

THE EFFECTIVENESS OF THE FAMILY HOPE PROGRAM (PKH) ON THE WELFARE OF THE COMMUNITY OF DONGGALA KODI VILLAGE, ULUJADI DISTRICT

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Abstract

The Family Hope Program (PKH) is a conditional social assistance policy designed to reduce poverty and improve community welfare by improving the quality of human resources. This study aims to analyze the effectiveness of the family hope program on the welfare of the Donggala Kodi Village community, Ulujadi District, from an economic aspect, especially in increasing income, as well as household expenditures for education and health, this research method uses a descriptive and qualitative approach through observation and interviews, the results of the study indicate that PKH contributes to the economic stability of poor households by helping to meet basic needs and reduce the burden of expenses. However, the economic effectiveness of the program still faces challenges in the form of dependence on assistance, inaccurate targeting, and limited impact on increasing productive income. Therefore, this study is important to provide an economic evaluation as a basis for formulating more efficient, targeted, and sustainable policies in efforts to alleviate poverty and improve community welfare.

Keywords: *the effectiveness of the Family Hope Program (PKH) on the welfare of the Donggala Kodi sub-district community, Ulujadi district.*

INTRODUCTION

Poverty is a condition in which there is an inability to meet basic needs such as food, clothing, shelter, education, and health. Poverty can be caused by a scarcity of means to fulfill basic needs, or difficult access to education and employment. Poverty is a global problem. Poverty remains one of the main social problems in Indonesia, having a broad impact on the quality of life of the community, especially in the areas of education, health, and social welfare. Economic limitations often make it difficult for the poor to access adequate basic services, thus triggering hereditary poverty. Therefore, the government's role is needed through social policies and programs aimed at reducing poverty rates and improving community welfare. The government's effort to address these issues is through the Family Hope Program (PKH). PKH is a conditional social assistance program provided to poor and vulnerable families with the aim of improving the quality of human resources, particularly in education and health. This assistance is expected to encourage beneficiary families to pay more attention to their children's education and the health of family members, thereby enabling them to break the cycle of poverty.

However, the implementation of this program still faces challenges such as targeting accuracy, utilization of assistance, and the program's long-term impact on the welfare of recipient families, which require in-depth study. Therefore, discussing PKH is important to determine the extent to which this program has succeeded in achieving its stated goals and as evaluation material for efforts to improve poverty alleviation policies in Indonesia. The Family Hope Program is one of the government's priority programs in an effort to accelerate poverty alleviation through the provision of conditional social assistance to poor and vulnerable families. This program is designed to increase public access to education, health, and social welfare services. In its implementation, PKH is expected to not only be able to reduce the burden of expenditure on poor households, but also improve the quality of human resources so that it can break the chain of poverty between generations. Legally, the implementation of PKH is in line with the mandate of the 1945 Constitution of the Republic of Indonesia, Article 34 paragraph (1), which states that the poor and

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neglected children are cared for by the state. In addition, PKH is also regulated in the regulation of the Minister of Social Affairs of the Republic of Indonesia number 1 of 2018 concerning the Family Hope Program. In Donggala Kodi Village, Ulujadi District, the Family Hope Program (PKH) has been implemented and utilized by a number of beneficiary families. However, the program's effectiveness in improving community welfare, particularly in the education of schoolchildren, requires further study. This research is important because education is a key factor in improving the quality of human resources and community welfare. Therefore, research on the effectiveness of the Family Hope Program on community welfare in Donggala Kodi Village is necessary as evaluation material for the government in improving the quality of program implementation.

LITERATURE REVIEW

Theory of effectiveness

Effectiveness is the ability to do something correctly. Effectiveness is closely related to goals, as the closer an organization is to its goals, the more effective it is. There are several expert opinions on interpreting the meaning of effectiveness, and this is due to differences in the frameworks used. According to Richard M. Strees (in Diptaan Charisma, 2010), effectiveness can be assessed by measuring the extent to which an organization succeeds in achieving its goals (Sumbawati et al., 2020).

Handoko (2019) states that effectiveness is the ability to choose the right goals or tools to achieve set goals. This means that the organization is able to organize and organize resources to achieve goals. Giroth et al., (2022) state that effectiveness is the utilization of resources, facilities, and infrastructure in the number of goods and services carried out by activities. The same thing is stated by Riyanti & Yamsahrita (2019) that effectiveness is the condition or ability of a job carried out by humans to provide the expected benefits. Meanwhile, according to Gibson (in Saeli et al., 2024), effectiveness is the context of organizational behavior that is the relationship between production, quality, efficiency, flexibility, and development properties (Sofita, 2024).

Agung Kurniawati (2005) defines effectiveness as the ability to carry out tasks, functions (operational activities, programs, or missions) of an organization or similar without any pressure or tension between the implementers. Effectiveness is a condition that indicates the extent to which plans can be achieved. The more plans are achieved, the more effective the activity is, so the word effectiveness can also be interpreted as an act of success that can be achieved from a certain method or effort in accordance with the desired goal. Effectiveness is a condition that occurs because it is desired. If someone does an action with a certain intention and is indeed desired, then that person's work is said to be effective if it produces consequences or has the intention as previously desired (Sumbawati et al., 2020).

The opinion of the experts above is that it can be seen that the objective approach is based on the view that organizations are created as a tool to achieve goals, so that effectiveness is an effort to achieve the desired goals or in accordance with expectations that are aimed at many people and can be felt by society. Effectiveness also refers to the achievement of organizational goals through the efficient use of resources, viewed from the perspective of input, process, and output. Resources include the availability of personnel, facilities and infrastructure, and the methods and models used. An activity is considered effective if it is implemented correctly and produces benefits. Thus, program effectiveness is the level of target achievement, indicating the extent to which program results align with established objectives.

Family Hope Program

The definition of PKH according to the Ministry of Social Affairs in the PKH implementation guidelines (2020) is an effort implemented by the government to alleviate poverty in Indonesia. PKH is not a continuation of the direct cash subsidy program that has been running so far in order to help Very Poor Households (RTSM) maintain purchasing power when the government adjusts fuel prices. PKH is more intended as an effort to build a social protection system for the poor as well as an effort to build a social protection system for the poor as well as an effort to break the chain of poverty that has occurred so far. A conditional social assistance program, PKH opens access for poor families, especially pregnant women and children, to utilize various Health Service Facilities (FASKES) and Education Service Facilities (FASDIK) available around them. There are 6 categories of PKH recipients, namely:

1. Pregnant mother
2. Toddler
3. Elementary School Children
4. Junior High School Students
5. High School Students
6. Disability

7. Elderly

The benefits of the Family Hope Program (PKH) are also being pushed to include people with disabilities and the elderly, while maintaining their social welfare standards in accordance with the mandate of the constitution and the Nawacita of the President of the Republic of Indonesia. Beneficiary families are encouraged to have access to and utilize basic social services in health, education, food and nutrition, care and companionship, including access to various other social protection programs that are complementary programs on an ongoing basis. PKH is directed to become the backbone of poverty alleviation by synergizing various national social protection and empowerment programs.

PKH with the slogan "*Achieving a Prosperous Family*" is a program that provides cash assistance to Very Poor Households (RTSM), if they meet the requirements related to efforts to improve the quality of Human Resources (HR), namely education and health. PKH implementation also supports the achievement of the Millennium Development Goals (MDGs). The five components of the *Millennium Development Goals* (MDGs) that will be assisted by PKH are: reducing poverty and hunger, education, basic education, gender welfare, reducing infant and toddler mortality, reducing maternal mortality.

Community Welfare

welfare is a condition that shows the state of life of the community which can be seen from the standard of living of the community, the concept of welfare is not only measured from the economic aspect, but also includes social, educational, health, and environmental dimensions that support the creation of a decent, safe, and productive life for all members of society. (Badruddin, 2012) . The definition of welfare based on the Republic of Indonesia Law Number 11 of 2009 concerning social welfare, Article 1 paragraph (1) " Social welfare is a condition where the material, spiritual and social needs of citizens are met so that the state can live decently and be able to develop itself, so that it is able to carry out its social functions. From the above law, the measure of welfare level can be assessed from the ability of individuals or groups in their efforts to fulfill their material and spiritual needs (Ppid.kemendagri.go.id, 2018) .

Community Welfare Indicators

Welfare indicators are a measure of whether a society is prosperous or not. Several indicators of societal welfare exist, according to social organizations and experts. Measuring welfare solely with monetary indicators demonstrates the imperfection of societal welfare measures due to the weaknesses of monetary indicators.

a. National Development Planning Agency (Bappenas)

Welfare status can be measured by the proportion of household expenditure (Bappenas, 200:23). A household can be categorized as prosperous if the proportion of expenditure on basic needs is equal to or lower than the proportion of expenditure on non-basic needs. Conversely, households with a proportion of expenditure on basic needs greater than expenditure on non-basic needs can be categorized as having low welfare status (bappenas.go.id, 2020) .

b. Central Bureau of Statistics

According to the Central Statistics Agency (BPS) there are 14 criteria in determining the family and household category of poor such as floor type, building area, toilet facilities, walls, drinking water sources, lighting sources, frequency of consuming meat, type of fuel, cooking chicken and milk, frequency of buying clothes in a year, frequency of eating every day, ability to get medical treatment, education of the head of the family, area of agricultural land, and savings of goods that are easy to sell with a value of at least Rp. 500,000,- , such as credit/non-credit motorbikes, boats, gold, motorbikes, livestock, other capital goods. If at least 9 variables are met then it is said that the poor family is not prosperous (bps.go.id, nd) .

c. National Population and Family Planning Agency (BKKBN)

Dividing welfare indicators into 5 stages of family welfare levels, namely:

1. Pre-prosperous stage, pre-prosperous families are families that have not been able to fulfill their basic needs at a minimum, such as spiritual needs, food, clothing, shelter, health and family planning;
2. Prosperous Stage I, Prosperous Family I is a family that has been able to meet the minimum physical needs but has not been able to meet social and psychological needs such as educational needs, interaction within the family, interaction with the residential environment and work that guarantee a decent life . Operationally they appear unable to meet the following indicators:
 - a. At least once a week eat meat/fish, eggs
 - b. Get at least one new set of clothes a year
 - c. The floor area of the house is 8m

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- d. The last three months the family has been in good health.
- e. There are family members who work to earn income
- f. All family members aged 10-60 years can read and write in Latin
- g. Couples of childbearing age with 2 or more using contraception
3. Prosperous stage II, operationally they appear unable to meet the following indicators:
 - a. The family tries to increase religious knowledge
 - b. Part of the family income is saved in the form of money or goods.
 - c. Eat together at least once a week to communicate
 - d. Following community activities, getting information from newspapers, radio, TV and magazines
4. Prosperous stage III, operationally they appear unable to fulfill one of the following indicators:
 - a. Contribute material regularly
 - b. Active as a community organization administrator
5. Prosperous stage III plus, prosperous family III plus is a family that can fulfill all the indicators of a pre-prosperous family, prosperous I, prosperous II, and prosperous III.
(*BKKBN Family Welfare Ranking* ,nd) .

Empirical review

Before this research was conducted, there were several previous researchers who had conducted research on the PKH Family Hope Program, the following previous research was used by the author as a reference. According to Nova Abizal (2022) , the effectiveness of PKH funds is defined as a measurement of the extent to which PKH funds are successful in contributing to helping poor households (RTM). Novita (2020) states that poverty is a situation of limitations that occurs not at the will of the person concerned. A population is said to be poor if it is characterized by low levels of education, work productivity, income, health and nutrition, and well-being, which indicates a cycle of powerlessness. Poverty can be caused by limited human resources, both through formal and non-formal education, which ultimately results in low informal education. To solve this problem, appropriate policies are needed by first identifying groups of people living below the poverty line and their characteristics. Therefore, the government's commitment and consistency in improving economic integration will improve social integration with politics based on human rights, non-discrimination, and providing protection to those who are less fortunate are the essence of the social development paradigm. Research by Djunaedi et al., (2025) , PKH does not only function as financial assistance, but is also a comprehensive and sustainable social protection policy, aimed at fulfilling the basic rights of poor families while strengthening their capacity to improve their quality of life in the long term.

RESEARCH METHODS

This research uses a qualitative-descriptive approach. Qualitative methods are research techniques that emphasize the observation of naturally occurring phenomena or symptoms (Abdussamad, 2021). This approach is based on naturalistic principles and is oriented towards direct observation in the environment. One form of qualitative research is descriptive qualitative research, which aims to describe the meaning of data or events observed by the researcher, accompanied by the presentation of supporting evidence. A deep understanding of the phenomenon being studied depends heavily on the researcher's skill and thoroughness in conducting the analysis process. In this process, researchers strive to optimally reduce and refine data to discover the true meaning of the phenomenon (Nasution, 2023).

DATA TYPES AND SOURCES

Data types

Based on their nature, data types consist of:

- a. Qualitative data can be defined as a form of conceptual interpretation of data. The function of qualitative data is to translate raw data into descriptions, explanations, or descriptions.
- b. Quantitative data is research data in the form of numbers, statistics, and analysis. Quantitative data is considered a scientific method because it is measurable, rational, objective, and empirical.

Data source

Based on sources, data types consist of:

- a. Primary data is data obtained from the first source through procedures and data collection techniques in the form of interviews, questionnaire results, observations of an object in accordance with the objectives of the research.

- b. Secondary data is data obtained from indirect sources, documentation data, books, newspapers, journals, magazines and other archives that can support the research being conducted.

DATA ANALYSIS METHOD

The data analysis technique in this study was descriptive, using simple quantitative and qualitative approaches to obtain a comprehensive picture of the effectiveness of PKH. The data analysis stages are outlined as follows:

1. Quantitative Descriptive Analysis

Data obtained through questionnaires or research instruments are processed using a percentage formula to see the tendency of respondents' answers. The formula used refers to Arikunto (2006) as follows:

$$P = \frac{F}{N} \times 100\%$$

Information :

P= Percentage

F= Frequency

N= Number of Respondents

2. Qualitative Descriptive Analysis

To support the quantitative data, the study conducted an in-depth analysis of the interview and observation results using the Miles, Huberman, and Saldana model. This process included:

1. Data Reduction, namely, carrying out the process of selecting, focusing attention, and simplifying raw data obtained from the field so that it is relevant to the research focus on community welfare.
2. Data presentation, namely, compiling a collection of information in the form of a presentation table and a narrative of interview quotes so that it makes it easier for researchers to understand the phenomena that occur.
3. Drawing conclusions and verification, namely, the final step in drawing conclusions objectively based on the relationship between quantitative and qualitative data found to answer the overall effectiveness of the program.

Apart from using the frequency distribution percentage, the success rate of the program is also measured using the effectiveness ratio formula according to (Subagyo 2000) as follows:

$$Efektivitas\ program = \frac{R}{T} \times 100$$

Information :

R = Total score of answers

T = Number of answers

DATA COLLECTION

In general, data collection in qualitative research is conducted using various techniques, including in-depth interviews, participant observation, and focus group discussions. Commonly used instruments include observation, interviews, and documentation. Observations are conducted to directly observe the research object in its original context. Furthermore, interviews are conducted through face-to-face interaction between the researcher and research participants, using structured or semi-structured question-and-answer methods. Furthermore, this research utilizes documentation to ensure the data's suitability and relevance to the research focus. The documents used can include notes, archives, photographs, or other written materials. Data obtained through observation or interviews will have a stronger level of credibility if supported by documentary evidence relevant to the problem being studied.

RESULTS AND DISCUSSION

RESEARCH RESULT

EFFECTIVENESS

Effectiveness is a measure of a program's success in achieving its stated objectives. Effectiveness is not only measured by the smoothness of the administrative process, but also by the extent to which the program is able to provide a real impact on changing the socio-economic conditions of its recipients. PKH is present as one of the government's strategies and also the government's concern in efforts to break the chain of intergenerational poverty.

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By providing conditional cash assistance that focuses on health and education aspects, the government strives to ensure that the most vulnerable groups in society have access to adequate basic services. This shows that the government's attention through PKH has a long-term goal of improving community welfare.

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In measuring the effectiveness of PKH in Donggala Kodi Village, Ulujadi District, data analysis was carried out using the percentage formula according to Arikunto (2006) as follows:

Table 4.5
FAMILY HOPE EFFECTIVENESS PROGRAM (PKH)

QUESTION	ANSWER							
	YES		ENOUGH		NO		AMOUNT	
	F	Percent	F	Percent	F	Percent	F	Percent
1	90	94.7	5	5.3	0	0.0	95	100
2	87	91.6	6	6.3	2	2.1	95	100
3	77	81.1	13	13.7	5	5.3	95	100
4	67	70.5	24	25.3	4	4.2	95	100
5	69	72.6	19	20.0	7	7.4	95	100
6	61	64.2	29	30.5	15	15.8	95	100
7	56	58.9	30	31.6	9	9.5	95	100
8	57	60.0	31	32.6	7	7.4	95	100
9	62	65.3	27	28.4	6	6.3	95	100
10	68	71.6	22	23.2	5	5.3	95	100
11	83	87.4	12	12.6	0	0.0	95	100

Source: Processed data

Table 4.5 shows that the results of respondents' answers after being calculated using the percentage formula, that the level of effectiveness of PKH in Donggala Kodi Village reached 89.12 percent, referring to the effectiveness interpretation criteria, this achievement is in the range of 80 percent to 100 percent which means that the implementation of this program is categorized as effective. This high percentage reflects that the distribution of PKH assistance has been running very well and its benefits are felt in real terms by beneficiary families. This is supported by the majority of respondents' answers who gave the highest rating for each indicator proposed.

During data processing, calculations were performed proportionally, taking into account the relevance of each question to the respondent's actual situation. Given that the Family Hope Program (PKH) has several components, such as education, health, and other social welfare programs, this study focused solely on the education component. Therefore, the analysis was based solely on questions related to the education aspect and relevant to the respondents' circumstances as beneficiaries in that category. This approach was taken to ensure that the research results truly reflect the program's effectiveness in the education sector and to avoid bias from questions irrelevant to the respondents' circumstances.

Specifically, indicators related to the fulfillment of educational needs showed very high results. This indicates that PKH assistance has played an optimal role in supporting the continuity of beneficiaries' education, particularly in reducing the burden of education costs. Overall, the achievement percentage of 89.12 percent indicates that the implementation of the Family Hope Program in Donggala Kodi Village in the educational aspect has been effective and able to support improving community welfare through the education sector.

TABLE 4.6 CLASSIFICATION OF EFFECTIVENESS RATIO

Effectiveness ratio (%)	Achievement level
81-100	very effective
60 - 80	effective
41- 60	quite effective
21- 40	less effective
<20	ineffective

Source: (Sumbawati et al., 2020)

DISCUSSION

Analysis of the Level of Effectiveness of PKH in Improving the Welfare of the Community of Donggala Kodi Village, Ulujadi District

As explained in the level of effectiveness of each variable used in the study to measure effectiveness, it can be said to be very effective, this is because the average of all variables obtained is a program effectiveness level of 89.12 percent. The Family Hope Program (PKH) is a social protection program implemented by the government to accelerate poverty alleviation and improve the quality of human resources. According to the Minister of Social Affairs' regulation on the Family Hope Program (PKH), its goal is to improve the living standards of beneficiary families through access to education, health care, and social welfare services. Furthermore, the program aims to reduce the burden on low-income families' expenses and encourage behavioral changes that support an improved quality of life.

The implementation of PKH is also in line with the mandate of Article 34 paragraph (1) of the 1945 Constitution of the Republic of Indonesia, which states that the poor and neglected children are cared for by the state. This provision shows that the state has a responsibility to provide protection and assistance to the less fortunate through various social programs, one of which is PKH. Based on these objectives and legal basis, the effectiveness of the Family Hope Program (PKH) implementation in Donggala Kodi sub-district can be assessed by the extent to which the program assists beneficiary families, particularly in meeting their children's educational needs. The research results indicate that PKH implementation has met its goal of helping improve community welfare through the education sector.

The results of this study align with research conducted by Nova Abizal (2022), which states that the effectiveness of the Family Hope Program (PKH) can be seen from the program's ability to help poor households meet basic needs and improve the welfare of beneficiary families. In this study, the majority of respondents stated that PKH assistance significantly assisted in meeting children's educational needs, thus effectively achieving the program's objectives. This research finding is also supported by research by Muin and Rosdiana (2020), which showed that the Family Hope Program (PKH) positively impacts the welfare of recipients by reducing household expenses. In a study in the Donggala Kodi sub-district, PKH assistance was used to cover various educational needs, such as uniforms, stationery, textbooks, and other school supplies, thus providing families with greater support in financing their children's education.

Furthermore, the results of this study align with research by Djunaedi et al. (2025), which states that PKH functions not only as financial assistance but also as a form of social protection aimed at improving the quality of life of the poor in the long term. This is evident in the increased ability of beneficiary families to maintain the continuity of their children's education as an investment in future human resources. The Family Hope Program (PKH) also contributes to improving the welfare of beneficiaries in Donggala Kodi Village. This improvement is evident in the reduction in household expenses, particularly for children's education. With PKH assistance, beneficiary families no longer rely entirely on household income to meet daily needs, which is an indicator of community well-being.

Furthermore, improved welfare can also be seen in the increased access to education for children in beneficiary families. Education is a long-term investment that plays a crucial role in improving the quality of human resources. Through PKH assistance, children have a greater opportunity to stay in school and complete their education. Thus, this program not only provides short-term economic benefits but also has the potential to improve family welfare in the long term by enhancing the quality of education for the next generation. The effectiveness of the Family Hope Program (PKH) in Donggala Kodi Village is assessed for each variable, including targeting accuracy, program socialization, and monitoring. This demonstrates that the program's implementation mechanism has been running very well and has achieved the targets set by the government. This high level of effectiveness reflects the government's strong focus on the welfare of the people of Donggala Kodi Village. This success can be seen from two main aspects:

1. Public trust, beneficiary communities have a very high level of confidence in the sustainability of the program in supporting the family economy.
2. Improving welfare, the government through PKH has succeeded in ensuring public accessibility to basic services, especially education and health, which are the foundation for long-term welfare.

Interview data support for the Family Hope Program (PKH)

Based on the welfare indicators outlined by the National Population and Family Planning Board (BKKBN) and the National Development Planning Agency (Bappenas), a family's ability to meet their children's educational needs is one indicator of increasing well-being. Therefore, the high utilization of Family Hope Program (PKH) funds

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for education demonstrates that this program has made a positive contribution to improving the welfare of the community in Donggala Kodi sub-district.

The effective implementation of PKH in Donggala Kodi Village is reinforced by the results of interviews with beneficiary respondent families, who stated:

" Since the PKH assistance has been available, I feel very helped, especially for my child's school fees, kitchen needs, and also helps with capital for my small business. Basically, PKH really helps people who are classified as less fortunate like me and other PKH recipient friends. "

"Honestly, the PKH funds have been a great help to my family, especially for my children's school needs. Furthermore, the expenses for school supplies are quite high for a family like ours. However, thank God, since the PKH funds have been available, I feel a little more at ease because there is help for my children's expenses.

"This PKH assistance is very beneficial, especially for school children. We usually use the money for school supplies and other expenses, so it's no longer such a burden."

"If it weren't for PKH, we might have a bit of a hard time paying for our children's school fees. School needs are high right now. With this assistance, my children can continue their education well."

"For our children's schooling, the PKH assistance is truly beneficial. We often use the money for our children's school supplies."

"Thank God, PKH has been a huge help in our children's education. We can buy school supplies without having to borrow from others if our children have urgent school needs."

Based on the interview results, it is clear that the Family Hope Program not only helps meet children's educational needs but also improves the welfare of beneficiary families. The assistance received reduces household economic pressures, making it easier for families to meet both daily needs and their children's educational needs. Thus, the Family Hope Program's goal of improving community welfare through enhancing the quality of human resources, particularly in education, can be said to have been successfully achieved.

The quote above demonstrates that government support extends beyond mere financial aid, but also provides tangible psychological and economic impacts. This aligns with data findings showing positive responses to indicators of economic well-being and access to education.

Overall, the government's attention through the Family Hope Program (PKH) in Donggala Kodi Village has been optimally implemented. With a coverage rate of 89.12 percent, this confirms that the conditional cash assistance program is not merely material assistance, but a highly effective social protection instrument in transforming people's lives and leading to greater prosperity.

Furthermore, field findings indicate that the PKH fund disbursement process in Donggala Kodi Village is conducted independently through bank agents and ATMs. This increases time efficiency for beneficiaries. The presence of PKH facilitators who actively participate in monthly Family Capacity Building Meetings (P2K2) is also a key contributing factor to the program's high effectiveness. Not only that, this research has seen directly how PKH recipients convey that this program has really helped them, with this assistance they can set up small businesses or even use a small portion of the money they receive as business capital, thus they can also get additional income through businesses established using PKH funds. However, even though the effectiveness level reached 89.12 percent, several minor technical obstacles were found which might occur in the field, including:

1. Network disruption at ATM machines/Bank Agents during simultaneous disbursement days.
2. There are KPM whose KKS cards are damaged or blocked, so it takes time to process them again.

However, obstacles like this are common or common, but these obstacles can be overcome thanks to the active assistance of PKH facilitators in Donggala Kodi sub-district.

CONCLUSION

Based on research on the effectiveness of the Family Hope Program (PKH) on community welfare in Donggala Kodi Village, it can be concluded that the PKH program has a very high level of effectiveness in helping improve the welfare of beneficiary families. This is demonstrated by an effectiveness rate of 89.12 percent, indicating that the majority of respondents felt a positive impact from the program, particularly in helping meet basic needs and children's education. The Family Hope Program (PKH) has been proven effective in reducing the burden of expenses on poor households and providing short-term economic stability for beneficiary families. Furthermore, PKH plays a role in raising public awareness of the importance of education and health as long-term investments in improving the quality of human resources. Thus, this program impacts not only the economic aspect but also social aspects and overall well-being.

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However, this study also identified several obstacles in the implementation of the PKH program, such as potential dependency on assistance, inaccurate targeting of beneficiaries, and the program's limited impact on increasing productive incomes. Therefore, policy evaluation and refinement are needed, particularly in improving targeting accuracy, strengthening mentoring, and integrating economic empowerment programs to ensure more sustainable PKH benefits. In general, it can be concluded that the Family Hope Program (PKH) is an effective social protection instrument for improving the welfare of the poor in Donggala Kodi Village. With more targeted and sustainable management, this program has the potential to become a strategic policy for poverty alleviation and improving overall community welfare.

SUGGESTION

Based on research results, the PKH education component has been effective in helping meet the educational needs of schoolchildren. Therefore, the government and PKH facilitators are expected to continue improving guidance for beneficiary families to ensure that the assistance is utilized according to the program's objectives. Furthermore, beneficiary families are expected to use the assistance appropriately to support their children's education, thereby continuously improving family welfare.

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