

Analysis of the Effectiveness of the Family Hope Program (PKH) in Improving Community Welfare in Sukorejo Village, Loceret District, Nganjuk Regency

Faizal Ansyori¹, Moch. Mahmudi Rosid², Durotun Nazilatus Saadah³

¹ Universitas PGRI Mpu Sindok, Indonesia; Faizansyori@upms.ac.id

² Universitas PGRI Mpu Sindok, Indonesia; mahmudirosid@upms.ac.id

³ Universitas PGRI Mpu Sindok, Indonesia; nazilatuss245@gmail.com

ARTICLE INFO

Keywords:

Family Hope Program;
Program Effectiveness;
Community Welfare

Article history:

Received 2026-06-05

Revised 2026-06-17

Accepted 2026-06-19

ABSTRACT

This study aims to analyze the effectiveness of the Family Hope Program (PKH) in improving community welfare in Sukorejo Village, Loceret District, Nganjuk Regency in 2024. The study used a quantitative descriptive approach. The study population and sample consisted of 139 PKH beneficiary families, thus using a saturated sampling technique. Data were collected through questionnaires and analyzed using descriptive percentages to assess targeting accuracy, participant understanding, impact on children's education and health, fulfillment of basic needs, and program assistance. The results showed an overall effectiveness score of 80.2%, indicating that PKH implementation was running smoothly. The indicators with the highest achievement were the impact on children's education (88%) and recipient targeting accuracy (85%), while the lowest achievement was in the aspect of meeting basic family economic needs (69%). These findings indicate that PKH not only helps alleviate the burden of household expenses but also strengthens poor families' access to education and health services. Thus, PKH contributes positively to improving the welfare of beneficiary families in Sukorejo Village, although program socialization and the intensity of assistance still need to be strengthened.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Faizal Ansyori

Universitas PGRI Mpu Sindok, Indonesia; Faizansyori@upms.ac.id

1. INTRODUCTION

Poverty remains a fundamental issue in Indonesia's social and economic development because it is directly related to poor households' limited access to education, healthcare, and basic needs. In this context, the government developed the Family Hope Program (PKH) as a conditional social assistance program aimed at reducing the burden of expenditure on poor households while encouraging investment in human resources through education and healthcare (Hariandja & Muhafidin, 2024).

And poverty remains a problem faced by some communities in Sukorejo Village, Nganjuk Regency. The Family Hope Program (PKH) has been implemented as a form of social protection for poor families. This PKH assistance helps meet the educational, health, and consumption needs of beneficiary households. In reality, there are still differences in welfare levels among beneficiaries. There are also indications of inaccurate targeting of aid recipients based on community perceptions. The utilization of aid has not entirely been in accordance with the program's objectives. The impact of PKH on education and health also shows mixed results. PKH assistance can be a crucial factor in determining the program's success. Based on existing data, there has been no research specifically examining the effectiveness of PKH in Sukorejo Village, Nganjuk Regency, so further research is needed.

Since its introduction in 2007, the Family Hope Program (PKH) has been designed not solely as cash assistance but also as a behavioral change tool. Beneficiary families are encouraged to fulfill their children's education obligations, provide health checks for pregnant women, and monitor the growth and development of toddlers. Through this mechanism, PKH is expected to provide short-term benefits in the form of reduced economic burdens and long-term benefits in the form of improved human resource quality (Sumbawati et al., 2020).

In the context of the Family Hope Program (PKH), program effectiveness can be measured through several indicators, including the accuracy of beneficiary targeting, participants' level of understanding of the program, impact on children's education, impact on family health, contribution to meeting basic needs, and the effectiveness of program assistance. This theory serves as the primary basis for assessing whether the implementation of PKH in Sukorejo Village has achieved its goals of poverty alleviation and improving community welfare.

Social welfare theory explains that welfare is a condition where a community's material and non-material needs are met, enabling individuals to optimally fulfill their social functions. In this study, community welfare is measured through: the ability to meet basic needs; access to education; access to healthcare; reduced household expenses; and improved quality of life for beneficiary families. This theory explains the relationship between the Family Hope Program (PKH) social assistance program and improved community welfare.

Poverty is a condition where an individual or household is unable to meet the basic needs for a decent life. From a development perspective, poverty is seen as a multidimensional problem encompassing low income, low education, poor health, and limited access to public services. The Family Hope Program (PKH) is a government instrument to break the intergenerational chain of poverty by improving the quality of human resources.

Public policy theory explains that government policy is a series of actions designed to address public problems. The Family Hope Program (PKH) is a form of public policy in the field of social protection that aims to reduce poverty, reduce social inequality, improve the quality of human resources, and promote access to education and healthcare. In public policy theory, program evaluation is crucial to determine whether policy objectives have been achieved effectively and efficiently.

Human Capital Theory also states that education and health are forms of investment that can increase individual productivity in the future. According to this theory, education improves skills and work abilities, good health increases productivity, and investment in people will result in increased income and well-being. The Family Hope Program (PKH) adopts this concept through conditional assistance that requires recipient families to regularly send their children to school, utilize health services, and fulfill obligations related to child development and pregnancy. Thus, PKH functions not only as consumptive assistance but also as a long-term investment in human resource development.

Program effectiveness indicates the degree of success of a policy or activity in achieving its stated objectives. In the context of the Family Hope Program (PKH), effectiveness is reflected in the program's ability to reach the right families (Indrayani, 2014), encourage compliance with education and health components, and bring about tangible changes in the welfare of beneficiary households. Other research

also explains the program's effectiveness in raising public awareness (Isti'anah & Arif, 2023). Furthermore, another study by Najidah dan Lestari (2019) examines the effectiveness of PKH program implementation. Another study by Nuraida (2019) also found that the results were not yet fully effective. Indicators of PKH effectiveness in this study include the accuracy of recipient targeting, participant understanding of rights and obligations, impact on children's education, impact on family health, the program's contribution to meeting basic needs, and the role of mentoring. These indicators are relevant because they represent the implementation dimensions and program outcomes most felt by beneficiary families.

The Family Hope Program (PKH) is a conditional social assistance program for poor and vulnerable families registered in the Integrated Social Welfare Data (DTKS). Its main targets include health, education, and social welfare components (Sari et al., 2023). Alternatively, Suleman and Resnawaty (2017) define the Family Hope Program as a program that provides direct cash assistance to the community to improve their quality of life through access to education and health care. This program emphasizes the use of assistance to strengthen families' access to basic services and encourage gradual improvements in their quality of life.

In this study, community welfare is operationally understood as a condition where families are better able to meet basic needs, keep children in school, utilize health services, and reduce household expenditure pressure. Alternatively, it can be stated according to another definition, namely as a condition where a society is free from the shackles of poverty, ignorance, and fear, thus achieving a safe and peaceful life both physically and spiritually (Sukmasari & Putra, 2020). Furthermore, social welfare is a condition where individuals can optimally utilize available resources, taking into account budget limitations and certain conditions, to meet material and spiritual needs (Sastrawan et al., 2024). Thus, measuring the effectiveness of the Family Hope Program (PKH) needs to be directed at the tangible benefits experienced by beneficiary families.

PKH activities have been proven to be beneficial for improving community welfare, as in several studies that have been conducted, research by Domri et al. (2019) for example, has been shown to improve the quality of human resources in very poor community groups, then research by Sutjiatmi & Umaroh (2019) also emphasized the commitment of PKH participants to education, health, social welfare, or when research was conducted on a different topic but had the same substance such as the implementation of a special financial assistance program that had an impact on poverty alleviation in Gunung Kidul Regency, Yogyakarta (Khadafi & Mutiarin, 2017). Then research by Lubis & Zubaidah (2020) also stated that the Family Hope Program effectively influenced poverty alleviation, in other words, poverty reduction can be considered an indicator of welfare. So the activities of the Family Hope Program (PKH) have been proven to create benefits for the community (Mawarni, 2019), (Husaini, 2022), with the impact of these activities on improving the welfare of the community in the village where the program is implemented.

Thus, the theoretical basis of this research is based on the Program Effectiveness Theory as the main theory (grand theory), supported by Social Welfare Theory, Poverty Theory, Public Policy Theory, and Human Capital Theory to explain the relationship between PKH implementation and improving community welfare in Sukorejo Village, Loceret District, Nganjuk Regency.

Several studies have shown that the implementation of the Family Hope Program (PKH) has yielded positive results in various regions, particularly in increasing educational participation and utilization of healthcare services. However, previous research findings also point to issues such as inaccurate targeting, delayed distribution, and limited participant understanding of the program's mechanisms (Ardiyanto & Prabawati, 2021), (Wardani et al., 2023), and Nurlinah et al. in 2024. Because the socioeconomic characteristics of each region differ, the effectiveness of PKH needs to be continuously tested in specific local contexts.

Previous studies, such as Domri et al.'s 2019 study, also demonstrated that the Family Hope Program (PKH) had a positive impact on improving the quality of life of the poor, which was also the focus of the study in Sukorejo Village. Also in 2019, Sutjiatmi and Umaroh's research supported the assumption that PKH's success is measured not only by cash assistance received but also by changes in

beneficiary behavior in education and health. Findings from Lubis and Zubaidah's 2020 study strengthened the relationship between PKH effectiveness and improved community welfare, the primary research variable. Other studies, such as those by Ardiyanto and Prabawati in 2020, also demonstrated the importance of targeting accuracy indicators in measuring PKH effectiveness, which was also the focus of the study in Sukorejo Village. Then, in 2022, Aeda and Jannah's research provided the basis for using participant understanding indicators as a measure of PKH effectiveness. Husaini's 2022 study also strengthened the argument that PKH can be an effective instrument in improving community welfare. Other findings indicate that program effectiveness is not only influenced by the amount of assistance, but also by the quality of program implementation and mentoring, findings by Wardani et al. In 2023. Also in the same year 2023, Sari et.al. concluded the importance of evaluating PKH implementation at the local level to determine the program's real effectiveness, then most recently in 2024, the results of research by Nurlinah et.al. The results showed the need to measure the level of participant understanding and the program's long-term impact on community welfare.

Most previous research has been conducted in different regions with varying socioeconomic characteristics. No research has been found that specifically analyzes the effectiveness of the Family Hope Program (PKH) in Sukorejo Village, Loceret District, Nganjuk Regency, using indicators such as targeting accuracy, participant understanding, educational impact, health impact, fulfillment of basic needs, and program assistance. This study aims to fill this gap and provide empirical evidence regarding the effectiveness of PKH in improving community welfare at the village level.

Although various previous studies have shown that the Family Hope Program (PKH) contributes to improving community welfare and reducing poverty, research results still show mixed findings regarding the program's effectiveness. Furthermore, no research has specifically examined the effectiveness of PKH in Sukorejo Village, Loceret District, Nganjuk Regency, using indicators such as targeting accuracy, participant understanding, educational impact, health impact, fulfillment of basic needs, and the role of integrated mentoring. This study was conducted to fill this empirical gap and provide a more comprehensive picture of PKH's effectiveness in improving community welfare in Sukorejo Village.

Poverty remains a significant development issue in Indonesia. Data from the Central Statistics Agency (BPS) shows that in March 2024, the number of poor people reached 25.22 million, or 9.03% of Indonesia's total population. The poverty rate in rural areas (11.79%) remains higher than in urban areas (7.09%), indicating that rural communities remain vulnerable to poverty. At the regional level, East Java Province had 3.983 million poor people, or 9.79% of the total population, in March 2024, while Nganjuk Regency still had a poverty rate of around 10–11%. To address this issue, the government implemented the Family Hope Program (PKH) as a conditional social assistance program that reached approximately 10 million Beneficiary Families (KPM) in 2024. Through assistance in education, health, and social welfare, PKH is expected to reduce the burden of expenditure on poor households while improving the quality of human resources, thereby encouraging improved community welfare.

And poverty remains a development issue in Indonesia because it limits people's ability to meet basic needs, access education, and obtain health services. Data from the Central Statistics Agency (BPS) shows that in March 2024 the national poverty rate reached 9.03%, or approximately 25.22 million people, while in Nganjuk Regency the poverty rate remained above 10%. To address this issue, the government implemented the Family Hope Program (PKH) as conditional social assistance for poor families. Based on the theory of program effectiveness, PKH is considered successful if it achieves its stated goals, while the theory of community welfare emphasizes the fulfillment of basic needs, education, and health as indicators of well-being. Although various studies have shown that PKH contributes to improving community welfare, problems remain, such as inaccurate targeting, low participant understanding, and suboptimal program assistance. Furthermore, no research has specifically examined the effectiveness of PKH in Sukorejo Village, Loceret District, Nganjuk Regency,

with indicators of accurate targeting, participant understanding, impact on education and health, fulfillment of basic needs, and the role of assistance. Therefore, this study was conducted to fill this gap and provide empirical evidence regarding the effectiveness of PKH in improving the welfare of the community in Sukorejo Village.

This research is based on the concept of program effectiveness, which emphasizes the level of success of a program in achieving its stated goals. In this context, the Family Hope Program (PKH), as a conditional social assistance program, is expected to improve community welfare by fulfilling basic needs, increasing access to education, and providing health services for poor families. Community welfare in this study is understood as a condition where families are able to fulfill their basic living needs and obtain better access to education and health care. Therefore, this study focuses on analyzing the effectiveness of PKH in improving community welfare in Sukorejo Village, Loceret District, Nganjuk Regency, using indicators such as accuracy of beneficiary targeting, participant understanding, impact on education, impact on health, fulfillment of basic needs, and the role of program assistance. Through these indicators, PKH's effectiveness can be comprehensively evaluated to determine its contribution to improving community welfare.

The novelty of this research lies in analyzing the effectiveness of the Family Hope Program (PKH) in Sukorejo Village, Loceret District, Nganjuk Regency, a previously unstudied program. This study uses a more comprehensive approach by measuring program effectiveness through six indicators: targeting accuracy, participant understanding, educational impact, health impact, fulfillment of basic needs, and the role of mentoring, and directly linking these indicators to improvements in community welfare. Thus, this study provides new empirical evidence regarding the effectiveness of PKH in the context of rural communities and enriches the study of social protection programs in efforts to improve community welfare.

Research aims to analyze the effectiveness of the Family Hope Program (PKH) in improving community welfare in Sukorejo Village, Loceret District, Nganjuk Regency. The analysis was conducted by measuring the accuracy of beneficiary targeting, participants' level of understanding of the program, the program's impact on family education and health, the program's contribution to meeting basic needs, and the role of mentoring in supporting successful program implementation. The research results are expected to provide an empirical overview of the level of PKH effectiveness and serve as evaluation material for the government in improving the quality of social protection program implementation at the village level.

This research is important considering that poverty remains a significant problem for Indonesians, including in Nganjuk Regency. The Family Hope Program (PKH) is one of the government's primary instruments for poverty alleviation and improving community welfare. Although various studies have demonstrated the benefits of PKH, the results are still mixed and indicate obstacles in program implementation, such as targeting accuracy, participant understanding, and the effectiveness of mentoring. Furthermore, there has been no study specifically analyzing the effectiveness of PKH in Sukorejo Village, Loceret District, Nganjuk Regency, using comprehensive indicators. This research has practical significance as evaluation material for the government and program implementers, as well as an academic contribution in enriching the literature on the effectiveness of social assistance programs and their relationship to improving community welfare in rural contexts.

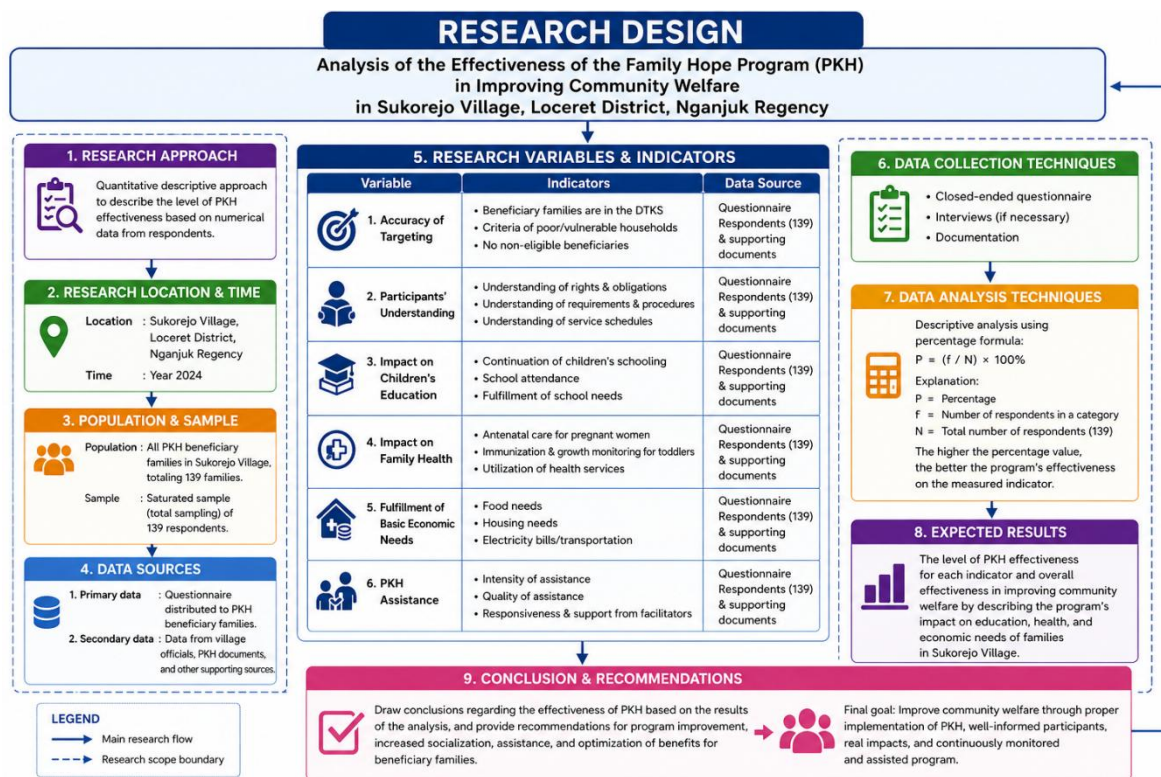
Sukorejo Village, Loceret District, Nganjuk Regency, is one of the recipient areas of the Family Hope Program (PKH). The socioeconomic conditions of the community, which are still largely dependent on the agricultural sector, small businesses, and relatively limited household income, make it important to evaluate PKH implementation in this village. Previous research in various regions has examined PKH implementation, but has not specifically captured its effectiveness in Sukorejo Village in 2024. Several aspects examined include targeting accuracy, participant understanding, impact on education and health, fulfillment of basic needs, and program assistance (Aeda & Jannah, 2022), (Suwinta & Prabawati, 2016).

Therefore, this study aims to analyze the effectiveness of PKH in improving community welfare in Sukorejo Village, seen from the aspects of targeting accuracy, participant understanding, impact on education and health, fulfillment of basic needs, and program assistance.

2. METHODS

This study uses a quantitative descriptive approach. This approach was chosen because the study focuses on describing the empirical conditions of PKH implementation and the welfare level of beneficiary families based on numerical data obtained directly from respondents (Muin & Rosdiana, 2020). The research location was Sukorejo Village, Loceret District, Nganjuk Regency in 2024. The study population was all 139 PKH beneficiary families in the village. Because the entire population was used as respondents, the sampling technique used was saturated sampling or total sampling.

The data collected were primary data collected through questionnaires to PKH beneficiary families as well as secondary data from village officials and program supporting documents. The variables measured included target accuracy, participant understanding of the program, educational impact, health impact, fulfillment of basic needs, and PKH assistance. Data analysis was carried out using a descriptive percentage technique using the formula $P = (f/N) \times 100\%$, with P as the percentage, f as the number of respondents in a particular category, and N as the total number of respondents of 139 people. The higher the percentage value, the better the level of program effectiveness on the measured indicators, resulting in a series of research designs and frameworks as follows:



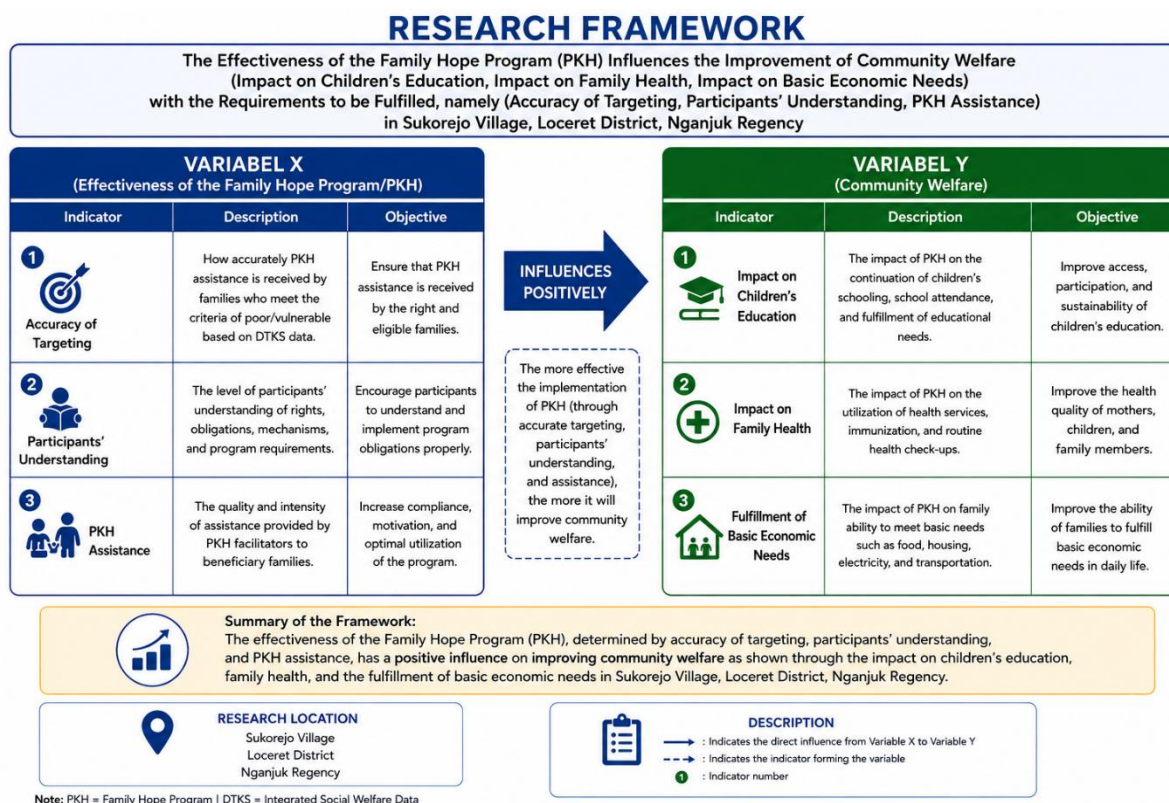


Figure 1. Research Design and Framework

Figure 1. above explains the research design and framework used in this study, starting from the research approach, location and time of the study, population and sample, data sources, research variables and indicators, data collection techniques, data analysis techniques, results and discussion, then conclusions and recommendations. From the research design, a research framework was produced as described in Figure 1. above.

3. FINDINGS AND DISCUSSION

Based on research data, the Family Hope Program (PKH) in Sukorejo Village reached 139 beneficiary families spread across 3 neighborhood units (RW) and 30 neighborhood units (RT). Data processing showed an overall effectiveness score of 80.2%. This score indicates that the program has been well-implemented and provided tangible benefits to beneficiary families, particularly in education, targeted targeting, and healthcare. The following is the data obtained in this study.

Table 1. Demographic Data of PKH Participant

No.	Category	Amount	Percentage
1	Gender		
	Male	92	66 %
	Female	47	34 %
	Total	139	100 %
2	Age		
	< 30 years	18	13 %
	31– 40 years	42	30 %
	41– 50 years	49	35 %
	> 50 years	30	22 %
Total	139	100 %	
3	Head of Family Education		
	No school	12	9 %
	Elementary School	63	45 %
	Junior High School	38	27 %
	Senior High School	22	16 %

	College	4	3 %
	Total	139	100 %
4	Work/Job		
	Farmers/Farm Laborers	58	42 %
	Daily Laborer	36	26 %
	Small Traders/MSMEs	21	15 %
	Other Informal Workers	17	12 %
	Doesn't work/Unemployment	7	5 %
	Total	139	100 %
5	Number of Dependent Children		
	1 child	28	20 %
	2 child	55	40 %
	3 child	38	27 %
	≥ 4 child	18	13 %
	Total	139	100 %
6	Income		
	< Rp 1.000.000	46	33 %
	Rp 1.000.000 – Rp 2.000.000	63	45 %
	Rp 2.000.000 – Rp 3.000.000	22	16 %
	> Rp 3.000.000	8	6 %
	Total	139	100 %
7	Length of Participation		
	< 2 years	21	15 %
	2–4 years	49	35 %
	5–7 years	43	31 %
	> 7 years	26	19 %
	Total	139	100 %

Source: Primary data processed by researchers

From the demographic data in table 1. above, it can be described that the majority of PKH participants are poor rural families, with the status of head of family at middle productive age, then low education level with a dominance of elementary and junior high school graduates, professions or jobs that are on average in the agricultural sector and informal work, the participants have 2 to 3 dependent children, in terms of income, they are included in the low category, namely <2 million, and on average they have been PKH participants for quite a long time. Several other facts regarding the impact of PKH activities are shown in the following diagram

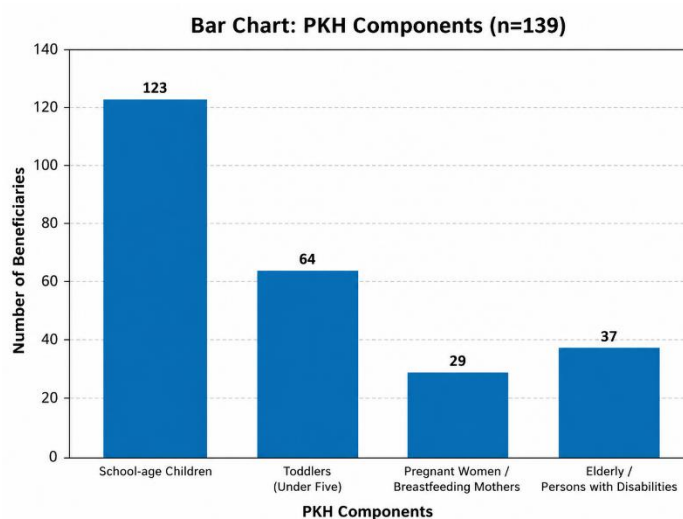


Figure 2. Several Components Affected by PKH Activities

From **Figure 2.** The bar chart shows that the impact of PKH activities in Sukorejo Village is in the field of education, because there are 123 (88%) components to help with school fees for children, then

for the needs or requirements of toddlers with 64 (46%) components, for pregnant/breastfeeding mothers with 29 (21%) components, and for the elderly/disabled with 37 (27%) components. From these data, it is quite reasonable or can be said to be logical because of the 139 PKH participants, the average education of the head of the family is indeed the majority only elementary school graduates, as in Figure 3. below,

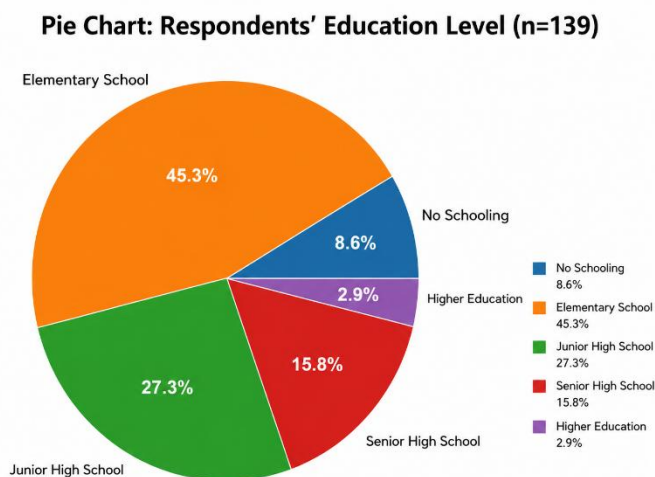


Figure 3. Education Level of Head of Family PKH Participants

Figure 3. above means that there is hope for the benefits of PKH activities in Sukorejo Village for the field of education, most parents have a desire for their children's education to be higher than the education of both parents, in the diagram shows the level of education of the heads of families participating in PKH in Sukorejo Village, namely 45.3% or 63 participants are elementary school graduates, then 27% or 38 participants are junior high school graduates, 16% or 22 participants are high school graduates, then 3% or 4 participants, and there are also 9% or 12 PKH participants in Sukorejo Village who do not receive education or do not go to school.

Table 2. Effectiveness of PKH Activities in Sukorejo Village

No.	Indicator	Number of Respondents	Percentage
1	Accuracy of PKH recipient targeting	119	85%
2	Participants' understanding of the program	108	77%
3	Impact on children's education	123	88%
4	Impact on family health	105	75%
5	Fulfillment of basic economic needs	96	69%
6	PKH assistance	106	76%

Source: Primary data processed by researchers

Targeting accuracy was high, at 85%, or 119 out of 139 respondents. This finding indicates that assistance has generally reached families who meet the criteria for poor or vulnerable to poverty based on the Integrated Social Disparity Data (DTKS). Good targeting accuracy is a crucial foundation for the effectiveness of the Family Hope Program (PKH) because it determines whether interventions actually reach those in need. Regarding program understanding, 77% of respondents stated they understood their rights and obligations as PKH participants. However, some respondents still did not fully understand the program's mechanisms, including administrative requirements and service follow-up.

This indicates that program socialization is not yet fully distributed and needs to be improved through more intensive mentoring.

The highest impact was on children's education, with 88%, or 123 respondents. Family Hope Program (PKH) assistance helps families cover school needs such as uniforms, books, and other supporting costs, thus ensuring children's school attendance is more consistent. This finding aligns with research by Ardiyanto & Prabawati (2020) and Sumbawati et al. (2020), which shows that PKH contributes to the sustainability of education for children from poor families. Regarding health, 75% of respondents stated that they utilize basic health services more regularly, including immunizations and check-ups at health facilities. This confirms that the PKH participation requirement encourages families to be more compliant with maternal and child health services. These results are consistent with the findings of Wardani et al. (2023) that PKH has an impact on increasing participation of poor families in accessing health services.

From an economic perspective, 69% of respondents assessed that PKH assistance helped meet basic household needs, such as food, electricity, and transportation. This percentage is the lowest compared to other indicators, indicating that PKH is more effective as an instrument to reduce spending pressure than as a means of increasing income. In other words, the program's economic benefits are intended to support basic consumption and household stability, rather than directly increase business capital. Program mentoring received a score of 76%. This means that the role of PKH mentors has been perceived as quite effective, but not yet optimal in maintaining continuity of support beyond the distribution period. This finding is relevant to Nurlinah et al.'s 2024 study, which emphasized the importance of implementation quality, participant understanding, and recipient perceptions regarding the success of social programs.

The results of the study indicate that the Family Hope Program (PKH) in Sukorejo Village has generally been effective in helping improve community welfare, particularly through meeting basic household needs, increasing access to children's education, and utilizing family health services. This finding supports the theory of program effectiveness, which states that a program is considered effective if it is able to achieve its stated objectives. This success is evident in the ability of PKH assistance to reduce the burden of expenditure on beneficiary families, allowing them to allocate their available resources to education and health needs. This finding is also in line with the theory of community welfare, which emphasizes that welfare is reflected in the fulfillment of basic needs and increased access to social services. However, this study also found that the effectiveness of PKH is not fully optimal due to still existing obstacles in aspects of targeting accuracy, participant understanding of the program mechanism, and variations in the utilization of assistance among beneficiary families. These conditions indicate that the success of the program is determined not only by the amount of assistance provided, but also by the quality of data collection, the effectiveness of mentoring, the socioeconomic characteristics of beneficiaries, and the level of family awareness in utilizing assistance productively. This finding strengthens the results of research by Ardiyanto and Prabawati (2020), Wardani et al. (2023), and Nurlinah et al. (2024) showed that implementation factors are the primary determinant of PKH's success. Thus, this study provides academic contributions in the form of empirical evidence that PKH's effectiveness in improving community welfare is influenced not only by financial assistance but also by program governance factors and the capacity of beneficiaries to transform social assistance into sustainable welfare improvements. Overall, the research findings confirm that the effectiveness of the Family Hope Program (PKH) in Sukorejo Village is not solely determined by the distribution of cash assistance, but also by the program's ability to improve access to education, health, and the economic resilience of poor families. However, the program still requires strengthening in terms of socialization of mechanisms and the intensity of assistance so that benefits are more evenly distributed among families.

4. CONCLUSION

This study shows that the Family Hope Program (PKH) in Sukorejo Village, Loceret District, Nganjuk Regency has generally played a role in supporting the improvement of community welfare by fulfilling basic needs, increasing access to education, and utilizing health services for beneficiary families. However, several obstacles were still found related to the accuracy of recipient targeting, the level of participant understanding of the program, and the optimization of mentoring that could potentially affect the effectiveness of program implementation. These findings reinforce the understanding that the success of PKH depends not only on the assistance provided, but also on the quality of program implementation at the local level. This study contributes to enriching studies on the effectiveness of social assistance programs in the context of rural communities and provides empirical evidence from Sukorejo Village, which has not previously been widely studied. Based on these findings, it is recommended that the government and program implementers continue to improve the accuracy of beneficiary data, strengthen outreach and mentoring for participants, and conduct regular evaluations of PKH implementation so that the program's benefits can be felt more optimally and sustainably.

The Family Hope Program (PKH) in Sukorejo Village, Loceret District, Nganjuk Regency, was proven to be effective in 2024, with an overall effectiveness score of 80.2%. This effectiveness is evident in the accuracy of recipient targeting, increased participation in children's education, increased utilization of basic health services, and reduced pressure on household expenditures for beneficiaries. The indicators with the highest achievements are the impact on children's education and accuracy of recipient targeting, while indicators that still need to be strengthened are the fulfillment of basic economic needs and the quality of assistance. These findings indicate that PKH has contributed positively to community welfare. Although optimization of program benefits still requires improvements in the implementation aspect. Village governments, PKH facilitators, and relevant agencies need to intensify outreach regarding rights, obligations, service schedules, and program administration mechanisms to ensure a unified understanding among all beneficiary families. This support should not only focus on the aid distribution period but also include routine coaching that encourages more appropriate and productive use of the aid. Future research is recommended to include instrument testing and more in-depth analysis, such as cross-regional comparisons or analysis of the relationships between indicators, to obtain a more comprehensive picture of PKH's effectiveness.

Acknowledgments:

The researcher would like to thank all parties involved and who contributed to the success of this research activity, starting from before the research activity, during the research implementation, and after the research activity.

REFERENCES

- Aeda, N., & Jannah, R. (2022). Implementasi dan Efektifitas Program Keluarga Harapan (PKH) dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat. Studi di Desa Kekait Kecamatan Gunungsari Kabupaten Lombok Barat. *EKONOBIS*, 8(1), 165–186. <http://www.ekonobis.unram.ac.id>
- Ardiyanto, A. F., & Prabawati, I. (2021). Implementasi Program Keluarga Harapan (PKH) Di Desa Waung Kecamatan Baron Kabupaten Nganjuk (Studi Pada Bidang Pendidikan). *Publika*, 9(1), 13–24. <https://doi.org/https://doi.org/10.26740/publika.v9n1.p13-24>
- Domri, Ridwan, & Jaya, M. (2019). Efektivitas program keluarga harapan dalam meningkatkan kesejahteraan masyarakat Abstrak Informasi Artikel. In *Jurnal Politik dan Pemerintahan Daerah ISSN* (Vol. 1, Number 1).

- Hariandja, I. G. A., & Muhafidin, D. (2024). Implementasi Program Keluarga Harapan Di Desa Ciwangi Kecamatan Balubur Limbangan Kabupaten Garut. *PUBLIKA : Jurnal Ilmu Administrasi Publik*, 10(1), 29–41. <https://doi.org/10.25299/jiap.2024.16203>
- Husaini, M. (2022). Efektifitas Program Keluarga Harapan (PKH) Untuk Meningkatkan Kesejahteraan Keluarga Miskin Di Desa Kota Raja Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(9). <https://doi.org/10.36418/syntax-literate.v6i6>
- Indrayani, F. K. (2014). *Efektivitas Program Keluarga Harapan Di Desa Sugihwaras Kecamatan Saradan Kabupaten Madiun*.
- Isti'anah, S. N., & Arif, L. (2023). Efektivitas Program KALIMASADA Dalam Meningkatkan Kesadaran Masyarakat Akan Pentingnya Administrasi Kependudukan di Kelurahan Kendangsari. *PUBLIKA : Jurnal Ilmu Administrasi Publik*, 9(2), 171–178. <https://doi.org/10.25299/jiap.2023.13532>
- Khadafi, R., & Mutiarin, D. (2017). Efektivitas Program Bantuan Keuangan Khusus Dalam Mengentaskan Kemiskinan di Kabupaten Gunungkidul. *Journal of Governance and Public Policy*, 4(2). <https://doi.org/10.18196/jgpp.4280>
- Lubis, E. F., & Zubaidah, E. (2020). Efektivitas Program Keluarga Harapan Dalam Penanggulangan Kemiskinan. In *Societas: Jurnal Ilmu Administrasi & Sosial* (Vol. 9, Number 2). <http://ejournal.unmus.ac.id/index.php/societas>
- Mawarni, K. S. (2019). Pengaruh Implementasi Program Keluarga Harapan Terhadap Kesejahteraan Masyarakat Oleh Pendamping Program Keluarga Harapan (PKH) Di Desa Ciomas Kecamatan Panjalu Kabupaten Ciamis. *Dinamika : Jurnal Ilmiah Ilmu Administrasi Negara*, 6(3).
- Muin, R., & Rosdiana. (2020). *Efektivitas Program Keluarga Harapan (PKH) Terhadap Penerima Bantuan di Desa Laliko Kecamatan Campalagian Kabupaten Polewali Mandar*.
- Najidah, N., & Lestari, H. (2019). Efektivitas Program Keluarga Harapan (PKH) Di Kelurahan Rowosari Kecamatan Tembalang Kota Semarang. *Jurnal Fakultas Ilmu Sosial Dan Ilmu Politik UNDIP*, 1–17.
- Nuraida. (2019). Efektivitas Pelaksanaan Program Keluarga Harapan (PKH) Di Kecamatan Cisalak Kabupaten Subang. *The World of Public Administration Journal*, 1(2), 148–165.
- Sari, N. P. D. A. P., Purnamaningsih, P. E., & Wijaya, K. A. S. (2023). Efektivitas Program Keluarga Harapan (PKH) dalam Meningkatkan Kesejahteraan. In *Ethics and Law Journal: Business and Notary (ELJBN)* (Vol. 1, Number 3). <http://journals.ldpb.org/index.php/eljbn>
- Sastrawan, B., Samsi, A., & Goris Seran, G. (2024). *Pelayanan Pemerintah Bidang Kesejahteraan Masyarakat* (Vol. 3, Number 1).
- Sukmasari, D., & Putra, D. I. A. (2020). Konsep Kesejahteraan Masyarakat Dalam Perspektif Al-Qur'an. *AT-TIBYAN Journal Of Qur'an and Hadis Studies*, 3(1), 1–16. <https://doi.org/https://doi.org/10.30631/atb.v3i1.15>
- Suleman, S. A., & Resnawaty, R. (2017). Program Keluarga Harapan (PKH): Antara Perlindungan Sosial Dan Pengentasan Kemiskinan. *PROSIDING KS: Riset & PKM*, 88–92.
- Sumbawati, N. K., Asmini, Juliawati, H., & Pamungkas, B. D. (2020). Efektivitas Program Keluarga Harapan (PKH) Dalam Meningkatkan Kesejahteraan Masyarakat Desa Ropang. *Jurnal Ekonomi*

Dan Bisnis Universitas Samawa, 8(3), 194–203.
<https://doi.org/10.58406/jeb.v8i3.570>

Sutjiatmi, S., & Umaroh, F. (2019). *Efektivitas Program Keluarga Harapan (PKH) dalam meningkatkan Kesejahteraan Masyarakat di Desa Kupu Kecamatan Dukuhturi Kabupaten Tegal*. <http://e-journal.upstegal.ac.id/index.php/igj>

Suwinta, A. E., & Prabawati, I. (2016). Implementasi Program Keluarga Harapan (PKH) Di Desa Maron Kecamatan Kademangan Kabupaten Blitar. *Kajian Kebijakan Publik*, 1(1), 1–11. <https://doi.org/10.26740/publika.v3n8.p%25p>

Wardani, W. A., Ismail, M., Kurniawansyah, E., & Sawaludin. (2023). Implementasi Program Keluarga Harapan (PKH) di Desa Tenga Kecamatan Woha Kabupaten Bima. *Jurnal Ilmiah Profesi Pendidikan*, 8(4), 2189–2196. <https://doi.org/10.29303/jipp.v8i4.1706>