ABSTRAK

MUHAMMAD RIFKY FERNANDA, NPM: 212308092, Judul "EFEKTIVITAS PROGRAM *FAMILY DEVELOPMENT SESSION* (FDS) PADA KELUARGA PENERIMA MANFAAT (KPM) PROGRAM KELUARGA HARAPAN (PKH) DI DESA BABIRIK HULU KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA. Di bawah bimbingan **Bapak Dr. Jumaidi, S.Sos., M.A.P.** sebagai Pempimbing I dan **Bapak M. Ridha Anshari, S.Sos., M.A.P.** sebagai Pempimbing II.

Program *Family Development Session* (FDS) merupakan salah satu komponen Program Keluarga Harapan (PKH) yang bertujuan meningkatkan pengetahuan dan perubahan perilaku Keluarga Penerima Manfaat (KPM). Penelitian ini dilatarbelakangi oleh ketidakpahaman sebagian KPM terhadap materi FDS, keterbatasan sarana dan prasarana pendukung, serta ketidakkonsistenan kehadiran peserta. Penelitian ini bertujuan untuk mengetahui efektivitas Program *Family Development Session* (FDS) pada Keluarga Penerima Manfaat (KPM) Program Keluarga Harapan (PKH) di Desa Babirik Hulu Kecamatan Babirik Kabupaten Hulu Sungai Utara serta faktor-faktor yang memengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Informan penelitian berjumlah 11 orang yang ditentukan dengan teknik *purposive sampling.* Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data dilakukan melalui perpanjangan pengamatan, peningkatan ketekunan, triangulasi, analisis kasus negatif, menggunakan bahan referensi serta *member check*.

Hasil penelitian menunjukkan bahwa efektivitas Program *Family Development Session* (FDS) pada Keluarga Penerima Manfaat (KPM) Program Keluarga Harapan (PKH) di Desa Babirik Hulu tergolong cukup efektif. Hal ini dilihat dari beberapa indikator yaitu: Pertama, kemampuan pendamping dalam menyampaikan materi cukup efektif karena materi telah disampaikan sesuai tujuan, meskipun belum optimal. Kedua, konsistensi kehadiran KPM cukup efektif karena sebagian besar peserta hadir meskipun masih ada yang tidak hadir. Ketiga, ketepatan sasaran penerima program efektif. Keempat, tingkat pemahaman KPM terhadap materi cukup efektif karena sebagian besar peserta memahami materi, meskipun sebagian lansia kesulitan Kelima, meskipun materi dinilai bermanfaat.. Keenam, tingkat kepuasan terhadap metode penyampaian cukup efektif meskipun masih terkendala bahasa dan media. Ketujuh, ketersediaan fasilitas pendukung kurang efektif karena keterbatasan proyektor dan pengeras suara. Kedelapan, produktivitas program cukup efektif karena mampu mengubah perilaku KPM. Kesembilan, peningkatan kesadaran KPM terhadap pentingnya pendidikan dan kesehatan efektif. Kesepuluh, penurunan tingkat ketergantungan terhadap bantuan sosial cukup efektif karena sebagian KPM mulai mandiri meskipun belum sepenuhnya lepas dari bantuan sosial. Faktor yang memengaruhi yaitu faktor pendukung meliputi pelaksanaan kegiatan FDS secara rutin, pelatihan bagi pendamping PKH, Materi FDS sesuai dengan kebutuhan KPM. Faktor penghambat meliputi ketidakkonsistenan kehadiran KPM, keterbatasan sarana dan prasarana pendukung, perbedaan tingkat pemahaman KPM terhadap materi FDS.

Disarankan kepada Pendamping PKH, agar meningkatkan kualitas FDS melalui penyampaian materi yang sederhana, tempo yang sesuai, dan memastikan pemahaman seluruh KPM, khususnya lanjut usia. KPM diharapkan konsisten mengikuti FDS setiap bulan serta menerapkan materi dalam kehidupan sehari-hari. Peneliti selanjutnya diharapkan mengembangkan penelitian FDS dengan teori, indikator, atau lokasi berbeda agar memperoleh hasil yang lebih luas dan komprehensif

ABSTRACT

MUHAMMAD RIFKY FERNANDA, Student Registration Number: 212308092, Title: "THE EFFECTIVENESS OF THE FAMILY DEVELOPMENT SESSION (FDS) PROGRAM AMONG BENEFICIARY FAMILIES (KPM) OF THE FAMILY HOPE PROGRAM (PKH) IN BABIRIK HULU VILLAGE, BABIRIK SUB-DISTRICT, HULU SUNGAI UTARA DISTRICT." Under the supervision of **Dr. Jumaidi, S.Sos., M.A.P.** as the First Supervisor and **M. Ridha Anshari, S.Sos., M.A.P.** as the Second Supervisor.

The Family Development Session (FDS) Program constitutes an integral component of the Family Hope Program (PKH) designed to enhance knowledge and facilitate behavioral changes among Beneficiary Families (KPM). This research is motivated by the limited comprehension exhibited by certain KPM members regarding FDS materials, the inadequacy of supporting facilities and infrastructure, and inconsistent participant attendance. The study aims to assess the effectiveness of the Family Development Session (FDS) Program among Beneficiary Families (KPM) of the Family Hope Program (PKH) in Babirik Hulu Village, Babirik Sub-district, Hulu Sungai Utara District, as well as to identify the influencing factors.

This research employs a qualitative approach with a descriptive research design. Data collection techniques encompass interviews, observation, and documentation. The research informants comprised 11 individuals selected through purposive sampling. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Data credibility was established through prolonged observation, increased persistence, triangulation, negative case analysis, the use of reference materials, and member checking.

The findings indicate that the effectiveness of the Family Development Session (FDS) Program among Beneficiary Families (KPM) of the Family Hope Program (PKH) in Babirik Hulu Village is classified as reasonably effective. This assessment is based on several indicators: First, the facilitators' competency in delivering materials is reasonably effective, as the content has been conveyed in accordance with its objectives, albeit not yet optimally. Second, the consistency of KPM attendance is reasonably effective, as the majority of participants were present, despite some absences. Third, the accuracy of the program's target beneficiaries is effective. Fourth, the level of KPM comprehension of the materials is reasonably effective, as most participants understood the content, although some elderly participants encountered difficulties. Fifth, the materials are perceived as beneficial. Sixth, the level of satisfaction with the delivery methods is reasonably effective, though still constrained by language barriers and limited media. Seventh, the availability of supporting facilities is less effective due to limitations in projectors and sound amplification equipment. Eighth, program productivity is reasonably effective, as it has demonstrated the capacity to influence KPM behavioral changes. Ninth, the enhancement of KPM awareness regarding the importance of education and health is effective. Tenth, the reduction in dependency on social assistance is reasonably effective, as some KPM members have begun to demonstrate self-reliance, although they have not fully transitioned away from social assistance. The influencing factors include supporting factors, namely the routine implementation of FDS activities, training provided for PKH facilitators, and FDS materials tailored to KPM needs. The inhibiting factors comprise inconsistent KPM attendance, limitations in supporting facilities and infrastructure, and disparities in KPM comprehension levels concerning FDS materials.

It is recommended that PKH facilitators improve the quality of FDS by delivering materials in simple language, using an appropriate pace, and ensuring that all KPM,

particularly elderly participants, understand the materials. KPM are expected to attend FDS consistently each month and apply the knowledge gained in their daily lives. Future .