

Public Perception of Family Hope Program (PKH) Assistance in Overcoming Poverty in Dumai City

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ABSTRACT

This study aims to examine how the community views the implementation of the Family Hope Program (PKH) in an effort to reduce poverty in Dumai City. PKH is a form of conditional social assistance from the government that focuses on improving the welfare of underprivileged families, especially in the fields of education, health, and social. The research method used is qualitative with data collection techniques through in-depth interviews with five informants who are beneficiaries of the program. The research findings show that the majority of the community has a positive response to this program because the cash assistance provided is very helpful in meeting basic needs, especially in supporting children's education. However, there are a number of obstacles, such as the suboptimal determination of the target recipients of assistance and the lack of programs that support family economic empowerment. The community hopes that the implementation of PKH in the future will not only be consumptive, but also be able to encourage economic independence through skills training or assistance for productive businesses. Thus, this program can have a more significant and sustainable impact in overcoming poverty.

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1. INTRODUCTION

The issue of poverty and the education sector is still the main challenge for the Indonesian nation which has not been fully resolved until now. Since the independence period until now, effective solutions to end these two problems have still been difficult to find. Therefore, the government always places these two issues as the top priorities that need to be addressed immediately. The large geographical area and the inequality in the development of supporting infrastructure are one of the

main reasons why the problem of poverty and education in Indonesia is still difficult (Dwi Cahyana, 2019).

Poverty is a fundamental problem that continues to be a challenge for national development, including in the Dumai City area. This problem is not only related to the economic aspect, but is also closely related to the low access of the community. Access to education, health services, and decent employment opportunities is a fundamental thing that is often difficult for the poor to reach. Realizing this, the Indonesian government continues to implement various policies and initiatives in a sustainable manner to overcome the problem of poverty. These efforts include direct assistance to the community as well as empowerment programs to increase independence. One of the initiatives that is still running and is considered quite successful in reaching vulnerable groups is the Family Hope Program (PKH) (Yuni Astuti, Holilulloh, 2018).

The Family Hope Program (PKH) is a form of social assistance designed to improve the living standards of underprivileged families. The main focus of the program is to encourage better access to essential services such as education, health, and social welfare. PKH targets families with low socioeconomic conditions, especially those with vulnerable family members such as pregnant women, children under five, school-age children, the elderly, and individuals with disabilities. Through the provision of regular cash assistance, this program is expected to be able to ease the burden of family expenses and become a strategic step in breaking the chain of poverty from one generation to the next. (MUJAHID, 2018).

In Dumai City, the implementation of PKH has reached various sub-districts and sub-districts, involving the active role of local governments, social assistants, and related agencies. Although administratively this program runs with a clear mechanism, the success of the program can only be seen from the number of families receiving assistance or the amount of funds distributed. The success must also be judged from how the community, especially the beneficiaries and the surrounding environment, interprets and feels the impact of the implementation of the program. In this context, public perception is an important element that can reflect the level of acceptance and effectiveness of PKH at the local level. (Parlaungan, 2008).

Public perception of social programs such as PKH can be greatly influenced by various factors, including understanding of program objectives, transparency in the aid distribution process, quality of service from social companions, and the extent to which the program has a direct impact on their daily lives. In many cases, there are people who feel that this program is very helpful, especially in supporting children's education costs and routine health checkups. However, on the other hand, there are also criticisms and complaints from the public regarding the inaccuracy of the targets, inequality in the distribution of aid, and the lack of supervision of the implementation of the program. (ROSITA, 2024)

In addition, public perception is also inseparable from the influence of social and cultural values that develop in the community. For example, the existence of a sense of justice and equality in the distribution of aid greatly determines how the community views the sustainability of a program. If the public considers that PKH is not managed fairly and equitably, then distrust and resistance will arise, which can ultimately hinder the main goal of the program. Therefore, it is very important to build effective communication between the government, social companions, and recipient communities, so that the implementation of the program runs well and is widely accepted. (Liberti, 2021).

The Family Hope Program in Dumai City also has a supervision system to ensure that this program really runs as it should. The supervision process involves various elements, ranging from social companions to other related parties who have a role in ensuring that the program runs according to its objectives. Social Service, which routinely monitors whether aid is being distributed appropriately and whether beneficiary families are carrying out their obligations.

In Dumai City, the implementation of the Family Hope Program (PKH) is carried out by involving various parties so that it runs transparently and accountably. PKH companions play a direct role in accompanying the families of the recipients, monitoring their development regularly. The Social Service together with the sub-district is also active in verifying data by involving the surrounding community,

companions, Posyandu cadres, and community institutions, so that the existing data remains accurate and the assistance is on target. In addition, they also recorded families who were able to be independent so that they could be removed from the list of aid recipients. This process is not only carried out at the regional level, but is also supervised by the Riau Provincial Social Service and the Ministry of Social Affairs. The public can also provide reports or input through the official channels provided. In this way, PKH supervisors in Dumai City continue to run by involving many parties to ensure that assistance reaches those who really need it.

According to Mr. Didit, as a PKH companion, the supervision system of the Family Hope Program (PKH) in Dumai City is carried out to ensure that the social assistance distributed is truly received by the most needy and targeted community groups. Since the initial stage, the selection process for prospective beneficiaries has been carried out through a strict data-based approach. Data from the Integrated Social Welfare Data (DTKS) is the main basis, but the process does not stop there, the supervisors will carry out verification carried out directly by PKH social companions in the field. They checked the condition of the prospective recipients, including the condition of pregnant mothers, the presence of children who are still of school age, the existence of the elderly, and family members with disabilities. The purpose of this is to ensure that assistance is provided to those who meet the criteria, not solely based on inaccurate administrative data on the ground.

In the implementation stage, the supervision system is further strengthened with the presence of social companions as directions. They not only act as a connector between the government and the community, but also as active social coordinators. The supervisor's duties include mentoring, education, and monitoring KPM's compliance with program requirements, for example, recipient children must be enrolled in school and undergo immunizations or routine examinations at health facilities. All of these developments are reported digitally through the e-PKH system, which provides transparency and allows the Ministry of Social Affairs and the Dumai City Social Service to access reports and intervene if necessary.

The PKH supervision system in Dumai City does not only stop there, but also activates supervision through a public complaint mechanism. Residents can report alleged irregularities, inaccuracy of targets, or unfair treatment directly to the Social Service. This reflects a commitment to the principle of public accountability, where the public is given space to participate in supervising the running of the program. The Dumai City Social Service periodically carries out monitoring and evaluation to assess the effectiveness of the program, as well as identify obstacles and solutions in its implementation.

Another important aspect of this supervision system is the assessment of the performance of the social companion. Those who are proven to be negligent or deviate from the professional code of ethics can be subject to administrative sanctions up to dismissal. On the other hand, Beneficiary Families (KPM) who do not fulfill the program's obligations continuously will be expelled through an unnatural graduation mechanism, as a form of program discipline enforcement. However, for KPM that show an improvement in socio-economic conditions, they are encouraged to leave the program voluntarily through the rules that have been set.

Every year, PKH companions are required to issue at least 10 Beneficiary Families (KPM) who are considered financially independent. This step is taken so that the assistance distributed is not only temporary or consumptive, but also able to have a more sustainable impact on the lives of recipients. temporary, but really helps families to get out of poverty. Companions are tasked with continuously monitoring the development of KPM, providing guidance and support so that their welfare improves. When KPM is considered capable of standing alone without assistance, the companions will submit their expenses from the list of recipients, so that the assistance can be allocated to other families who are more in need. In this way, the Family Hope Program runs effectively and sustainably in empowering the community.

Supervision of the families of PKH recipients is carried out by several parties. PKH companions are the closest people who routinely supervise and help families in the field. In addition, the Social Service also participates in monitoring and evaluating the running of the program periodically. There

is also a special team that conducts direct checks, as well as the community and the local RT Chairman who help ensure that the assistance is on target. At the national level, the Ministry of Social Affairs continues to monitor so that the program can be implemented optimally and the benefits are truly felt by families who are in need.

In Dumai City, the success of the Family Hope Program (PKH) cannot be separated from the support of various parties who work together. The local government is very serious in running this program, starting from providing a budget to inviting the community to actively participate. The families of the beneficiaries also showed seriousness by carrying out the obligations that had been set, such as ensuring that their children remained in school and regularly checking their health. In addition, the existence of PKH companions from the local community is very helpful because they understand the conditions and needs of the community directly. Local facilities such as village halls are also effective places to gather and discuss, supporting the smooth implementation of the program. All of this makes PKH in Dumai run well and provide real benefits to families in need.

With all these mechanisms, it can be said that the PKH supervision system in Dumai City is not only designed to supervise, but also to guide and strengthen the integrity of the program. The combination of digital approaches, direct monitoring, periodic evaluations, and community involvement makes PKH supervision the main foundation in ensuring the accuracy of targets, effectiveness, and sustainability of programs in alleviating poverty in a real and measurable manner.

It is important to research the public's perception of PKH in order to provide a comprehensive picture of the strengths and weaknesses of the program from the perspective of the beneficiaries. This study can also be an evaluation material for the government and implementing agencies to continue to improve the implementation mechanism, improve service quality, and expand the scope of programs in a targeted manner. By listening to the voice of the community directly, the government will be able to form policies that are more responsive and adaptive to the real needs of the community on the ground.(R, 2019).

Based on the results of observations, the implementation of the Family Hope Program (PKH) in Dumai City caused various responses from the community as beneficiaries. This research is motivated by the importance of understanding "How is the public's perception of the Family Hope Program (PKH) in Dumai City". Therefore, this study aims to find out the public's views on PKH assistance, analyze the extent to which this program provides benefits in the economic, educational, and social fields, and identify factors that affect public perception of its implementation. In addition, this study also seeks to explore public expectations for the development and improvement of programs in the future so that they are more effective, on target, and able to encourage the economic independence of beneficiary families.

Perception is a cognitive process that allows individuals to capture, interpret, and give meaning to stimuli from their surroundings through the five senses. This process is active and influenced by individual experiences, cultural backgrounds, and expectations (Siti Ariska Nur Hasanah et al., 2024). According to Sugihartono, perceptions can differ from one person to another because each individual has a unique point of view. In the context of this study, public perception of the Family Hope Program (PKH) is very important to understand how they assess the benefits and effectiveness of the program in their daily lives.(Nisa et al., 2023)

According to Koentjaraningrat (2011), humans are social creatures who always interact in social life which is governed by norms and habits that are inherited from generation to generation. Society is not just a group of individuals, but a social unit that is emotionally bound together and forms a deep mutual relationship. Continuous interaction creates sustained social dynamics and change. In this context, society is a social system that is formed through cultural values, social processes, and collective consciousness that always adapts to the development of the times (Yuni Astuti, Holilulloh, 2018)

The Family Hope Program (PKH) is conditional cash assistance aimed at poor families to improve the quality of human resources, especially in the fields of education, health, and social welfare (Mustanir & Abadi, 2017). Launched by the Ministry of Social Affairs of the Republic of Indonesia in

2007, PKH aims to ease the economic burden of underprivileged families in the short term and break the chain of poverty in the long term. Beneficiaries are prioritized for families with children aged 0–21 years, pregnant women, the elderly, or family members with severe disabilities, with the distribution of assistance generally given to mothers or adult women in the family (akmala, 2017)

Poverty is a condition of the inability of individuals or groups to meet basic needs such as food, education, and health. According to the Central Statistics Agency (BPS), a person is categorized as poor if his or her expenditure is below the poverty line.(Hastono, 2020) Types of poverty can be distinguished into absolute, relative, natural, and cultural poverty, each with different causes and characteristics. In the context of this research, PKH is one of the government's intervention instruments to reduce the impact of poverty, especially for vulnerable families in Dumai City.(Hastono, 2020)

According to the Central Statistics Agency (2016), there are several indicators used to measure the poverty rate, including: (D'Nugroho, 2018)

1. *Head Count Index (HCI)*, which is the percentage of the population whose expenditure is below the poverty line. This indicator illustrates how large the proportion of people are classified as poor.
2. *Poverty Gap Index*, or often referred to as the depth of poverty index. This indicator reflects the average distance or difference between the expenditure of the poor population and the poverty line. The greater the value, the farther the poor spend from the minimum limit of basic needs.
3. *Poverty Severity Index*. This indicator provides an idea of how evenly the poverty rate is among poor groups, taking into account the distribution of their expenditures. The higher the number, the greater the inequality among the poor.

2. METHOD

This research was conducted on Jalan Meranti Darat, Ratu Sima Village, South Dumai District, Dumai City. The informants in this study consisted of five women who were recipients of the Family Hope Program (PKH) assistance. The five participants were recorded as PKH beneficiaries and actively played a role in the implementation of the program. They have a variety of experiences that can provide an overview of the implementation of programs in supporting recipient families to improve their living standards and reduce poverty rates.

The data sources used in this study are divided into two, namely primary data and secondary data. Primary data was obtained directly from the field through interviews with a number of people in Dumai City who became informants, who came from various economic backgrounds and had different experiences related to the benefits of PKH. According to Husein Umar (2013), primary data is information collected directly from the original source, both individuals and groups, through methods such as interviews or filling out questionnaires. In addition, secondary data is used as support, in the form of official documents such as regulations related to social protection, the Regulation of the Minister of Social Affairs on the implementation of PKH, as well as references from books, scientific journals, and relevant articles. This secondary data is useful to strengthen the theoretical foundation, provide context for program implementation, and support the analysis of PKH's effectiveness in improving the quality of life and reducing the economic burden of poor families. (Scott, 2013)

Data collection techniques are carried out through interviews and documentation. Interviews are conducted face-to-face between researchers and informants, where researchers ask questions that have been prepared to obtain information relevant to the research topic (Kerlinger, 1992). Documentation is carried out by collecting, recording, and storing various information in the form of writings, images, or recordings related to research (Blasius Sudarsono, 2003).

In data analysis, the process is carried out systematically starting from data reduction, data presentation, to drawing conclusions. Data reduction is the process of sorting and simplifying the information obtained to make it more focused and easy to understand, so that research findings become more structured (Rijali, 2019). After that, the data is presented in the form of narratives, charts, or other visual representations that make it easier for researchers to recognize patterns and the core of the problem (Berampu et al., 2022). The last step is to draw conclusions based on data that has been

analyzed and validated with real evidence, so that the research results can be trusted and accounted for (Irmayadi et al., 2020).

3. FINDINGS AND DISCUSSION

After the data is collected and analyzed in depth, in this section the results of research on the implementation of the Family Hope Program (PKH) in Ratu Sima Village, South Dumai District will be presented. The discussion will focus on the experiences of beneficiaries in using PKH assistance and the impact felt on improving family welfare and reducing poverty rates. In addition, the results of this research will be associated with relevant theories and regulations to provide a more comprehensive picture of the effectiveness of the implementation of the program.

A. Public Perception of the Implementation of the Family Hope Program (PKH)

One form of government policy in helping the underprivileged is through the Family Hope Program (PKH). The program is designed to reduce poverty rates as well as as part of the development of the social security system. The main goal is to ensure that every poor household can meet the basic needs of a decent life, especially by providing ease of access to education and health services. Through the assistance provided in this program, the people who are beneficiaries can help with economic needs.(Linda Parwati, 2018)

For approximately four years of implementation of the Family Hope Program (PKH), Beneficiary Families (KPM) have gone through various experiences that have shaped their views on the program. The experience experienced by each KPM in participating in PKH results in diverse perceptions, depending on the extent to which they assess the benefits and impacts.(Fajar Zakiya & Muh Khafidz Ma, 2022). In general, KPM PKH in Ratu Sima Village, which is a recipient of social assistance, shows a positive view or perception of the existence of the PKH program.(Liberti, 2021)

Based on the results of interviews with five informants who are Beneficiary Families (KPM) from the Family Hope Program (PKH) in Dumai City, an overview of their perception of the implementation of the program was obtained. The informants have diverse backgrounds, both in terms of age, occupation, and socioeconomic conditions. In general, the five informants gave a positive response to the existence of PKH.

They admitted that the cash assistance received was very helpful in meeting basic needs, especially for children's school fees and health needs. The informant also mentioned that the assistance is routinely received and PKH assistance officers are quite active in providing direction and monitoring the progress of the beneficiaries.

One of the presentations expressed by the resource person Elfidayanti as KPM, she stated that, *"This program really helps me in terms of economic and educational costs. In the past, the assistance was only in the form of basic necessities, but now the system is better because it uses ATMs. So the assistance is distributed in the form of cash that we can use as needed. This is very relieved, especially for the needs of school children."* (April 25, 2025) . This statement shows that Mrs. Elfidayanti as a KPM feels the real benefits of the implementation of PKH, especially in supporting basic needs and there is progress in a more flexible and efficient aid distribution system.

This statement can be strengthened by the presence of another speaker, namely Mrs. Mardyana as KPM who stated that *"this program has been very well done, and can also help in the economy, and education. And those who have many children like me are very helped in this PKH program.."* (April 25, 2025). This statement shows that Mardyana's mother feels the benefits of this program, where this mother has 5 school children who are in elementary school (SD) 2 people, 1 in junior high school, and 1 in high school.

Public perception of the implementation of the Family Hope Program (PKH) in Dumai City was obtained through in-depth interviews with several informants who are Beneficiary Families (KPM). From the interview, it was revealed that this program is generally seen as positive and makes a real contribution to the economic life and education of poor families.

One of the informants, Mrs. Halimatun Sa'diah as KPM, one of the PKH recipients, said that the assistance from this program was very helpful to meet the needs of her children, especially in terms of

education and daily needs. He feels grateful because the assistance is now distributed through ATMs, making it easier to manage. *"In the past, you could get basic necessities, now you can get cash directly through ATMs. We can arrange it according to needs, sometimes to buy books, sometimes to pay for electricity,"* he said.

The statement was strengthened by Sri Suryani's mother as KPM, the PKH recipient also revealed the same thing. She feels that this program has eased the burden on her household, especially in meeting the children's school needs. However, he emphasized the importance of increasing public understanding of the rules and obligations in the program. *"The program is good, but there are still times when the government has to be more detailed in its elections, sometimes there are families who are able but their names are still out in PKH,"* he explained.

Meanwhile, Mrs. Rohana as KPM also gave a more critical view. According to him, although PKH is very helpful economically, the assistance provided is not enough to make the family truly independent. He hopes that the government will also provide skills training or small business assistance that can encourage long-term independence. *"This assistance is indeed important, but if there can also be training so that we can do our own business, it is not constantly dependent on assistance,"* he said.

The five speakers described the various perceptions of PKH beneficiaries. On the one hand, they feel helped by the cash assistance they receive regularly, but on the other hand, there is hope that this program can be developed in a more empowering direction, and the government will be more efficient in choosing families who deserve this assistance. This shows that people need not only momentary assistance, but also support to create sustainable economic independence, as well as effective elections.

In addition, from the results of interviews with the five informants, it was found that during the PKH, they had never received skills training directly from the program. The informant said that the meetings that are routinely held are only in the form of monthly activities with PKH companions. In the meeting, the companions provided briefings, checked data, and conveyed information related to the disbursement of funds. In addition, the KPM also conveyed complaints or obstacles that they experienced, such as delays in disbursing funds or funds that have not been received for several months. This shows that although the supervision and communication between the facilitators and beneficiaries is quite good, the program still does not touch on the overall empowerment aspect.

The difference in the views of the informants reflects the diversity of public perceptions of the implementation of the Family Hope Program (PKH). On the one hand, most of the beneficiaries feel a direct positive impact, especially in helping to meet basic needs such as education and health. But on the other hand, there are also critical views that show that this program has not fully answered long-term needs, such as economic independence and family empowerment.

This program shows that the implementation of PKH not only requires an effective and equitable aid distribution system, but also a more comprehensive approach in efforts to empower the poor. This program needs to be complemented by social interventions such as skills training, small business assistance, and education on the productive use of assistance. Thus, PKH is not only a temporary solution, but also a means to build family economic independence and resilience in a sustainable manner.

B. Contribution of the Family Hope Program (PKH) in Dumai City

Based on the results of interviews with five informants who are Beneficiary Families (KPM) from the Family Hope Program (PKH) in Dumai City, it can be concluded that the community feels significant benefits in terms of economy, education, and social, as follows:

1) Economic Benefits

The majority of informants stated that cash assistance from PKH was very helpful in meeting daily needs. Mrs. Elfidayanti and Mrs. Mardyana emphasized that the funds received ease the burden on households, especially in meeting basic needs. With the distribution system through ATMs, people feel more flexible in using funds according to the priorities of each family.

2) Education Benefits

PKH assistance is very much felt in supporting the sustainability of children's education. Several informants, such as Mrs. Halimatun Sa'diah and Mrs. Sri Suryani, said that the funds obtained were often allocated for school needs such as books, uniforms, and transportation. This helps children stay in school without putting too much strain on parents financially.

3) Social Benefits

From the social side, the PKH program also brings influence in the form of social interaction through monthly meetings with companions. At this meeting, the MOE received guidance, checks, and important information regarding assistance. In addition, the existence of this program also increases the sense of solidarity among the beneficiaries because they have a space to share experiences and problems with each other.

The informants, such as Mrs. Elfidayanti, Mrs. Mardyana, Mrs. Halimatun Sa'diah, Mrs. Sri Suryani, and Mrs. Rohana as KPM, generally said that the assistance received through PKH was very helpful in meeting the needs of life, especially school fees, book purchases, and other household needs. The change in the aid distribution system from basic necessities to cash through ATMs is also considered more flexible and makes it easier to manage family finances.

However, PKH's contribution to poverty reduction is still short-term, because this program has not fully encouraged the economic independence of aid recipients. Some informants said that no skills training or productive business support could help them escape their dependence on aid. This program does provide temporary relief, but it is not fully a long-term solution in eradicating poverty.

In addition, in the interview, it was also revealed that the regular meetings with PKH companions were more administrative and socialized, not touching the aspect of economic empowerment as a whole. There is great hope from the beneficiaries that PKH in the future will not only provide assistance, but also foster and guide them to become independent.

Thus, the contribution of PKH in Dumai City is indeed real and felt in the aspect of basic needs, but to truly play a role as a tool for sustainable poverty alleviation, it is necessary to strengthen the aspects of empowerment and economic independence of beneficiary families.

C. Factors for the Implementation of the Family Hope Program (PKH) in Dumai City

The implementation of the Family Hope Program (PKH) in Dumai City is influenced by various factors that can help the community assess and feel the benefits of this program. One of the factors that is quite important is the accuracy of the target of the aid recipient. From the results of interviews with several beneficiary families, complaints emerged that there are still families who are economically disadvantaged, but still receive assistance. This creates a sense of injustice and makes people question the accuracy of the data used in the distribution of aid.

In addition, the economic benefits received by the recipient families are also one of the factors that affect the public's view. Cash assistance provided periodically is felt to be very helpful, especially in meeting basic needs such as spending on basic necessities, paying for electricity, and children's school fees. However, this benefit is more temporary because it has not been accompanied by an advanced program that can make the family economically independent.

Another factor that also plays a big role is the impact of the program on education and health. Many parents find it helpful because it can more easily finance their children's school needs, such as buying books and uniforms. Some recipients also mentioned that the assistance allowed them to access health services better. This is a positive value because education and health are basic needs that are very important to get out of the poverty trap.

The role of PKH companions is also very felt by the recipients. They became a place to ask questions and a place to complain about obstacles. Companions are usually active in providing information, arranging monthly meeting schedules, and helping to ensure timely disbursement assistance. Even so, the activities carried out with companions are still limited to administrative matters, not touching skills training or business coaching that can support family independence.

In addition to assisting directly, supervision is an important aspect in the implementation of the Family Hope Program (PKH) in Dumai City so that the assistance provided really reaches deserving families. This program not only has an impact in the economic and social fields, but also shows seriousness in maintaining transparency and accountability. The supervision process is carried out in layers, starting from the level of social companions, Social Services at the city level, to the provincial and central levels through the Ministry of Social Affairs. One of the things that is quite prominent is the involvement of the community in the process of checking data and reporting if recipients of assistance are found who are considered inappropriate. In this way, it is hoped that social assistance will be more on target.

Social companions have a big role in the supervision process. Their task is not only to record data, but also to go directly to the field to verify the condition of the recipient's families, including pregnant women, school children, the elderly, and people with disabilities. According to information from Mr. Didi as a PKH companion, the initial data is indeed sourced from the Integrated Social Welfare Data (DTKS), but it still has to be re-checked in the field to match the existing reality. It is important to avoid misgiving assistance simply because of administrative data errors.

Not only that, the use of technology also strengthens supervision through a digital system called e-PKH. Every development of the Beneficiary Family (KPM), including compliance with program requirements such as children who are required to attend school or routine health checks, is reported periodically through this system. The report can be directly accessed by the Social Service and the Ministry of Social Affairs, so that if there is a problem, it can be handled immediately.

On the other hand, the public is also given space to participate in supervision through a complaint mechanism. Residents can report irregularities, either inappropriate assistance recipients or abuse, directly to the Social Service. Not only that, the role of the Head of RT, Posyandu cadres, and community leaders is also very helpful in ensuring that the program runs as it should. This means that supervision is not only a government affair, but also a shared responsibility of all elements of society.

As part of long-term supervision, there is also a system called *graduation*, which is the process of issuing aid recipients who are considered to be economically independent. PKH companions are required to recommend a minimum of 10 KPM every year who are no longer dependent on assistance. This process can occur voluntarily due to an increase in welfare, or due to a violation of the rules of the program. With this system, assistance can be diverted to other families who are more in need. All of these monitoring efforts prove that the success of PKH is not only about the amount of aid distributed, but also about how to ensure that the assistance is truly impactful and sustainable for the families who receive it.

Then, the aid distribution system that is now carried out through ATMs is also considered to be quite easy for the community. In the past, assistance was given in the form of basic necessities, but now people feel more flexible in managing the money received according to their needs. This change is seen as progress because it makes aid recipients more free and independent in managing expenses.

However, of great concern is the lack of empowerment programs, such as skills training or small business mentoring. Some of the recipients said that during their time as PKH participants, they had never received training to improve their skills or build a business. In fact, they hope that the assistance from PKH is not only consumptive, but can also help them be more independent and not continue to depend on assistance.

Finally, the level of public understanding of the program is also one of the challenges. There are still recipient families who do not fully understand the rules, obligations, and objectives of this program. The lack of education and socialization makes some beneficiaries simply receive assistance without knowing how the assistance should be used wisely.

Overall, the implementation of PKH in Dumai City does provide many benefits for poor families, especially in terms of education and daily economy. However, in order for this program to be truly able to alleviate poverty, there needs to be improvements in terms of data collection, supervision, education,

and economic empowerment. It is hoped that PKH will not only become a temporary assistance program, but also a path to independence and a better life for the beneficiary families.

D. Public expectations for the Family Hope Program (PKH)

The people in Dumai City have greater expectations for the Family Hope Program (PKH) than just short-term financial assistance. Although many beneficiaries said that the cash assistance they received was very helpful in meeting basic needs such as education and household needs, they hoped that the program could grow further. Their hope is that PKH will not only provide temporary assistance, but also encourage increased economic independence through skills training or small business support that can help them survive without relying on social assistance in the future. As expressed by Mrs. Rohana, although cash assistance is very important, they hope that there will be further efforts to empower families to be more economically independent.(Utomo et al., 2014)

In addition, the community also hopes that the role of PKH companions will be strengthened. Based on interviews, many beneficiaries felt helped by the presence of a companion who provided information related to the distribution of aid and provided directions on fund management. However, although the existence of a companion is highly appreciated, most people hope that the government can increase supervision over the selection of beneficiaries. Some informants expressed concerns about families who no longer meet the poverty criteria but still receive assistance. This shows that the community wants a stricter and more targeted selection system, so that assistance can be given only to those who really need it, increasing the sense of fairness in the implementation of the program.

In addition to expectations related to cash assistance and the role of companions, the community also wants PKH to be seen as part of a broader effort to overcome poverty. Some informants emphasized that this program should be able to support them in achieving economic independence, not just providing short-term assistance. They hope that there will be supportive policies that strengthen self-sufficiency, such as skills training or assistance for small businesses that can help them improve family well-being in the long run. This hope shows the desire for PKH not only to provide social assistance, but also to empower poor families to be independent and get out of poverty. Thus, the community wants this program to run more comprehensively and effectively in supporting their welfare.

4. CONCLUSION

The Family Hope Program (PKH) in Dumai City has a positive impact on Beneficiary Families (KPM), especially in meeting basic needs such as education, health, and economy. Cash assistance that is distributed regularly through ATMs makes it easier for KPM to use it, while PKH companions also help in accessing information. However, there are still obstacles such as the inaccuracy of recipient targets and concerns about dependency without long-term economic empowerment. Thus, although PKH is effective in reducing short-term poverty, this program is not fully able to overcome poverty in a sustainable manner.

Suggested to the Government To increase the success of PKH, it is important to provide skills training and small business support so that beneficiaries are more economically independent. The selection process for aid recipients must be stricter to ensure fairness. Strengthening the role of PKH companions is also needed to provide information and supervision. In addition, there is a need for counseling on the use of ATMs and the management of assistance to be more effective, as well as education about rules and sanctions to prevent abuse.

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