

EMPOWERMENT OF POOR COMMUNITIES THROUGH THE FAMILY HOPE PROGRAM (PKH) IN TELUK AMBON DISTRICT, AMBON CITY

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Informasi Artikel	Abstract
Vol: 2 No: 5 Mei 2025 Page : 17-26 Keywords: Family Hope Program, Community Empowerment, Poverty Alleviation	<i>The Family Hope Program (PKH) is a government initiative aimed at alleviating poverty through empowering poor communities in various regions. This study aims to analyze the implementation of PKH in Teluk Ambon District, focusing on program effectiveness, challenges faced, and the impact on beneficiaries. The research uses a qualitative case study approach, collecting data through interviews, observations, and documentation. The findings reveal that PKH implementation generally runs according to schedule and targets the right beneficiaries, despite some technical difficulties and challenges in data updating and public understanding. Coordination among stakeholders, continuous socialization, and optimal assistance are key factors for the program's success. Moreover, PKH has significantly improved the welfare of poor families, especially in education and health sectors. However, improvements in monitoring and evaluation mechanisms and program flexibility are needed to better respond to social changes. This study recommends enhancing administrative systems and increasing the capacity of facilitators to ensure that PKH can be more effective and sustainable.</i>

Abstrak

Program Keluarga Harapan (PKH) merupakan salah satu upaya pemerintah dalam mengentaskan kemiskinan melalui pemberdayaan masyarakat miskin di berbagai daerah. Penelitian ini bertujuan untuk menganalisis pelaksanaan PKH di Kecamatan Teluk Ambon, khususnya terkait efektivitas program, tantangan yang dihadapi, serta dampak yang dirasakan oleh penerima manfaat. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus, mengumpulkan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa pelaksanaan PKH secara umum berjalan sesuai jadwal dan tepat sasaran, meskipun terdapat beberapa kendala teknis dan hambatan dalam pemutakhiran data serta pemahaman masyarakat. Koordinasi antar pihak terkait, sosialisasi yang terus-menerus, dan pendampingan yang optimal menjadi kunci keberhasilan program ini. Selain itu, PKH memberikan dampak positif signifikan terhadap peningkatan kesejahteraan keluarga miskin, khususnya dalam bidang pendidikan dan kesehatan. Namun, perlu adanya peningkatan mekanisme monitoring dan evaluasi serta penyesuaian program agar lebih responsif terhadap perubahan sosial. Penelitian ini merekomendasikan perbaikan sistem administrasi dan peningkatan kapasitas pendamping agar program PKH dapat berjalan lebih optimal dan berkelanjutan.

Kata kunci: Program Keluarga Harapan, Pemberdayaan Masyarakat, Kemiskinan

INTRODUCTION

Community empowerment has become one of the urgent issues receiving serious and widespread attention from both central and regional governments. The importance of implementing community empowerment efforts by the government and its apparatus lies in the aim and target of enabling citizens through coaching, training, and education activities, as well as providing capital assistance and necessary equipment to the communities as program beneficiaries.

One of the key aspects of development is empowerment. Community empowerment is an effort to increase self-reliance in overcoming various problems through creativity, with the goal of improving

the quality of life. Improving quality of life is crucial so that people can gain adequate knowledge, skills, and attitudes to face challenges. One of the indicators of successful empowerment is the level of poverty, as stated by Nainggolan (2017).

According to the latest data from the Central Statistics Agency (BPS), the number of poor people in Indonesia in March 2024 reached 26.54 million. Although this shows a decrease compared to the previous year, the figure still indicates significant challenges in empowerment efforts and poverty alleviation in Indonesia. The decrease shows some improvement, but more intensive and sustainable efforts are needed to ensure that communities can genuinely escape poverty and improve their overall quality of life.

The Family Hope Program (PKH) is one of the social assistance programs launched by the Indonesian government since 2007, aiming to improve community welfare and reduce poverty. PKH, which is an implementation of Law No. 11 of 2009 on Social Welfare, Presidential Regulation No. 15 of 2010 on Accelerating Poverty Reduction, and Minister of Social Affairs Regulation No. 1 of 2018 on the Family Hope Program, has had a significant impact on the economy of beneficiary communities. According to the latest data in 2023, PKH successfully reduced the poverty rate by 3.01%, a higher achievement compared to previous years. The program has reached more than 10 million families across Indonesia, focusing on increasing access to education, health, and nutrition for the most vulnerable groups. The long-term impact of PKH is not only seen in poverty reduction but also in improving the quality of life of its beneficiaries, especially in accessing basic services such as education and healthcare.

Ambon City, as the capital of Maluku Province, is one of the regions in Indonesia that actively implements the Family Hope Program (PKH). This program has become an important part of the city government's strategy to reduce poverty and improve social welfare. According to the latest data from the Central Statistics Agency of Maluku Province, in 2023, the population of Ambon City was recorded at 359,120, showing an increase compared to previous years. As the second most populous city in Maluku Province after Central Maluku Regency, which has a population of 429,765, Ambon City faces significant challenges in ensuring that social programs like PKH are implemented effectively.

The implementation of PKH in Ambon City has covered thousands of beneficiary families, especially those below the poverty line. This program not only provides financial assistance but also promotes better access to health and education services for the poor. With the growing population, the need for programs like PKH becomes more urgent, as the economic pressure faced by underprivileged families in the city continues to rise. The positive impact of PKH has been felt, with a 2.9% reduction in poverty in Ambon City recorded in 2023, indicating the program's effectiveness in reducing social disparities.

According to the latest data from the Central Statistics Agency (BPS) of Maluku Province, the number of poor people in Ambon City as of March 2024 increased by 16.2%, amounting to 56,342 people, up from 49,800 in 2023. This increase is a continuing impact of the economic pressure caused by the Covid-19 pandemic, which has not yet fully recovered. The pandemic significantly affected the community's economy, particularly vulnerable groups who have become increasingly marginalized due to job and income loss.

Maluku Province, in this context, remains the 4th poorest province in Indonesia. With a poverty rate of 22.5%, Maluku still ranks below Papua (27.1%), West Papua (22.3%), and East Nusa Tenggara (21.9%). This situation illustrates the major challenges faced by the provincial government in its efforts to alleviate poverty. Ambon City, as the provincial capital, faces its own challenges, as the increasing number of poor people adds pressure to the city's economic and social recovery efforts.

Given the rising poverty phenomenon in Ambon City, especially in the post-Covid-19 period, the Family Hope Program (PKH) has become highly necessary. PKH serves as a crucial social safety net to help poor families meet their basic needs, such as education, health, and nutrition. In the context of Ambon City, where the poverty rate reaches 16.2% and more than 56,000 people are affected, PKH can play a significant role in easing the economic burden of vulnerable communities. Besides providing financial assistance, the program also focuses on empowering and enhancing the capacity of beneficiaries, enabling them not only to escape poverty but also to achieve long-term economic independence.

The PKH implementation in Ambon City faces several challenges that hinder its effectiveness in achieving its main objective—poverty reduction. One of the primary issues is mistargeted aid distribution. The program is intended for the poor, but in practice, some recipients are relatively well-off. This inaccuracy stems from an inadequate data validation process. The data collection often does not reflect the real-time economic condition of communities, resulting in some ineligible families receiving assistance while those genuinely in need are overlooked.

Apart from data validation issues, PKH socialization in Ambon City also faces significant challenges. The local government's efforts in raising awareness about PKH can be considered inadequate, often carried out only once a month, or sometimes not at all. The lack of frequency and outreach in socialization has led to low community participation. Many residents do not fully understand what PKH is, its benefits, or how to actively participate. As a result, the potential of PKH to improve community welfare is not being optimally utilized.

This low level of socialization also affects public awareness regarding program monitoring and reporting mechanisms, which are crucial for ensuring transparency and accountability. When people are unaware of their rights and responsibilities, they become passive in evaluating the program's effectiveness, exacerbating the issue of mistargeted aid. To address these issues, more intensive efforts are needed from the Ambon City Government to conduct more systematic data collection and to expand and increase the frequency of PKH socialization. These steps are expected to ensure that PKH truly benefits those who need it most, thus achieving the primary goal of poverty alleviation in Ambon City.

This research is prompted by the increasingly complex issue of poverty in Indonesia, particularly in Ambon City, which requires measured and targeted interventions. Although various social assistance programs, such as the Family Hope Program (PKH), have been implemented to reduce poverty, there are significant problems in their execution, such as mistargeted aid distribution and lack of effective outreach. With poverty figures continuing to rise, this study is urgent to evaluate and improve the implementation strategies of social programs to genuinely enhance the welfare of poor communities.

Another reason this research is important is the constitutional obligation of the Indonesian government to protect all its citizens and create social justice. This study will not only identify weaknesses in the implementation of PKH in Ambon City but will also provide strategic recommendations to improve the program's effectiveness. With a better understanding of the factors that hinder PKH's success, the government can design more efficient policies and ensure that social assistance truly reaches those most in need, so that the goal of poverty alleviation can be achieved more quickly and equitably.

Theoretically, the effectiveness level of a community empowerment program, including empowerment through the Family Hope Program (PKH) in a particular area, can be influenced by various factors, including: a) the competence of officers, b) the confidence of officers, c) the sense of responsibility of officers, and d) the support from officers (Cook and Macaulay, 1997).

Therefore, the phenomena described above are considered urgent and attract attention for further investigation through a study entitled "Empowerment of Poor Communities through the Family Hope Program (PKH) in Teluk Ambon District, Ambon City."

METHOD

This study employs a descriptive qualitative design with an inductive approach to explore and deeply understand the experiences and implementation of the Family Hope Program (PKH). The descriptive qualitative design was chosen due to its ability to uncover and describe the meaning and context of participants' direct experiences and the implementation of PKH. This approach allows researchers to gain in-depth insights into the dynamics and outcomes of the program. Meanwhile, the inductive approach is used to build theory and scientific constructs from the data and experiences collected during the study.

The research location is Ambon City, the capital of Maluku Province, Indonesia. The study focuses on the Social Affairs Office of Ambon City and areas within the city that are targeted for the implementation of the PKH program. This location was chosen due to the concentration of PKH

beneficiaries and the significant poverty challenges in the city. The research will involve various urban villages (kelurahan) in Ambon to obtain a comprehensive picture of the PKH implementation, its impact on impoverished communities, and the factors that influence the program's effectiveness in this region.

The data sources consist of primary and secondary data. Primary data are obtained directly through field data collection such as questionnaires, interviews, and observations, specifically for this research purpose. Secondary data are indirectly obtained from archives, literature reviews, previous research, and journals relevant to the problem being studied. The data collection techniques include direct observation at the research site, in-depth interviews conducted in a relaxed and open discussion format with selected informants, and documentation analysis through reviewing written documents like reports, regulations, and related materials.

The research informants are individuals considered to have close ties and comprehensive knowledge regarding the issues to be addressed in this study. The composition of the informants includes key figures such as the Head of the Ambon City Social Service, sub-district PKH coordinators, field officers, PKH beneficiaries, and members of civil society organizations. In total, 13 informants are involved in this research, consisting of both key and supporting informants, ensuring a broad and varied perspective in data collection and analysis.

The data analysis technique used in this study is descriptive qualitative analysis with an inductive approach. The process begins with collecting data through interviews, observations, and document studies. The data are then organized and classified into key themes related to the empowerment of poor communities through the PKH program in Ambon. This is followed by data reduction to eliminate irrelevant information. The remaining data are analyzed in-depth to identify emerging patterns, themes, and relationships. The ACTORS theory by Cook and Macaulay (1997) is used as the main analytical framework, evaluating indicators such as Authority, Competence & Confidence, Trust, Opportunity, Responsibility, and Support. The analysis is conducted iteratively and reflectively, comparing findings with theory and triangulating data to ensure validity and reliability of the results.

RESULTS AND DISCUSSION

Poverty is a complex and multidimensional social issue, encompassing economic, educational, health, and social aspects. Efforts to alleviate poverty in Indonesia continue through various programs, one of which is the Family Hope Program (PKH). PKH is a conditional cash transfer program aimed at improving the quality of life for poor communities by promoting access to education, healthcare, and social welfare services.

In Ambon City, particularly in the Teluk Ambon District, PKH serves as an important instrument for enhancing the well-being of impoverished communities. The implementation of this program is expected to have a positive impact on reducing poverty rates and improving the living standards of beneficiary families (KPM). However, the effectiveness of PKH implementation does not solely depend on the policies in place but is also influenced by various factors such as the aid distribution mechanisms, KPMs' compliance with established conditions, and the role of social facilitators in supporting program success.

This study aims to analyze and describe the effectiveness level of PKH implementation in the Teluk Ambon District and to identify the factors that influence it. By understanding the extent to which the program operates in line with its intended goals, the findings of this research are expected to provide recommendations to local governments and policymakers for improving the effectiveness of PKH in the future.

Timeliness of PKH Implementation

The implementation of the Family Hope Program (PKH) in Teluk Ambon District plays a crucial role in improving the welfare of poor communities. One of the key factors determining the program's effectiveness is the clarity and punctuality of its implementation schedule. To gain a deeper understanding, an interview was conducted with the PKH Field Coordinator to obtain information related to the certainty of the schedule, the duration of implementation, and the timeliness of social assistance distribution to beneficiary families (KPM).

Based on the interview, it was revealed that the implementation of PKH in Teluk Ambon for the 2023/2024 period follows a schedule determined by the central government and disseminated to local governments. This schedule includes the timing of assistance disbursement and phases of social support. The Field Coordinator stated that the schedule is clearly established and communicated to both social facilitators and KPMs at the beginning of the year. They ensure this information is well conveyed so that recipients can prepare in advance of the disbursement period.

The Field Coordinator explained that PKH disbursement generally occurs in four phases per year, typically in January, April, July, and October. Each phase lasts about three months. The process involves preparations such as verifying beneficiary data, coordinating with the distributing bank, and conducting outreach to the community. The coordinator emphasized that all phases are implemented according to schedule to avoid delays that could affect the recipients.

Regarding punctuality, the implementation of PKH in Teluk Ambon tends to follow the planned schedule, although occasional technical or administrative obstacles may cause slight delays. These delays are usually due to issues like outdated recipient data or problems within the banking system. However, the PKH team strives to resolve such issues quickly to ensure that assistance continues to reach beneficiaries as scheduled.

In addition to policy-level coordination, the effectiveness of PKH also depends heavily on the role of field facilitators. These facilitators are responsible for ensuring that social assistance reaches KPMs in accordance with the set schedule and requirements. To gain further insights, an interview with one of the field facilitators was conducted to understand how they handle the implementation schedule and the precision of assistance disbursement.

The facilitator explained that the PKH schedule is received from the central government through the local Social Affairs Office and is immediately shared with beneficiaries. They conduct orientation sessions at the beginning of the year to make sure KPMs understand the process and timeline. The facilitator also supports beneficiaries through the verification process and ensures that they fulfill requirements such as children's school attendance and health checks. If there are any administrative issues or updates to KPM data, the facilitators assist in addressing them to prevent any disruption in disbursement.

The success of PKH in Teluk Ambon is also shaped by the experiences of the beneficiaries themselves. Interviews with several KPMs revealed that while the disbursement schedule is usually communicated clearly, delays still occur due to technical problems. Most beneficiaries acknowledged that assistance is generally disbursed on time, although delays of one to two weeks are not uncommon. Nonetheless, due to effective communication from social facilitators—whether through WhatsApp groups or direct updates—beneficiaries are kept informed and remain confident that the assistance will ultimately be delivered as needed.

Accurate targeting of PKH implementation

The implementation of the Family Hope Program (PKH) in Teluk Ambon District aims to provide social assistance in a targeted manner to poor families who meet the criteria as Beneficiary Families (KPM). The success of this program heavily depends on the clarity of its target beneficiaries and the understanding of both the program staff and the community regarding these criteria. To gain insights into the accuracy of the program's targeting, an interview was conducted with the PKH Coordinator of Teluk Ambon District to assess how well the program has achieved its objectives.

When asked about the clarity of the program's targets, the PKH Coordinator explained that PKH has a well-defined and structured set of criteria for beneficiaries, which is based on the Integrated Social Welfare Data (DTKS). According to the coordinator, families classified as poor and who have eligible components—such as pregnant women, school-age children, persons with disabilities, or the elderly—can qualify for assistance. This data is verified by field officers before any assistance is provided to ensure that it reaches those who are truly eligible. However, challenges remain, especially in updating data to reflect changes in families' economic conditions.

Regarding the understanding of PKH's target among officers and the community, the coordinator emphasized the importance of continuous outreach and education. While officers are technically well-

informed due to specialized training, the public's understanding remains inconsistent. Some individuals believe they are entitled to receive aid even when they do not meet the criteria, while others receive assistance without fully grasping the conditions attached. Therefore, socialization efforts are ongoing to ensure that the public clearly understands that the program is only intended for those who truly qualify under the established criteria.

Concerning the achievement of PKH's targeting goals in Teluk Ambon, the coordinator noted that the program has generally been effective, although data verification and monitoring continue to pose challenges. Most beneficiaries match the required criteria, but periodic evaluations are necessary to ensure the aid continues to reach the most deserving. Additionally, monitoring compliance—such as ensuring children stay in school and regular health checks—requires collaborative efforts with various stakeholders to strengthen the program's effectiveness.

In addition to the coordinator's input, interviews were also conducted with PKH field facilitators to gain a deeper understanding of the program's implementation at the community level. These facilitators play a critical role in identifying beneficiaries, providing ongoing support, and monitoring the compliance of recipient families with program rules. They affirmed that the program has a strict mechanism for determining eligible recipients, primarily using data from DTKS that is subsequently verified on the ground to ensure accuracy.

When asked about the community's and officers' understanding of PKH targets, the facilitators acknowledged that while regular outreach is conducted, the level of understanding among recipients varies. Some beneficiaries are well aware of their rights and responsibilities, while others focus solely on receiving aid without fully understanding the conditions they must meet. There are also families who believe they should qualify but are not included in the data, creating dissatisfaction and confusion among some community members.

As for the overall effectiveness of the PKH targeting in Teluk Ambon, facilitators felt the program is generally running well, although some issues persist. They stressed the importance of regularly updating data and tightening supervision to prevent mistargeting. Moreover, they emphasized the need to encourage families not only to rely on aid but also to strive for economic independence, highlighting the program's long-term developmental goals beyond immediate relief.

In addition to gathering information from officials and facilitators, interviews were also conducted with PKH beneficiaries to understand their perspectives on the program's target accuracy and effectiveness. As the direct recipients of the aid, their experiences and knowledge provide crucial insight into how well the program functions in practice and whether it delivers the expected benefits.

When asked about their understanding of PKH's target, one beneficiary shared that they were aware the program was designed for low-income families with specific conditions such as having school-aged children, pregnant women, or elderly members. However, the respondent also noted that others in the community may not fully understand these criteria. Some individuals who appear to be in greater need reportedly do not receive any assistance, possibly due to being unregistered or uninformed about eligibility requirements.

Further inquiry into how beneficiaries understand the conditional nature of PKH revealed a mixed level of awareness. Some recipients clearly recognize that receiving aid comes with responsibilities, such as ensuring children attend school and participating in health check-ups. Others, however, view the assistance as an entitlement without obligations. This gap in understanding underscores the need for continued education and communication to ensure recipients comply with program requirements.

Finally, when discussing the overall impact of the program, many beneficiaries expressed gratitude for the support, especially in helping meet essential needs such as education and health expenses. Nevertheless, they also hoped the program would become more equitable and inclusive. One beneficiary noted that while their family greatly benefited from PKH, they knew of other families in more difficult situations who had not yet been reached by the program. They expressed a desire for improved data collection and expanded coverage to ensure all deserving families are included.

Precise targeting of PKH implementation

The implementation of the Family Hope Program (PKH) in Teluk Ambon Subdistrict aims to assist poor families by providing better access to education, health services, and social welfare. To ensure its effectiveness, the program must have clear targets and reach the communities that truly need assistance. Interviews with the PKH Coordinator in Teluk Ambon provided insights about the clarity of targets, the understanding levels of staff and the community, and the achievement of targets in the program's implementation.

Regarding the clarity of PKH targets, the Coordinator explained that the program has a clear mechanism to determine beneficiaries. He stated in the interview: "PKH is designed to help poor families with certain conditions, such as having school-age children, pregnant mothers, or persons with disabilities. The selection of beneficiaries is based on the integrated social welfare database (DTKS) issued by the Ministry of Social Affairs. However, in practice, we still conduct field verifications to ensure aid is truly given to those who meet the criteria. Although this mechanism is quite effective, challenges remain in updating data, especially due to changes in family economic conditions that are not always recorded quickly."

On the level of understanding among officers and the community about PKH targets, the Coordinator emphasized the importance of continuous socialization. He explained: "Most PKH facilitators already understand the beneficiary criteria because they receive regular training. However, the biggest challenge lies in the community's understanding. Many still consider PKH as direct cash assistance without understanding the obligations involved, such as ensuring their children remain in school and receive health services. Therefore, we continue educating the community so they don't just receive aid but also understand the long-term goals of this program."

Concerning the achievement of PKH targets in Teluk Ambon, the Coordinator conveyed that the program has been running fairly well, despite some obstacles in aid distribution and data updating. He stated:

"Overall, the PKH targets in Teluk Ambon have been well achieved, with most beneficiary families receiving their entitlements according to the regulations. However, we still face several issues, such as delays in disbursing aid and cases of recipients who no longer qualify but are still registered in the system. We continue striving to improve data accuracy and conduct regular monitoring to maximize the program's impact on those in need."

In addition to the Coordinator's interview, information about the targeted implementation of PKH was also obtained from an interview with a Field Facilitator. The Facilitator plays a vital role in ensuring the program runs as intended and truly reaches families in need. Being directly involved in the verification process, the Facilitator could provide a more detailed perspective on target clarity, community understanding, and the program's achievements in the field. Regarding target clarity, the Field Facilitator explained that field verification is essential to ensure data accuracy. He said: "The PKH targets are basically clear because they are set based on the Integrated Social Welfare Database (DTKS). However, when we go to the field, we often find different conditions. Some families are still listed but no longer meet the criteria due to improved economic status. Conversely, there are those who should be eligible but are not yet recorded. Therefore, our job is to keep the data updated so the aid truly reaches the rightful recipients. We often collaborate with village and urban officials to ensure the verification process runs well."

Regarding the understanding of officers and the community about PKH targets, the Field Facilitator emphasized that officers' understanding is quite good, but the community still needs further education.

He explained: "PKH facilitators receive adequate training, so we understand well who should receive assistance. However, the community's understanding remains a challenge. Many believe that all poor residents automatically qualify for PKH, but there are specific criteria to meet. Additionally, some beneficiaries do not fully understand their obligations, such as ensuring their children stay in school and undergo regular health checks. We continue to approach and educate the community to understand that PKH is not just cash aid but also an investment in their future."

On the achievement of PKH targets in Teluk Ambon, the Field Facilitator noted that although many families have benefited, some challenges remain. He stated: "Based on our monitoring, most beneficiaries have received their rights according to the rules. However, administrative issues still arise in aid disbursement, and some recipients who should have exited the program remain registered. Moreover, some families who truly need assistance are not included due to quota limits. We hope there will be more flexible mechanisms so the program can better respond to social changes."

Besides interviews with the Coordinator and Facilitator, the perspectives of beneficiaries are crucial to evaluate the targeted implementation of PKH in Teluk Ambon. Beneficiaries provide direct experience in receiving, utilizing, and facing challenges within the program. Interviews with several beneficiaries gave an idea about their understanding of PKH targets and how much the assistance has benefited them. Regarding target clarity, one beneficiary said the program helped her family meet their children's education and health needs. She shared: "I feel very helped by PKH because I can buy school supplies for my children and ensure they get treatment at the community health center. From the beginning, we were explained that this aid is given to poor families with school-age children or pregnant mothers, so I understand why we were chosen."

On community understanding of PKH targets, some residents admitted that not everyone fully comprehends beneficiary criteria. One resident said: "Many still think PKH is given to all poor residents, but there are conditions. Some also believe it is lifelong aid, though we know the assistance can stop if the economic condition improves."

Regarding target achievement, beneficiaries acknowledged that the program has been helpful but admitted that distribution has not been entirely equitable. One resident remarked: "Alhamdulillah, this aid really helps us, but I know some poorer families have not received PKH. Hopefully, in the future, it will be fairer so that those who truly need help can get it."

From these community interviews, it can be concluded that generally, people feel the benefits of PKH and understand its objectives. However, challenges remain in spreading information evenly and quota limitations that need to be improved to make PKH more accurately targeted and maximize benefits for poor communities.

Alignment with the objectives of PKH implementation

The Family Hope Program (PKH) in Teluk Ambon Subdistrict aims to support poor families by improving their access to education, health, and social welfare services. To be effective, the program needs clear and precise targets to ensure that assistance reaches those who genuinely need it. Information gathered from the PKH Coordinator revealed that the program has an established mechanism for selecting beneficiaries, mainly based on data from the Ministry of Social Affairs' integrated social welfare database (DTKS). However, to guarantee accuracy, field verification is conducted regularly to confirm that aid is distributed to eligible families. Despite this, challenges remain in updating data promptly due to changes in family economic conditions.

Regarding the understanding of the program's target criteria, the PKH Coordinator emphasized the importance of ongoing socialization. While PKH facilitators generally have a good grasp of beneficiary requirements thanks to regular training, many community members still misunderstand the program. Some perceive PKH simply as direct cash assistance without recognizing the responsibilities involved, such as ensuring children remain in school and receive necessary health care. Consequently, continuous education efforts are needed to help the community grasp the program's long-term objectives rather than just the immediate financial aid.

In terms of target achievement, the PKH Coordinator reported that the program has generally been successful in Teluk Ambon. Most beneficiary families have received their entitlements in accordance with regulations. Nevertheless, some issues persist, including delays in aid disbursement and cases where recipients who no longer meet the eligibility criteria remain registered in the system. The program continues to work on improving data accuracy and monitoring efforts to ensure maximum impact for the communities in need.

Insights from a Field Facilitator, who plays a direct role in verifying beneficiaries on the ground, reinforced the importance of field verification to maintain data accuracy. The facilitator explained that while the initial beneficiary list is based on official data, field conditions sometimes differ. Some families whose economic status has improved are still listed as beneficiaries, while others who qualify have yet to be registered. Collaboration with local village and urban authorities is critical to keep beneficiary data current and accurate.

The Field Facilitator also highlighted that PKH staff have a good understanding of beneficiary criteria due to adequate training. However, community understanding remains a challenge, with many residents mistakenly believing that all poor individuals automatically qualify for PKH, or that the aid is permanent regardless of changing circumstances. Additionally, some beneficiaries do not fully appreciate their obligations under the program, such as ensuring school attendance and health checks for their children. To address this, facilitators continue efforts to educate and engage the community on the true purpose of the program.

Although many families have received benefits, the Field Facilitator acknowledged ongoing challenges. These include administrative delays in disbursing funds and the presence of beneficiaries who should have exited the program but remain listed. Moreover, some families in urgent need have yet to be included due to limited quotas. The facilitator expressed hope for more flexible mechanisms to allow the program to better adapt to social changes and meet the needs of the poorest families.

Feedback from beneficiaries themselves showed that most feel the program has been helpful in meeting education and health needs, such as purchasing school supplies and accessing health services. Beneficiaries generally understand that the program targets poor families with school-age children or pregnant mothers. However, there is recognition that not everyone in the community fully understands the criteria, with some thinking the aid is given universally or permanently. Some beneficiaries also pointed out that aid distribution is not always equitable, and there are poorer families who have not yet received assistance.

In summary, the PKH program in Teluk Ambon has generally succeeded in targeting and assisting poor families, with beneficiaries feeling the positive impact. Nonetheless, challenges remain in updating beneficiary data, educating the community, and ensuring fair and timely distribution. Addressing these issues is essential to improve the program's accuracy and effectiveness, so that it can continue to deliver meaningful benefits to those most in need.

CONCLUSION

The Family Hope Program (PKH) in Teluk Ambon Subdistrict generally runs according to schedule despite some technical delays. Effective coordination among social workers, the government, and beneficiaries helps maintain the program's effectiveness. Clear information, strong support, and quick resolution of administrative issues are key to its sustainability. Although challenges remain in data updating and community understanding, ongoing socialization and field verification ensure the program targets the right families. PKH has significantly improved the welfare of poor families, especially in education and health, but further outreach and system improvements are needed for better access and lasting impact.

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