

ABSTRAK

RAUDATUSSIFA, NPM : 2022549, Judul “**EFEKTIVITAS PROGRAM KELUARGA HARAPAN (PKH) DI DESA KAYU ABANG KECAMATAN ANGKINANG KABUPATEN HULU SUNGAI SELATAN**” dibawah bimbingan **Ibu Siti Raudah, S.Sos., M.A.P., CHCM., CELM** sebagai Pembimbing I dan **Ibu Mawarti, S.Sos., M.A.** sebagai Pembimbing II.

Pembangunan kesejahteraan masyarakat tidak hanya berorientasi pada pertumbuhan ekonomi, tetapi juga pada penanggulangan kemiskinan dan peningkatan kualitas hidup. Program Keluarga Harapan (PKH) merupakan kebijakan pemerintah untuk mendukung pemenuhan kebutuhan dasar masyarakat miskin. Namun, pelaksanaan PKH di Desa Kayu Abang masih menghadapi permasalahan ketidaktepatan sasaran dan ketidakakuratan data penerima. Penelitian ini bertujuan untuk menganalisis efektivitas pelaksanaan PKH serta mengidentifikasi faktor-faktor yang memengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Data penelitian terdiri atas data primer dan data sekunder. Data primer diperoleh melalui observasi dan wawancara mendalam terhadap informan yang dipilih secara *purposive sampling* berjumlah 12 orang. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan secara induktif melalui reduksi, penyajian, dan penarikan kesimpulan, dengan uji kredibilitas data menggunakan perpanjangan pengamatan, meningkatkan ketekunan, triangulasi, analisis kasus negative, menggunakan bahan referensi dan *member check*.

Hasil penelitian penunjukkan bahwa Efektivitas Program Keluarga Harapan (PKH) di Desa Kayu Abang menunjukkan hasil yang cukup efektif dapat dilihat pada: *Pertama*, Pada sub-variabel keberhasilan program, kemampuan operasional pendamping cukup efektif karena pelaksanaan tugas telah sesuai pedoman dan didukung bimbingan teknis, namun mekanisme kegiatan belum efektif akibat ketidakakuratan data dan keterlambatan penyaluran bantuan. *Kedua*, Pada sub-variabel keberhasilan sasaran, ketepatan sasaran dinilai tidak efektif karena masih ditemukan penerima yang tidak sesuai kriteria, sedangkan prosedur dalam menentukan sasaran (SOP) tergolong cukup efektif karena telah dilaksanakan sesuai ketentuan. *Ketiga*, Pada sub-variabel kepuasan terhadap program, pemenuhan kebutuhan maupun kepuasan penerima program dinilai cukup efektif karena bantuan dirasakan bermanfaat. *Keempat*, Pada sub-variabel input dan output, pencapaian target belum efektif akibat ketidaktepatan sasaran, namun dampak program dinilai efektif karena mendorong perubahan perilaku positif pada pendidikan, kesehatan, dan kesejahteraan sosial. *Kelima*, pencapaian tujuan menyeluruh, ketercapaian tujuan program cukup efektif karena program mampu memberikan manfaat nyata, pada indikator penilaian masyarakat dinilai cukup efektif karena masyarakat merasakan manfaat program dalam membantu kebutuhan sehari-hari. Adapun faktor-faktor yang mempengaruhi Efektivitas Program Keluarga Harapan (PKH) yaitu, Faktor pendukung utama meliputi peran aktif pendamping, koordinasi lintas sektor, dan partisipasi KPM, sedangkan faktor penghambat utamanya adalah lemahnya evaluasi serta validasi data penerima manfaat.

Untuk meningkatkan Program Keluarga Harapan (PKH) disarankan agar pelaksana PKH melakukan evaluasi dan pemutakhiran data penerima secara berkala untuk meningkatkan ketepatan sasaran. Pendamping PKH perlu memperkuat pengawasan dan pembinaan terhadap KPM, serta pemerintah desa meningkatkan koordinasi dengan pihak terkait agar pelaksanaan PKH berjalan lebih optimal dan berkelanjutan.

ABSTRACT

RAUDATUSSIFA, Student ID: 2022549. “The Effectiveness of the Family Hope Program (Program Keluarga Harapan/PKH) in Kayu Abang Village, Angkinang District, Hulu Sungai Selatan Regency”, supervised by Siti Raudah, S.Sos., M.A.P., CHCM., CELM as Supervisor I and Mawarti, S.Sos., M.A. as Supervisor II.

Community welfare development is not solely oriented toward economic growth but also toward poverty alleviation and the improvement of quality of life. The Family Hope Program (Program Keluarga Harapan/PKH) is a government policy aimed at supporting the fulfillment of basic needs for poor households. However, the implementation of PKH in Kayu Abang Village still faces issues related to target inaccuracy and unreliable beneficiary data. This study aims to analyze the effectiveness of PKH implementation and to identify factors influencing its effectiveness.

This research employs a qualitative approach with a descriptive design. The data consist of primary and secondary data. Primary data were obtained through observation and in-depth interviews with 12 informants selected using purposive sampling. Data collection techniques included observation, interviews, and documentation. Data analysis was conducted inductively through data reduction, data presentation, and conclusion drawing. Data credibility was ensured through prolonged engagement, increased persistence, triangulation, negative case analysis, the use of reference materials, and member checking.

The results indicate that the effectiveness of the Family Hope Program (PKH) in Kayu Abang Village is categorized as considered moderately effective. First, in the sub-variable of program success, the operational capacity of facilitators is effective due to task implementation in accordance with guidelines and technical guidance support; however, activity mechanisms are not effective due to data inaccuracies and delays in fund disbursement. Second, in the sub-variable of target achievement, targeting accuracy is considered ineffective because some beneficiaries do not meet the eligibility criteria, while the procedures for determining beneficiaries (SOP) are considered moderately effective as they are implemented according to regulations. Third, in the sub-variable of satisfaction with the program, both the fulfillment of needs and beneficiary satisfaction are considered moderately effective, as the assistance is perceived as beneficial. Fourth, in the sub-variable of input and output, target achievement is not effective due to targeting inaccuracies, whereas program impact is considered effective because it encourages positive behavioral changes in education, health, and social welfare. Fifth, regarding overall goal achievement, program objectives are moderately effective as the program provides tangible benefits, and public perception is also considered moderately effective because the community experiences the program's benefits in meeting daily needs. Factors influencing the effectiveness of PKH include supporting factors such as the active role of facilitators, cross-sectoral coordination, and beneficiary participation, while the main inhibiting factors are weak evaluation and validation of beneficiary data.

To improve the effectiveness of the Family Hope Program (PKH), it is recommended that implementers conduct regular evaluations and updates of beneficiary data to enhance targeting accuracy. PKH facilitators should strengthen supervision and guidance for beneficiary households, and village governments should improve coordination with relevant stakeholders to ensure more optimal and sustainable program implementation.