

# Upliftment Through The Family Hope Program (PKH) In Sei Rampah District, Serdang Bedagai Regency

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## Abstract.

*The aim of this research is to analyze the impact of the Family Hope Program (PKH) social assistance on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency; to examine the influence of PKH mentoring on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency; to assess the impact of PKH facility services on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency; and to investigate the influence of complementary assistance programs within PKH on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. The quantitative analysis method was employed, utilizing multiple regression analysis to address the first, second, third, and fourth research problem formulations. The hypothesis testing involved R<sup>2</sup>, F-test, and t-test. The findings of this study are as follows: 1) The social assistance variable has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency; 2) The mentoring variable has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency; 3) The facility services variable has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency; and 4) The complementary assistance variable has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency.*

**Keywords:** Family Hope Program (PKH); Population Welfare and Sei Rampah District.

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## I. INTRODUCTION

One of the ongoing poverty alleviation programs is the Family Hope Program (PKH). According to Ministerial Regulation No. 1 of 2018, the Family Hope Program (PKH) is a conditional cash transfer program to poor and vulnerable families or individuals registered in the integrated data of the poor handling program, processed by the center for social welfare data and information, and designated as beneficiary families of the Family Hope Program (PKH). Law No. 11 of 2009 on Social Welfare defines social welfare as the condition of fulfilling the material, spiritual, and social needs of citizens so that they can live decently and develop themselves, enabling them to fulfill their social functions. [10] Sei Rampah District is one of the districts in Serdang Bedagai Regency that receives funding from the Family Hope Program (PKH). Sei Rampah is an agrarian area where the majority of the population earns a living as farmers, laborers, and traders, assumed to be living in poverty. The author found that the Family Hope Program (PKH), in terms of distribution, is still not precisely targeted.

Based on initial interviews with an economically disadvantaged individual without a stable job and living in inadequate housing, it was mentioned that their house had been surveyed but did not receive assistance. The Family Hope Program has not been accurately targeted; some economically capable families receive assistance, and aid is also distributed to close families even if they are economically able. Poverty remains an unresolved issue to this day. Limited job opportunities and the decreasing availability of agricultural land are contributing factors to the increasing poverty rate. States that the causes of poverty include insufficient natural resources, inadequate human resource development, lack of employment opportunities, and societal structures that impede progress. [1] Asserts that the low income level in rural communities is fundamentally due to low farmer productivity, limited land ownership, insufficient skills, restricted access to capital, and a lack of ability to adopt agricultural technology. [6]

Research hypotheses are as follows:

1. Social assistance from PKH significantly influences the welfare of the population in Sei Rampah District, Serdang Bedagai Regency.
2. PKH mentoring significantly influences the welfare of the population in Sei Rampah District, Serdang Bedagai Regency.
3. PKH facility services significantly influence the welfare of the population in Sei Rampah District, Serdang Bedagai Regency.
4. Complementary assistance from PKH significantly influences the welfare of the population in Sei Rampah District, Serdang Bedagai Regency.

## II. METHODS

The research design employed in this study, with respect to its explanatory dimension, falls under the category of quantitative, associative, and correlational research. This methodology involves the utilization of inferential statistics to explore and establish the degree of relationship and the nature of influence between independent variables and dependent variables. The primary objective of this research is to comprehend the intricate relationships existing among two or more variables [16]. By employing statistical inference, the study aims to unveil the nuanced associations and impacts between the identified independent and dependent variables. The population for this investigation is derived from the data provided by the Central Statistics Agency (BPS) of Serdang Bedagai Regency for the year 2020. Specifically, the data indicates that there are 817 households enrolled in the Family Hope Program (PKH) within the region [21].

To ensure a representative sample, the sample size is calculated using the Slovin formula as outlined, resulting in a determined sample size of 89 respondents. The sampling technique employed is probability sampling, a method designed to afford each element or member of the population an equal chance of being selected as part of the sample, as elucidated by Sangadji and [17]. The variables considered in this research encompass Social Assistance (X1), Mentoring (X2), Facility Services (X3), and Complementary Assistance (X4). These variables are essential components in assessing the multifaceted dynamics of the Family Hope Program's impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. Through a comprehensive examination of these variables, the study aims to provide insights into the diverse facets of social aid and support provided by the PKH, thereby contributing to a more nuanced understanding of its overall influence on the well-being of the targeted community.

## III. RESULT AND DISCUSSION

### **The Impact of Social Assistance on the Welfare of the Population**

The variable of Social Assistance (X1) has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. The findings of this research align with a study [7], which demonstrated a positive and significant relationship between the implementation of non-cash food assistance (BPNT) and the well-being of impoverished communities in Gampong Kutatinggi, Southwest Aceh. These results are consistent with the theory proposed by Gilbert and Spect, regarding Human Development, which posits that every individual universally has a set of needs, including physical, emotional, intellectual, spiritual, and social needs. Basic human needs are crucial elements for human survival [7]. States that the first human need, the basic need, includes food, clothing, shelter, and health; the second, social needs, includes education, internal and external interactions, recreation, and transportation; and the third, developmental needs, includes savings, special education, and health information. [20]

The effective implementation of social food assistance programs requires a clear objective. Having a well-defined objective motivates the execution of tasks and responsibilities. The purpose of a program provides guidance by describing the future state continually pursued and realized by the government as the program's implementer. The structure can influence effectiveness because the structure executes program policies. An effective structure is one that is rich in functions and simplicity. Furthermore, without support, participation, and existing value systems, it will be challenging to achieve an effective organization. This aligns with the criteria or measures of effective goal achievement, which include: a) Clarity of the intended goals, b) Clarity of goal achievement strategies, c) Solid policy analysis and formulation processes, d)

Thorough planning, e) Appropriate program development, f) Availability of work facilities and infrastructure, g) Effective and efficient implementation, and h) Monitoring and control systems. [19]

### **The Impact of Mentoring on the Welfare of the Population**

The variable of mentoring (X2) has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. The results of this research are in which indicated that mentors have performed their roles effectively. These roles fall into four categories: facilitative skill roles, educational roles and skills, community representative roles and skills, and technical skill roles. [15] The role of mentors in the Family Hope Program directly or indirectly determines the success of program activities in the field, as mentors, in a technical sense, carry out interventions and directly interact with the beneficiaries of the Family Hope Program through various roles they play. The role of mentors in the Family Hope Program is crucial in the successful alleviation of poverty. Community involvement as a human resource to empower itself is a potential means to achieve community goals namely, from the community, by the community, and for the community.

Mentoring is an activity carried out collaboratively with the community to observe real problems faced in the field and subsequently discuss together to find alternative solutions toward increasing the productive capacity of the community. Mentoring is aimed at making an effort to involve the community in developing various potentials so that they can achieve a better quality of life. Mentoring is not only done by mentors or field officers to the community but also requires community involvement as the main potential to be developed and self-developed, as the community is more aware of what they possess and what their issues are. Mentoring, according to the Directorate of Social Assistance, is a process of providing assistance given by mentors to clients in identifying needs and solving problems, encouraging the growth of initiative in the decision-making process, so that independence can be realized. [2] Suggests that mentoring prioritizes the strategy of 'making the best of the client's resources', where mentoring is the work carried out by facilitators or community mentors in various program activities. Facilitators are often referred to as community facilitators (CF) because their role is more as a stimulator, catalyst, motivator for the community, while the performers and managers of activities are the community itself. [14]

### **The Impact of Facility Services on the Welfare of the Population**

The variable of facility services (X3) has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. Which suggested that the availability of public facilities significantly influences the level of community welfare. [9] Public facilities are crucial in shaping the space of an area, as they are components that must be fulfilled to serve and meet the needs of the community. With the implementation of decentralization and regional autonomy policies in Indonesia, it implies that local governments have the responsibility, authority, and determination of minimum service standards, requiring each region (city/municipality/district) to provide public services as maximally as possible for the community and in accordance with minimum standards. Additionally, to maximize the use of public facility spaces, good access is needed [11]. In the utilization of residential areas, the availability of public facilities (education, worship, and health) is essential [13].

### **The Impact of Complementary Assistance on the Welfare of the Population**

The variable of complementary assistance (X4) has a positive and significant impact on the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. Complementary assistance refers to aid in the form of money, goods, and services in the fields of health, education, energy subsidies, economy, housing, and other basic needs, serving as a complement to the PKH Social Assistance Program (Minister of Social Affairs Regulation No. 1 of 2018 concerning the Family Hope Program). [12] The results of this research, stating that PKH has contributed to reducing the burden of basic needs for families, especially in terms of education and health [5]. PKH becomes significant assistance in improving the quality of life for the impoverished community as a social safety net. States that the Family Hope Program has a positive impact on beneficiary families as it helps them meet their living needs. [18]

#### IV. CONCLUSION

In conclusion, the research findings provide valuable insights into the factors influencing the welfare of the population in Sei Rampah District, Serdang Bedagai Regency. Firstly, the variable of Social Assistance demonstrates a positive and significant impact on the well-being of the community, aligning with the universal human needs theory that emphasizes the importance of basic necessities such as food, clothing, shelter, and health. Secondly, the variable of Mentoring also plays a crucial role, showing a positive and significant influence on the welfare of the population. Effective mentoring, as indicated by the study, involves various roles such as facilitative skills, educational roles, community representation, and technical skills.

Additionally, the third variable, Facility Services, exhibits a positive and significant impact on community welfare. The provision of public facilities is identified as a critical element in shaping the region and meeting the diverse needs of the population. Lastly, Complementary Assistance, the fourth variable, contributes positively and significantly to the well-being of the population. This form of assistance, including financial aid and services, complements the Family Hope Program's social assistance, providing additional support to improve the quality of life for beneficiary families. Overall, these findings underscore the multi-faceted nature of factors influencing community welfare, highlighting the importance of comprehensive support systems for sustainable improvements in living standards.

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