

The PKHs' Implementation in Enhancing the Welfare Floating Houses in Makassar City

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Abstract

One of the government's policies to address poverty is the Program Keluarga Harapan (PKH). The program aims to improve the socioeconomic, educational, and health conditions of poor communities. This study employed a descriptive qualitative research method, with data collected through observation and in-depth interviews. The findings indicate that the implementation of PKH in the Floating House community of the Fishermen Village in Tallo Subdistrict, Tallo District, Makassar City, has received support from various stakeholders, particularly the Tallo Subdistrict government. The recipients have shown considerable enthusiasm for the program. However, this research is urgent to evaluate the actual impact of PKH on improving the welfare of coastal communities with limited economic opportunities, education, and healthcare access. While the program has gained positive responses, challenges remain in ensuring its sustainability and effectiveness in breaking the cycle of poverty. Therefore, this study is essential to identify existing obstacles in program implementation and offer recommendations for enhancing its effectiveness. The findings are expected to contribute to policy development, ensuring that PKH and similar social assistance programs are better targeted and more impactful in reducing poverty, particularly among vulnerable fishing communities.

1. Introduction

The PKH program is an initiative created by the Ministry of Social Affairs of the Republic of Indonesia, based on the Decree of the Coordinating Minister for People's Welfare, who is the head of the Poverty Alleviation Coordination Team, Number 31/KEP/MENKO-KESRA/IX/2007, regarding the "Management Team of the Family Hope Program." In the short term, this assistance helps reduce the financial burden on very poor households, while in the long term, it supports recipient families in sending their children to school, providing child immunizations, conducting prenatal check-ups for pregnant women, postpartum care for mothers, improving nutrition, and is expected to break the cycle of poverty across generations.

Out of the 34 provinces in Indonesia, one of the provinces that receives the PKH program is South Sulawesi, which consists of several districts and cities, including the Floating House community in the Fishermen Village of Tallo Subdistrict, Tallo District, Makassar City. The PKH program has been implemented in

various subdistricts in Makassar, and one of the subdistricts that participate in the Family Hope Program is Tallo, where the majority of the population relies on fishing for their livelihood, mainly utilizing the surrounding coastal waters, which is insufficient to meet their basic needs. The urgency of this research is based on the need to evaluate the effectiveness of the Family Hope Program (PKH) in improving the welfare of impoverished communities, particularly in coastal areas such as the Floating House community in the Fishermen Village of Tallo Subdistrict, Tallo District, Makassar City. Although PKH aims to reduce economic burdens and break the cycle of intergenerational poverty, challenges remain in its implementation, especially in communities with limited access to education, healthcare services, and sustainable economic resources.

The dependence of fishing communities on marine resources with limited capacity makes them vulnerable to economic and environmental fluctuations. Therefore, this research is crucial to analyze the extent to

which PKH impacts the social and economic conditions of its beneficiaries, particularly in meeting basic needs such as education and healthcare. Additionally, this study is urgent to explore the challenges faced in the implementation of the program in coastal areas, providing strategic recommendations to enhance the effectiveness and sustainability of PKH in tackling extreme poverty.

Thus, the findings of this research are expected to contribute to policymakers in optimizing social assistance programs and designing more targeted interventions, especially for fishing communities that continue to face economic and social disparities.

2. Literature Review

a. Concept of Implementation

In general, the term "implementation" in the Kamus Besar Bahasa Indonesia (1997: 87) refers to the execution or application of something. The term is typically associated with activities carried out to achieve specific goals. According to Webster's Dictionary in Wahab (2012: 135), "to implement" means to provide the means for carrying out something or to give practical effect to it (to create an impact or consequence). This definition implies that implementing something requires the provision of supporting resources, which will then lead to an impact or consequence for that particular action.

Many experts have expressed views on the factors that contribute to the success of policy implementation, including Edwards III, Merilee S. Grindle, Van Meter and Van Horn, as well as Mazmanian and Sabatier. Edwards III's model identifies four factors that influence the success or failure of policy implementation, namely:

1) Communication Factor is defined as the process of delivering information from the communicator to the recipient policy information from policymakers to policy implementers. Public policy information needs to be communicated to policy actors so that they can understand and comprehend its

content, objectives, direction, and target groups. This enables policy actors to properly prepare what needs to be done by the expected outcomes.

- 2) Resources: The resource factor plays a crucial role in policy implementation. These resources include human resources, financial resources, equipment resources, information resources, and authority.
- 3) Disposition refers to the willingness, desire, and tendency of policy actors to implement the policy sincerely, ensuring that the objectives can be achieved.
- 4) Bureaucratic Structure includes aspects such as organizational structure, the division of authority, the relationships between different units within the organization, and the interaction between the organization and external entities. Therefore, bureaucratic structure encompasses standard operating procedures that facilitate and standardize the actions of policy implementers in carrying out their responsibilities (Widodo, 2006: 96-106).

b. Family Hope Program (PKH)

The Family Hope Program (PKH) is a program that provides cash assistance to poor families, provided they meet the requirements related to efforts to improve human resources quality, such as education, health, and social welfare (Ministry of Social Affairs of the Republic of Indonesia, 2016). The general objective of PKH is to reduce poverty rates and break the poverty cycle, improve the quality of human resources, and change the behavior of poor households that are relatively less supportive of improving welfare, especially among poor households.

The specific objectives of PKH include four key areas: 1) Improving the socio-economic status of very poor households (RTSM), 2) Enhancing the health and nutrition status of pregnant women, postpartum mothers, children under five, and children aged 5-7 who are not yet enrolled in primary school, 3) Improving access to and the quality of

education and healthcare services, particularly for children from RTSM households, 4) Enhancing the educational and health standards of RTSM households (TNP2K, 2017: 5).

The benefits of the Family Hope Program include: 1) In the short term, it provides an income effect to poor households by reducing their expenditure burden, 2) In the long term, it can break the intergenerational poverty cycle by improving health/nutrition, education, and future income potential for children (the price effect for children in poor families), 3) It offers children certainty about their future, 4) It changes the behavior of poor families by encouraging them to prioritize their children's education and health, 5) It reduces child labor, such as preventing children from working on the streets, and helps prevent poor households from becoming socially marginalized, 6) It accelerates the achievement of poverty reduction goals (through improved access to education, better health for pregnant women, reduction in child mortality, and gender equality improvements) (TNP2K, 2011: 41).

c. Concept of Welfare

According to Sodiq, A. (2015), as cited from the Indonesian Dictionary, welfare comes from the word *sejahtera*, which means safe, prosperous, thriving, and secure. Meanwhile, based on Law No. 11 of 2009 on Social Welfare, Article 1, paragraph (1), welfare is defined as a condition where the material, spiritual, and social needs of citizens are met so that they can live decently and develop themselves, enabling them to perform their social functions. This is carried out by the government, local governments, and society in the form of social services, which include social rehabilitation, social security, social empowerment, and social protection.

The National Population and Family Planning Board (2018) divides welfare indicators into five stages of family welfare levels, which are:

1) The pre-welfare stage refers to families that have not yet been able to meet their basic

needs at a minimal level, such as spiritual needs, food, clothing, shelter, health, and family planning.

- 2) The first welfare stage refers to families that have been able to meet their basic physical needs but have not yet been able to fulfill their social and psychological needs, such as education, family interactions, interactions with the surrounding environment, and employment that guarantees a decent life.
- 3) The second welfare stage, in operational terms, refers to families that appear unable to meet one of the following indicators: a) The family makes efforts to improve religious knowledge, b) A portion of the family's income is saved in the form of money or goods, c) The family eats together at least once a week to communicate, d) The family participates in community activities, e) The family receives information from newspapers, radio, TV, and magazines.
- 4) The third welfare stage, in operational terms, refers to families that appear unable to meet one of the following indicators: a) Regularly providing material donations, and b) Actively participating as members of community organizations.
- 5) The third-plus welfare stage refers to families that can meet all the indicators from the pre-welfare, first-welfare, second-welfare, and third-welfare stages.

d. Concept of Poverty

According to Presidential Regulation No. 15 of 2010 on the Acceleration of Poverty Reduction, poverty is a pressing national issue that requires systematic, integrated, and comprehensive handling and approaches to reduce burdens and fulfill the basic rights of citizens in a dignified manner through inclusive, just, and sustainable development to create a dignified life. A poor family is defined as a family unable to meet basic needs such as food, clothing, shelter, education, and health. According to Chambers, poverty can be divided into four forms, namely:

1) Absolute poverty refers to a situation where a person's income is below the

poverty line or insufficient to meet the minimum living standards or basic needs, including shelter, clothing, food, health, and education, necessary to live and work.

- 2) Relative poverty refers to a condition of poverty caused by development policies that have not reached the entire population, leading to income inequality. In this case, a person may be living above the poverty line, but still below the standard of living of those around them.
- 3) Cultural poverty refers to issues related to the attitudes of individuals or groups within society, caused by cultural factors such as a reluctance to improve their standard of living, laziness, wastefulness, or lack of creativity, even when external assistance is available.
- 4) Structural poverty refers to a situation of poverty caused by limited access to resources within a social, cultural, and political system that does not support poverty alleviation. and often exacerbates the persistence of poverty (Khomsan et al., 2015: 3)

Very poor households have several general criteria used by the Central Statistics Agency (BPS) as requirements for participation in the PKH program, as shown in the table below.

Table 3. General Criteria for Very Poor Households in Terms of Household Physical Conditions and Access

No	Variable	RTSM Criteria
1	The total floor area of the residential building	Less than 8 square meters per person.
2	Type of flooring in the residential building	Earth, bamboo, low-quality wood, or aged low-grade cement)
3	The predominant roofing material of the residential	Thatch, palm fiber, low-quality tiles, corrugated metal, or asbestos of poor quality.

	building	
4	The primary type of wall material used in the majority of the dwelling	Bamboo, palm fibers, low-quality wood, or unplastered/low-quality brick walls.
5	Toilet or latrine facilities	No private toilet or shared (communal toilet used by more than two households)
6	Final disposal site for human waste	Not a septic tank
7	Source of drinking water	Derived from unprotected wells/springs, rivers, or rainwater.
8	The primary source of lighting	Not electricity or electricity without a meter
9	A separate area is designated as a kitchen.	Never
10	The main fuel source used for daily cooking	Firewood, charcoal, or kerosene
11	Have ever received MSME (Micro, Small, and Medium Enterprises) credit	Never
12	The primary occupation of the household head.	Farmers with land less than 0.5 hectares, farm laborers, fishermen, construction workers, plantation laborers, or those engaged in informal employment
13	The highest level of education attained by the head of the household	No formal education / did not complete elementary school / only completed elementary school

- 14 Does not have A minimum value of savings or IDR 500,000 easily sellable assets

Source: Kepmensos No. 146/HUK/2013

3. Research Methods

a. Types of The Research

This study employs a qualitative descriptive approach, with data collected through oral interviews and written documentation from informants, then presented in a narrative form (Emzir, 2012: 3). The research is field-based, involving direct observation and interviews with relevant sources to examine the implementation of the Family Hope Program (PKH) in improving the welfare of impoverished communities in the Floating House Fishermen Village, Tallo Subdistrict, Makassar City.

b. Description

To prevent misunderstandings and varying interpretations of the research title, the author provides a focused description of this study on the implementation of the Family Hope Program (PKH), which includes:

1. The implementation of the Family Hope Program (PKH) in improving the welfare of impoverished communities: This aspect examines the alignment between the foundational regulations or policies of PKH and its practical application in the field, the congruence between planned objectives and achieved outcomes, as well as the roles of actors involved in supporting PKH implementation in Tallo Subdistrict.
2. Supporting and hindering factors in the implementation of the Family Hope Program (PKH) in Tallo Subdistrict: This includes an analysis of the ease and challenges encountered during the implementation of PKH policies, encompassing obstacles and factors affecting the smooth execution of the program at the field level.
3. Efforts to address issues in the implementation of PKH: These involve

measures taken by program implementers to resolve problems arising in the implementation of PKH in Tallo Subdistrict. These steps include meetings with PKH participants, program monitoring, the establishment of a Public Complaint System (SPM), and the application of sanctions for participants failing to comply with program requirements.

c. Subject Of The Research

The subjects of this study include the Head of the Social Affairs Office of Makassar City, the Head of the Social Protection and Security Division at the Social Affairs Office of Makassar City, the Tallo Subdistrict Head, PKH (Family Hope Program) facilitators in Tallo Subdistrict, and PKH beneficiaries. Informants were selected using purposive sampling, a technique based on specific considerations. For instance, individuals were chosen because they are deemed the most knowledgeable about the matters being investigated or hold authority, thereby facilitating the researcher in exploring the social object or situation under study (Sugiyono, 2008: 54).

d. Data Collection Technique

1. The data collection techniques employed in this study are as follows:
2. Observation: Observation involves systematically observing and recording phenomena related to the research subject. It comprises two main components: the observer, who conducts the observation, and the observed subject, known as the observee (Sukandarrumidi, 2012: 69). In this study, observations were conducted through direct examination of the research subject to obtain empirical insights regarding the implementation of the Family Hope Program (PKH) in enhancing the welfare of impoverished communities in Tallo Subdistrict.
3. Interview: Interviews are interactive processes conducted between two or more individuals, where both parties (the interviewer and the interviewee) have equal

rights to ask and answer questions (Herdiansyah, 2013: 27). This study utilized structured interviews, wherein the researcher primarily posed questions, and the participants focused on providing answers.

4. Documentation: Documentation involves recording past events, which can take the form of written materials, images, or significant works by individuals (Sugiyono, 2014: 240). The documentation used in this study includes both official and personal records.

e. Technique Of Data Analysis

Data analysis is a critical phase in conducting research, as it provides meaning, significance, and value to the collected data. The purpose of data analysis is to summarize the data into a form that is easy to understand and interpret, enabling the study of relationships between research issues and the testing of hypotheses (Kasiram, 2010: 119). The data analysis process in this study consists of the following steps:

1. Data Reduction: This involves summarizing, selecting essential points, focusing on critical aspects, and identifying themes and patterns. Reduced data provide a clearer picture and facilitate further data collection or retrieval when needed (Sugiyono, 2014: 247). In this study, the researcher reduced the data by summarizing and extracting relevant information aligned with the research topic.
2. Data Presentation: In qualitative research, data presentation typically involves brief descriptions, charts, relationships between categories, flowcharts, and similar formats. For this study, the researcher used narrative text to present the data. Presenting data in this manner helps to understand what has occurred and to plan subsequent actions based on the insights gained (Sugiyono, 2014: 249). Reduced data were organized and presented systematically.
3. Conclusion Drawing and Verification: Initial conclusions are provisional and may be

revised if further evidence does not support them during subsequent data collection stages (Sugiyono, 2014: 252). The researcher drew conclusions by analyzing valid and consistent evidence gathered during fieldwork. When the data supported the findings, the conclusions were deemed credible and reliable.

4. Results And Discussion

a. The Implementation of the Family Hope Program (PKH) in Improving the Welfare of Impoverished Communities in the Floating House Fishermen Village, Tallo Urban Village, Tallo Subdistrict, Makassar City.

The research findings reveal that the implementation of the Family Hope Program (PKH) in Tallo Subdistrict has received substantial support from various stakeholders, including the subdistrict government and diverse community groups. The program has been met with significant enthusiasm, particularly among PKH beneficiaries.

One of the key objectives of the Family Hope Program is to improve the health status of households living in extreme poverty. According to data from the Tallo Subdistrict Health Office, the infant mortality rate and maternal mortality rate in Tallo Subdistrict decreased between 2021 and 2023, attributed to the implementation of the PKH program. This trend is depicted in the following figure.

Figure 1. Number of Infant Deaths in Tallo Subdistrict

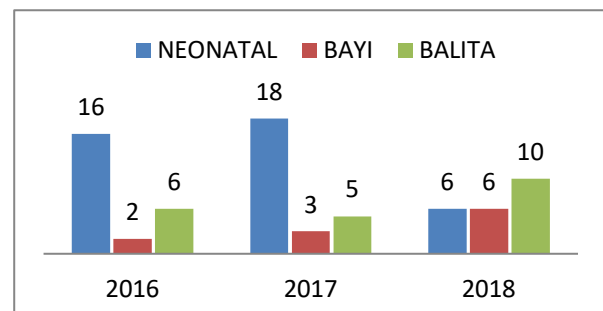
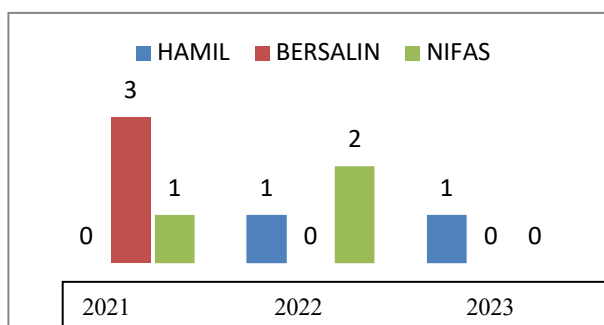


Figure 2. Number of Maternal Deaths in Tallo Subdistrict



Source: Dinkes Kota. Makassar, 2023

Based on Figures 1 and 2, it can be concluded that improvements in public health in Tallo Subdistrict are influenced by the support provided through the Family Hope Program (PKH). This is evidenced by the increasing visits of toddlers and pregnant women to community health centers (posyandu) or public health clinics (puskesmas), which have contributed to a decline in maternal mortality rates and improved health outcomes for toddlers.

In addition, the Family Hope Program (PKH) in Tallo Subdistrict aims to enhance the quality of services and educational standards for children from extremely poor households who are PKH beneficiaries. The improvement in the education quality and standards of PKH beneficiary families in Tallo Subdistrict is reflected in the increasing attendance rates of students over several months in 2023. For further details, refer to the table below.

Table 4. Attendance Rates of PKH Beneficiary Students Over 3 Months at SMPN 22 Makassar in 2023

No	Nama Siswa	Bulan			Kelas
		Feb	Mar	Apr	
1	Ade Irawan	100%	100%	100%	IX.2
2	Ahlun Hanuru	100%	97%	100%	VIII.2
3	Badrun	100%	100%	100%	VIII.1
4	Razul	99%	99%	100%	VIII.2
5	Ld Muh. Sahban	98%	98%	100%	VIII.1
6	Ld Findrang	94%	93%	95%	VII.2

7	Ld Sadi	98%	96%	98%	VIII.1
8	Ld Rahman	100%	100%	100%	VIII.2
9	Ld Hariman	100%	100%	100%	VIII.2
1	Sandi				
0	Gunawan	100%	100%	100%	VIII.1
1	Ijar Najir				
1	A.B	94%	100%	100%	IX.1
1	Ilham	100%	100%	100%	IX.1
2					
1	Anton	100%	100%	100%	IX.2
3					
1	Mutmaina	100%	100%	100%	VII.1
4					
1	Andri A.	100%	100%	100%	VII.2
5	Noor				

Source : SMPN 22 Makassar, 2023

Based on Table 4, the attendance rate of PKH beneficiary students at SMPN 22 Makassar, located in Tallo Subdistrict, averaged above 90% over the past three months. This indicates that the goal of the Family Hope Program (PKH) to improve service quality and educational standards for children from extremely poor households (RTSM) has been achieved, as evidenced by the increasing attendance rates in recent months.

The implementation of the PKH program in Tallo Subdistrict has brought significant changes to RTSM beneficiaries. Before receiving support from the program, the economic conditions of PKH beneficiaries were far from adequate, particularly regarding education and healthcare. Most heads of households worked as construction laborers, fishermen, small-scale traders, motorcycle taxi drivers, and similar occupations, leading to inconsistent monthly incomes. However, after receiving PKH assistance, the economic conditions of the beneficiaries improved positively, particularly for school-aged children, pregnant women, and toddlers. Previously, children who could not attend school due to financial constraints are now able to go to school, and families who could not afford healthcare services can now access public health clinics.

The implementation of the Family Hope Program (PKH) in Tallo Subdistrict has been effective. This aligns with the implementation theory proposed by Merille S. Grindle, as cited in Nugroho (2006: 132-135), which emphasizes that after a policy is formulated, its implementation is critical. One key factor influencing successful implementation is the achievement of the intended objectives.

Accurately setting objectives is crucial for the outcomes of a program. According to Makmur (2011: 7), defining precise objectives is an organizational activity aimed at achieving predetermined goals. Well-defined objectives significantly enhance the effectiveness of activities, particularly those with long-term orientations. The objectives of PKH implementation, as outlined in the PKH General Guidelines (TNP2K, 2017), include improving the health and nutritional status of pregnant women, postpartum mothers, and children under six years old, as well as enhancing the quality of services and educational standards for RTSM.

Interviews with PKH facilitators and beneficiaries indicate that PKH assistance has positively impacted the socioeconomic conditions of RTSM, particularly in Tallo Subdistrict. While the changes may not be drastic, there have been notable improvements. According to Martono (2014), change has a broad meaning, encompassing macro-level transformations (changes in social systems) and micro-level changes (in individual interactions). This is evident among RTSM PKH beneficiaries in Tallo Subdistrict, where the assistance has been highly beneficial in covering school and healthcare expenses for families. Overall, the implementation of PKH has had a positive impact on the well-being of those in need.

b. Supporting and Inhibiting Factors in the Implementation of the Family Hope Program (PKH) to Improve the Welfare of Impoverished Communities in the Floating House Fishermen Village, Tallo

Urban Village, Tallo Subdistrict, Makassar City.

1. Supporting Factors

Based on the research results obtained, the supporting factors for the implementation of the Family Hope Program (PKH) in increasing the welfare of poor people in Tallo District are as follows.

a) Availability of Support Personnel

The research findings indicate that there are 5 PKH facilitators in Tallo Subdistrict, consisting of 1 PKH Coordinator, 1 PKH Secretary, 1 Treasurer, and Officer for the Public Complaints System, as well as 2 additional facilitators directly recruited by the Ministry of Social Affairs. According to the Directorate of Social Assistance (2007: 4), a facilitator is defined as a process of providing support and resources to clients, helping them identify needs, solve problems, and encourage initiative in decision-making. This process aims to promote the client's long-term independence..

b) Existence of PKH General Guidelines

The implementation of the Family Hope Program (PKH) in Tallo Subdistrict complies with the general guidelines issued by the Ministry of Social Affairs of the Republic of Indonesia. These guidelines grant facilitators the authority to verify the eligibility components of PKH beneficiaries. Verification results in 2023 revealed that the total number of PKH recipients in Tallo Subdistrict was 7,136, with a total of 148,055 eligible components in education and health sectors. In the health sector, there were 45 pregnant women and 383 children under five years old, while in the education sector, there were 620 students at the elementary school level, 517 at the junior high school level, and 442 at the senior high school level.

The authority exercised by PKH implementers enhances the effectiveness of policy implementation. By authorizing facilitators and PKH coordinators to verify the program's execution, the payments received by

PKH beneficiaries can be ensured to align with their entitlements and responsibilities. This principle aligns with the perspective of Edward III, as cited by Agustino (2014: 151), which emphasizes that authority should generally be formal to enable the execution of directives. Authority serves as the legitimacy granted to implementers in enforcing the established policy.

c) Existence of Standard Operating Procedures

In the implementation of the Family Hope Program (PKH) in Tallo Subdistrict, the Standard Operating Procedures (SOP) used are established by the central government. These SOPs are utilized to determine targets, conduct verifications, process payments, and enforce sanctions for PKH participants. The procedures and regulations related to the Family Hope Program have been followed and adhered to by both program managers and participants.

Standard Operating Procedures (SOPs) are written documents that provide guidelines for operational tasks, containing detailed and easily understood technical instructions for workflow processes. These guidelines benefit both the bureaucratic structure and the target beneficiaries in implementing the Family Hope Program in Tallo Subdistrict. According to Tambunan (2008: 79), SOPs serve as organizational guidelines that ensure all decisions, actions, use of facilities, and processes are carried out efficiently, effectively, and systematically by individuals within the organization.

Furthermore, Edwards III, as cited by Winarno (2014: 207), asserts that SOPs allow implementers to make optimal use of their available time. SOPs also standardize the actions of officials within complex and widely distributed organizations, which in turn fosters significant flexibility (enabling personnel to be easily reassigned across locations) and uniformity in the application of regulations.

d) There is a division of duties and responsibilities

The implementation of the Family Hope Program (PKH) in Tallo Subdistrict involves several stakeholders, including subdistrict authorities, PKH facilitators, and the community as the program's target beneficiaries. The subdistrict authorities act as supervisors, while the technical implementation in the field is carried out directly by facilitators who engage with the community. This division of responsibilities among the various stakeholders aligns with the applicable regulations.

Moreover, in the implementation of PKH in Tallo Subdistrict, active participation from all involved parties, including the target beneficiaries and program implementers, has been effectively achieved. This collaborative effort has ensured the program's smooth execution and alignment with its objectives.

Task delegation within an organization is aimed at preventing overlaps in job execution. The division of responsibilities must be conducted carefully and thoughtfully, ensuring alignment between an individual's capabilities and the type of work assigned to them. Additionally, this process should be supported by procedures and work discipline that are clear and easy for implementers to understand, particularly in the execution of the Family Hope Program (PKH) in Tallo Subdistrict.

According to Manullang (2001: 190), task delegation refers to the assignment of duties or responsibilities to others to alleviate an individual's workload. For example, a manager may delegate part of their tasks to a trusted subordinate appointed to handle work that the manager cannot accomplish alone. This delegation operates on a top-down basis, where authority is transferred from leaders to subordinates.

2) Inhibiting Factors

Based on the research results obtained, the factors that inhibit the implementation of the Family Hope Program (PKH) in Tallo District are as follows:

a) Lack of Socialization

Based on the interview findings, the dissemination of the Family Hope Program (PKH) in Tallo Subdistrict is conducted only once a year between the relevant department and the subdistrict authorities, while meetings with PKH facilitators are held monthly. This limitation is due to insufficient budget allocation, which makes it challenging to extend the program's outreach to the village or ward level. Consequently, it can be assumed that village or ward authorities lack a comprehensive understanding of the PKH implementation.

The limited outreach efforts by PKH implementers have resulted in minimal awareness among village-level government officials regarding the Family Hope Program. Similarly, the general public has not been adequately informed about the program, as there are no educational activities or promotional materials, such as banners, to raise awareness. Only those who have directly benefited from the program are aware of its existence, as the information is shared exclusively by PKH facilitators..

The socialization process is considered crucial in implementing the Family Hope Program (PKH) as it directly influences the understanding of the community, who are the beneficiaries of the policy. According to Sutaryo (2004: 230), socialization is a process of introducing a system to an individual and understanding how the individual responds and reacts to it. This process is shaped by the individual's social, economic, and cultural environment, as well as by their personal experiences and interactions.

Socialization plays a vital role, as without it, the intended goals—whether for oneself or for others—are unlikely to be achieved. This underscores the importance of ensuring effective communication and engagement with the target community to facilitate the successful implementation of the program.

b) Regional Conditions

Geographical conditions pose a significant challenge in implementing the Family Hope Program (PKH) in Tallo Subdistrict. The primary issue faced by PKH facilitators is the difficulty of accessing certain areas due to damaged and unsanitary roads.

Considering the geographical challenges in Tallo Subdistrict, active involvement from local governments is essential to balance economic growth and per capita income across regions. This can be achieved through regional development policies based on strategic area concepts, aiming to foster economic growth while reducing regional disparities. The government's role is expected to facilitate efforts in promoting economic development and ensuring equitable regional development.

According to Sjafrizal (2012), another policy to address regional development inequality is the establishment of distributed growth poles. This approach can potentially reduce disparities between regions by combining the principles of concentration and decentralization. Concentration ensures that economic activities are clustered in a manner that maintains the efficiency necessary for business development, while decentralization facilitates the equitable distribution of development activities across regions, thereby reducing inter-regional development disparities.

c) Incentives or Operational Funds

Regarding incentives or additional income for PKH implementers in Tallo Subdistrict, there has been no provision from either the central or local government. Based on interviews and observations, it was found that additional incentives are necessary, given the challenging nature of the facilitators' work in this area. The difficult road access often forces PKH facilitators to travel on foot to reach certain locations.

Incentives are additional compensation beyond regular salary or wages provided by an organization. They can be understood as rewards linked to employee performance

evaluations. Providing incentives to employees is one way for the government to enhance employee performance in carrying out their duties and to express appreciation for their efforts. According to Swasta and Ibnu Sukotjo (1995: 270), incentives serve as an effective motivator for employees to work more productively. Similarly, Sofyandi (2008: 159) defines incentives as direct rewards given to employees for exceeding established performance standards.

d) Other Facilities and Infrastructure

Research findings indicate that essential equipment such as computers or laptops and printers is not yet available at the Tallo Subdistrict Secretariat. The limited availability of facilities and infrastructure has hindered the effective implementation of the Family Hope Program (PKH). The absence of such resources at the subdistrict office adversely affects the program's execution in the field, making it less optimal.

The provision of adequate facilities and infrastructure to support the implementation of PKH in Tallo Subdistrict is crucial. PKH facilitators are responsible not only for supervision, assistance, validation, and verification in the field but also for preparing reports, updating and storing forms, and performing other routine administrative tasks. However, in Tallo Subdistrict, facilitators lack access to laptops and printers necessary for carrying out these responsibilities due to the absence of budget allocation by the local government. According to Winarno Surakhmad (2001: 24), facilities are tools or resources used to achieve specific objectives, while infrastructure refers to all elements that support the execution of activities.

e) (PKH) is misdirected.

The Family Hope Program (PKH) in Tallo Subdistrict has been operational since 2014, but it has not yet fully met expectations, as many extremely poor households still do not receive assistance. The data used as the basis for distributing aid comes from previous years'

data from the Central Bureau of Statistics (BPS), which is now outdated and no longer reflects the current situation. As a result, PKH in Tallo Subdistrict has not fully targeted the right beneficiaries, as it still relies on old data to determine recipients. Consequently, many individuals who are more deserving of this assistance do not receive it, which contradicts the primary goal of PKH: to provide support to Extremely Poor Households (RTSM).

The limited quota of PKH assistance in Tallo Subdistrict has resulted in some RTSM being unable to access adequate education and healthcare services. There are still over 150 individuals who have not been registered as PKH recipients, while some individuals who are not classified as poor are receiving assistance, and those who are considered poor are excluded.

Therefore, a reassessment by policy implementers in each village is necessary to ensure that the program reaches the intended beneficiaries. Accuracy in targeting is crucial for the success of the program. A program can be considered effective if it meets the targets set according to the established guidelines. Makmur (2011: 7) explains that setting the right targets, whether individually or organizationally, is key to determining success.

c. **Efforts Made to Address Issues in the Implementation of the Family Hope Program (PKH) to Improve the Welfare of Poor Communities in the Floating House Area of the Fishermen's Village in Tallo Subdistrict, Tallo District, Makassar City.**

Based on the research findings, the implementation of the Family Hope Program (PKH) in Tallo Subdistrict faces various challenges, which require efforts to address. These efforts represent the government's commitment to improving the welfare of poor communities. The actions taken by PKH implementers include conducting monthly meetings, routine validation with PKH participants, verifying commitments from participants, establishing a Public Complaint

System (SPM) for PKH, and imposing sanctions on participants. Imposing strict sanctions can create a deterrent effect and instill fear among Extremely Poor Households (RTSM) to prevent mistakes in their participation. Additionally, facilitators must provide continuous support to PKH participants, particularly in the areas of health and education.

In this regard, the implementation of the Family Hope Program in Tallo Subdistrict involves developing strategies and conducting regular socialization. The strategy includes routine visits to each RTSM, monitoring the needs of schoolchildren and pregnant participants, overseeing the appropriate use of funds, ensuring proper use of the PKH card, and organizing coordination meetings. Socialization is carried out routinely at the house of the group leader or one of the participants, with a facilitator providing guidance. Collaborative discussions involving all participants, facilitators, and relevant actors can help smooth the implementation process.

Referring to Nugroho (2008: 185), addressing the problems in society requires policies that reflect the functions and duties of the state in order to achieve development goals. In other words, policies (in the context of the government's role as a public authority) are needed to solve issues in the public domain. Therefore, it is not only important to formulate (plan) programs, but also to implement them to achieve the intended objectives. For a policy to have an impact, it must be implemented effectively (Tachjan, 2006: 31).

In line with this, Kartasasmita (1996: 241) identifies three policy directions for poverty alleviation. First, indirect policies aimed at creating conditions that ensure the continuity of poverty alleviation efforts. Second, direct policies targeting low-income groups. Third, special policies designed to prepare the poor and the officials directly responsible for the smooth implementation of programs, while also expanding poverty reduction efforts.

5. Closing

5.1 Conclusion

Based on the research findings, it can be concluded that the implementation of the Family Hope Program (PKH) in the Floating House Fisherman Village, Tallo Subdistrict, Makassar City, has received support from various stakeholders, particularly the Tallo Subdistrict government, and there is significant enthusiasm among PKH beneficiaries. As a result, the objectives of PKH implementation have been achieved, which include improvements in the health and nutrition status of pregnant women, postpartum women, children under five, and children aged 5-7 who have not yet entered primary school from Extremely Poor Households (RTSM), as well as improvements in the quality of services and education for RTSM children. This is reflected in the changes observed in PKH beneficiary households, where the economic condition of the recipients has improved, especially in the areas of education and healthcare.

The factors supporting the successful implementation of PKH in Tallo Subdistrict include: 1) Availability of sufficient facilitators, 2) Existence of general guidelines for PKH implementation, 3) Availability of Standard Operating Procedures (SOP), and 4) Clear division of tasks and responsibilities among PKH implementers. However, the factors hindering PKH implementation in Tallo Subdistrict include: 1) Lack of socialization at the subdistrict level, 2) Inaccessibility of some areas, 3) Absence of incentives or operational funds for facilitators, 4) Lack of supporting infrastructure such as computers and printers, and 5) Inaccurate data for PKH beneficiaries.

Efforts to address these issues in the implementation of the Family Hope Program in improving the welfare of the poor in Tallo Subdistrict include: 1) Conducting monthly meetings and routine validation with PKH participants, 2) Verifying commitments from PKH participants every month, 3) Establishing a Public Complaint System (SPM) for PKH, and 4) Imposing sanctions on PKH participants who violate their commitments.

This research recommends the involvement of various stakeholders, particularly the city government, in the data collection of RTSM beneficiaries, as they have a better understanding of the community's condition. The Indonesian government is also encouraged to increase the budget for PKH activities to ensure its successful implementation. Additionally, socialization efforts should be made by PKH implementers to the broader community, including the poor who are not yet PKH beneficiaries, through announcements, brochures, leaflets, or direct communication so that they are informed about the program. Furthermore, data updates should be conducted accurately to improve the participant data process in Tallo Subdistrict, in order to include those who meet the criteria but have not yet received assistance

5.2 Suggestion

The suggestions proposed by researchers as inputs and considerations for both theoretical development and practical needs to support the PKH program are as follows:

1. The PKH implementation team in Tallo Sub-district is encouraged to intensify socialization efforts for the PKH program, not only targeting PKH participants but also engaging other stakeholders, such as village officials, community leaders, and the general public. This approach aims to garner broader community support for the program.
2. Accurate and thorough data updating is essential as part of the participant registration process for PKH in Tallo Sub-district. This measure is necessary to address cases where eligible individuals who meet the program criteria have not yet received assistance. By doing so, social jealousy and potential conflicts within the community can be minimized.
3. An evaluation of the performance of PKH facilitators is required to ensure consistent improvements in the facilitation process. Facilitators should be provided with empowerment training to better prepare

them for their roles and responsibilities as professional facilitators. This effort will enhance their ability to effectively address poverty in line with the objectives of the PKH program.

4. Additionally, private sector involvement is crucial to support infrastructure and facilities through CSR (Corporate Social Responsibility) funds, ensuring the program's success.

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