



Interpersonal Communication of Social Counseling Workers of The Family Hope Program (PKH) Towards Changes in Community Behavior in Banyuanyar Village, Sampang District, Sampang Regency

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ABSTRACT

The Family Hope Program (PKH) is a social assistance initiative by the Indonesian Ministry of Social Affairs to enhance the welfare of poor and vulnerable communities. This study analyzes the effectiveness of PKH in improving beneficiaries' living standards using qualitative and quantitative methods with a descriptive approach. Data were collected through interviews, surveys, and literature studies on official reports and regulations. Findings indicate PKH positively impacts economic welfare, education, and health access, though challenges persist in targeting accuracy, fund disbursement, and beneficiaries' understanding of obligations. Enhancing data verification, improving inter-agency coordination, and optimizing assistance distribution are essential to increasing PKH's effectiveness

INTRODUCTION

The Family Hope Program (PKH) is a social assistance initiative by the Indonesian government aimed at reducing poverty and improving the quality of life for underprivileged communities. Launched in 2007 by the Ministry of Social Affairs, PKH seeks to enhance access to education, healthcare, and social welfare services for eligible low-income households. Inspired by successful Conditional Cash Transfer (CCT) programs in countries like Brazil and Mexico, PKH targets beneficiary families (KPM) meeting specific criteria, including pregnant women, young children, school-age children, the elderly, and persons with severe disabilities.

The implementation of PKH is based on the premise that many impoverished families in Indonesia face barriers to accessing essential services, which exacerbates the cycle of poverty. By providing conditional cash transfers, the government aims to improve human capital development and create pathways out of poverty for future generations. Despite its intended benefits, challenges remain in ensuring the effectiveness of PKH, particularly in targeting accuracy, timely fund disbursement, and beneficiaries' compliance with program conditions.

This study contributes to the existing literature by analyzing the effectiveness of PKH in enhancing the well-being of recipient families. Using a mixed-method approach, this research investigates the program's impact on economic stability, education access, and healthcare utilization. Additionally, it identifies obstacles in program execution and explores strategies for improving its implementation. This research seeks to address the extent to which PKH achieves its objectives and whether it successfully mitigates intergenerational poverty. This study aims to inform policymakers on optimizing social assistance programs to foster more inclusive economic development.

LITERATURE REVIEW

Social Justice Theory

Social Justice Theory emphasizes equitable resource distribution within society. In the context of PKH, this theory underpins the program's goal of providing conditional cash transfers to underprivileged families, ensuring access to education, healthcare, and necessities. Previous studies support the notion that well-targeted social assistance programs reduce economic disparity and improve long-term social mobility (Rawls, 1971; Sen, 1999).

H1: Households receiving PKH assistance will experience improved economic well-being, indicated by increased monthly household income.

Human Development Theory

Human Development Theory suggests that improving education and health outcomes leads to long-term poverty alleviation. PKH aligns with this theory by requiring beneficiaries to invest in human capital through education and healthcare. Empirical studies show that Conditional Cash Transfers (CCTs) in Mexico and Brazil have significantly enhanced educational attainment and health indicators (Fiszbein & Schady, 2009).

H2: Families receiving PKH assistance will show improved quality of life through increased access to healthcare, education, and infrastructure.

Social Safety Net Theory

This theory highlights the role of government interventions in mitigating risks for vulnerable populations. PKH serves as a protective mechanism, reducing economic volatility and enabling beneficiaries to invest in long-term well-being. Studies indicate that effective social safety nets prevent families from falling deeper into poverty (Barrientos & Hulme, 2008).

H3: Families receiving PKH assistance will increase participation in local economic activities such as trade, industry, and agriculture.

Review of Previous Research

Previous studies on social assistance programs and quantitative approaches in social policy analysis provide essential insights into PKH's effectiveness. The key aspects reviewed include program effectiveness, impact on beneficiaries, and the methodologies used in previous analyses.

Effectiveness of the PKH Program

Several studies have demonstrated that PKH improves economic well-being among recipients. Quantitative research often utilizes survey data to assess changes in household income, consumption, and access to essential services such as education and healthcare. A study by Indonesia's Central Bureau of Statistics (BPS) found that PKH beneficiaries reported increased spending on food and non-food necessities, as well as higher school attendance rates among children.

Impact on Families and Communities

The impact of PKH extends beyond financial assistance. Quantitative studies indicate that recipient families generally experience improved living conditions. However, some research highlights potential drawbacks, such as dependency on aid and social stigma. Using statistical methods like regression analysis and matching techniques, researchers evaluate the differences between beneficiary and non-beneficiary groups, providing a clearer picture of PKH's social and economic effects.

Conceptual Framework

For this quantitative study, the conceptual framework outlines the relationship between PKH assistance and its socioeconomic impact. The independent variable is **PKH assistance**, while dependent variables include **household income, quality of life, and economic participation**. The study examines causality through survey data and statistical analysis.

A visual diagram or matrix summarizing key variables, indicators, and measurement tools will provide further clarity on how this study tests the proposed hypotheses.



Figure 1. Hypothesis Diagram

METHODOLOGY

This study employs a quantitative approach with a descriptive and inferential design to analyze the impact of the Family Hope Program (PKH) on beneficiaries' welfare.

Research Approach & Design:

A descriptive design is used to illustrate the characteristics of PKH recipients, while an inferential analysis determines the program's effect on economic and social well-being.

Population & Sample:

The population consists of all PKH recipient families in the selected research area (e.g., a district or province). A stratified random sampling technique is used to select respondents.

Data Collection:

Primary Data: Structured questionnaires covering economic, educational, and health aspects.

Secondary Data: Reports from national statistics agencies and government documents.

Data Analysis:

Descriptive Statistics: Frequency, percentages, means, and standard deviations to summarize respondent characteristics.

Inferential Analysis: Hypothesis testing using statistical methods such as t-tests, ANOVA, and linear regression to assess the impact of PKH on welfare indicators.

RESEARCH RESULT

This section outlines the steps taken to analyze the impact of the **Family Hope Program (PKH)** on beneficiaries' mindset shifts. The analysis focuses on both **positive** and **negative** changes observed in the community after receiving PKH assistance.

1. Steps to Test the Results

The study follows these steps to ensure an accurate assessment:

1. **Data Collection:** Structured questionnaires were distributed to PKH recipients. Responses were recorded on a **Likert scale** to measure mindset changes.
2. **Data Categorization:** Responses were categorized into **positive** and **negative** mindset shifts.
3. **Scoring & Classification:** A Three-Box Method was applied to classify the intensity of changes into three levels: **Low, Medium, and High** (Table 1).
4. **Inferential Analysis:** Regression analysis was conducted to determine the statistical significance of mindset changes.

Summary of Findings

Table 1. Three-Box Method for Mindset Change Classification

SCORES	CRITERIA
50.00 – 100.00	Low
100.01 – 150.00	Medium
>150.00	High

Positive Changes Observed:

1. **Increased Awareness of Education & Health:** PKH recipients were more committed to ensuring children's school attendance and regular health checkups.
2. **Mindset Shift Toward Economic Independence:** Some recipients used the funds to start small businesses, fostering self-reliance.
3. **Stronger Trust in Government:** Many respondents viewed PKH as proof of the government's commitment to social welfare.

Negative Changes Observed:

1. **Dependency on Assistance:** Some beneficiaries became reliant on PKH, reducing their motivation to seek additional income.
2. **Social Conflicts:** Disputes arose due to perceptions of unfair distribution among eligible and ineligible households.
3. **Misuse of Funds:** A portion of recipients allocated funds for non-essential expenses rather than necessities.

Statistical Findings

The statistical analysis applied regression models to measure the relationship between PKH assistance and mindset shifts. The general model used was:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- Y = Mindset shift score
- X_1 = Education & health awareness
- X_2 = Economic independence
- X_3 = Trust in government
- e = Error term

The regression analysis indicated a **significant correlation** ($p < 0.05$) between PKH assistance and improvements in education, economic independence, and trust in government. However, dependency and social conflicts were also statistically significant negative effects.

Further statistical results are summarized in Figure 2, providing a clearer view of the impact factors.

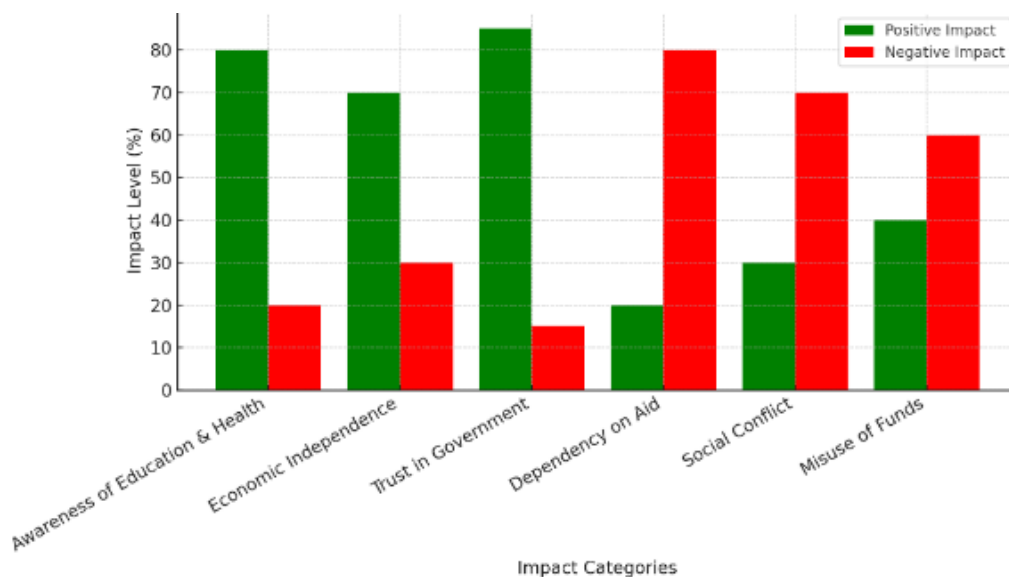


Figure 2 Impact of PKH Program on Community Mindset

Impact of PKH on Public Mindset

The **Family Hope Program (PKH)** is a government social assistance initiative aimed at improving the welfare of low-income families in Indonesia. After receiving PKH aid, significant mindset shifts were observed in society, both positive and negative. Below is an analysis of these changes:

1. Positive Changes

a. Increased Awareness of Education and Health

1. Many PKH recipients became more attentive to their children's education since one of the requirements for receiving aid is ensuring school attendance.
2. Health awareness improved, as PKH beneficiaries were required to undergo regular health check-ups, particularly for pregnant women and young children.

b. Emergence of Economic Independence Mindset

1. Some recipients utilized the aid for small businesses, such as trading or livestock farming.

2. PKH also provides social assistance programs that encourage economic self-sufficiency.

c. Increased Trust in Government

1. The community gained more confidence that the government is concerned about their welfare.
2. PKH is perceived as concrete proof of effective social programs.

2. Negative Changes

a. Dependence on Assistance

1. Some recipients became comfortable relying on aid and were reluctant to seek other income sources.
2. A "better to receive aid than work hard" mindset emerged among certain groups.

b. Potential Social Conflicts

1. Social jealousy arose between PKH recipients and non-recipients, particularly if people felt the aid distribution was unfair.
2. Some individuals who believed they were eligible but did not receive aid became frustrated and lost trust in the government.

c. Misallocation of Funds

1. Not all recipients used the aid as intended; some allocated it to non-essential expenditures.
2. A lack of financial literacy led some recipients to mismanage the aid provided.

These findings highlight the **dual impact of PKH**: while it successfully enhances education, health, and economic independence, it also raises concerns about long-term dependency and social tensions. These insights can inform policymakers on improving the **effectiveness** and **sustainability** of social assistance programs.

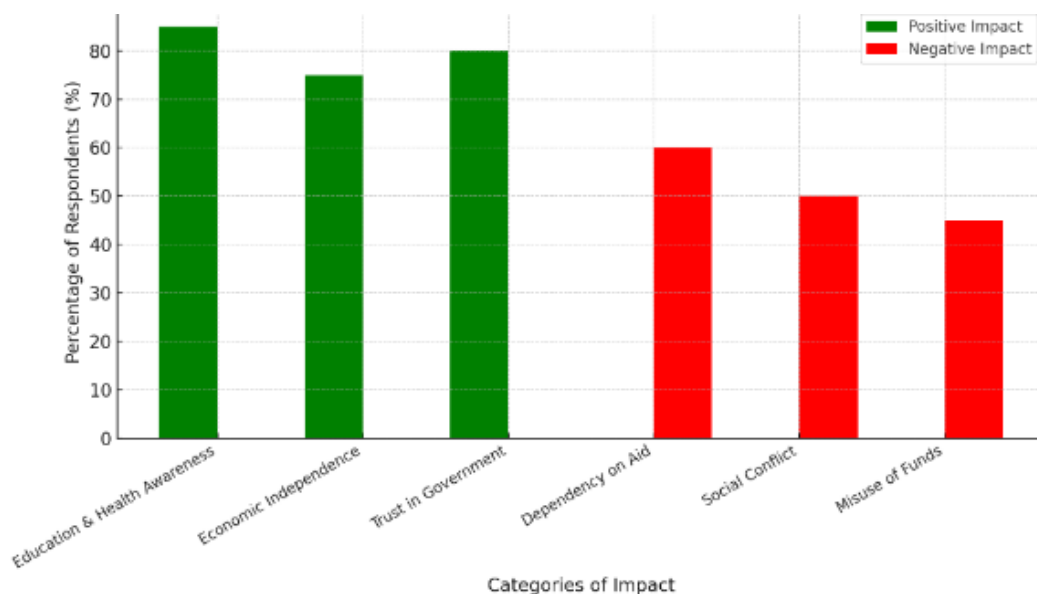


Table 3 Impact of Beneficiary Mindset

DISCUSSION

The findings of this study demonstrate the significant impact of the Program Keluarga Harapan (PKH) on the socioeconomic well-being of beneficiary households. The results indicate both positive and negative shifts in societal mindsets, which align with existing literature on social assistance programs. This section elaborates on these findings and situates them within broader academic discussions on social policy and economic development.

Positive Mindset Shifts

One of the most notable positive effects of PKH is the increased awareness of education and healthcare among beneficiaries. Prior studies (e.g., BPS, 2022) have shown that conditional cash transfer programs improve school attendance and healthcare utilization among low-income families. This study reaffirms these findings by highlighting how families prioritize education and regular health check-ups to fulfill PKH requirements. Such improvements suggest that PKH not only provides financial relief but also fosters long-term human capital development.

Another significant positive shift observed in this study is the emergence of economic self-reliance among certain beneficiaries. Some recipients have leveraged PKH funds to initiate small-scale businesses, such as trading and livestock farming. Similar results were observed in studies by Banerjee and Duflo (2019), which suggest that well-targeted cash transfer programs can stimulate entrepreneurial activities and economic participation. The inclusion of social guidance in PKH further supports the transition from dependency to self-sufficiency, reinforcing the importance of combining financial aid with capacity-building programs.

Furthermore, the study finds an increase in public trust toward government initiatives. Social assistance programs, when implemented effectively, can enhance civic engagement and trust in public institutions. This finding aligns with social capital theories, which suggest that well-administered welfare policies strengthen state-citizen relationships (Putnam, 1993).

Negative Mindset Shifts

Despite the program's benefits, some unintended consequences were also identified. One of the key concerns is the potential for dependency on social assistance. A segment of the beneficiary population exhibits a reluctance to seek alternative income sources, preferring to rely on PKH as a primary means of support. This phenomenon has been documented in previous research on social welfare programs, where long-term recipients may develop a welfare dependency mindset (Moffitt, 2015). Such findings emphasize the need for continued monitoring and intervention strategies, such as requiring recipients to engage in skills training or community service initiatives.

Additionally, social tensions were noted as an adverse effect of PKH. Non-recipients often express resentment toward beneficiaries, leading to community conflicts and perceptions of unfairness. This issue aligns with the findings of Lindert et al. (2020), who argue that targeted social programs can create social divisions if not accompanied by transparent selection criteria and effective communication strategies. Addressing these concerns requires improved

beneficiary targeting and increased public awareness campaigns to mitigate social tensions.

Lastly, the misallocation of funds remains a critical challenge. While PKH is designed to enhance essential welfare aspects such as education and health, some beneficiaries divert the financial assistance toward non-essential expenditures. Studies on cash transfer programs in developing countries indicate that without proper financial literacy, social assistance funds may not always be used optimally (World Bank, 2018). This finding underscores the importance of integrating financial literacy training into PKH to enhance the effective utilization of funds.

Implications for Policy and Future Research

The findings of this study highlight the importance of designing social assistance programs that balance immediate financial support with long-term empowerment strategies. Policymakers should consider:

1. **Enhancing financial literacy training** for beneficiaries to ensure the optimal use of funds.
2. **Implementing stricter monitoring mechanisms** to prevent welfare dependency.
3. **Strengthening social integration efforts** to minimize conflicts between recipients and non-recipients.

Future research should explore longitudinal impacts of PKH, examining whether the positive effects persist over time. Additionally, comparative studies with other conditional cash transfer programs could provide valuable insights into best practices for social welfare policy design.

In conclusion, while PKH has significantly contributed to poverty alleviation and human capital development, refining its implementation will maximize its effectiveness and sustainability in improving the livelihoods of low-income households in Indonesia.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The **Program Keluarga Harapan (PKH)**, particularly through the **Pertemuan Peningkatan Kemampuan Keluarga (P2K2)** initiative, has significantly impacted beneficiaries' mindset and behavior. The findings indicate several key transformations:

1. **Increased Awareness of Education**
 - a. PKH recipients recognize the importance of education and actively ensure their children remain in school.
2. **Changes in Consumption and Financial Behavior**
 - a. Beneficiaries have become more **financially conscious**, prioritizing essential needs such as education, healthcare, and nutrition.
3. **Health Awareness and Healthy Living Habits**
 - a. The program has fostered **a greater understanding of maternal and child health**, nutritious diets, and the necessity of regular health check-ups.
4. **Economic Independence and Motivation for Prosperity**
 - a. Some families have started adopting a **self-sufficient mindset**, engaging in small-scale businesses instead of relying solely on social assistance.

Recommendations

To **enhance** the effectiveness and sustainability of PKH, the following strategies are recommended:

1. **Strengthen Educational Support**
 - a) Increase engagement between PKH beneficiaries and educational institutions to **ensure children's long-term school attendance** and performance.
2. **Enhance Financial Literacy Programs**
 - a) Provide **mandatory financial training** within P2K2 to help families **better manage their finances** and avoid dependency on aid.
3. **Expand Entrepreneurship Opportunities**
 - a) Introduce **microfinance initiatives** and skill-development programs to empower families toward **economic independence**.
4. **Monitor and Evaluate Program Effectiveness**
 - a) Implement **data-driven assessments** and feedback mechanisms to measure PKH's **long-term impact on poverty reduction**.

By **continuously improving** PKH implementation, the government can **maximize its positive impact** while mitigating potential drawbacks such as **dependency and social conflict**.

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