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## Distribution of PKH Funds as a Form of Government Service for Poor Families

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### Article Information

### Abstract

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**Abstract:** This study aims to find out how effective the distribution of funds from the Family Hope Program (PKH) is in improving the welfare of beneficiaries in Saibuah Village, Posiga District, South Bolaang Mongondow Regency, North Sulawesi Province. The main subfocus of this study includes four aspects of measuring effectiveness, namely: (1) Accuracy of Program Targets, (2) Program Socialization, (3) Program Objectives, and (4) Program Monitoring. This research uses a qualitative, descriptive approach. Data collection techniques are carried out through interviews, observations, and documentation. The results of the study show that the distribution of funds for the Family Hope Program (PKH) in Saibuah Village has not been fully running optimally. In terms of the accuracy of program targets, most of the beneficiaries have met the set criteria, but there are still people who should be eligible to receive assistance but have not been recorded as beneficiaries. In the aspect of program socialization, PKH assistants and village governments have socialized to the community through meetings of beneficiary groups, although there are still people who do not fully understand the mechanisms and obligations in the program. In terms of program objectives, PKH assistance is considered to be able to help ease the economic burden on beneficiary families, especially in meeting education and health needs. However, this program has not been able to significantly improve the welfare of the community. Meanwhile, in the aspect of program monitoring, PKH companions routinely supervise and evaluate beneficiaries through group meetings and direct visits to beneficiaries' homes. Overall, the PKH program provides benefits to the community, but improvements are still needed in terms of data collection, socialization, and monitoring so that the program can run more effectively.

### Introduction

Poverty is one of the social problems that is still the main challenge in development in Indonesia, both at the national and regional levels. The government has designed various policies to overcome these problems, one of which is through social assistance programs. Law Number 11 of 2009 concerning Social Welfare emphasizes that social assistance is provided to vulnerable groups to meet basic needs. In addition, Presidential Regulation Number 63 of 2017 concerning the distribution of non-cash social assistance aims

to increase the effectiveness of distribution to be more targeted, timely, and transparent. Nevertheless, poverty is still a complex problem. Data from the Central Statistics Agency (BPS) in 2024 shows that the number of poor people in Indonesia will reach 24.06 million people or 8.57% of the total population. This condition is influenced by various factors such as low education, limited access to work, and development inequality. Therefore, a program is needed that is not only short-term assistance, but also able to improve the welfare of the community in a sustainable manner. The Family Hope Program (PKH) is one of the government's flagship policies in poverty alleviation. PKH is conditional social assistance that aims to improve the quality of human resources through the education and health sectors. According to Suharto (2017), PKH is a form of social intervention that not only provides economic assistance, but also encourages changes in people's behavior.

Based on research studies conducted by researchers, the accuracy of the targets of the Family Hope Program (PKH) in general has been met, although there are still some discrepancies between the data of beneficiaries and the real conditions in the field. Several studies have shown that the main problem with PKH lies in the accuracy of the data. Mirlana's research (2024) shows that PKH has targeted poor families, but still depends on the accuracy of the Integrated Social Welfare Data (DTKS). Research by Rohmi et al. (2023) also emphasized that the accuracy of the target greatly determines the success of the program in improving the quality of education and health. In addition, Mufidah et al. (2022) and Eka Safitri et al. (2024) show that data inconsistencies and lack of updates are the main causes of target inaccuracy. The phenomenon of *exclusion error* and *inclusion error* was also found in the research of Nuraida (2019) and Charoline et al. (2024), which showed the complexity of the problem in determining beneficiaries. Furthermore, program socialization plays an important role in increasing public understanding of the goals, mechanisms, and rights and obligations in PKH. Effective socialization will encourage beneficiary participation and compliance. Research by Yunarni et al. (2019) shows that socialization carried out in a sustainable manner is able to increase public understanding. Research by Eka Safitri et al. (2024) and Tiara Bula et al. (2024) also confirms that group meetings are an effective communication medium in delivering program information. However, research by Nuraida (2019) and Siti Rahayu et al. (2024) shows that there are still limited public understanding of the program. This shows that socialization is not fully optimal and still needs to adjust communication methods to community conditions.

In addition, the achievement of program goals is no less important indicator because it reflects the extent to which the program is able to have an impact on improving people's welfare, especially in the aspects of education and health. Research by Pratiwi et al. (2023), Mirlana (2024), and Mufidah et al. (2022) shows that PKH contributes to improving the quality of human resources and reducing the economic burden on the community. Research by Dhoifullah and Kamarni (2024) and Septia Nur Wardani et al. (2025) also shows that PKH has a significant effect on improving welfare. However, research by Charoline et al. (2024) and Widiastuti (2024) shows that achieving goals still faces obstacles such as limited resources and inaccuracy of targets. This shows that the achievement of program goals is still gradual. In addition, program monitoring and evaluation is also a crucial part, because it serves to ensure that the implementation of the program runs in accordance with the provisions and as a basis for making policy improvements in a sustainable manner. Research by Mirlana (2024), Tri

Yunarni et al. (2019), and Wardani et al. (2025) shows that PKH monitoring has been carried out regularly. Research by Bula et al. (2024) and Rahayu et al. (2024) also shows that evaluation through group meetings is effective in controlling program implementation. However, research by Safitri et al. (2024) and Nuraida (2019) shows that supervision is not fully optimal and still requires improved coordination and a more structured evaluation system.

Based on these problems, the solution provided by Budiani (2007) is to update DTKS data periodically, increase field verification by village governments and PKH assistants, and utilize digital systems in the data collection process so that the distribution of aid is more targeted. The results of Sulistiani A. Ajun's research (2024) show that the distribution of social assistance is still not fully on target due to differences between data and real conditions of the community. In addition, research by Manurung et al. (2024) also found that the inaccuracy of the target was influenced by the low validity of the beneficiary data.

The solution that can be done is to increase the frequency of socialization continuously, use simple and easy-to-understand communication methods, and increase the capacity of companions in conveying information to the public. Research by Jumarianta and Tamliha Harun (2023) shows that the level of public understanding of the program is still low compared to the implementing apparatus. In addition, research by Raja Alipa Maulia et al. (2024) also emphasized that the limited understanding of the community is one of the obstacles in program implementation.

Based on this, the solution that can be done is to integrate PKH with economic empowerment programs, such as skills training and business development, and strengthen family assistance so that assistance is not only consumptive but also productive. Research by Alfina Septiana et al. (2024) shows that PKH has a positive impact on community welfare, but there is still a dependence on assistance. Meanwhile, research by Soma Gantika (2024) shows that programs are quite effective in improving education and health, but are not fully optimal in reducing poverty.

Research by Dinanti, Aini, and Mirnawati (2025) shows that although the implementation of social assistance has gone quite well, there are still obstacles in transparency and accountability. In addition, research by Raja Alipa Maulia et al. (2024) also shows that program evaluation has not been carried out optimally. Thus, solutions that can be done are to increase regular monitoring through field visits, strengthen coordination between related institutions, and utilize information technology in the evaluation system to be more transparent and accurate.

## **Method**

This research uses a qualitative approach, a methodology designed to characterize and examine social phenomena, events, and environments by highlighting social problems through a behavioral lens. In qualitative research, researchers evaluate and present findings about observed phenomena.

## **Research Results and Discussion**

The results of the study show that the implementation of the Family Hope Program (PKH) in Saibuah Village in general, has been on target. The determination of beneficiaries refers to

the Integrated Social Welfare Data (DTKS), which is verified through village deliberations and field checks. The majority of recipients are families with low economic conditions and have dependents, especially school-age children. These findings indicate that the mechanism for determining recipients has been running according to the procedures set by the government. The involvement of the village government in the verification process also strengthens the validity of data in the field. However, there are still several obstacles, such as the limitation of recipient quotas and the need for periodic data updates due to changes in people's economic conditions. Thus, even though the accuracy of the target is quite good, the aspects of data accuracy and equitable distribution of assistance still need to be improved so that the program can reach all eligible groups.

### 1. Target Accuracy

Target accuracy is a fundamental indicator in program effectiveness because it is related to the principle of distributive justice, namely, the distribution of aid to groups that really need it. According to Budiani (2007), the accuracy of the target reflects the success of the program in reaching the target group. In Duncan's (Steers, 1985) perspective, effectiveness includes the dimensions of *goal attainment*, *integration*, and *adaptation*. In PKH in Saibuah Village, the integration dimension can be seen from the coordination between the village government, assistants, and social services, while adaptation is still not optimal due to delays in data updates and changes in the socio-economic conditions of the community. According to Tangkilisan (2005), effectiveness is also determined by resource management capabilities such as DTKS data, human resources, and verification systems. Data inaccuracies cause *exclusion errors* and *inclusion errors*.

This finding is in line with the research of Dendy Eta Mirlana (2024), who stated that the accuracy of the target is highly dependent on the accuracy of the data, as well as the research of Septiana Mufidah et al. (2022) and Egy Widiastuti (2024), which showed that there was a discrepancy between the data and field conditions. Meanwhile, Nuraida (2019) also found an *exclusion error*, and Christiana Messy Charoline et al. (2024) showed an *inclusion error*. Thus, the accuracy of PKH targets in Saibuah Village can be categorized as quite effective, but it still needs improvements in data updates and evaluation systems.

### 2. Program Socialization

Socialization is a two-way communication process that aims to increase public understanding and participation. According to Budiani (2007), the level of public understanding determines the success of the program. In Duncan's (Steers, 1985) theory, socialization is related to the dimensions of integration (harmonious communication) and adaptation (adjustment of communication methods to community conditions). Meanwhile, Tangkilisan (2005) emphasizes the importance of clear, consistent, and easy-to-understand communication.

In Saibuah Village, socialization is carried out through regular group meetings (P2K2) and direct assistance. This is in line with the research of Dendy Eta Mirlana (2024) and Desyria Pratiwi et al. (2023), which emphasizes the importance of the role of companions in the effectiveness of program communication. However, research by Nuraida (2019) and Christiana Messy Charoline et al. (2024) shows that there are still people who do not understand the program thoroughly. This condition also occurs in Saibuah Village, especially in communities

with low levels of education. Thus, the socialization of the program can be categorized as quite effective, but there is still a need for improvement in more adaptive and easy-to-understand communication methods.

### 3. Program Objectives

Goal achievement is a key indicator of effectiveness because it reflects the program's results. According to Budiani (2007), the program is effective if the goals are achieved optimally. According to Steers (1985), effectiveness is measured by *goal attainment*, while Tangkilisan (2005) emphasizes the suitability between results and short-term and long-term targets. PKH in Saibuah Village showed quite good achievements, especially in increasing awareness of education and public health. This is supported by research by Desyria Pratiwi et al. (2023), Dendy Eta Mirlana (2024), and Septiana Mufidah et al. (2022), who stated that PKH is able to improve the quality of human resources and reduce the economic burden on families.

In addition, research by Aisyah Dhoifullah and Neng Kamarni (2024), Septia Nur Wardani et al. (2025), and Adnin Chiesa Syahwanes et al. (2025) shows that PKH has a significant influence on improving community welfare and reducing poverty. However, research by Christiana Messy Charoline et al. (2024), Nuraida (2019), and Egy Widiastuti (2024) shows that the achievement of goals still faces obstacles such as target inaccuracy and implementation limitations. Thus, the achievement of PKH goals in Saibuah Village can be considered quite effective, especially in the social aspect, although the economic impact is still gradual.

### 4. Program Monitoring

Monitoring and evaluation are control mechanisms to ensure that the program runs as planned. According to Budiani (2007), evaluation serves to assess the success and shortcomings of the program. In Steers' (1985) theory, evaluation is related to the adaptation dimension, which is the organization's ability to improve itself. Meanwhile, Tangkilisan (2005) emphasized the importance of systematic and continuous supervision.

In Saibuah Village, monitoring is carried out through regular meetings, home visits, and inter-agency coordination. This is in line with the research of Septia Nur Wardani et al. (2025) and Dendy Eta Mirlana (2024), which shows that monitoring is carried out on an ongoing basis.

However, research by Egy Widiastuti (2024) and Christiana Messy Charoline et al. (2024) shows that evaluation is not optimal due to limitations in human resources and systems. This condition is also seen in Saibuah Village, especially in data integration and evaluation consistency.

Thus, monitoring and evaluation of the program can be categorized as quite effective, but it still needs to be strengthened in the supervision system and human resource capacity.

Based on the results of the discussion on the effectiveness of the Family Hope Program (PKH) in Saibuah Village, one of the important aspects that needs to be considered is the number of beneficiaries as part of the indicator of the accuracy of the program's targets. The number of PKH recipients reflects the extent to which the program can reach people who meet the criteria as poor or vulnerable poor families.

To provide a clearer picture of the distribution of these beneficiaries, the following table is presented, which contains data on the number of PKH recipients in Saibuah Village. The presentation of data in the form of this table aims to facilitate analysis related to the suitability between the number of recipients and the socio-economic conditions of the

community, as well as a basis for assessing the effectiveness of the program in terms of target accuracy.

**Table 1:** Number of PKH Recipients in Saibuah Village

No.	Year	PKH Recipients
1.	2021	60
2.	2022	60
3.	2023	60
4.	2024	58
5.	2025	58
<b>Quantity</b>		<b>296</b>

*Data source: Saibuah Village Office*

### Conclusion

Based on the results of research and discussions on the effectiveness of the Family Hope Program (PKH) in Saibuah Village, it can be concluded that the implementation of the program in general has been quite effective. This can be seen from four main indicators, namely the accuracy of the targets, program socialization, goal achievement, and monitoring and evaluation. In terms of accuracy of targets, the program has been able to reach most of the people who meet the criteria as poor families, although there are still obstacles such as data inconsistency and limited recipient quotas. Program socialization has also been carried out regularly through group meetings and mentoring, but there is still a need for improvement in communication methods to make it easier to understand by all levels of society.

Furthermore, the achievement of program objectives shows quite good results, especially in increasing public awareness of the importance of education and health. However, the economic impact of the program is still gradual and not fully optimal in improving overall welfare. In terms of monitoring and evaluation, the existing mechanism has been running, but it still needs to be strengthened in terms of data integration, evaluation consistency, and capacity building of human resources. In addition, based on data on the number of PKH recipients in Saibuah Village, it can be seen that the number of recipients is relatively stable from year to year, with a slight decrease in 2024 and 2025. This shows that there is a process of adjusting data or changing the socio-economic conditions of the community, but it also indicates that the equitable distribution of assistance still needs to be improved. Thus, to increase the effectiveness of the program in the future, improvement efforts are needed in the form of regular data updates, improving the quality of socialization, strengthening coordination between institutions, and developing a more integrated and sustainable monitoring and evaluation system.

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