

# Implementation of the Family Hope Program in Oelpuah village, Central Kupang district, Kupang regency

Markus Tae<sup>1</sup>, Paulus Nd.LT Ratoebandjoe<sup>2</sup>, Ernawati Daeng<sup>3</sup>

Nusa Cendana University<sup>1,2,3</sup>

[markustae1504@gmail.com](mailto:markustae1504@gmail.com)<sup>1\*</sup>, [paulratoebandjoe@gmail.com](mailto:paulratoebandjoe@gmail.com)<sup>2</sup>, [ernawatidaeng@gmail.com](mailto:ernawatidaeng@gmail.com)<sup>3</sup>



## Article History

Received on 26 November 2020

Revised on 23 February 2021

Accepted on 26 February 2021

## Abstract

**Purpose:** The purpose of this research is to find out Implementation Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency.

**Research methodology:** The type of research used by researchers in this research is descriptive research with a qualitative approach.

**Results:** The results of this study indicate that the Family Hope Program (PKH) is very beneficial for beneficiary households, particularly in the fields of education and health. However, there are still several obstacles that must be resolved so that this program can be better.

**Limitations:** This study only focuses on the implementation of the Family Hope program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency.

**Contribution:** The results of this research can be used as reference and evaluation in the development of the Family Hope Program (PKH).

**Keywords:** *Family Hope Program (PKH), Implementation, Public policy*

**How to cite:** Tae, M., Ratoebandjoe, P. Nd.LT., & Daeng, E. (2021). Implementation of the Family Hope Program in Oelpuah village, Central Kupang district, Kupang regency. *Journal of Social, Humanity, and Education*, 171-183.

## 1. Introduction

Poverty is a social problem that requires serious attention from the government, because poverty issues have an impact on the quality of human resources. The government's efforts to address poverty problems have implemented various programs ranging from social assistance, empowerment, and providing business credit to target groups that meet the requirements. One of the social assistance programs integrated with resource development is the Family Hope Program (PKH), the Family Hope Program, which is used to provide a social protection system for the poor. This Family Hope Program is a government program contained in the 2005-2025 RPJPN (Long-Term Development Plan) which is contained in [Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018](#) concerning the Family Hope Program (PKH).

The Indonesian government has since 2007 conducted poverty reduction trials through the Family Hope Program (PKH) in several provinces. Similar programs in other countries are known as conditional cash transfers (CCT), which are called conditional cash transfers. The Family Hope Program (PKH) 's main objective is to reduce poverty and improve the quality of human resources, namely accelerating the achievement of the millennium development goals. The Millennium Development Goals (MDGs), is a development initiative formed in 2000, by representatives from 189 countries that signed a declaration called MDGs, in which 8 points must be achieved MDGs before 2015, namely poverty alleviation, education for all ages, gender equality, resistance to disease, reduction in child mortality, improvement of maternal health, environmental preservation, and global cooperation. There are 5 MDG components in the Family Hope Program (PKH) in enhancing the

quality of human resources to be achieved, namely reducing the poor and hunger, basic education, gender equality, reducing infant and under-five mortality rates and reducing maternal mortality. Several regions in Indonesia also have other poverty reduction efforts such as the Golden Gate Program in East Flores Regency. However, in contrast to the Family Hope Program, which helps underprivileged families, the Golden Gate Program strengthens the creative economic sector of MSEs (Jati et al., 2015)

The amount of assistance funds obtained for each impoverished household that receives the program depends on the number of destitute household members who have requirements in accordance with those who receive assistance. The criteria for the components of receiving the Social Assistance Program for the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, can be presented in Table 1 below:

Table 1. The amount of the Assistance Fund is based on the criteria for the component of the Family Hope Program (PKH) Social Assistance recipient

No.	Help Criteria	Amount of RTSM Assistance/Month/Year
<b>a.</b>	<b>Health component criteria</b>	
1	Pregnant/nursing mothers	IDR 700,000/month or IDR 8,400,000/year
2	Children aged 0 to 6 years	IDR 500,000/month or IDR 6,000,000/year
<b>b</b>	<b>Educational component criteria</b>	
1	Primary school children/ <i>Madrasah Ibtidaiyah</i> or equivalent	IDR 125,000/month or IDR 1,500,000/year
2	Junior high school children/ <i>Madrasah Tsanawiyah</i> or equivalent	IDR 125,000/month or IDR 1,500,000/year
3	High school children/ <i>Madrasah Aliyah</i> or equivalent	IDR 175,000/month or IDR 2,100,000/year
4	Children 6 to 21 years of age who have not completed the 12 year compulsory education	IDR 125,000/month or IDR 1,500,000/year
<b>c</b>	<b>Social welfare component criteria</b>	
1	Elderly People start from 70 years	IDR 250,000/month or IDR 3,000,000/year
2	People with severe disabilities	IDR 300,000/month or IDR 3,600,000/year

Source: [Technical Guidelines for the Family Hope Program, 2020](#)

According to the 2020 Family Hope Program (PKH) technical guidelines, if there are problems in the process of implementing the Family Hope Program (PKH), the beneficiaries and program implementers can file complaints through the banks call center regarding Combo Cards and transactions. Complaints related to KPM data, updating KPM data, or other matters related to non-cash social assistance programs can contact the Ministry of Social Affairs, the local District/City Dinsos or PKH Social Assistants and through the Community Online Aspirations and Complaints Service (LAPOR) application. Each Distributing Bank's contact centers have integrated the Family Hope Program (PKH) complaint service into their service centers.

The Family Hope Program (PKH), began to be implemented in Oelpuah Village, Central Kupang District, Kupang Regency, since 2014. The Family Hope Program (PKH) manifestation is to improve the standard of living of the people in Oelpuah Village, Central Kupang District, Kupang Regency, such as providing cash funds to program recipient communities. Besides that, assistance from the Social Service also contributes to providing counseling in the fields of health and education. The Family Hope Program (PKH), which is a program of the Indonesian government through the Ministry of Social Affairs and is the target recipient of the program, is impoverished Households (RTSM) which have family members consisting of children aged 0-15 years/pregnant/postpartum mothers and are in the selected location. Beneficiaries are mothers or adult women who take care of children in the household concerned (if there is no mother, then an aunt or older sister can be the beneficiary). Funds received by beneficiary households are used to meet their daily needs. Data obtained from Oelpuah Village shows that the total population in Oelpuah Village, Central Kupang District, Kupang Regency, from 2019-2020 as many as 1,415 people, and 365 heads of families (KK), are classified as impoverished households with the number of recipients of the family hope program of 104 people and the number of program companions is 1 person.

The implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is classified as not being carried out optimally. Sometimes, some people use other people's Identity Card (KTP) during the initial verification. This made it difficult for me during data verification. The verification is based on the PKH social assistance distribution workflow. The PKH social assistance distribution workflow is carried out by the Social Assistance Sub-Directorate in collaboration with other related sub-directorates including the Validation and Termination Sub-Directorate, Participation Sub-Directorate, and Resources Sub-Directorate. The Sub-Directorate for Validation and Termination ensures that data on the results of validation, updating and verification from the regions can be inputted, which is then determined as recipients of assistance by the Participation Sub-Directorate. The Sub-Directorate for Social Assistance applies for social service following the Decree of the Director of Family Social Security which the Participation Sub-Directorate processes. The Resource Sub-Directorate ensures that the assistant performs validation, updating and verification according to the set schedule. Furthermore, the non-cash distribution mechanism for PKH social assistance includes: 1. Opening an Account for Social Assistance Recipients; 2. Socialization and education; 3. Distribution of Prosperous Family Cards (KKS); 4. PKH Social Assistance Distribution Process; 5. Withdrawing PKH Social Assistance Funds; 6. Reconcile the results of the distribution of PKH Social Assistance; 7. Monitoring, Evaluation and Reporting of Distribution of Social Assistance. Furthermore, the non-cash distribution mechanism for PKH social assistance includes: 1. Opening an Account for Social Assistance Recipients; 2. Socialization and education; 3. Distribution of Prosperous Family Cards (KKS); 4. PKH Social Assistance Distribution Process; 5. Withdrawing PKH Social Assistance Funds; 6. Reconcile the results of the distribution of PKH Social Assistance; 7. Monitoring, Evaluation and Reporting of Distribution of Social Assistance. Furthermore, the non-cash distribution mechanism for PKH social assistance includes: 1. Opening an Account for Social Assistance Recipients; 2. Socialization and education; 3. Distribution of Prosperous Family Cards (KKS); 4. PKH Social Assistance Distribution Process; 5. Withdrawing PKH Social Assistance Funds; 6. Reconcile the results of the distribution of PKH Social Assistance; 7. Monitoring, Evaluation and Reporting of Distribution of Social Assistance.

In the process of implementing public policies, in terms of the content of public policies, several things need to be considered continuously in the implementation of public policies. This includes the influencing interests, the degree of change to be taken and the types of benefits. Therefore, at this stage, cooperation between the parties involved in the implementation of government policies is needed through the family hope program's assistance. The category of the interests of policy implementers related to the family hope program is the interest of the policy itself as well as the interests of the health and education authorities, both of which are very supportive of policy implementation. Based on the description above, the author is interested in researching the title: Implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency.

## **2. Literature review and hypothesis development**

### **2.1. Public policy**

Public policy is a science in many fields, such as political, social, economic, and psychological. It is multidisciplinary. Harold D. Laswell primarily developed political studies in the early 1970s. In [Howlett and Ramesh \(1995:2\)](#), the earliest public policy concept put forward by Harold Laswell and Abraham Kaplan describes public policy as "a program designed to fulfill certain aims, principles and practices (a projected of goals, values, and practices)." According to [Carl J. Frederich, Man and His Government \(1963\)](#) emphasized that public policy is a series of actions/activities proposed by a group, or government in a particular environment where there are obstacles and opportunities for the proposed policies to use and overcome social problems in order to achieve a certain goal. The purpose of public policy as part of activities, Friedrich (1963), added that the policy is related to completing several goals and objectives. Although government activity's intent or purpose is not always easy to see, the idea that policy involves behavior that has a purpose is an important part of policy definition. ([Agustino, 2012: 7](#)).

[Islamy \(2004: 33-34\)](#) defines state policy as what the government claims to do or not do. The country's policies are the goals or objectives of government programs. Easton (in [Islamy, 2004: 18](#))

gives the meaning of State policy as the allocation of values forcibly (legally) to all members of society. The definition of state policy has the following implications:

1. That the state policy in its first form is in the form of stipulating government actions.
2. That state policy is not only sufficiently stated but implemented in a tangible form.
3. That state policy whether it does something or does not do something has and is based on certain aims and objectives.
4. That state policy must always be aimed at the interests of all members of society

## 2.2. Policy implementation

Implementation with regard to various activities directed at program realization, in this case the administrator arranges the way to organize, interpret and apply the policies that have been selected. Organizing means organizing the resources, units and methods for implementing the program. Interpreting with regard to translating language or program terms into acceptable and feasible plans and instructions. Implement means using instruments, performing or providing routine services, making payments, or implementing the stage of realizing program objectives.

[Nugroho \(2006: 158\)](#) states that policy implementation is a way for a policy to achieve its goals. There are two choices of steps to implement public policy, namely directly implementing it in the form of programs or through the formulation of derivate policies or derivatives of the public policy. Meanwhile, according to [Soenarko \(2005: 180\)](#) in implementing public policy several provisions must be fulfilled and carried out in order to succeed, these provisions concern the authority of the implementer, the content of the policy, the legitimacy of the people and so on.

The success of policy implementation according to [Merilee S. Grindle \(1980: 11\)](#) is influenced by content of policy and the content of implementation as follows:

1. Content of policy includes:
  - a. Interests that are influenced by policy.
  - b. Types of benefits generated
  - c. The degree of change desired
  - d. Location of decision making
  - e. Who is the program implementer?
  - f. Deployed resources
2. Meanwhile, the Policy Environment (content of implementation) includes:
  - a. The powers, interests and strategies of the actors involved
  - b. Characteristics of institutions and authorities
  - c. Compliance and responsiveness of the community implementing the Distrito Dili-Timor Leste policy

## 2.3. Poverty

Poverty is the socioeconomic condition of a person or group of people who do not use a broader perspective. [David Cox \(2004: 1-6\)](#) divides poverty into several dimensions:

1. Poverty caused by globalization. Globalization produces winners and losers. The winners are generally developed countries. Meanwhile, developing countries are often increasingly marginalized by competition and free markets which are prerequisites for globalization.
2. Poverty related to development. Subsystem poverty (poverty due to low development), rural poverty (poverty due to rural marginalization in the development process), urban poverty (poverty caused by the nature and speed of urban growth).
3. Social poverty. Poverty experienced by women, children and minority groups.
4. Consequential poverty. Poverty that occurs as a result of other events or external factors outside of the poor. Such as conflicts, natural disasters, environmental damage, and the high population.

[Ellis \(1984: 242-245\)](#) states that the dimensions of poverty involve economic, political and socio-psychological aspects. Economically, poverty can be defined as a lack of resources that can be used to meet the necessities of life and improve a group of people's welfare. Resources in this context concern the financial aspect and all types of wealth, which can increase the welfare of society in a broad sense. Based on this conception, poverty can be measured directly by determining the supply of resources owned through the use of a standard known as the poverty line.

This method is often called the absolute poverty measurement method. The poverty line used by central bureau of statistics (BPS) is 2,100 calories per person per day which is equivalent to a certain income or the World Bank approach which uses 1 US dollar per person per day is an example of measuring absolute poverty. Poverty is a state below the normal value line, which is known as the poverty line or land threshold for basic demands for food and non-food. The poverty line is the amount of rupia that each person treats to meet the food needs of 2100 kilograms a day and the non-food requirements consisting of accommodation, clothes, hygiene, education and transport, and various additional products and services.

#### *2.4. Family Hope Program (PKH)*

The Family Hope Program (PKH) is a poverty reduction program that provides cash assistance to impoverished households (RTSM). The Family Hope Program (PKH) budget, comes from the State Budget (APBN) where the Family Hope Program (PKH) is part of other poverty reduction programs. The Family Hope Program (PKH) is under the Poverty Reduction Coordination Team (TKPK) coordination, both at the central and regional levels. The Family Hope Program is cross-ministerial and institutional, because the main actors are the National Development Planning Agency, the Ministry of Social Affairs, the Ministry of Health, the Ministry of National Education, the Ministry of Religion, the Ministry of Communication and Information Technology, and the Central Statistics Agency. President Susilo Bambang Yudhoyono launched the Family Hope Program in Gorontalo in July 2007. In the early stages, the Family Hope Program was implemented in seven provinces involving 500,000 heads of impoverished households (RTSM). Seven provinces, namely: Gorontalo, West Sumatra, DKI Jakarta, West Java, East Java, North Sulawesi, and East Nusa Tenggara. 2007 is the initial stage of program development or the pilot phase.#

The purpose of the trial is to test the various instruments needed in the implementation of the Family Hope Program, such as targeting methods, verification of requirements, payment mechanisms, and public complaints, if this trial phase is successful, the Family Hope Program will be implemented at least until 2015. This is in line with the commitment to achieve the Millennium Development Goals (MDGs). During this period, the target participants will gradually be increased to cover all RTSM with children of primary education age and pregnant/postpartum mothers. In 2008, the implementation of the Family Hope Program was added to 13 provinces. The six additions are: Nanggroe Aceh Darussalam, North Sumatra, Yogyakarta Special Region, Banten, West Nusa Tenggara, and South Kalimantan.

The Family Hope Program has actually been implemented in various countries, especially Latin American countries with various program names. But conceptually, the original term is Conditional Cash Transfers (CCT), which translates to Conditional Cash Assistance. This program "not" is intended as a continuation of the Direct Cash Subsidy (SLT) program, which is provided in order to help poor households maintain their purchasing power when the government adjusts the price of fuel oil (BBM). The Family Hope Program is more intended for efforts to build a social protection system for the poor. The Family Hope Program is a program that provides cash assistance to impoverished Households, which is a government program contained in the RPJPN (Long-Term Development Plan) for 2005-2025 ([Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018](#)). In return, impoverished households are required to fulfill requirements related to efforts to improve human resources (HR) quality, namely education and health, if they meet the requirements.

### **3. Research methodology**

The type of research used by researchers in this research is descriptive research with a qualitative approach. This method was chosen because it focused on the implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency. This research was conducted in Oelpuah Village, Central Kupang District, Kupang Regency. The technique of determining the informants in this study used a purposive sampling technique with a total of 15 people. Sources of data in this study are primary data and secondary data.

The data analysis technique uses data analysis techniques from [Creswell \(2016: 264-268\)](#) related to the terminology used by researchers as follows:



1. Researchers begin to process and prepare data for analysis. This step involves transcribing the interview, scanning the material, typing in field data, sorting, and sorting the data into different types depending on the source of information.
2. The second step is to read the data as a whole. The first step is to build a general sense or information obtained and reflect on its overall meaning. At this stage, sometimes researchers write small notes and make memos (small notes) regarding data that is considered important
3. The next step is to start coding all the data. Coding is the process of organizing data by collecting pieces (text or images) and writing categories within boundaries. The codes are grouped into three categories, namely:
  - a. Codes related to main topics that are well-known by readers in general, based on previous literature and common sense.
  - b. Shocking and unexpected codes at the start of the study.
  - c. Codes that are odd and have a conceptual appeal to the reader.
4. Next, apply a coding process to describe the settings (domains), people (participants), categories and themes to be analyzed. This description involves providing detailed information about the person, location or event
5. The fifth step is for the researcher to describe the above themes and restate them in a qualitative narrative/report. This approach includes the chronology of events, themes (sub-themes, special illustrations, perspectives and quotes), relations between themes, visuals, figures or tables.
6. The final step is interpreting qualitative research or interpreting the data. This helps researchers reveal the essence of an idea. Interpretation can be in the form of meaning that becomes a comparison between the results of the research and the information that comes from literature or theory. In this case the researcher confirms whether the research results confirm or refute the previous information. The researcher describes how the final narrative results will be compared with theories and general literature.

The data validity checking technique used was the triangulation technique. According to [Muri \(2014: 395\)](#) triangulation is a technique in collecting data to obtain more accurate and credible findings and interpretation of data. The triangulation used is data triangulation, source triangulation and method triangulation

1. Data triangulation is done by asking for feedback from informants, which is useful for ethical reasons, improving the quality of data reports, and data conclusions drawn from the data. For data triangulation, the researcher checks the informants' answers by re-asking the meaning of the informants' answers.
2. Source triangulation is done by comparing data obtained from different sources, in this case the researcher compares the data obtained through interviews with observations and with related documents.
3. Several methods carry out the method in terms of collecting data. In this case the method used is the method of interviewing, observation and documentation to ensure the actual conditions.

The validity of the data according to [Moleong \(2004: 330\)](#), is very important in qualitative research. The credibility of the information that has been collected by researchers and will be used as data in this study needs to be predicted so that the research data can be scientifically accounted for and used as a basis for concluding. In determining the validity of the data, an inspection technique is needed based on several criteria, namely:

1. *Credibility*  
Proof of data whether the researcher's things or events really correspond to what is collected contain truth value. The research results can be trusted by critical readers and can be accepted by the people who provide the research's information.
2. *Dependability*  
Efforts to maintain dependability in this study are by conducting repeated interviews, with several different sources, such as one in the context of the same question being asked of the supervisor repeatedly.
3. *Confirmability*  
Criteria used to assess the quality of research results with an emphasis on tracking data and information as well as interpretations supported by existing material on audit tracking tracing. To fulfill this search, the researcher prepared the necessary materials such as field notes and interview

transcripts, recording results (documents and photos), data analysis results (series and concepts), notes on the implementation process (methodology, strategy and validity efforts). . Confirmation is carried out to see the suitability of data in the field which is carried out through observation, interviews and other documents.

#### **4. Results and discussions**

The focus of the author's attention in the results of this study is related to implementation Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency with using the policy implementation theory model from [Merilee S. Grindle \(1980: 11\)](#) which states that the success of policy implementation is influenced by the content of policy and the content of implementation. The basic idea is that after the policy is transformed, a policy is implemented consisting of content of policy which includes; (a) the interests affected by the policy, (b) the types of benefits generated, (c) the degree of change desired, (d) the position of policy makers, (e) who is implementing the program, (f) the resources deployed. While the Policy Environment (content of implementation) includes; (a) the power, interests and strategies of the actors involved, (b) characteristics of the institutions and authorities, and (c) compliance and responsiveness. which will be discussed as follows:

##### *4.1. Content of public policy*

##### **a. Program implementer supports recipients of the Family Hope Program**

A policy, including among others, is a formed program; in its implementation, it involves various interests of certain parties and these interests will influence its implementation. To find out the existence of various interests related to the Implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency. Influencing interests concern the implementers of related policies as well as the interests of the public who accept policies and the interests of those implementing government programs.

The implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, there are still obstacles from the community receiving the Family Hope Program (PKH), where 365 heads of families (KK) are recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regencykabuku, which is classified as a impoverished household with the number of recipients of the Family Hope Program (PKH), numbering only 105 people, which I received from 5 hamlets. The PKH program has not fully achieved its stated goals, where the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, has not fully reached all families classified as impoverished. Another obstacle is that most of the impoverished families have limited human resources making it difficult to coordinate with providers of formal health and education services or the level of formal education pursued by children receiving the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency. Therefore, the data entered from 1,2,3,4,5 Hamlet in Oelpuah Village, Central Kupang District, Kupang Regency, can be described as follows: Hamlet 1 as many as 15 people; Hamlet 2 as many as 16 people; Hamlet 3 as many as 34 people; Hamlet 4 as many as 21 people and Hamlet 5 as many as 18 people. So the total number of people as recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is 104 people can be described as follows: Hamlet 1 as many as 15 people; Hamlet 2 as many as 16 people; Hamlet 3 as many as 34 people; Hamlet 4 as many as 21 people and Hamlet 5 as many as 18 people. The total number of people as recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is 104 people. can be described as follows: Hamlet 1 as many as 15 people; Hamlet 2 as many as 16 people; Hamlet 3 as many as 34 people; Hamlet 4 as many as 21 people and Hamlet 5 as many as 18 people. So the total number of people as recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is 104 people.

The recipients of the program who came from 1,2,3,4,5 Hamlet in Oelpuah Village, Central Kupang District, Kupang Regency, can be described as follows: Hamlet 1 as many as 15 people; Hamlet 2 as many as 16 people; Hamlet 3 as many as 34 people; Hamlet 4 as many as 21 people and Hamlet 5 as many as 18 people. The total number of people as recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is 104 people. Program implementers in the health and education sector, provide strengthening through outreach or outreach

to the community as consumers or program recipients in Oelpuah Village, Central Kupang District, Kupang Regency, so that program recipients are motivated to finance children in education and always maintain the health of mothers and children through health checks routinely, especially for program recipients who are classified as impoverished households. Furthermore, in supporting the implementation of PKH, it is necessary to pay attention to the Family Hope Program (PKH) implementation mechanism in Oelpuah Village, Central Kupang District, Kupang Regency. These two fields are very supportive in implementing public policy implementation and are the goals of the Hope Family Program. Therefore, the government's implementation of public policies is to overcome the threat of equitable development of the quality of human resources in the fields of education, health, equitable development in the world of work to overcome poverty and unemployment.

The theory that fits the results of this study is: (a) The theory of the model of public policy implementation proposed by [Merille S. Grindle \(1980: 11\)](#), that public policy implementation is determined by the content of public policies, including program implementers who influence program recipients, program recipient benefits, and changes are achieved by program recipients. Furthermore, the context of public policy includes the characteristics of program implementers of the ruling institution; (b) The theory of Donald S. [Van Meter & Carl E. Van Horn \(1975\)](#), where in the implementation of policies according to Donald S. Van Meter & Carl E. Van Horn in Islam [Nawawi \(2009: 139\)](#), there are 6 variables that affect the performance of public policy implementation, also fits with the opinion of [Grindle \(1980\)](#), in the results of research on the implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, namely: (1) Policy standards and targets are directed to recipients of the Family Hope Program (PKH); (2) Resources, in this case the availability of program implementers, the availability of funds for the Family Hope Program (PKH); (3) Communication between organizations and strengthening activities through counseling or socialization about the Family Hope Program (PKH); (4) Characteristics of implementing agencies or institutions in power in implementing the Family Hope Program (PKH); (5) The implementor's disposition, namely the attitude of behavior towards recipients of the Family Hope Program (PKH) or the community as consumers; (5) Environmental social, economic, and political conditions (especially the social environment related to education and health, as well as the economic sector related to the economic needs of Impoverished Households/RTSM); (c) The theory of Daniel A. Mazmanian & Paul A. Sabatier (1983) in [Agustino \(2016: 152\)](#), in [Nawawi \(2009: 145\)](#), that the successful implementation of public policies is influenced by three groups of variables, namely: (1) problem characteristics, (2) Characteristics of policies/laws, and (3) Policy environment variables.

The interests of impoverished households have a direct influence on the implementation of the Family Hope program. On the one hand, the government is obliged to deal with poverty problems that occur in society. But on the other hand, the PKH recipient community must also play an active role in making this program well realized. Related parties, especially in the fields of health and education, must swiftly carry out their duties and responsibilities, especially for impoverished households who receive assistance from the Family Hope program.

The theory that fits the results of this research are: (a) The theory of the model of public policy implementation proposed by Merille S. Grindle (1980), that the implementation of public policy is determined by the content of public policies including program implementers who influence program recipients, program beneficiaries, and changes achieved by program recipients. Furthermore, the context of public policy includes the characteristics of program implementers of the ruling institution; (b) The theory of Donald S. [Van Meter & Carl E. Van Horn \(1975\)](#), where in the implementation of policies according to Donald S. Van Meter & Carl E. Van Horn in Islam [Nawawi \(2009: 139\)](#), there are 6 variables that affect performance of public policy implementation, also fits with the opinion of [Grindel \(1980\)](#), in the results of research on the implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, namely: (1) Policy standards and targets are directed at recipients of the Family Hope Program (PKH); (2) Resources, in this case the availability of program implementers, the availability of funds for the Family Hope Program (PKH); (3) Communication between organizations and strengthening activities through counseling or socialization about the Family Hope Program (PKH); (4) Characteristics of implementing agencies or institutions in power in implementing the Family Hope Program (PKH); (5) The implementor disposition, namely the attitude of behavior towards recipients of the Family Hope Program (PKH) or the community as consumers; (5) Environmental social, economic, and political conditions (especially



the social environment related to education and health, as well as the economic sector related to the economic needs of Impoverished Households/RTSM); (c) The theory of Daniel A. Mazmanian & Paul A. Sabatier (1983), in [Nawawi \(2009; 145\)](#), that the success of public policy implementation is influenced by three groups of variables, namely: (1) problem characteristics, (2) policy characteristics/laws, and (3) policy environment variables.

#### **b. Benefits of Family Hope Program recipients**

The implementation of public policies in the form of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, has several positive benefits generated by program implementers for the needs of the community as consumers (people who receive output/results directly from the government through the family hope program). The benefits of receiving the Family Hope Program (PKH) from the government are significant for people who are classified as disadvantaged in the education and health sectors.

The Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is very beneficial for the community as program recipients, especially in the fields of education and health. The public stated that in the field of education, especially for children who continue their schooling, this program is very beneficial where the children receive assistance from the family hope program of IDR 125,000/month or IDR 1,500,000/year; toddlers receive assistance from the family hope program of IDR 300,000/month or IDR 3,600,000/year. Furthermore, in the health sector, before the corona-19 virus, usually toddlers under 6 years of age, this assistance program is beneficial and children under five receive assistance every 3 months, namely January, April and July. Special assistance for pregnant women and toddlers in IDR 700,000/month or IDR 8,400,000/year when covid-19 pandemic.

The theory that fits the results of this research are: (a) The theory of the model of public policy implementation proposed by [Merille S. Grindle \(1980\)](#), that the implementation of public policy is determined by the content of public policies including program implementers who influence program recipients, program beneficiaries, and changes achieved by program recipients. Furthermore, the context of public policy includes the characteristics of program implementers of the ruling institution; (b) The theory of Donald S. [Van Meter & Carl E. Van Horn \(1975\)](#), where in the implementation of policies according to Donald S. Van Meter & Carl E. Van Horn in Islam [Nawawi \(2009; 139\)](#), there are 6 variables that affect performance of public policy implementation, also fits with the opinion of Grindel (1980), in the results of research on the implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, namely: (1) Policy standards and targets are directed to recipients of the Family Hope Program (PKH); (2) Resources, in this case the availability of program implementers, the availability of funds for the Family Hope Program (PKH); (3) Communication between organizations and strengthening activities through counseling or socialization about the Family Hope Program (PKH); (4) Characteristics of implementing agencies or institutions in power in implementing the Family Hope Program (PKH); (5) The implementor's disposition, namely the attitude of behavior towards recipients of the Family Hope Program (PKH) or the community as consumers; (5) Environmental social, economic, and political conditions (especially the social environment related to education and health, as well as the economic sector related to the economic needs of Impoverished Households/RTSM); (c) The theory of Daniel A. Mazmanian & Paul A. Sabatier (1983), in [Nawawi \(2009; 145\)](#), that the success of public policy implementation is influenced by three groups of variables, namely: (1) problem characteristics, (2) policy characteristics/laws, and (3) policy environment variables.

#### **c. Changes achieved by recipients of the Family Hope Program/community as consumers**

The purpose of implementing the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is to reduce the poverty rate and break the poverty chain by improving quality in the education and health sectors, as well as increasing the quality of human resources, namely accelerating the development of the quality of human resources.

The benefits of program recipients or the community as consumers are based on the objectives of the Family Hope Program (PKH) to be achieved, namely reducing poverty levels and improving the quality of human resources, especially for Impoverished Households (RTSM) in Oelpuah Village, Central Kupang District, Kupang Regency. We, as program implementers choose one of the Family

Hope Program (PKH) companions assigned to Oelpuah Village, Central Kupang District, Kupang Regency, to assist and monitor or supervise recipients of the Family Hope Program (PKH) or the community as consumers. Furthermore, the Family Hope Program (PKH) companion conducts a written report and is accountable for the results of the Family Hope Program (PKH) recipients to the sub-district office as the powerful institution at the sub-district level. As program implementers or institutions in power at the kecamatan level, we read and review reports provided by companion of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, regarding the obligations and rights of recipients of the Family Hope Program (PKH) or the community as consumers. The results of our examination as a ruling institution in Central Kupang District, Kupang Regency, towards the companion of the Family Hope Program (PKH), with the aim of assisting the Family Hope Program (PKH), carrying out tasks according to the 2020 Family Hope Program (PKH) technical instructions or not, because The Family Hope Program (PKH) assistant is a professional staff who has been tested before becoming a companion to the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, the Family Hope Program (PKH) companion has the competence or ability to provide motivational strengthening to recipients of the Hope Family Program (PKH) assistance who are classified as Impoverished Households (RTSM), so that people as recipients of the program are helped by the government in overcoming life problems they experience in the field of formal education for school children, starting from the level of formal education achieved from elementary to high school/equivalent levels and the health of pregnant and nursing mothers.

The theory that fits the results of this research are: (a) The theory of the model of public policy implementation proposed by [Merille S. Grindle \(1980\)](#), that the implementation of public policy is determined by the content of public policies including program implementers who influence program recipients, program beneficiaries, and changes achieved by program recipients. Furthermore, the context of public policy includes the characteristics of program implementers of the ruling institution; (b) The theory of Donald S. [Van Meter & Carl E. Van Horn \(1975\)](#), where in the implementation of policies according to Donald S. Van Meter & Carl E. Van Horn in Islam [Nawawi \(2009: 139\)](#), there are 6 variables that affect performance of public policy implementation, also fits with the opinion of [Grindel \(1980\)](#), in the results of research on the implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, namely: (1) Policy standards and targets are directed to recipients of the Family Hope Program (PKH); (2) Resources, in this case the availability of program implementers, the availability of funds for the Family Hope Program (PKH); (3) Communication between organizations and strengthening activities through counseling or socialization about the Family Hope Program (PKH); (4) Characteristics of implementing agencies or institutions in power in implementing the Family Hope Program (PKH); (5) The implementor's disposition, namely the attitude of behavior towards recipients of the Family Hope Program (PKH) or the community as consumers; (5) Environmental social, economic, and political conditions (especially the social environment related to education and health, as well as the economic sector related to the economic needs of Impoverished Households/RTSM); (c) The theory of Daniel A. Mazmanian & Paul A. Sabatier (1983), in [Nawawi \(2009: 145\)](#), that the success of public policy implementation is influenced by three groups of variables, namely: (1) problem characteristics, (2) policy characteristics/laws, and (3) policy environment variables.

#### *4.2. Policy environment*

Based on the theory of [Merile S. Grindlle \(1980\)](#) states that the context of public policy (policy environment) is related to the characteristics of implementing programs or institutions in power, in which the implementation of public policy always prioritizes strength, the strategic interests used by program implementers to facilitate implementation. The Family Hope Program (PKH) aims to overcome poverty problems experienced by program recipient communities in Oelpuah Village, Central Kupang District, Kupang Regency.

Characteristics of program implementers or institutions in power carrying out its duties, based on the technical guidelines for the Family Hope Program (PKH) 2020, it is intended to be used by all related program implementing elements, namely: Central Government, Regional Government, Non-Cash Food Aid Distribution Banks, e-warong as social assistance distribution agent, non cash and other related parties. These technical guidelines have also referred to [the Presidential Regulation of](#)

[the Republic of Indonesia Number 63 of 2017](#) concerning Non-Cash Distribution of Social Assistance and [Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018](#) concerning the Family Hope Program.

Characteristics of program implementers or institutions in power in implementing Its task is to prioritize the strategy in implementing the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency. This strategy is an approach taken so that the implementation of policies in the form of the Family Hope Program (PKH) can be implemented properly in the interests of the community in the interests of program implementers or institutions in power in Oelpuah Village, Central Kupang District, Kupang Regency.

The strategy carried out in the implementation of the public policy of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is to provide counseling or socialization to PKH facilitators so that PKH Facilitators carry out their duties properly based on the principles of social justice Then there is counseling or outreach to the sub-district government, village government, and recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency ”.

Counseling or socialization has been carried out by facilitators of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, through direct visits of the Family Hope Program (PKH) facilitators to the homes of the Impoverished Families (RTSM) who are classified as recipients of the Family Hope Program (PKH). The visit was carried out in the form of a meeting with recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency.

The theory that fits the results of this research are: (a) The theory of the model of public policy implementation proposed by [Merille S. Grindle \(1980\)](#), that the implementation of public policy is determined by the content of public policies including program implementers who influence program recipients, program beneficiaries, and changes achieved by program recipients. Furthermore, the context of public policy includes the characteristics of program implementers of the ruling institution; (b) The theory of Donald S. [Van Meter & Carl E. Van Horn \(1975\)](#), where in the implementation of policies according to Donald S. Van Meter & Carl E. Van Horn in Islam [Nawawi \(2009: 139\)](#), there are 6 variables that affect performance of public policy implementation, also fits with the opinion of [Grindel \(1980\)](#), in the results of research on the implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, namely: (1) Policy standards and targets are directed to recipients of the Family Hope Program (PKH); (2) Resources, in this case the availability of program implementers, the availability of funds for the Family Hope Program (PKH); (3) Communication between organizations and strengthening activities through counseling or socialization about the Family Hope Program (PKH); (4) Characteristics of implementing agencies or institutions in power in implementing the Family Hope Program (PKH); (5) The implementor's disposition, namely the attitude of behavior towards recipients of the Family Hope Program (PKH) or the community as consumers; (5) Environmental social, economic, and political conditions (especially the social environment related to education and health, as well as the economic sector related to the economic needs of Impoverished Households/RTSM); (c) The theory of Daniel A. Mazmanian & Paul A. Sabatier (1983) in [Nawawi \(2009: 145\)](#), that the successful implementation of public policies is influenced by three groups of variables, namely: (1) problem characteristics, (2) policy characteristics/laws, and (3) policy environment variables.

## 5. Conclusion

The conclusions of this study are:

- a. Implementation of public policies in the form of the implementation of the Family Hope Program (PKH) for program recipients or the community as consumers classified as Impoverished Households (RTSM) in Oelpuah Village, Central Kupang District, Kupang Regency, where the government's strategies and efforts in implementing public policies through the Program The Family Hope (PKH) overcomes the problem of community poverty as a participant in the Hope Family Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, in the social sector, especially in the health sector for pregnant women and toddlers who are breastfeeding while formal education for school children begins from SD level to SMA/equivalent as the nation's next generation.

- b. Implementers of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, especially the facilitators of the Family Hope Program (PKH) in Central Kupang District, continuously provide strengthening or motivating program recipients who are classified as Impoverished Households (RTSM) recipients of the Family Hope Program (PKH) are motivated to improve the quality of human resources in the education and health sectors.
- c. The implementation of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, there are still obstacles from the community receiving the Family Hope Program (PKH), where 365 heads of families (KK) are recipients of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, classified as impoverished households with the number of recipients of the Family Hope Program (PKH), amounting to only 104 The PKH program has not fully achieved its stated goals, where the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency , has not fully reached all the impoverished families. Another obstacle is that most of the impoverished families have limited human resources.
- d. The Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency, is very beneficial for program recipients, especially in the fields of education and health. In the field of education, especially for children who continue their schooling, this program is very useful where school children receive assistance from the Hope Family program of IDR 125,000 (One Hundred Twenty-Five Thousand Rupiahs) per month. Furthermore, in the health sector, before the corona-19 virus, usually toddlers under 6 years of age, this assistance program is very useful and children under five receive assistance every 3 months, namely January, April and July. The highest special assistance for pregnant women and toddlers is IDR 1,900,000 (One Million and Nine Hundred Thousand Rupiahs) and the lowest is IDR 300,000 (Three Hundred Thousand Rupiahs).
- e. Participants' selection and determination are based on the data manager or implementer of the Family Hope Program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency. This was carried out on the basis of an inaccurate census, where there are people who receive the Family Hope Program (PKH), who have permanent houses, but are included in the Family Hope Program (PKH) recipients. The Family Hope Program assistance's target recipients are Impoverished Households (RTSM) with the provisions set out in the implementation guidelines for the Family Hope Program (PKH). Households that could potentially be selected as participants in the Family Hope Program (PKH) are households with the impoverished category, and there are family members consisting of: pregnant women, postpartum mothers,
- f. Verification of household poverty status is carried out through a survey of prospective participants. BPS carries out the verification with basic data on recipients taken from data on direct cash subsidies (SLT) for the impoverished category. The information obtained from the survey above will be used to rank RTSM based on their poverty level who are more deserving of receiving assistance from the Family Hope Program. After the RTSM is selected, all data on the Family Hope Program participants will be determined and will become the main basic data for UPPKH and form the official list of participants for the Family Hope Program. The Family Hope Program (PKH) mechanism consists of: the initial stage of implementation, the payment stage, the stage for the formation of a group of beneficiary mothers, and the verification stage for commitments, the stage of suspension and cancellation.
- g. The criteria for the components of PKH Social Assistance recipients, according to the [Technical Guidelines for Decree of the Director General of Social Protection and Security Number: 04/3/OT.02.01/1/2020 concerning](#) Technical Guidelines for the Distribution of Non-Cash Social Assistance for the Family Hope Program in 2020, are as follows: a. The criteria for health components include: 1) Pregnant/breastfeeding mothers; and 2) Children aged 0 to 6 years. b. The criteria for the education component include: 1) Primary school children/*Madrasah Ibtidaiyah* or equivalent; 2) Junior high school/*Madrasah Tsanawiyah* children or equivalent; 3) High school children/*Madrasah Aliyah* or equivalent; and 4) Children aged 6 (six) to 21 (twenty-one) years who have not completed the 12 (twelve) years compulsory education. c. The criteria for the social welfare component include: 1) Elderly from 70 (seventy) years old;



## Limitation and study forward

This study only focuses on implementing the Family Hope program (PKH) in Oelpuah Village, Central Kupang District, Kupang Regency. For further researchers, it is hoped that they can expand the research area and use other indicators that are not used in this research.

## References

- Agustino, Leo. (2012). *Dasar-dasar kebijakan publik*. Bandung. Alfabeta.
- Agustino, Leo. (2016). *Dasar-dasar kebijakan publik*. Bandung. Alfabeta.
- A. Muri Yusuf. (2014). *Metode penelitian kuantitatif, kualitatif & penelitian gabungan*. Jakarta . Prenadamedia Group.
- Cox, David. (2004). Outline of presentation on poverty alleviation programs in the Asia Pacific Region. *International Seminar on Curriculum Developpment for Social Work Education in Indonesia*. Sekolah Tinggi Kesejahteraan Sosial. Bandung.
- Creswell, John W. (2016). *Research design: pendekatan kualitatif, kuantitatif, dan. mixed*. Yogyakarta. Pustaka Pelajar.
- Ellis, G.F.R. (1984). The dimension of poverty. *Social Indicator Research*.
- Friedrich Carl J. (1963). *Man and his government*. Newyork. Mc Graw-Hill
- Grindle, Meerilee S. (1980). *Politics and policy implementation in the third world*. Princeton New Jersey. Princeton University Press.
- Howlett, Michael dan M. Ramesh. (1995). *Studying public policy: policy cycles and policy subsystems*. Toronto. Oxford University Press.
- Islamy, Irfan M. (2004). *Prinsip-prinsip perumusan kebijakan negara*. Jakarta. Bumi Aksara, 15.
- Jati, H., Astuti, I., & Fernandez, D. (2015). Implementasi inovasi program gerakan membangun ekonomi masyarakat (gerbang emas) dalam meningkatkan pendapatan usaha mikro kecil di Kabupaten Fores Timur. *In Seminar Nasional Riset Inovatif*, 3.
- Moleong, Lexy J. (2004). *Metodologi penelitian kualitatif*. Bandung. PT. Remaja Rosdakarya.
- Nawawi. (2009). *Publik policy*. Surabaya. PMN
- Nugroho Riant. (2006). *Kebijakan publik untuk negara-negara. berkembang; model-model perumusan, implementasi, dan evaluasi*. Jakarta. Elex Media Komputindo.
- Pemerintah Republik Indonesia. (2017). Peraturan Presiden Indonesia Nomor 63 Tahun 2017 tentang *Penyaluran Bantuan Non Tunai*. Lembaran Negara Republik Indonesia Tahun 2017 Nomor 156. Sekretariat Negara. Jakarta
- Pemerintah Republik Indonesia. (2018). Peraturan Menteri Sosial Republik Indonesia Nomor 1 Tahun 2018 tentang *Program Keluarga Harapan (PKH)*. Berita Negara Republik Indonesia Nomor 187 tahun 2018. Kementerian Sosial Republik Indonesia. Jakarta.
- Pemerintah Republik Indonesia. (2020). *Juknis program keluarga harapan (PKH) 2020*. Kemetrian Sosial Republik Indonesia. Jakarta.
- Soenarko. (2003). *Public policy: pengertian pokok untuk memahami dan analisa kebijaksanaan pemerintah*. Surabaya. Airlangga University Press, 2.
- Van Meter, D.S. dan C.E. Van Horn. (1975). The policy implementation process: a conceptual framework. *Administration Society*, 445-488.