

Research Article

The Role of the Family Hope Program (PKH) in Improving the Social Welfare of the Muslim Community in Pematangsiantar City

Purnamasari Simamora*¹, and Muaz Tanjung²

¹ Department of Islamic Community Development, Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

² Department of Islamic Education, Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

*Corresponding Author: purnama0103213019@uinsu.ac.id; muaztanjung@uinsu.ac.id

ABSTRACT

The Family Hope Program (PKH) is an initiative of the Indonesian government that aims to reduce poverty and improve the quality of human resources, especially among the poor. PKH provides cash assistance to Beneficiary Families (KPM) who meet certain criteria, focusing on improving access to education and health services. This study aims to analyze the contribution of PKH in improving the social welfare of the Muslim community in Martoba Village, North Siantar District, as well as identify supporting and inhibiting factors for implementing the program. The research method used is qualitative, with data collection techniques through interviews, observations, and documentation. The study results show that PKH has significantly improved access to health, education, and social welfare for KPM. However, there are challenges in validating beneficiary data and public awareness of program obligations. Recommendations for improvement include increasing training for PKH facilitators, program socialization, and periodic evaluations to adjust to community needs. With these steps, it is hoped that PKH can be more effective in breaking the cycle of poverty and improving social welfare in the area.

Keywords: Family Hope Programme; PKH; Welfare; Poverty

1. INTRODUCTION

The Family Hope Program (PKH) is a poverty and position alleviation program; PKH is part of other programs. The Family Hope Program (PKH) provides cash assistance to Beneficiary Families (KPM) if they meet the requirements related to efforts to improve the quality of life in education and health. The main goal of PKH is to reduce poverty and improve the quality of human resources, especially in poor groups (Dedi Uttam DKK, 2019). According to Gertrude Wilson, social well-being is the structured concern of each individual for the well-being of others. In the context of welfare, this is also part of the concept of rahmatan lil alamin taught in Islam. The welfare referred to in the Qur'an is when man carries out His commands and avoids His prohibitions (Hadi et al., 2020). In the Law of the Republic of Indonesia Number 13 of 1998, social welfare is defined as a system of social life and livelihood that includes material and spiritual aspects, which are expressed by a sense of security, decency, and physical and mental peace. This allows every citizen to meet the best physical, spiritual, and social needs for themselves, their families, and society while respecting human rights and obligations by the values of Pancasila. (Agung Eko Purwana, 2020).

The Family Hope Program (PKH) results from poverty alleviation policies in the context of Social Protection that have been implemented by the government since 2007 in 7 provinces; the number of recipients of the Family Hope Program (PKH) is increasing gradually. As of 2020, the Family Hope Program (PKH) has been implemented in 34 provinces and covers 514 districts/cities and 6,709 sub-districts (Ministry of Social Affairs of the Republic of Indonesia, Indonesia, 2021). Beneficiaries of the Family Hope Program (PKH) have various obligations that must be fulfilled, especially health and education obligations. The obligation to send children to primary and secondary schools (elementary to high school) includes pregnancy checks, health checks, nutritional intake checks, and immunization of children under five. The government continues to carry out various programs to reduce poverty and improve the community's welfare, including the Family Hope Program (PKH). Through PKH, the government hopes to help people experiencing poverty meet their needs, such as getting funding for their children's schools and proper health facilities (Maya Dehani, 2018). The Family Hope Program (PKH) Companion

is important in supporting the implementation of programs in the field, including helping families understand the program's benefits and ensuring that the conditions set are met. It is inseparable from the role of the Martoba Village Government, North Siantar District.

The Family Hope Program (PKH) is expected to improve welfare, potentially break the cycle of poverty, and improve the quality of human resources. This program is considered effective if there is a change in the beneficiary families (KPM) because PKH has served as a stepping stone for them to achieve a more prosperous life. Beneficiary Families (KPM) who have lost their membership status due to two factors, namely (1) no longer meet the set criteria, or (2) PKH has succeeded in improving their standard of living for the better (Lina Wati, 2020). Based on the above background presentation, this study aims to analyze how the role of PKH in improving social welfare for the Muslim community in Martoba Village, the Family Hope Program (PKH) contributes to improving the social welfare of the Muslim community in Pematangsiantar City. This research also aims to identify factors that support and hinder the program's implementation.

2. RESEARCH METHOD

This research was conducted through a qualitative approach and the type of research used was descriptive. This research aims to provide a systematic and comprehensive picture of a situation, activity, social setting, or relationship. This research will also describe the various situations and conditions that are the subject of the research by asking questions about why and how certain social situations will be discussed further (Wayan Suwendra, 2018). The location of the research was carried out in Martoba Village, North Siantar District, Pematangsiantar City. The research was conducted from December to February. The data collection method of this study uses two types of data sources: primary data and data obtained directly from the field through interviews. Observation and interaction with informants involved in the research. Secondary Data: data in written documents relevant to the research issue, such as official reports. Regional maps and literature from literature sources support the analysis (Karya et al., 2024). The subjects in this study are the people of Martoba Village who receive the benefits of the Family Hope Program (PKH), PKH Companions, and Village Heads. The object of this study is the role of PKH in the welfare of beneficiaries of the Family Hope Program (PKH) in Martoba Village, North Siantar District. The following is a table of the initials of informants from various parties.

Table 1. Informant Initials

Initials	Information
AD	Village Head in Martoba Village
B	PKH Companion
MS	Communities Receiving Assistance
RS	Communities Receiving Assistance

The data analysis technique in this study has three stages; the first is condensing the data, namely selecting, concentrating, summarizing, and transforming raw data. Some use the word data reduction to refer to this first step. Then, the second shows the data condensed into a form to help conclude. The last is to draw and verify conclusions, which is the process of concluding research results by verifying that the conclusions are supported by the data that has been collected and analyzed (Nana Syaodih Sukmadinata, 2019). The data validity method in this study uses triangulation. Triangulation involves using various sources of information to verify data. According to Sugiyono, triangulation can be done by comparing the results of interviews, observations, and documents to increase the reliability of the information obtained. This helps ensure the data collected is consistent and trustworthy (Scott, 2023).

3. RESULTS AND DISCUSSION

3.1 The Role of the Family Hope Program for Social Welfare in Social Welfare

Suharto Theories (Suharto, 2024) states that Social welfare is an institution or field of activity that involves systematic activities carried out by government and private institutions to prevent, overcome, or help to solve social problems and improve the quality of life of individuals, groups, and communities. The Family Hope Program (PKH) in Martoba Village, North Siantar District, has been running for approximately 12 years. The Family Hope Program (PKH) has increased from the beginning until now, so it currently runs three components: education, health, and social welfare. The Family Hope Program (PKH), according to Ministerial Regulation No. 1 of 2018, is aimed at supporting families experiencing poverty and

vulnerability, emphasizing improving access to health, education, and social welfare services. This program aims to improve the living conditions of families registered in integrated data. Martoba Village is located in North Siantar District, with most residents working as traders and manual laborers. Unstable income impacts people's income is not fixed, so people's living standards are still low, and it isn't easy to meet household living needs. With the assistance of the Family Hope Program (PKH), it can help the household economy.

Based on the results of the researcher's interview with Mr. BY as the PKH companion, he said that PKH in the area existed for the first time since 2014, with the number of recipients around 100 people. He said that the assistance funds provided include health for pregnant women, lactating mothers, and toddlers and education for elementary to high school children for people experiencing poverty who meet the PKH criteria. In addition 2016, a social welfare component was added for the elderly and disabled. Until now, the number of PKH recipients in North Siantar District, Martoba Village, has reached 332 people. In Martoba Village, most people get PKH assistance from other villages in North Siantar District approximately 332 people, with a population of 52,856 (in 2023). The Family Hope Program (PKH) has run well and benefits the people who receive it; this is because every provision of assistance from the Family Hope Program (PKH) must meet the requirements set.

Based on the results of the researcher's interview with Mr. AK the Village Head in Martoba Village, it was stated that the PKH program in Martoba Village had been running well and the PKH beneficiaries had been surveyed first. He explained that the village government participated in implementing PKH by providing data on residents who were eligible or not to receive assistance. In addition, a deliberation was held to discuss the eligibility of residents to receive PKH. After that, they proposed the names of eligible residents to the Integrated Social Welfare Data (DTKS). Mr. Ade also added that sometimes there is a time lag of a month or year to wait for the residents' data to come out. For example, out of the 30 people offered, only 10 people are sometimes approved. He emphasized that the task of the village government is to resubmit data on the names of residents who have not been registered as PKH recipients. Based on observations in the field, researchers directly witnessed that the beneficiaries of the Family Hope Program (PKH) in Martoba Village are indeed eligible to receive the assistance, namely people with weak economic conditions. However, researchers also found some PKH recipients who should not be eligible for assistance. This can be seen from their family's economic conditions, such as the ability to buy a motorbike, have a house wall made of cement, a house floor made of ceramics, run a grocery store business, and other home facilities. In addition, several recipients have passed away but still receive assistance from the Family Hope Program (PKH). This statement was also conveyed by Mr. B, the companion of the Family Hope Program (PKH) in Martoba Village, in the following interview: "People who are entitled to receive PKH benefits are recorded by the village government and determined as recipients by the village government directly, not by DTKS."

In efforts to empower the community, the Government has done many things to encourage community empowerment and reduce poverty levels. One example is the Family Hope Program (PKH), which consists of three parts: PKH for health service providers, PKH for educators, and PKH for social welfare providers. This program is given to very poor households (RSTM). To achieve the goals of the Family Hope (PKH) program, supporting tools in the form of institutions and human resources to implement this program are very necessary. At the national level, the coordination of the Central Family Hope Program Implementation Unit (UPPKH Central) was formed until at the village level, there was a coordination team and the Family Hope Program Implementation Unit. At the village level, the Family Hope Program Implementation Unit is a PKH Companion (Habibullah, 2020).

3.1.1 Ease of Access to Health

Pregnant women/postpartum/lactating women and children under five or 5-7 years old have the right to have their health checked or pay attention to the adequacy of nutrition and healthy lifestyle of children and pregnant women at the nearest health center or posyandu. The community felt helped by the existence of the PKH program; this can be seen in the following interview: "Mrs. M stated that after the PKH program, participants are required to carry out routine examinations for pregnant women and regularly bring their children to the posyandu, and I was very helped by this PKH program." From the interview above, it can be seen that Mrs. M felt helped by the existence of PKH after the existence of PKH requires pregnant/postpartum/lactating women and those who have children under five who are included in the category of health components to have free health checks at the nearest health center or posyandu.

3.1.2 Ease of Access to Education

The Family Hope Program (PKH) also plays a role in meeting the basic education needs of children participating in PKH. The regulations stipulate that children receiving PKH must be eligible to be enrolled in school and achieve a minimum of

85% class attendance.

Recipients of the Family Hope Program (PKH) in North Siantar District, Martoba Village feel that the support of the Family Hope Program (PKH) obtained is enough for recipients of the Family Hope Program (PKH) in Martoba Village, North Siantar District, this can be seen from the following interview: "Mrs. R stated that the existence of the PKH program is very helpful in meeting the school needs of her children, such as for snacks and transportation costs to school. In addition, the funds received from PKH are also used for school needs, such as books, uniforms, shoes, and bags. Sometimes, he also uses the funds to buy fish and rice." From the results of interviews conducted with several PKH recipients, the education component above shows that the community benefits from the existence of PKH. PKH assistance is used to meet educational needs to buy children's school clothes, shoes, bags, transportation costs, books, and rice and fish for daily side dishes. The Family Hope Program (PKH) not only helps with school fees for the children of Beneficiary Families (KPM), but also supports those who want to continue their education to the college level. From the observations of researchers in the field, there are around 10 children who received assistance from the Family Hope Program (PKH) to continue their education to the college level.

3.1.3 Ease of Access to Social Welfare

The Family Hope Program (PKH) can help the needs of older people and provide adequate stability for the recipients of the Family Hope Program (PKH). PKH assistance has been adequate for some beneficiaries of the Family Hope Program (PKH); this can be seen in the following interview: "Mrs. M stated that the assistance from PKH that I received was enough to meet her daily needs, such as eating, buying rice, and other needs." From the interview results above, it can be seen that Mrs. M feels that the assistance from the Family Hope Program (PKH) is enough for her daily needs. Judging from the facts in the field, several beneficiaries of the Family Hope Program (PKH) are not eligible to receive Family Hope Program (PKH) assistance. In contrast, the Family Hope Program (PKH) beneficiaries are sufficient families. They are beneficiaries of the Family Hope Program (PKH) who have undergone financial changes but are still registered as recipients of the Program (PKH).

Based on the study results, the Family Hope Program (PKH) beneficiaries feel greatly helped by this program. However, some feel that the assistance provided is still unsatisfactory or insufficient. The Family Hope Program (PKH) in Martoba Village, North Siantar District, plays a role in meeting the needs of beneficiaries in education, health, and social welfare. Screening recipients of the Family Hope Program (PKH) is essential, and up-to-date data is necessary to ensure a fair and equitable distribution of aid. The latest data helps identify families who need support so that help can be targeted. PKH recipients contribute to social welfare by increasing participation in government programs and community activities. In addition, they can also encourage election participation by disseminating information about candidates and programs and organizing discussions to increase political awareness in the community. So, government programs help assist in education, health and social welfare, and one of the government's roles is encouraging people to work together to help each other. Based on the discussion above, the goals that the Family Hope Program (PKH) wants to achieve is to assist recipients in meeting their living needs as follows:

1. Improving Beneficiary Families' (KPM) quality of life through access to education, health, and social welfare services. This program can support educational needs by helping with school fees, meeting the health needs of pregnant women and children under five, and providing assistance for the needs of the elderly in social welfare aspects.
2. Reduce the burden of expenses and increase income for poor and vulnerable families. The Family Hope Program (PKH) can help reduce household expenses, including expenses for children's education.
3. Encourage behavioral change and independence of Beneficiary Families (KPM) in accessing health, education, and social welfare services. This program requires pregnant women and parents with children under five to carry out health checks at health centers or posyandu.
4. Reduce poverty and inequality. Through the educational component, this program can be a means for children's future.

Indirectly, the goal of the Family Hope Program (PKH) is to become a medium that supports the future through education, ensuring the health of pregnant women to give birth to healthy and independent children, and meeting social needs for the elderly and people with disabilities.

3.2 Supporting and Inhibiting Factors of PKH in Improving Social Welfare

Implementing the Family Hope Program (PKH) has several supporting and inhibiting factors that affect its success. Supporting factors in the implementation of PKH include several aspects. First, there is support from the central and

regional governments, both in policies and adequate budget allocation. According to Kharima (Kharima, E., & Nawangsari, 2024), the government's commitment is very important to ensure this program continues operating. The government's commitment, both at the central and regional levels, is an important component that supports the implementation of PKH. Policies, budgets, and guidelines for implementing the program are made by the Ministry of Social Affairs of the central government. With this assistance, the program has a clear path and adequate resources. Local governments are responsible for implementing central policies, adapting them to local circumstances, and ensuring that assistance reaches target households. The budget allocated by the regions to support PKH, such as by providing companion training or providing additional subsidies to beneficiaries, shows the region's commitment to the success of the program.

Second, the existence of human resources such as PKH companions who are in charge of guiding beneficiary families (KPM) also supports the program's implementation. Third, the digitalization system in data collection and disbursement of aid through the banking system helps increase aid distribution's accuracy and transparency. In addition, according to Meri, the active participation of the community and KPM in meeting the requirements, such as ensuring that children attend school or conducting routine health checks, is also an important factor that supports the success of PKH. (MAR, 2023). The success of PKH depends on the active participation of the community, especially beneficiary families (KPM). KPM is not only expected to receive assistance passively, but also to meet some pre-set requirements, such as ensuring their children attend school and undergo regular health check-ups. If KPM actively meets these requirements, their quality of life will improve, especially in the health sector.

Those more involved in the program as beneficiaries and community members tend to see better outcomes. For example, KPMs will be more motivated to provide good assistance if they know how important education and health are to their children's future. In addition, the achievement of program goals can also be accelerated by community participation in helping beneficiaries, such as helping them get health services or encouraging them to go to school. Therefore, this program requires financial assistance and improves people's ability and social awareness to fight poverty independently and sustainably. However, the implementation of PKH also faces several obstacles. One of the main inhibiting factors is the problem of validating beneficiary data. Inaccurate or non-renewable data often leads to untargeted assistance. In addition, the limited number of PKH social companions compared to the number of KPM can reduce the effectiveness of program implementation. Geographical factors, such as remote areas that are difficult to reach, are also challenges in distributing aid and ensuring monitoring runs smoothly. According to Wardani (Wardani, I.P., & Utama, 2022), Another obstacle is the lack of understanding or awareness of some KPMs of their obligations to meet the program's requirements, which can affect the program's success in the long run. PKH programs may fail in the long run due to this lack of understanding and awareness. PKH aims to change the lifestyle and behavior of low-income families by fulfilling health and education requirements and providing financial assistance.

Without proper awareness and understanding, KPM will not maximize the opportunities of this program. For example, suppose a mother does not have regular health checks during pregnancy or does not vaccinate her child. In that case, it will reduce their personal health benefits and potentially worsen their social condition. This is because poor health, in the long run, will impact family productivity and well-being. Similarly, suppose people do not know how important higher education is for their future. In that case, they may be trapped in the cycle of poverty and unable to achieve PKH's long-term goal of breaking the poverty chain. Overall, the success of PKH depends on the synergy between the government, the community, and related parties in overcoming obstacles and maximizing the potential of program supporters. Improvement efforts, such as improving data accuracy, training of social assistants, and counseling to KPM, are needed to increase the effectiveness and efficiency of PKH.

According to Harold Lasswell's public policy theory, policy is a tool for managing resources according to the needs of society through a process that includes problem identification, policy formulation, implementation, and evaluation. This shows how the government created a poverty reduction program focusing on Very Poor Households (RTSM). Factors such as government support and digitalization indicate success in policy-making and implementation. Digitalization allows aid disbursement to be more transparent and efficient, while budget policies show how resources are allocated according to Lasswell's theory of "who gets what." However, issues such as lack of social companions and lack of KPM awareness of program obligations indicate difficulties when implementing and assessing programs. For example, lacking social companions can lead to poor supervision, so that help is not on target. Ineffective evaluations can lead to a poor understanding of what needs to be improved, especially regarding the fulfillment of KPM's obligations for education and health.

According to Mulyana & Nasution (Mulyana, M., & Nasution, 2021), This assistance allows poor households to meet their basic needs, such as education costs and health services, for example, the impact, especially in education, which is

very significant. With the aid received, low-income families can finance their children's school needs, such as uniforms, books, and stationery, which were previously difficult to meet. According to Setiawan & Putri, this directly impacts increasing school participation rates and decreasing dropout rates among low-income families (Setiawan, R., & Putri, 2022). In addition, PKH increases the awareness of people with low incomes on the importance of health services, such as pregnancy checks, child immunizations, and nutrition monitoring, which ultimately has an impact on reducing stunting rates and improving overall family health. Furthermore, PKH has an important economic empowerment dimension for poor households. Cash assistance is often used as seed capital to start a small business or improve the employability of beneficiaries. The government also integrates PKH with other economic empowerment programs, such as skills training and access to People's Business Credit (KUR), to help beneficiary families achieve economic independence. In the long run, PKH has a positive intergenerational impact. Children from PKH recipient families have better access to quality education, ultimately opening up opportunities for them to get more decent jobs. This generation tends to have a better ability to escape the cycle of poverty that has long surrounded their families. According to Fitriani & Yusuf (Fitriani, N., & Yusuf, 2021), in addition to individual impact, PKH also strengthens the social capital of the community. By gathering beneficiary groups, the program creates a space for them to share experiences, build social networks, and strengthen solidarity within their communities.

To ensure the sustainability of PKH benefits, various improvement measures are needed. The government must update beneficiaries' data regularly, especially in areas with high poverty rates. According to Widiyarini, improving education and health infrastructure in remote areas is also a priority to expand access and maximize the impact of PKH (Widiyarini, 2022). In addition, integrating PKH with skills training and economic empowerment programs should be expanded to encourage the economic independence of beneficiary families. Further research is also needed to evaluate the long-term impact of PKH comprehensively, particularly in the context of intergenerational impacts and economic empowerment. With these steps, PKH can continue to be an effective strategic program in breaking the poverty chain in Indonesia and sustainably improving people's welfare.

4. CONCLUSION

The Family Hope Program (PKH) in Martoba Village, North Siantar District, has been running for over 12 years and has shown significant progress in assisting people experiencing poverty. With components that include education, health, and social welfare, PKH has succeeded in increasing access to services for pregnant women, children, the elderly, and people with disabilities. Although the program has provided tangible benefits, such as increased school participation and access to health, there are still challenges in validating beneficiary data and public awareness of the program's obligations. Therefore, to increase the effectiveness of PKH, improvement measures are needed, including companion training, better socialization, and periodic evaluations. Thus, PKH can continue to contribute to breaking the chain of poverty and improving the social welfare of the community in Martoba Village. Suggestions for improving and developing programs to be more effective in improving social welfare: Policy recommendations for the improvement and development of the Family Hope Program (PKH) in Pematangsiantar City include increasing training for PKH companions, more intensive socialization to the community about the benefits of the program, and strengthening coordination between the local government and related institutions. In addition, there is a need for periodic evaluations to adjust the program to the needs of the community and improve accessibility for beneficiary families.

REFERENCE

- Ade Kurnia, Head of Martoba Village Head, *interview*, December 20, 2024
- Agung Eko Purwana. (2020). Well-being in the perspective of Islamic economics. *Justitia Islamica*, Vol.11/No. Boy, PKH Companion of Martoba Village, *interview*, North Siantar District, Martoba Village, February 13, 2025
- Dedy Utomo et al. (2019). The Role of the Family Hope Program in Improving the Quality of Life of Poor Households. *Journal of Public Administration (JAP)*, Vol.2, No.1.
- Fitriani, N., & Yusuf, A. (2021). The Effect of the Family Hope Program on Household Welfare Indicators. *Indonesian Journal of Social Policy*, 15.
- Habibullah. (2020). The Role of Companions in the Family Hope Program in Karawang Regency, *Information*, 16.
- Hadi et al. (2020). *Indigenous Economics of Regional Development*.

- Karya, D., Kusumastuti, S. Y., Kabul, E. R., Mantong, J., & S. (2024). *Qualitative Research Methodology*. Hosted by Innovatix Labs.
- Ministry of Social Affairs of the Republic of Indonesia Indonesia. (2021). *Guidelines for the Implementation of the Keluarga Harapan Program*.
- Kharima, E., & Nawangsari, E. R. (2024). Implementation of the PKH Plus Program Elderly Empowerment Policy at the Social Service. *VISA: Journal of Vision and Ideas*, 4.
- Lina Wati. (2020). *Analysis of the Influence of the Family Hope Program (PKH) on Efforts to Improve Community Welfare*. University of North Sumatra, Medan.
- Masjariah PKH Recipients of North Siantar District, Martoba Village, *Interview*, Martoba Village, January 20, 2025
- Maya Dehani, et al. (2018). Evaluation of the Family Hope Program in South Bogor District, Bogor City. *Journal of Governance*, 4.
- MARIE, A. (2023). *Empowerment of Families Beneficiaries of the Family Hope Program (Kpm PKH) in an effort to increase independent graduation*.
- Mulyana, M., & Nasution, S. (2021). The Impact of the Family Hope Program on the Welfare of Poor Families in Indonesia. *Journal of Economics and Public Policy*, 16.
- Nana Syaodih Sukmadinata. (2019). *Educational Research Methods*.
- Rosita PKH Recipient of North Siantar District, Martoba Village, *Interview*, Martoba Village, January 20, 2025
- Setiawan, R., & Putri, R. (2022). Analysis of the Impact of the Family Hope Program on Children's Education Level in Indonesia. *Setiawan, R., & Putri, R Journal of Education and Public Policy*, 10.
- Soeharto, S. (2024). *Social well-being: Concepts and practices*.
- Sugiyono. (2023). *Qualitative Research Methods*.
- Wardani, I. P., & Utama, S. J. (2022). *Analysis of the Coordination of Social Services in the Implementation of Cash Social Assistance Programs*. Administrative Application: Media Analysis of Administrative Problems,.
- Wayan Suwendra. (2018). *Qualitative Research Methodology in Social Sciences, Education and Religion*,.
- Widiyarini, T. (2022). Evaluate the success of PKH in increasing the economic independence of poor households. *Journal of Social and Economic Policy*, 12.