

ABSTRAK

ANNISA, NPM: 2022174, Judul “EFEKTIVITAS PROGRAM KELUARGA HARAPAN (PKH) DI DESA SUNGAI LUANG HILIR KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA” Di bawah Bimbingan Bapak **Akhmad Berkatillah, S.Sos.,M.A** sebagai Dosen Pembimbing I dan Bapak **Ahmad Baihaqi, S.Sos.,M.A** sebagai Pembimbing II.

Program Keluarga harapan (PKH) Merupakan program bantuan sosial bersyarat yang bertujuan meningkatkan kesejahteraan keluarga miskin melalui akses pendidikan, kesehatan dan kesejahteraan sosial. penelitian ini dilatarbelakangi oleh permasalahan ketidaktepatan sasaran penerima program, penggunaan dana bantuan yang kurang sesuai dengan tujuan program serta belum sepenuhnya memberikan perubahan yang signifikan pada pola asuh belajar dan prestasi anak. Penelitian ini bertujuan untuk mengetahui Efektivitas Program Keluarga Harapan (PKH) di Desa Sungai Luang Hilir Kecamatan Babirik Kabupaten Hulu Sungai Utara, serta faktor-faktor yang memengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif kualitatif. Sumber data diperoleh melalui penarikan sampel secara purposive sampling dengan jumlah informan sebanyak 11 orang. Teknik pengumpulan data yang digunakan meliputi wawancara, observasi dan dokumentasi. Setelah data terkumpul analisis dilakukan melalui tahapan kondensasi data, penyajian data, penarikan kesimpulan. Teknik uji kreadibilitas data yang digunakan meliputi meningkatkan ketekunan dan triangulasi.

Hasil penelitian menunjukkan Efektivitas PKH di Desa Sungai Luang Hilir tergolong Cukup Efektif. Dilihat dari beberapa indikator: Pelaksanaan program dinilai cukup efektif karena sudah berjalan mengikuti prosedur. Pemahaman masyarakat terhadap hak-kewajiban kurang efektif karena masih ada sebagian penerima belum memahami. Kesesuaian penerima dengan kriteria kurang mampu kurang efektif karena terdapat ketidaksesuaian antara penerima pkh dengan kondisi ekonomi aktual. Mekanisme penetapan penerima cukup efektif karena penetapan KPM sesuai prosedur yang berlaku berdasarkan data DTKS dari pemerintah pusat. Kepuasan program cukup efektif karena mereka merasa terbantu. Persepsi keadilan kurang efektif karena terdapat rasa ketidakadilan yang kuat dikalangan masyarakat. Pemanfaatan dana (input) dan Hasil program (output) berupa peningkatan akses pendidikan-kesehatan dinilai cukup efektif. kesejahteraan keluarga penerima terdaftar cukup efektif. Perubahan pola belajar anak di rumah kurang efektif karena pendampingan belajar anak di rumah masih kurang optimal. Faktor pendukung meliputi koordinasi pemerintah desa-pendamping PKH, sosialisasi, dan mekanisme penetapan sesuai prosedur. Faktor penghambat meliputi ketidaktepatan data penerima, kurangnya pemahaman masyarakat, dan minimnya pendampingan belajar anak.

Untuk meningkatkan efektivitas Program Keluarga Harapan (PKH) di Desa Sungai Luang Hilir, pendamping PKH disarankan meningkatkan sosialisasi, pendampingan dan penggunaan bantuan, pemerintah desa diharapkan meningkatkan koordinasi dalam pendataan dan pemutakhiran data penerima, dan masyarakat penerima manfaat diharapkan meningkatkan pemahaman dan memanfaatkan bantuan sesuai ketentuan serta aktif mendampingi anak belajar di rumah agar tujuan PKH tercapai dengan optimal.

ABSTRACT

ANNISA, NPM: 2022174, Thesis Title “**THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM (PKH) IN SUNGAI LUANG HILIR VILLAGE, BABIRIK SUBDISTRICT, HULU SUNGAI UTARA REGENCY.**” Supervised by Mr. **Akhmad Berkatillah, S.Sos., M.A** as Supervisor I and Mr. **Ahmad Baihaqi, S.Sos., M.A** as Supervisor II.

The Family Hope Program (PKH) is a conditional social assistance program aimed at improving the welfare of poor families through access to education, health, and social welfare. This research was motivated by issues such as the inaccuracy of program beneficiary targeting, the use of aid funds that did not fully align with the program's objectives, and the lack of significant change in children's learning patterns and academic achievement. This study aims to determine the effectiveness of the Family Hope Program (PKH) in Sungai Luang Hilir Village, Babirik Subdistrict, Hulu Sungai Utara Regency, as well as the factors influencing it.

This research used a qualitative approach with a descriptive qualitative research type. Data sources were obtained through purposive sampling with a total of 11 informants. Data collection techniques included interviews, observation, and documentation. After the data were collected, analysis was carried out through the stages of data condensation, data display, and conclusion drawing. Data credibility testing techniques used included increasing persistence and triangulation.

The research results show that the effectiveness of PKH in Sungai Luang Hilir Village is classified as Fairly Effective. This was seen from several indicators: Program implementation was considered fairly effective because it had run according to procedure. Community understanding of rights and obligations was less effective because some recipients still did not fully understand them. The conformity of recipients with eligibility criteria was less effective due to discrepancies between PKH recipients and their actual economic conditions. The mechanism for determining recipients was fairly effective because the determination of Beneficiary Family (KPM) status followed applicable procedures based on the Integrated Social Welfare Data (DTKS) from the central government. Program satisfaction was fairly effective as recipients felt helped. Perception of fairness was less effective due to a strong sense of injustice among the community. The utilization of funds (input) and program results (output) in the form of improved access to education and health were considered fairly effective. The welfare of registered recipient families was fairly effective. Changes in children's learning patterns at home were less effective because parental guidance in children's learning at home remained suboptimal. Supporting factors included coordination between the village government and PKH facilitators, socialization, and a recipient determination mechanism that followed proper procedures. Inhibiting factors included inaccurate recipient data, limited community understanding, and minimal parental guidance in children's learning.

To improve the effectiveness of the Family Hope Program (PKH) in Sungai Luang Hilir Village, PKH facilitators are advised to increase socialization, guidance, and proper use of assistance funds. The village government is expected to improve coordination in data collection and updating of recipient data, and beneficiary communities are expected to improve their understanding and use assistance in accordance with regulations, as well as actively guide their children's learning at home so that the objectives of PKH can be optimally achieved.