

# **Improving the Welfare of the Poor with Quality Assistants and Quality of the Family Hope Program (PKH) in Community Empowerment in Makassar City**

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## **ABSTRACT**

This study aims to determine: (1) The quality of the Family Hope Program in Empowering Beneficiary Families in the City of Makassar, (2) The Quality of the Family Hope Program in realizing empowerment effectively, (3) The factors that cause the Quality of Family Hope Program Assistance to not run effectively in learning empowerment. Beneficiary Families in Makassar City, (4) Quality of Family Hope Program Assistants improve the poor's welfare in Makassar City. Qualitative research using descriptive methods. The research subject is the Family Hope Program assistant and Beneficiary Families' companion program in Makassar City, while the object of this research is the Family Hope Program. The data collection technique is done through direct interviews (Interview), questioner, observation, while the method of analysis is carried out through data reduction, display, and verification. The results showed that: (1) the quality of the Family Hope Program is proven to be able to realize the empowerment of beneficiary families through assistance for Education, Health, Social Welfare with Severe Disabilities and the Elderly, (2) Improving the Quality of Human Resources of Social Assistants through the Family Capacity Building Program (P2K2) as well as Technical Guidance and Consolidation Assistance, (3) Improving the welfare of the poor through assistance for the E-Warong program, Joint Business Groups, and Productive Economic Enterprises even though the quality of PKH social assistants have not been effective in empowering beneficiary families.

**Keywords:** Poverty, Companion Family Hope Program, Empowerment, Welfare

## **1. Introduction**

Family Hope Program (PKH) is intended for impoverished and vulnerable families registered in the integrated database of poverty alleviation programs with components of education, health, social welfare funds. In PKH, there is empowerment given to KPM, whose purpose is so that KPM can prosper independently when they are no longer PKH participants. PKH also organizes a Family Development Session program or Family Capacity Building Meeting as an intervention to change beneficiary families' behavior who become PKH participants to improve understanding

and knowledge related to the importance of education. Access to health and nutrition services, managing family finances, child protection systems, and the welfare of the elderly and severe disabilities with the hope of a systematic, planned, and sustainable joint learning process so that there will be changes in the behavior and attitudes of KPM. Social assistance, which is integrated with various social protection programs, social security, social rehabilitation, and social empowerment, is integrated through PKH as one of the national priority programs and functions as the axis of poverty reduction.

To eliminate dependency on social assistance recipients, the Ministry of Social Affairs will not only collaborate with the Ministry of Industry to distribute assistance to Joint Business Groups (KUBE). But will also bridge the needs of entrepreneurs through production from KUBE so that social assistance recipients can run their businesses independently in the future. And have a pathway to market their business results. Some beneficiary families have marketed their businesses through online channels. The hope is that KPMs that have been successful and successful will motivate other KPMs to do the same and leave participation (independent graduation). PKH made an innovation by transforming the non-cash social assistance distribution system using a Prosperous Family Card (KKS) like an ATM is a social innovation 4.0, which is an effort to build resilient infrastructure, promote inclusive and sustainable industrialization. Using one card, social assistance recipients can make cash withdrawals, pay bills, save or redeem Non-Cash Food Assistance (BPNT).

Welfare is for individuals and overall family members who are PKH participants, so it is necessary to have a meaningful community empowerment program, with this program coupled with assistants who have superior human resources so that beneficiary families can achieve prosperous families. Poverty is a fundamental problem and affects all aspects of life as a whole. The handling depends on our readiness to overcome it, without all parties' enthusiasm, especially policymakers, so poverty reduction will still be slow in handling.

As for PKH social assistant opportunities, with the existence of FDS or the Family Capacity Building Program. Technical Guidance (BIMTEK), and Consolidation Guidance (BITMAP). As well as the Community Complaint System (SPM), PKH social assistants can apply and develop human resource capabilities in empowering Beneficiary Families to be his assistant to increase his welfare through various empowerment programs. Also, to achieve prosperous family and empowerment programs through the quality of assistants and program quality. This PKH social assistant is expected to carry out an awareness process for vulnerable families, especially in improving the welfare of KPM in Makassar City. From the program evaluation and social mapping that has been carried out. It shows that with the quality of the companions and the wishes of PKH social facilitators in improving the welfare of KPM if it is not supported by the ability of human resources in institutional management and organizational management along with whole policies. The existence of conflicting guidelines proves it. The coordination is not optimal and lacks companion participation to help implement program policies or develop clever ideas and ideas to achieve the expected program goals. the researcher tried to raise the title "Improving the Welfare of the Poor with the Quality of Assistants and Quality of the Hope Family Program in Community Empowerment in Makassar City". The research approach is phenomenological qualitative, namely looking at the reality seen by a person as a reflection and other facts that do not stand alone. According to Campbell (1984: 86), "the reality that an individual displays is a reflection of his social experiences, awareness of himself and the awareness of interacting with other individuals." Campbell's phenomenology "is an attempt to understand the first-person point of view" (Smith,2007).

## **2. Literature Review**

### **2.1. Hope Family Program**

The Family of Hope Program synergizes various empowerment programs and acts as a poverty reduction center with a big mission to reduce poverty. In addition to increasing the human development index, the hope is that PKH can also reduce the number of poor people, reducing the gap (Gini ratio).

Beneficiary Families of the Family Hope Program must be committed to fulfilling their obligations as PKH participants as required, both in the health sector and in the field of education. Responsibilities in the health sector include weighing children under five and pre-school children, examining pregnant women, nutritional intake, and immunization. The obligation in education is to register children and ensure their academic units' attendance based on their education level. Since 2016 there has been an additional social welfare component, namely people with severe disabilities and seniors 70 years and over.

The biggest reason low-income families do not continue their education is costs, busy work, insufficient education, and various other reasons. Likewise, they cannot afford health checks for family members with the health aspect because of the low-income level. Increasing access to health services, education, and social welfare in realizing the achievement of quality of life for low-income families with short objectives can reduce the expense burden of low-income families. And the term is to break the chain of poverty is the Family Hope Program's goal (Ministry of Social Affairs, 2016; Nuraini et al., 2019; Umanilo, 2020, 2019). Decree of the Director-General of Social Protection and Security No.021SK / JLS / 01/2019 on the 2019 PKH Social Assistance Components, with the following adjustments:

1. BUMIL Rp. 2,225,000 / 1 year
2. Early Childhood Rp. 2,225,000 / 1 year
3. SD/equivalent Rp. 850,000 / 1 year
4. Junior high school/equivalent Rp. 1,400,000 / 1 year
5. SMA / equivalent Rp. 1,850,000 / 1 year
6. People with severe disabilities Rp. 850,000 / 1 year
7. Elderly Rp. 850,000 / 1 year

The mechanism for distributing social assistance is provided in 4 (four) stages in a year. The non-cash distribution mechanism of BANSOS PKH, as referred to in the Minister of Social Affairs No. 1 of 2019, includes a) account opening; b) education and outreach; c) distribution of KKS; d) disbursement of social assistance; e) withdrawal of social service; f) carry out reconciliation of the distribution of social service; and g) money and reporting the distribution of aid results.

## **2.2. Companion / Social Worker**

Assistance is carried out by assistants or field officers to the community and requires community involvement as the main potential for self-development and development. Because the community knows better what they have and what the problems are so that efforts to fostering empowerment and a spirit of self-reliance so that people can live independently.

To develop public awareness to play a role in life based on their potential, the companion can help the individual or group assist in creating interaction and communication with the spirit of solidarity and having a sense of solidarity. Social assistance is a process of social relations between assistants and KPM to solve problems, strengthen mutual support, utilize various potentials and sources in meeting the needs of life, and increase access for beneficiary families to access essential social services. It is the access to employment opportunities and access to other public service facilities (Ministry of Social Affairs, 2009).

The companion indicator is good when it has carried out mentoring tasks based on technical guidelines in PKH, including (1) Carry out the initial meeting and validation, (2) Carry out P2K2 activities (Family Capacity Improvement Meeting), (3) Ensure that social assistance is on target, (4) Verify the commitment of KPM PKH members to the Educational Facilities, Health Facilities, and social welfare facilities, (5) Make monthly. Annual reports to the Implementer of the Family Hope Program (PPKH), (6) Conduct regular meetings with PPKH, (7) Recording and reporting problems in the field through the public complaint system to PPKH, (8) Motivate KPM in using aid funds appropriately and productively, (9) Ensure that KPM receives complimentary programs, and (10) Regularly updating the KPM.

## **2.3. Empowerment of the Poor**

People's economic empowerment means behaving efficiently in the sense of acting and using the means appropriately and efficiently, with high competitiveness and modernity towards the formation of independence. The direction of empowerment in improving the people's economy productively can produce greater welfare and provide high value. There are four accesses to increase the ability to generate increased value, namely access to resources, technology, markets, and demand. Socio-economic empowerment can be carried out through various mentoring, counseling, education, training, and the involvement of growth organizations to strengthen business and life motivation and the development of work knowledge and skills.

According to Suharto (2005), community empowerment aims at carrying out social change and refers to the results to be achieved, namely increasing the ability of people who are powerless to become empowered and have knowledge or strengthen their power to meet their physical, economic, and social needs as well as being able to convey aspirations, have self-confidence, clear livelihoods, increase participation in social activities and be independent in pursuing life.

According to Karsidi (1998), the application of community facilitation's basic principles in community empowerment can be realized as follows: 1). learning from the community, 2) the facilitator is the facilitator, the community is the actor, 3) learning together and sharing experiences.

Poverty in absolute terms is based on the inability to fulfill the basic needs, education, health, and housing needed to live and work. Sunartiningsih (2004) stated that poverty is one of the negative impacts of development. The cooperation of all parties must be well-coordinated to overcome the complex problem of poverty. Poverty can be defined as the welfare level of an individual or community that cannot meet and fulfill basic needs. The causes of poverty include: 1) Unfortunate path for low-income families, 2) limitations in having assets, 3) weak physical condition, 4) isolation, 5) vulnerability, and 6) helplessness (Vasa, 2008: 86-91) being stated by Sudjana (2004: 270) that the provision of employment and life skills programs for the community is a strategic program in overcoming poverty problems.

As said by Silkhondze in Karsidi (2007), that people must be able to develop themselves with existing innovations, participate actively, whose approach method leads to community needs in the form of individual services or groups that are targeted and are practical is an orientation. Community empowerment.

#### **2.4. Increased Welfare**

Low-income families are the top priority in social welfare. To do this, various methods and services are carried out so that low-income families can improve the quality of their lives to achieve a prosperous family. Poor people are sometimes considered happier even though all their needs are limited and sometimes not fulfilled but do not have the complicated problems experienced by wealthy people. The welfare condition of a person, family, or society depends on its point of view. "Prosperity or living conditions, is the fulfillment of social, physical, spiritual needs, is a conception of social welfare. The priority scale of social welfare development in low-income families, thus placing social welfare as the goal of development activities (Suharto, 2005; Mu'adi et al., 2020; Nawawi et al., 2020). As Soetjipto (1992) stated, the standard of welfare and family life can be realized if a harmonious condition is created. It is easy to overcome family problems and fulfill social and basic needs for the family without obstacles.

### **3. Methods**

This study used a qualitative/descriptive approach. This research was conducted with the Hope Family Program (PKH) research subjects with Beneficiary Families (KPM) in Makassar City, namely filling out a circulated questionnaire. as many as 75 respondents with a population of 15 districts in the city of Makassar as well sampling of 45 beneficiary families and 30 companion family programs Hope (Kanto et al., 2020; Lionardo et al., 2020; Rachman et al., 2019). The research approach uses qualitative methods. Moleong (2009) states that "qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior." The qualitative method was chosen, hoping that actual data could be obtained and study the research problem in-depth to get the expected results. Zurich (2006), descriptive research is a study that is directed to find out facts or events that are real and systematic in certain areas regarding the nature of the population. This description can be clearly explained by indicators related to improving the poor's welfare with the quality of companions and the Family Hope Program's quality in community empowerment.

### **4. Results Discussion**

Seeing the framework above shows that being able to explain with the efforts of assistants can improve the community's welfare through the quality of PKH facilitators with the Family Hope (PKH) program's quality already exists. It is just that it needs a separate way to carry out its activities, and it can happen to individuals, work systems, organizational management. The training consists of several processes so that the companion's quality can carry out the community empowerment program for the beneficiary family (KPM) properly to achieve the desired welfare together. To improve the quality of social assistants so that beneficiary families (KPM) can be empowered through the Family Hope Program (PKH) includes leading indicators, namely:

In terms of indicators of achieving the Quality of PKH Social Assistants (HR):

1. Family Development session / Family Capacity Building Program (P2K2)
2. Technical Guidance and Consolidation Guidance (BIMTEK & BITMAP)
3. Public Complaints System (SPM)

In terms of indicators of achieving the Family Hope Program's quality (PKH): Education, Health, and Social welfare (Elderly and Severe Disabilities). The indicators for improving the welfare of the poor are access to capital, enhance the quality of products and access to marketing, develop business service skills, and develop entrepreneurship and partnerships. Indicators of Community Empowerment can seek their income, help the family economy, get a lot of knowledge about training, and change lifestyle.

From the above informants, it is stated that the program can run well if it is supported by an effective organizational structure and management, government policies, and quality assistants in community empowerment. One of the Family Hope Program activities' mechanisms is program socialization, initial meetings with prospective PKH participants, distribution of assistance, access to health services, education, social welfare, and commitment verification.

Assistance for the Family of Hope Program (PKH) functions as facilitation, Mediation, and Advocacy whose assistance activities include: 1) Initial Meeting/validation, 2) Family Capacity Building Meeting (P2K2), 3) PKH social assistance on time, on quantity, and target, 4) Verification of the Commitment of KPM PKH members to the Health, Fasdik and Faskesos, 5) Regular reports to the Implementers of the Family Hope Program (PPKH), 6) Regular meetings with PPKH, 7) Collecting and reporting community complaints to PPKH, 8) Motivating KPM to use funds appropriately and productive, 9) Ensuring KPM gets Complimentary Assistance, 10) Updating KPM data periodically. How is the quality of PKH social assistance in empowering beneficiary families (KPM)? The Family Hope Program (PKH) quality and the implementation of the Family Hope Program (PKH) mechanism can be seen from the table from 15 Sub-districts in Makassar City.

So, with this, the table listed below is the number of beneficiary families (KPM) and the number of PKH assistants and assistance. PKH sub-districts in Makassar City, data were obtained from the results of the 3rd stage of Final Closing 2019 through the e-pkh.kemsos.go.id application Qualitative research methods are written or spoken words of people and observable behavior and produce descriptive data. Interview from

Ten informants who have experienced the present after more than a few years show that several interrelated relationships can affect, including the companion's quality with the Family Hope Program (PKH) quality, which can empower the poor. Beneficiary families (KPM) in improving welfare. Beneficiary Family (KPM). This study is one of the relationships that influence each other today. As seen in table 1, the informant stated that PKH program companions' quality could help the community improve their welfare from government assistance and independence and not depend on this assistance. The ineffectiveness of implementing the Family Hope Program (PKH) can be seen from the level of education and age of the respondent. Feeling confused in doing activities, so based on the companion PKH and KPM age, this research in this table explains the results according to the respondents in the attached el tab list.

## 5. Discussion

Implementing PKH in realizing a prosperous family, especially in the city of Makassar in 15 sub-districts, is based on a study and analysis of program implementation through the Family Hope Program's social assistance. This is seen based on program quality, quality of mentors, organizational management, organizational structure, decision-making processes, facilities, and personal knowledge of the implementation. The quality of PKH social assistants, individual KPM skills, and behavior and job groupings so that they can be adequate so that those who emerge from everyone can be well accommodated. From has! The above discussion and interviews and documentation of informants whose data has been reviewed in-depth that the quality of PKH. assistants in implementing the Hope Family program's quality through social empowerment programs and economic empowerment is very effective in improving the welfare of the poor, in this case, Beneficiary Families who are participants of the Harapan Family Program. , although not all facilitators can do this evenly throughout the Makassar City area in implementing economic empowerment programs, social empowerment has been effectively carried out in all PKH facilitators in the Makassar City area. As evidenced by the results of monitoring and evaluating assistants' performance every year appraise by the Implementer of the Family of Hope Program (PPKH) at both the Makassar City, Provincial and Central levels.

"Family welfare is a condition of fulfilling the basic human needs of every member of society materially, socially, mentally, and spiritually so that they can live properly as a helpful human being.

It results from beneficial activities for the poor beneficiary families (KPM) through PKH assistance with the quality of the Family Hope Program companion and directly in fostering PKH assistants. Based on the research results, respondents strongly agree with the existence of assistance to empower the poor with program quality through 75

respondents representing the total population between PKH facilitators and Beneficiary Families (KPM). This study can improve the welfare of the poor in empowerment through the Family Hope Program (PKH) and qualified companions according to indicators and direct interviews from respondents' representatives as informants in the study.

## 6. Conclusions and suggestions

Based on data analysis, which has been described regarding Improving the Welfare of the Poor with the quality of companions and the Hope Family Program's quality in Empowerment in Makassar City. The results can be concluded that: On the quality of PKH facilitators in improving welfare through empowerment, research results show that the products are categorized as sufficiently qualified. That is the quality of PKH assistants in helping improve the welfare of KPM through the Empowerment program in Makassar City. According to KPM, the Family Hope Program has been carried out regularly, actively, and optimally by the provisions in PKH general guidelines, namely holding monthly group meetings or Family Capacity Building Meetings (P2K2) motivation. However, the condition of reason has not been applied continuously. Beneficiary Families, as PKH participants, can increase their knowledge and experience from before after routinely attending meetings held by the companion. The desire to change the mindset and attitude, and behavior of PKH Beneficiary Families is like having a sense of responsibility in carrying out their obligations related to PKH. The quality of PKH facilitators in improving the welfare of beneficiary families in Makassar City has been implemented optimally based on mentoring tasks responsive to complaints or problems faced by PKH. Beneficiary families so that PKH beneficiary families feel that their family life is more prosperous than before because they feel helped by the assistance social PKH and Facilitators who care and want to listen to their complaints and problems. Family welfare can be shown by improving the quality of life of PKH beneficiary families from before because they feel helped and are light in fulfilling the needs of their family life.

The explanation above can be concluded that the quality of the Family Hope Program Assistant in helping improve the welfare of beneficiary families through empowerment in Makassar City, PKH Facilitators have carried out their duties and roles to the fullest and change attitudes and behavior. The economic independence of each PKH KPM, be further improved and prepare a suitable strategy so that PKH Beneficiary Families are no longer dependent on PKH assistance or feel comfortable with PKH social assistance. PKH Beneficiary Families must have independent attitudes and behaviors, especially in the economic field, such as having a Productive Economic Business (UEP) or Joint Business Group (KUBE). Either individually or in groups so that the Family of Hope Program's objectives can improve beneficiary families' welfare.

After concluding the research results, the authors would like to provide the following suggestions:

1. The Ministry of Social Affairs of the Republic of Indonesia can further optimize the current public policy that is the Hope Family Program by paying more attention to the Family Hope Program's targeted assistance. Whether it is appropriate and right on target to reduce poverty in Indonesia and pay more attention to quality and performance, one of the Family Hope Program's human resources is a companion to the Family Hope Program for the Harapan goals Family Program's success.
2. Relevant agencies, especially the Social Service Office of Makassar City, can provide support in the form of facilities and operational costs and pay more attention to the performance of the Family Hope Program companion. They can carry out their duties optimally for the success of changing knowledge, attitudes, and independent behavior of PKH Beneficiary Families to further improve family welfare in society.
3. For PKH Human Resources, especially the Family Hope Program Assistant of Makassar City. To be more responsible in carrying out their duties and obligations optimally based on the provisions of the program's general guidelines. They are mainly carrying out Family Capacity Building Meetings (P2K2) routine activities and motivating activities that are directly beneficial to improve skills and change attitudes, mindsets, and knowledge. And behavior so that later PKH beneficiary families have a prosperous life. They do not depend on social assistance programs, continuously hoping that they can improve their economy independently and get out of the chain of poverty in the future.
4. For Beneficiary Families, as PKH Makassar City participants, must be diligent in attending activities carried out by the companion. Through family capacity-building meetings in which various knowledge is applied to Beneficiary Families and implemented in everyday life, they can change attitudes, mindsets, and independent behavior. According to the Family Hope Program's provisions, increasing skills and expertise, including those related to obligations and rights, so that family welfare can grow and be felt by beneficiary families in the future and do not continue to depend on PKH social assistance.

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