

ABSTRAK

HARDIAN, NPM : 2022071, Judul “ EFEKTIVITAS PROGRAM KELUARGA HARAPAN (PKH) DALAM MENINGKATKAN KESEJAHTERAAN MASYARAKAT DI DESA SUNGAI PAPUYU KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA” di bawah bimbingan **Bapak Dr. H. Arpandi, M.AP** sebagai pembimbing I dan **Ibu Eka Santi Agustina, S.sos, MM** sebagai pembimbing II.

Desa Sungai Papuyu, Kecamatan Babirik, Kabupaten Hulu Sungai Utara melaksanakan Program Keluarga Harapan (PKH). Dalam pelaksanaannya masih menghadapi kendala seperti Kurangnya sosialisasi program sehingga kurang pahamnya keluarga penerima manfaat terhadap Program Keluarga Harapan, Permasalahan ketidaktepatan sasaran Penerima Program Keluarga Harapan (PKH), serta Program Keluarga Harapan belum sepenuhnya mampu menciptakan kemandirian ekonomi bagi Keluarga Penerima Manfaat. Penelitian ini bertujuan mengetahui Efektivitas Program Keluarga Harapan (PKH) dalam meningkatkan kesejahteraan di Desa Sungai Papuyu Kecamatan Babirik Kabupaten Hulu Sungai Utara serta untuk mengetahui Faktor Pendukung dan Penghambatnya.

Metode penelitian ini menggunakan deskriptif kualitatif. Teknik penentuan informan menggunakan teknik *purposive* yang menghasilkan 12 orang informan, teknik pengumpulan data pada penelitian ini melalui wawancara, observasi dan dokumentas, teknik analisa data yang digunakan adalah reduksi data, penyajian data dan verifikasi atau penarikan kesimpulan. Uji kredibilitas data dengan perpanjangan pengamatan, meningkatkan ketekunan, trigulas, analisis kasus negatif, menggunakan bahan referensi, dan member check.

Hasil penelitian menunjukkan bahwa efektivitas Program Keluarga Harapan (PKH) dalam meningkatkan kesejahteraan di Desa Sungai Papuyu cukup efektif. Hal ini dapat dilihat dari: *Pertama*, Sub Variabel Pemahaman Program pada indikator Pemahaman Tentang Program belum efektif, dan Sosialisasi masih belum efektif. *Kedua*, Sub Variabel Ketepatan Sasaran pada indikator Ketepatan penerima manfaat belum efektif, dan kesesuaian program dengan kebutuhan dan harapan masyarakat sudah efektif. *Ketiga*, Sub Variabel Ketepatan Waktu pada indikator Pelaksanaan Program cukup efektif, dan kesesuaian waktu pelaksanaan program cukup efektif. *Keempat*, Sub Variabel Tercapainya Tujuan pada indikator Pencapaian Tujuan Program cukup efektif, dan Terciptanya kemandirian bagi penerima program kurang efektif. *Kelima*, Sub Variabel Perubahan Nyata pada indikator Perubahan kondisi sosial ekonomi masyarakat cukup efektif, dan Kebermanfaatan bagi penerima program juga cukup efektif. Faktor penghambat meliputi belum terciptanya kebermanfaatan, perubahan data penerima manfaat yang belum di perbarui, keterbatasan kouta penerima, ketidakpastian jadwal pencairan bantuan, serta belum tercapai sepenuhnya tujuan program. Faktor pendukungnya adalah kerja sama antar pelaksana yang baik, memenuhi kewajiban sebagai penerima pkh dan peran pendamping pkh dalam menyampaikan informasi.

Agar program berjalan secara optimal, pemerintah desa diharapkan dapat meningkatkan koordinasi dengan pendamping PKH dan instansi terkait dalam pelaksanaan Program Keluarga Harapan (PKH). Selain itu, pemerintah desa perlu mendukung kegiatan sosialisasi secara lebih intensif, membantu proses pembaruan data keluarga penerima manfaat agar tepat sasaran, serta mendorong partisipasi aktif masyarakat dalam memenuhi hak dan kewajiban sebagai penerima manfaat.

ABSTRACT

HARDIAN, Student ID Number: 2022071, Title :“ EFFECTIVENESS PROGRAM KELUARGA HARAPAN (PKH) IN IMPROVING COMMUNITY WELFARE IN SUNGAI PAPUYU VILLAGE, BABIRIK DISTRICT, HULU SUNGAI UTARA REGENCY” under the guidance of **Bapak Dr. H. Arpandi, M.AP** as Supervisor I and **Ibu Eka Santi Agustina, S.sos, MM** as Supervisor II

Sungai Papuyu Village, Babirik District, Hulu Sungai Utara Regency is implementing Program Keluarga Harapan (PKH). In its implementation, it still faces obstacles such as a lack of program socialization resulting in a lack of understanding among beneficiary families regarding the Family Hope Program, the problem of inaccurate targeting Program Keluarga Harapan (PKH) recipients, and the Family Hope Program has not been fully able to create economic independence for beneficiary families. This study aims to determine the effectiveness Program Keluarga Harapan (PKH) in improving welfare in Sungai Papuyu Village, Babirik District, Hulu Sungai Utara Regency and to determine the supporting and inhibiting factors.

This research method uses qualitative descriptive. The informant selection technique used a purposive technique resulting in 12 informants. Data collection techniques in this study included interviews, observation, and documentation. Data analysis techniques used were data reduction, data presentation, and verification or drawing conclusions. Data credibility was tested by extending observations, increasing persistence, triangulation, negative case analysis, using reference materials, and member checking.

The results of the study indicate that the effectiveness Program Keluarga Harapan (PKH) in improving welfare in Sungai Papuyu Village is quite effective. This can be seen from: First, the Program Understanding Sub-Variable in the Understanding of the Program indicator is not yet effective, and Socialization is still ineffective. Second, the Targeting Accuracy Sub-Variable in the Accuracy of Beneficiaries indicator is not yet effective, and the suitability of the program to the needs and expectations of the community is effective. Third, the Timeliness Sub-Variable in the Program Implementation indicator is quite effective, and the suitability of the program implementation time is quite effective. Fourth, the Goal Achievement Sub-Variable in the Program Goal Achievement indicator is quite effective, and the Creation of Independence for Program Recipients is less effective. Fifth, the Real Change Sub-Variable in the Change in the Socio-Economic Conditions of the Community is quite effective, and the Benefit for Program Recipients is also quite effective. Inhibiting factors include the lack of benefit creation, changes in beneficiary data that have not been updated, limited recipient quotas, uncertainty in the disbursement schedule, and the program's objectives have not been fully achieved. Supporting factors are good cooperation between implementers, fulfilling obligations as Pkh recipients and the role of Pkh facilitators in conveying information.

To ensure the program runs optimally, village governments are expected to improve coordination with PKH facilitators and relevant agencies in implementing Program Keluarga Harapan (PKH). Furthermore, village governments need to support more intensive outreach activities, assist with updating beneficiary family data to ensure accurate targeting, and encourage active community participation in fulfilling their rights and obligations as beneficiaries.