukup efektif, hasil pelaksanaan program kurang efektif, dan pencapaian tujuan program cukup efektif. Keempat, variabel Pemantauan Program, indikator pemantauan program cukup efektif, evaluasi program cukup efektif dan tindak lanjut terhadap program kurang efektif. Adapun faktor-faktor yang mempengaruhinya yaitu faktor pendukung berupa kejelasan informasi pelaksanaan program dan penyampaian dan penjelasan informasi program, sedangkan faktor penghambat berupa data penerima yang belum sepenuhnya *update*, kebutuhan mendesak masyarakat untuk memenuhi kebutuhan hidup, kendala penyesuaian jadwal pelaksanaan sosialisasi akibat jumlah pendamping terbatas dan proses verifikasi dan pemutakhiran data yang bertahap.

Saran ditujukan kepada Koordinator PKH Kabupaten Hulu Sungai Utara hendaknya meningkatkan koordinasi dengan pendamping PKH dalam pemutakhiran data KPM. Pendamping PKH Desa Tabalong Mati hendaknya melaksanakan P2K2 secara rutin dan aktif melakukan pembaruan data KPM sesuai kondisi di lapangan. Pemerintah Desa Tabalong Mati hendaknya meningkatkan koordinasi dengan pendamping PKH. KPM hendaknya memanfaatkan bantuan PKH sesuai tujuan program serta melaporkan perubahan kondisi ekonomi keluarga kepada pendamping PKH.

ABSTRACT

RISDA, NPM: 2022045. "THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM (PKH) IN TABALONG MATI VILLAGE, NORTH AMUNTAI DISTRICT, NORTH HULU SUNGAI REGENCY". Supervised by **Ramona Handayani, S.Pd., M.A.** as Supervisor I and **Nor Ainah, S.Sos., M.E.** as Supervisor II.

This study was motivated by several phenomena. First, the recipients of the Family Hope Program (PKH) assistance have not been fully targeted. Second, PKH assistance has not been entirely utilized in accordance with the program objectives. Third, the implementation of PKH socialization activities in Tabalong Mati Village has not been optimal because the Family Development Session (P2K2) has not been conducted regularly every month. This study aims to determine the effectiveness of the Family Hope Program (PKH) in Tabalong Mati Village, North Amuntai District, North Hulu Sungai Regency, and to identify the factors influencing its effectiveness.

This study employed a qualitative approach with a descriptive qualitative type. The data collection techniques used were observation, interviews, and documentation. Data sources were determined through purposive sampling techniques involving 14 informants. The collected data were then analyzed through data reduction, data presentation, conclusion drawing, and verification. Data credibility was tested through prolonged observation, increased persistence, triangulation, negative case analysis, the use of reference materials, and member checking.

The results of the study indicate that the effectiveness of the Family Hope Program (PKH) in Tabalong Mati Village is fairly effective based on Budiani's theory in (Dedi Amrizal, et al., 2018:59). First, the Program Target Accuracy sub-variable, where the target criteria indicator is effective, while the program target accuracy indicator is less effective. Second, the Program Socialization sub-variable, where the socialization implementation indicator is less effective, while the clarity of program information indicator is effective. Third, the Program Objectives sub-variable, where the program objectives indicator is fairly effective, the program implementation results indicator is less effective, and the achievement of program objectives indicator is fairly effective. Fourth, the Program Monitoring variable, where the program monitoring indicator is fairly effective, the program evaluation indicator is fairly effective, and the program follow-up indicator is less effective. The influencing factors include supporting factors such as the clarity of program implementation information and the delivery and explanation of program information, while inhibiting factors include beneficiary data that have not been fully updated, the community's urgent needs to meet living necessities, scheduling adjustment for socialization activities Due to the Limited Number of PKH Facilitators, and the gradual process of data verification and updating.

Recommendations are addressed to the PKH Coordinator of Hulu Sungai Utara Regency to improve coordination in updating KPM data, to the PKH Facilitator in Tabalong Mati Village to conduct P2K2 regularly and update KPM data, and to PKH Beneficiary Families (KPM) to use the assistance according to the program objectives and report changes in their economic condition.