

Communication Analysis of Assistance Family Property Programs to Improve The Independence of Beneficiary Families

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Abstract

The Family Hope Program (PKH) is community empowerment policy program from government. This study aims to know PKH facilitators communicate with KPM can be independent running their lives in the future. Research was conducted in several villages of Sukaraja sub-district, Seluma Regency, Bengkulu Province which get PKH mandate, research time was planned for one year. Data collection techniques through observation, in-depth interviews, FGD, internal seminars. Data analysis carried out by collecting data, condensing, presenting, verifying and making decisions. Based on research in the field, communication between facilitators and KPM, PKH in Sukaraja is running smoothly. P2K2 activities are carried out regularly once a month before corona virus. PKH facilitators should be patient with the various characteristics of KPM that are difficult to advise and motivate because of fact, KPM are poor people, where they are truly incapacitated both in financial and educational terms due to lack of knowledge and insight.

Keywords: Assistance, communication, family hope program

Abstrak

Program Keluarga Harapan (PKH) merupakan program kebijakan pemberdayaan masyarakat dari pemerintah. Penelitian ini bertujuan untuk mengetahui fasilitator PKH yang berkomunikasi dengan KPM dapat mandiri menjalankan kehidupannya di masa depan. Penelitian dilakukan di beberapa desa Kecamatan Sukaraja Kabupaten Seluma Provinsi Bengkulu yang mendapatkan mandat PKH, waktu penelitian direncanakan selama satu tahun. Teknik pengumpulan data melalui observasi, wawancara mendalam, FGD, seminar internal. Analisis data dilakukan dengan mengumpulkan data, memadatkan, menyajikan, memverifikasi dan mengambil keputusan. Berdasarkan penelitian di lapangan, komunikasi antara fasilitator dengan KPM, PKH di Sukaraja berjalan lancar. Kegiatan P2K2 dilakukan rutin sebulan sekali sebelum virus corona. Fasilitator PKH harus bersabar dengan berbagai karakteristik KPM yang sulit untuk dinasihati dan dimotivasi karena KPM adalah orang-orang miskin, di mana mereka benar-benar tidak mampu baik dari segi finansial maupun pendidikan karena kurangnya pengetahuan dan wawasan.

Kata kunci: komunikasi, pendampingan, program keluarga harapan

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INTRODUCTION

Human Resources (HR) is a fundamental means of implementing development. The success of this development is closely related to the adequacy of community needs. The adequacy of these needs is an indicator of community welfare. However, in general the condition shows that the people at the grassroots still needs to struggle to get a prosperous life. The government should pay attention to all problems at the grassroots, especially social problems and poverty, which is synonymous with rural communities (Darmi, 2016; Onsardi, Darmi, & Ekowati, 2019).

The problem of poverty is inseparable from the problem of fulfilling the necessities of life. The community's ability to meet their daily needs is an indicator of community welfare. In addition, community welfare can also be seen from the low quality of life which is characterized by poor people caused by low levels of education and health (Ngozi, Gershon, & Ogundipe, 2020), this condition is caused by income inequality among the communities percentage of the poverty rate has decreased. Nationally, the poverty rate in Indonesia in March 2017, the poverty rate has decreased, for the

period of March 2016 the number of poor people was 14.11%. A year later, in March 2017, the central bureau of statistics recorded that the poor was 13.93%. From March 2016 to March 2017, the number of poor people in rural areas decreased by 181.29 thousand people, while the number of poor people in urban areas increased by 188.19 thousand people, Central Bureau of Statistics (Badan Pusat Statistik Provinsi Bengkulu, 2020).

One of the regencies in Bengkulu Province is Seluma Regency. The development of Seluma Regency is quite alarming, the poverty rate from year to year until 2019 is still in the range of above 20%. Another indicator, community welfare based on its Human Development Index (HDI) in 2013, Seluma regency was ranked 11th out of 11 regencies/city in Bengkulu Province (BPS Provinsi Bengkulu, 2013) (CBS Bengkulu Province, 2013).

In 2019, the HDI level of Seluma Regency is still in the lowest position of regencies /city in Bengkulu Province. HDI is a benchmark for poverty levels both nationally and regionally. This condition is normal because Seluma Regency is the only Regency in the Bengkulu province. The Central Bureau of Statistics (CBS) of Bengkulu Province released a poverty rate that showed

which is categorized as a 3T area (disadvantaged, backward and outermost).

To overcome the rate of poverty in a region, the central government makes policies for community empowerment programs in the form of social assistance, one of which is the Family Hope Program (FHP). The people of Seluma Regency are also the Community of Beneficiary Families (BFs) of the Family Hope Program (FHP) policy.

The Family Hope Program (FHP) facilitators are human resource (HR) who are at the forefront, in terms of providing assistance, serving and increasing capacity and overcoming problems raised by Beneficiary Families (BFs). For this reason, the Family Hope Program (FHP) facilitators should have a good communication model. The success of the government policy program is very much determined by how the Family Hope Program (FHP) Facilitator can communicate well in conveying the message, aims and objectives of the FHP policy program (Azizah, 2019; Utami, Rangga, Yanfika, & Mutolib, 2021).

In implementing the social assistance program policy, the Family Hope Program (FHP), The Family Hope Program (FHP) facilitators have the duty

and responsibility of ensuring the Family Hope Program (FHP) runs on time and on target. The Family Hope Program (FHP) facilitators are the cornerstone of the success of the Family Hope Program (FHP) policy. This means that it is important that PKH Facilitators have a communication strategy because it will have an impact on future policy development programs (Mahmud, Mustari, & Nasrulhaq, 2020).

The communication process in public administration is a method of public communication that has a role to interact between public institutions and their citizens (Jianu, Ciobanu, & Cioboata, 2013). In the context of this study, how PKH Facilitators who represent public institutions are able to convey messages and can communicate in a simple way that can be understood by everyone.

This Family of Hope (FHP) Facilitator is a parameter and is the key to the success of the Family Hope Program (FHP) policy. The success of implementing the Family Hope Program (FHP) policy greatly depends on the capacity of the Family Hope Program (FHP) facilitator.

According to several studies, it is said that to improve organizational performance, the main element that must be done is to increase the capacity of its

Human Resources (HR). This means that strengthening the capacity of the Family Hope Program (FHP) facilitators is very important so that the objectives of the Family Hope Program (FHP) can be realized. In line with the opinion of (Darmi, Mujtahid, & Udin, 2020; Darmi, Richardo, & Yanti, 2018; Darmi & Suwitri, 2017), the strengthening institutional capacity is important in order to realize organizational goals. The most dominant element of strengthening institutional capacity is strengthening the capacity of human resources.

One of the capacities that the Family Hope Program (FHP) facilitator must have is the ability to communicate. A lot of research and writings explain that good communication will affect a person's attitude (character). This means that communication skills are important in conveying messages, with the intention that the messages conveyed can be understood by those who receive the messages (Al-hemiary, Cucchi, Al-nuaimi, Al-saffar, & Al-ani, 2020; Cannity et al., 2021; Katagiri, Otsubo, Kagawa, Seyama, & Hashizume, 2021; Kerr, Ostaszkiwicz, Dunning, & Martin, 2020; Medendorp, Heuvel, Han, Hillen, & Smets, 2020).

One of the concepts that support this statement is the concept of AIDDA (Attention, Interest, Desire, Decision,

Action). The AIDDA concept was popularized by Wilbur Schram. In the context of this study, the concept of AIDDA is interpreted as how FHP Facilitators can convey messages precisely so that the community of Beneficiary Families (BFs) is able to properly absorb and interpret the contents of the message.

This paper focuses on how Family Hope Program facilitators are able to communicate appropriately according to the AIDDA concept. The Family Hope Program (FHP) facilitator is able to determine the right communication pattern. One of the good communication patterns to be applied in delivering messages is to pay attention to the element of "attention, interest, desire, decision, action/activity". These five elements can serve as guidelines for facilitators of the Family Hope Program (FHP) in conveying messages for the community of Beneficiary Families (BFs). The success of the Family Hope Program (FHP) Facilitator in conveying messages with these five elements can affect the attitudes, behavior and even character of the community of Beneficiary Families (BFs) with the hope that the Beneficiary Families (BFs) of the FHP program can have independence in carrying out life in the future.

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METHOD

The stages and approach of the research are descriptive qualitative. The first stage is to identify problems and opportunities both internally and externally in implementing the Family Hope Program (FHP) policy. Every facilitator of the Family Hope Program (FHP) and every resident of the village or community of Beneficiary Families (BFs) is an opportunity for research informants. This study uses the AIDDA theory concept. The research informants were the facilitator of the Family Hope Program (FHP) that consisted of 4 people and 10 families of Beneficiary Families (BFs). The technique of taking the informants was done through purposive sampling.

Data sources are secondary and primary. Secondary data sources come from various literatures, namely research results, reports, laws and regulations, and news related to the Family Hope Program (FHP) which are believed to be valid data sources. Meanwhile, primary data come from observations of researchers and results of interviews with the Family Hope Program (FHP) Facilitators and the Community of Beneficiary Families (BFs). The data analysis technique was carried out through an interactive model by means

of data collection, data condensation, data presentation, and data verification. The data validation was done through *peerdebriefing*, triangulation, and informant recalls.

RESULTS AND DISCUSSION

This research was conducted in 19 villages in Sukaraja District, Seluma Regency, Bengkulu Province. This area is a New Autonomous Region starting in 2003 based on the issuance of Law Number 3 of 2003 concerning Regional Expansion in South Bengkulu Regency.

Seluma Regency is very interesting to observe. Currently, Seluma Regency has been being an autonomous region for 17 years. However, there has been no significant increase in achieving the true goal of autonomy. Empirical data shows that at the age of 17, Seluma Regency is still categorized as disadvantaged from year to year. This is confirmed by Presidential Decree Number 131 concerning to the Stipulation of Disadvantaged Areas for 2015-2019, and based on the Decree of the Minister of Disadvantaged Regions Number 001 / KEP / M-PDT / I / 2005.

Seluma Regency is the only one of the 9 regencies in Bengkulu Province that has received the title of disadvantaged village. One of the indicators for determining disadvantaged

regions is that almost 50% of the area does not have independent villages.

One of the government programs to solve disadvantaged regions is the FHP program policy. For an orderly implementation of the FHP program, FHP facilitators can collaborate with the community of Beneficiary Families (BFs) and develop the motto values - *serasan seijoan* which means one bond and one unity to achieve common goals that is carried out by way of deliberation and consensus. This slogan becomes a power in the Serawai community (Seluma Regency) in executing every decision taken and becomes a strength as well as an opportunity for FHP Facilitators to make the community of Beneficiary Families (BFs) able to live independently and properly.

In Seluma Regency, the community of Beneficiary Families (BFs) who received the Family Hope Program (FHP) were 9,849 Beneficiary Families (BFs) accompanied by 62 assistants. Meanwhile, in Sukaraja District, the community who received Beneficiary were 1,980 people (see figure 1) accompanied by 7 FHP assistants. There are 3 clusters of community who received Beneficiary . The first cluster is Beneficiary Families (BFs) in health sector. The second is Beneficiary Families (BFs) in the field

of Education, and the third is Beneficiary Families (BFs) in social sector. This figure has decreased from 2018, where initially the recipients of Beneficiary Families (BFs) in Seluma regency were above 10,000 Families.

The Family Hope Program (FHP) facilitates access to Beneficiary Families (BFs) in the health sector. Pregnant mothers and toddlers can take advantage of health facilities / services and educational facilities / services available near their place of residence. The current benefits of the Family Hope Program (FHP) are also directed at helping persons with disabilities and the elderly with the aim of maintaining their social welfare in accordance with the mandate of the constitution and the President of the Republic of Indonesia Nawacita.

The image 1, provides information on the percentage and number of recipients of the Family Hope Program (FHP) for each cluster. The social sector was 260 people or 13%, the health sector was 387 people or 20%, and the education sector was 1,333 people or

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67%. This data shows that the education sector dominates the members of the

Family Beneficiary of Family Hope Program (FHP).

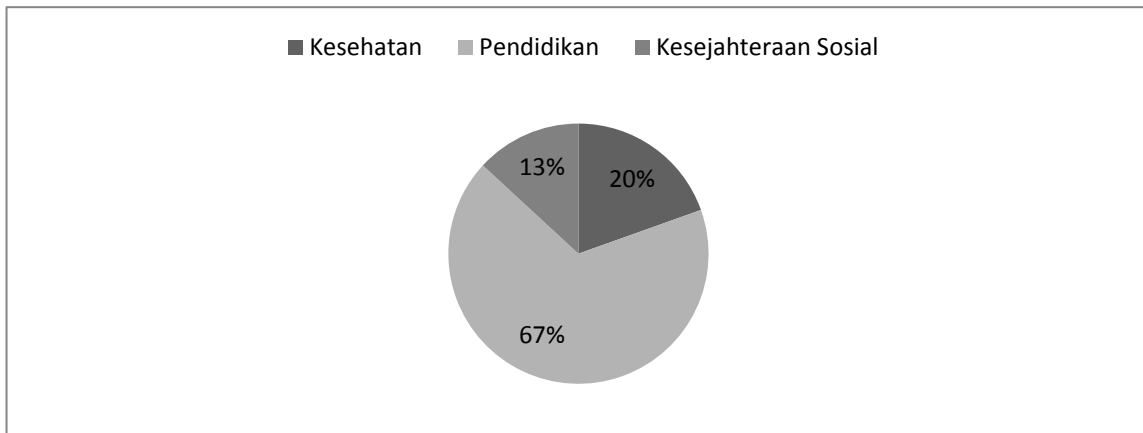


Image 1.
Recipients of the Family Hope Program (FHP)
Source: FHP Facilitator Report in Sukaraja District, 2020

The Family Hope Program (FHP) has several objectives. First is to create changes in behavior and independence of Beneficiaries in accessing health and education services as well as social welfare that will improve the standard of life of Beneficiary Families (BFs). Second, reducing burden of expenditure and increasing income of poor and vulnerable families so that it will reduce poverty and inequality.

Beneficiary Families (BFs) have rights in the Family Hope Program (FHP) such as receiving social assistance, services in health, and education facilities, and social welfare. In addition, beneficiaries also receive complementary assistance in food, health, education, energy subsidies, economy, housing, land and building

assets, and other basic needs in accordance with government policies.

The implementation of Family Hope Program (FHP) policy in Sukaraja District, Seluma Regency, has generally been on target. The identification of families that are truly entitled to assistance has been carried out. Beneficiary Families (BFs) community data updates are also carried out regularly on a quarterly basis.

Technically, the implementation of this program involves a Family Hope Program (FHP) facilitator who accompanies Beneficiary Families (BFs) in receiving assistance. The Family Hope Program (FHP) facilitator is in charge of providing assistance for Beneficiary Families (BFs). Assistance is provided

for the entire process of the Family Hope Program (FHP).

The Family Hope Program (FHP) facilitator plays a role in implementing all stages of FHP implementation which includes the initial meeting session, validation, updating data, verification of commitment to attendance in education and health services, monitoring and reporting the distribution of social assistance as a material for reconciliation at the district / city level, implementing Family Capacity Building Meeting (P2K2), Carry out complaint handling, and Make reports and resolve problems that arise in the implementation of FHP in the field.

Activities of Family Hope Program (FHP) facilitator include conducting socialization and education to Beneficiary Families (BFs) through P2K2/FDS activities. The forms of P2K2/FDS activities are meetings/coordination meetings, seminars, workshops, discussions, face-to-face/group communication, or socialization using mass media such as banners, brochures, leaflets, and *Whatsapp* applications. Educational activities and outreach activities regarding FHP policies, products and procedures for using/withdrawing FHP Non-Cash Social Assistance accounts including types of savings/cards, maximum

transactions, activation, PIN changes and other facilities, lost cards, cards swallowed by ATM machines, and changes in management Due to certain reasons, Beneficiary Families (BFs) have died, become Indonesian Migrant Workers, and the procedures for submitting complaints are determined by the Social Assistance Provider as well as additional information that needs to be provided from Bank Agents or the central government.

In addition, every month the FHP Facilitator holds meetings and visits the beneficiary family's house. During the visit, FHP Facilitators conduct education. In general, in Sukaraja district, the P2K2 FHP activities are carried out in turns at the beneficiary family's house using the *arisan* system. Apart from routine P2K2 meetings, FHP facilitators also monitor the administration of the components of Beneficiary Families (BFs).

Beneficiary Family Communities who receive assistance in form of allocation of education costs are traced to their schools. The Family Hope Program (FHP) facilitator checks the condition of the children who receive the Family Hope Program (FHP). Data in the field shows that the Family Hope Program (FHP) facilitator has visited schools, the Family Hope Program (FHP) facilitator

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paid attention to clothes, school payments, completeness of writing instruments, and seen the condition of children from Beneficiary Families (BFs).

For Beneficiary Family Communities who receive assistance in health sector, the Family Hope Program (FHP) facilitator has monitored the immunization of children under. This has done every month, but when the conditions has been in accordance with the regulations, the Family Hope Program (FHP) facilitator will conducts monitoring every 3 months. Beneficiary Family Communities are said to be eligible if they are registered and the level of attendance at the nearest health and education facilities is sufficient. These two things are a prerequisite for them to receive assistance on an ongoing basis.

The Obligations of Beneficiary Families (BFs) in the Family Hope Program (FHP) in the health sector include gynecology examinations for pregnant women, provision of nutrition and immunization, as well as weighing bodies for children under five and preschool children. Empirical data shows that FHP (Family Hope Program) assistants have carried out their duties by proving their presence at health center.

Meanwhile, in the field of education, Beneficiary Families (BFs) are obliged to register and ensure that their family members are registered in education unit according to the predetermined school level. The activeness of children of Beneficiary Family members becomes the reference or standard for updating data for receiving Family Hope Program (FHP) policy assistance in the following semester.

Data in the field also shows that in addition to education and health, in Sukaraja district, since 2016 the Family Hope Program (FHP) policy has allocated social welfare assistance for people with severe disabilities and elderly people over 70 years of age. The task of the Family Hope Program (FHP) facilitator is to ensure, record, and inform the community who deserves to receive the Family Hope Program (FHP) policy assistance to those who have the authority to be registered as a Community Beneficiary Family (PKM) in the coming year.

The description of the tasks carried out by PKH facilitators is a public administration process. Completion of the work will have an impact on the achievement of the goals and objectives of the PKH program. The process of achieving goals requires good public

communication. One of the good communication approaches is through the Attention and Action (AA) approach (Braams, Wesseling, Meijer, & Hekkert, 2021).

The term A-A Procedure, which means *from attention to action* procedure, is currently more popular as the AIDDA theory proposed by Wilbur Schram. What is meant by *attention to action* procedure in this process is that the communicator must first try to generate awareness (awareness) of the communicant. When the awareness has risen, the communicator must also try to make the communicant's interest so that the communicant wants to make a decision and then the action will take place. The AIDDA theory is an acronym for the words *Attention, Interest, Desire, Decision, and Action* (action / activity).

Based on the AIDDA concept, the public takes action, so first of all, they must raise awareness as the beginning of successful communication. If the communicant's awareness has been raised, it should be followed by efforts to raise attention (interest). Desire is a continuation of attention which is the starting point for a decision to do an activity that is expected by the communicator.

There is only desire in the communicant, for the communicator it

does not mean anything, because it must be followed by a decision, a decision to take action as expected by the communicator.

AIDDA's communication planning model is linear and widely used in extension activities and commercial marketing.

The following is an explanation of some of the elements of the AIDDA theory. Attention is the first step that must be made by the communicator to the target communicant. The awareness here is focused on product, item, or idea being offered. For this reason, the communicator must be able to convince the ideas offered to the target audience.

Interest is the emergence of the target's (communicant belief in the ideas that have been offered. The emergence of this belief certainly starts from communication that is built or knowledge of the communicant himself. Desire is a process that occurs after the target's attention arises from the idea being offered. At this stage the communicant has the desire to carry out or adopt the ideas that have been offered after considering the risks and various things that will happen thereafter. At this stage the communicator uses a psychological approach to the communicant so that it can be more convincing.

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A decision is an action taken by the communicant in form of execution, namely deciding to follow what the communicator has suggested after weighing various things. Actions are treatments made by consumers after having very strong beliefs. For example, wanting to be like what has been described through the ideas that have been offered to previous communicators.

The concept of AIDDA can be said to be effective communication. The communicator must try to raise the communicant's awareness so that it can raise attention followed by a desire for a decision and action to occur on what is communicated.

The description of the concept above implies that communication has an important role in conveying goals. In line with the study of Santoso & Negoro in 2019 which explains that communicating can show travel partners. Daily communication can shape behavior as a form of self-development (Ayuh, Darmi, & Patrisia, 2020).

According to Everret M. Rogers, communication is a process where an idea is transferred from the source to the receiver. This is done to change behavior. The term communication comes from the Latin word, *Communis*, which means to create togetherness or

build togetherness between two or more parties.

Communication emerges due to someone wishes to convey information to others. This information causes someone understanding as other people and there are possibly different, because the information communicated creates people have similarities and differences in understanding. This similarity of difference is due to the perceptions of the people involved in the communications process. Communication is not merely the process of conveying informations whose symbols can be noticed, listened to and understood, but the process of passing information as a whole includes the feelings and attitudes of the person who submits it.

Communication pattern constitutes a process of contact pattern carried out by more people in order to convey the message as desired. In modern society, there is distinction between "rural community" and "urban community". This discrepancy has no relation to the simple understanding of society, by in modern societies no matter small the village is, there must remain influences from the city and vice versa.

Communication patterns constitute the method an individual or group communication. The communication pattern in this paper is the way Family

Hope Program (FHP) facilitates work to Beneficiary Families (BFs) in communicating information about Family Hope Program (FHP) as well as providing education and motivation so that Beneficiary Families (BFs) become independent families based on the AIDDA theory so that the material conveyed can predispose the Beneficiary Families (BFs).

Some villages have enforced an arisan, or *social gathering* system in meetings, so that members of the Beneficiary Families (BFs) not merely listen to the material but there are other treats so that members of the Beneficiary Families (BFs) do not feel bored and are indirectly obliged to come to the activity. This illustrates that the communication that comes about between Beneficiary Families (BFs) and their two-way companion interacts and communicates with each other.

The active period of members of the Beneficiary Families (BFs) is 5 years. If after 5 years they have become member of the Beneficiary Families (BFs) then there are no more children who are still under five of go to school from Kindergarten to High School and the member is not yet in the elderly category, it will automatically be excluded from the Beneficiary Families (BFs) membership. The factor causing

the exclusion of members of the Beneficiary Families (BFs) from Family Hope Program (FHP) assistance was because they were considered capable. This is tagged by an improving economy. Categorization of capable or incapacitated members of the Beneficiary Families (BFs) had previously and immediately monitored by Family Hope Program (FHP) on a regular basis and based on data collected from villages and local residents.

Reviewing from the context of the AIDDA theory, how communication is the companion of the Family Hope Program (FHP) in conveying messages both verbally, non-verbally and through gestures, data in the field confirms that the first thing that is performed by the Family Hope Program (FHP) facilitator is an approach to Beneficiary Families (BFs), through visits or visits to the homes of members of the Beneficiary Families (BFs), with the intention of giving care to the Beneficiary Families (BFs) community.

The Family Hope Program (FHP) companion conducted an effort to attract the attention of Beneficiary Families (BFS). Then, the companion of the Family Hope Program (FHP) held a discussion forum at the meeting to create members of the Beneficiary Families (BFs) interested in the information to be

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offered. Efforts to convey material or discussion activities are implemented with an agenda as attractive and as unique as possible so that Beneficiary Families (BFS) do not feel bored. Sometimes an intermezo insertion or some kind of ice breaking is necessary to bring back the focus of the Beneficiary Families (BFs).

Furthermore, to encourage Beneficiary Families (BFs) to create decisions (desire), the Family Hope Program (FHP) facilitators provide regular motivation and education about the FHP program by means of discussion or employing other media such as banners, flip charts and information so that the material is easily understood by Beneficiary Families (BFs). In addition, discussions, the routine activities of the Family Hope Program (FHP) companion are also open to the problems of Beneficiary Families (BFs) so that at any time they can reach the companion immediately or through the head of the Beneficiary Families (BFs) in his village to ask for solutions to problems of Beneficiary Families (BFs).

After the education is provided, the Beneficiary Families (BFs) obtains information according to what is absorbed then the next process is action, where the action of the Beneficiary Families (BFs) that is expected by the

FHP Facilitator is the movement of the Beneficiary Families (BFs) to be more enthusiastic in finding a way to live more independently. However, data in the field provide information that not all beneficiary families (BFS) are motivated by the recommendation of the Family Hope Program (FHP) companion to lead an independent life, because getting help from the government for free is an opportunity.

PKM people have a mindset that continues to expect government assistance in any form, be it money, goods or other basic needs. Especially at present that Indonesia's condition in facing the Covid-19 virus is extremely understandable because many workers have been laid off so that the unemployment rate increases.

The impact of Covid 19 has predisposed almost all sectors in society as opportunities and a reason to remain as members of Beneficiary Families (BFs). Although, from the indicator requirements, sometimes it does not meet the standard requirements to receive assistance, for example, one of the Beneficiary Families (BFs) owns a motorbike.

The above cases are found in all villages in the Sukaraja district. This raises many questions because there are families who are considered capable,

have permanent houses, vehicles, and jewelry but still accepts assistance from the Beneficiary (BFs). Confirmation from the companion of the Family Hope Program (FHP) has been carried out. Various educational and assistance efforts have been taken to make these families aware that they are capable and that many other families are in need. However, facilitators of the Family Hope Program (FHP) do not have rights and cannot exclude members of the Beneficiary Families (BFs) from FHP assistance. Members of the Beneficiary Families (BFs) can only be excluded by the ministry based on a certificate of willingness to leave as members of the Beneficiary Families (BFs). These obstacles are one of the problems that often comes to pass in Sukaraja district.

Hindrances to the Family Hope Program (FHP) companion in communicating the Family Hope Program (FHP) program and motivating Beneficiary Families (BFS) to live independently are among others caused by the traditional character of society, rigid community thinking, wrong thinking patterns and educational backgrounds. Sometimes there is social jealousy in the community if they do not receive assistance from the Family Hope Program (FHP). They consider that the government is unfair because it selects

families who get the Family Hope Program (FHP). There have been cases in several villages where the families that got assistance from the Family Hope Program (FHP) were categorized as well-off, while families that were vulnerable to poverty did not receive assistance from the Family Hope Program (FHP).

On average, cases of social jealousy occur in every village in the Sukaraja district. According to information obtained, families that receive assistance from the Family Hope Program (FHP) are families whose data is proposed from the village level, verified and then approved by the ministry. From this information, the community believes that the selection of the family proposed for FHP assistance is one that has emotional closeness to the village head or other village officials.

Data in the field indicate that people who are vulnerable to poverty and do not have emotional closeness to the village head and their officials are struggling on their own, without any attention from the government. In addition, it was found that there were still thoughts of the community so that they could get the social assistance program without wanting to change and upgrade their capacity. This hampers the work of

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the companion of the Family Hope Program (FHP). Because no matter how the communication patterns performed by FHP facilitators and any facilities provided by the government, if the community mindset of Beneficiary Families (BFs) does not change, it is unlikely that there will be changes in welfare for the better.

Data in the field assures that one of the factors is low educational background. This obstructs the communication process between the Family Hope Program (FHP) companion and Beneficiary Families (BFs) in the success of this program so that it is right on target.

Based on the results in the field, the main difficulty in socializing independent living for members of beneficiary families (BFs) is a community mindset induced by a low educational background. Most FHP facilitators grumbled about this condition. They have to go the extra mile to find a way so that what is conveyed by FHP Facilitators is absorbed with the same understanding so that the communication objectives are achieved. This problem resulted in the communication objectives not being achieved.

Linking empirical data with the concept of AIDDA, in general this

concept can be significantly successful if the mindset and community of Beneficiary Families (BFs) has a high wishes to change the conditions of life in the future. The dispatch of messages by facilitators of the Family Hope Program (FHP) can raise the personal needs of the community of Beneficiary Families (BFs). Overall, the message has provided encouragement, motivation, and a way to get the necessities of life in the future.

CONCLUSION

The Family Hope Program (FHP) in Sukaraja district as a whole is running well. P2K2 activities are conducted regularly. Before the existence of the corona virus, routine meetings were done once a month. After the existence of this corona virus from March to September 2020, there has been no re-meeting because it is still in the red zone status and there has been no instruction from the Ministry for a companion to re-meet. The pattern of communication between facilitators of the Family Hope Program (FHP) and Beneficiary Families (BFs) is going well. It is solely that the obstacle faced by FHP facilitators in conveying information to Beneficiary Families (BFs) is the lack of catching power of the Beneficiary Families (BFs) due to the rigid/traditional characteristics of the

community and a low educational background. The Family Hope Program (FHP) companion should be patient with the various characteristics of the Beneficiary Families (BFs) which are difficult to advise and motivate because in essence the beneficiary families (BFs) are poor society, whereas most of the poor are truly disadvantaged, both financially and in education because there is a lack of knowledge and insight.

The solution for assisting the Family of Hope Program (FHP) is to continue to strive to encourage Beneficiary Families (BFs) to lead independent and better lives so that they can stay away of the poverty line by building more comfortable communication patterns, taking an emotional approach and continuing to provide understanding and regular education so that over time the Beneficiary Families (BFs) will understand the information delivered and are motivated to attempt to live independently and exit of the poverty line.

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