



Evaluation of the Family Hope Program (PKH) in Cilengkrang Village, Cilengkrang Subdistrict, Bandung Regency

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Abstract

This study aims to evaluate the Family Hope Program (PKH) policy in Cilengkrang Village, Cilengkrang Subdistrict, Bandung Regency. The evaluation is based on several dimensions, namely effectiveness, equity, and consistency, which are still not optimal. The method used in this study is a qualitative method with data collection techniques through interviews, observations, and documentation studies. The results of the study indicate that there are several factors hindering the implementation of PKH in Cilengkrang Village. These obstacles include inaccurate data validation, inappropriate targeting of program participants, and the accumulation of aid funds in participants' accounts that are not immediately used. To overcome these obstacles, several improvement efforts were made. These efforts include aligning program data with participants' personal data to ensure accuracy, re-verifying the eligibility of program participants, and withdrawing all assistance funds from participants' accounts without exception to ensure that the assistance is utilized effectively.

Keywords: Policy Evaluation, Family Hope Program (PKH), Effectiveness, Equity, Accuracy.

1. INTRODUCTION

Indonesia, with a per capita income of US\$4,783.9 or around 71 million rupiah per year, ranks ninth among the countries with the highest poverty rates in the world. Although Indonesia's economy grew by 5.31 percent in 2022—higher than the 3.70 percent growth in the previous year—this figure is still below the average economic growth of ASEAN countries, which reached 6.5 percent. The low per capita income in Indonesia is closely related to the high number of poor people; data from the Central Statistics Agency (BPS) shows that in

September 2022, there were 26.42 million people, or around 9.78 percent of the total population, living below the poverty line. The disparity between urban and rural areas further exacerbates this situation, with the majority of the poor living in rural areas with limited access to infrastructure, education, health care, and employment opportunities. As a form of state responsibility as mandated by Article 34 paragraph (1) of the 1945 Constitution of the Republic of Indonesia, which states that “the poor and neglected children shall be cared for by the state,” the government launched the Family Hope Program (PKH) in 2007 to alleviate poverty and improve the socio-economic welfare of the community. This program provides conditional cash assistance to poor and vulnerable families, subject to certain conditions such as meeting the health and education needs of children, and encouraging active participation of beneficiaries in accessing basic services. The implementation of PKH is data-driven and involves inter-ministerial collaboration, including the Ministry of Social Affairs and the Ministry of Finance. The technical regulations of this program are stipulated in Presidential Regulation No. 63 of 2013, which explains the mechanism for distributing assistance, the criteria for recipients, and the responsibilities of the parties involved. This is reinforced by Minister of Social Affairs Regulation No. 1 of 2018, which regulates in more detail the implementation of PKH to ensure it is targeted, consistent, and effective in helping poor and vulnerable families in Indonesia.

At the sub-district and village levels, the implementation of the Family Hope Program (PKH) is highly dependent on coordination and direct involvement from local governments. Sub-districts play a crucial role in program management by ensuring that assistance is distributed appropriately to



beneficiary families (Purwanto et al., 2013). Social workers at the sub-district level are tasked with accompanying and facilitating beneficiary families in fulfilling program obligations, such as health check-ups and children's school attendance. Additionally, villages function as field implementation units that identify poor and vulnerable families and assist in the verification and validation of beneficiary data. The village government also plays a role in reporting progress and challenges encountered in the implementation of PKH to the sub-district, so that issues can be addressed quickly and effectively (Abizal, 2022). Coordination between the sub-district, village, and various related parties is key to ensuring that the program runs smoothly and provides maximum benefits to the communities in need. Cilengkrang Village is one of the villages that implements the Family Hope Program (PKH) in Cilengkrang Sub-district. In this context, the implementation of PKH in Cilengkrang Village requires close coordination between the village government, sub-district, and various other stakeholders. The village government plays an active role in identifying and verifying poor and vulnerable families who are eligible to receive assistance. In addition, the village government is also responsible for disseminating information about the PKH program to the community, as well as facilitating the disbursement and utilization of assistance.

Good coordination between the village and sub-district governments is essential to ensure that PKH assistance is distributed appropriately and effectively (Nasripani, 2025). With a monitoring and guidance system from the provincial and district/city governments, it is hoped that the implementation of PKH in Cilengkrang Village will proceed according to plan and provide maximum benefits to those in need. Through this mechanism, PKH aims to reduce poverty and improve family welfare in Cilengkrang Village, as well as ensure that each beneficiary family can make the best use of the assistance to achieve improvements in education, health, and overall quality of life. Based on initial field observations, several issues have been identified in the field, including: This policy may not have a significant impact on reducing poverty or improving the quality of life of beneficiaries, The timing of benefit disbursement is unpredictable, Uneven distribution of assistance to other communities, Leading to visible social disparities, Coordination among various institutions involved in PKH may hinder swift responses to policy changes or on-the-ground situations, Beneficiaries may not receive the type or amount of assistance most suitable for their circumstances.

2. METHOD

Research methods are scientific ways to collect data for a specific purpose, based on scientific principles such as logic, direct observation, and systematic steps (Creswell W, 2018). Logic means that the methods used must be reasonable and understandable. Direct observation refers to methods that can be observed by the senses, allowing others to also see and understand the process. Systematic steps indicate that the research is conducted by following structured stages. The data collected must be real, meaning it can be observed and meets certain validity standards. This research uses qualitative methods, where the data collected is in the form of words, sentences, diagrams, or images. According to Sugiyono (2018), "qualitative research methods are approaches used to study the conditions of objects in their natural environment, unlike experimental research. In this approach, the researcher acts as the main instrument, data collection is carried out using various combined techniques (triangulation), data analysis is inductive, and the research results focus more on understanding meaning than making generalizations." In line with Moleong's (2019) opinion, "qualitative research is a type of research aimed at understanding the experiences of research subjects, such as behavior, perceptions, motivations, and actions, through descriptions conveyed in words and language. This research is conducted in a natural context, using various methods that are also natural in nature."



3. RESULT AND DISCUSSION

This study is based on the framework proposed by Dunn (2018), which outlines six steps in policy evaluation: effectiveness, efficiency, coverage, equity, responsiveness, and accuracy. Therefore, the discussion will focus on these six dimensions as follows:

Effectiveness

The extent to which a program can achieve its objectives in line with established expectations is referred to as effectiveness (Putri, 2017). In the Family Hope Program (PKH), effectiveness can be measured by examining how well the program's initial objectives, such as reducing poverty rates, improving quality of life, and enhancing access to education and health services, correlate with what actually occurs on the ground. This program is highly effective in Cilengkrang Village, Cilengkrang Subdistrict, Bandung Regency, as it directly impacts the health of Beneficiary Families (KPM). Research findings indicate that the implementation of PKH in the village has been carried out fairly well and aligns with the objectives set by the central and local governments. Effectiveness encompasses the extent to which a program's objectives can be achieved in line with the established expectations. In the context of the Family Hope Program (PKH), effectiveness can be measured by the alignment between the program's initial expectations—such as reducing poverty rates, improving quality of life, and enhancing access to education and healthcare services—and the actual outcomes observed on the ground. In Cilengkrang Village, Cilengkrang Subdistrict, Bandung Regency, the effectiveness of this program is a major concern because it directly affects the welfare of beneficiary families (KPM). Based on the results of observations conducted, it can be concluded that the implementation of PKH in the village has been running quite well and in line with the objectives set by the central and local governments.

Based on interviews with the Village Head, program facilitators, and KPM in Cilengkrang Village, the PKH program is generally considered quite effective in achieving its objectives, particularly in improving access to education and healthcare for beneficiary families. The Village Head of Cilengkrang, Mr. Entis, and the PKH Program Officer, Mrs. Mimih, both acknowledge the positive impact of the program, although Mrs. Mimih emphasizes the need for improvements to ensure its impact is more equitable. However, some KPM, such as Mrs. Yuyun, Mrs. Entin, and Mrs. Ani, also highlighted cases of duplicate assistance or families who have not received assistance, indicating that the program's effectiveness has not been fully maximized due to inconsistencies in distribution.

Efficiency

The concept of "efficiency" refers to how much effort is made to maximize results using minimal resources (Febrianti et al., 2023). In the implementation of social assistance programs, efficiency can be measured by the design, operation, and impact of the program on the target group. As the program implementer, the Cilengkrang Village government has made every effort to ensure that each step in the provision of assistance is carried out in an effective manner and in line with the objectives. To ensure that assistance truly reaches those in need, these efforts include accurate data collection, coordination among village officials, and regular monitoring of assistance recipients. Various social and economic indicators are beginning to show positive changes as a result of these efforts. The community that does not receive assistance to meet their basic needs such as food, schooling, and medical care. The assistance also stabilizes the local economy and encourages Beneficiary Families (KPM) to change their economic behavior, such as participating more in productive activities. Therefore, the success of the program is demonstrated not only by the smooth process of providing assistance but also by the concrete results directly felt by the village community.

The efficiency of the PKH program in Cilengkrang Village shows efforts for improvement, but it still faces challenges. Both Mr. Entis (Village Head) and Mrs. Mimih (PKH Facilitator) highlighted administrative and distribution obstacles causing delays. On the beneficiary side, opinions vary;



some consider the implementation to be sufficiently efficient, while others feel that there is still a lot of wasted time and resources. Therefore, further review is needed to optimize the use of time and resources in the implementation of this program.

Adequacy

Adequacy is an important indicator in evaluating the effectiveness of policies (Damanik & Marom, 2016), particularly in social assistance programs such as the Family Hope Program (PKH). Adequacy describes the extent to which a policy or program is able to meet the basic needs of beneficiaries in a proper and sustainable manner. In this context, adequacy is not only seen from the nominal value or amount of assistance provided, but also from the aspect of the usefulness of the assistance in the daily lives of beneficiary families (KPM). In other words, adequacy measures whether the assistance provided is truly able to ease the economic burden, meet basic needs, and provide encouragement for the improvement of the social and economic conditions of beneficiary families. In Cilengkrang Village, Cilengkrang Subdistrict, Bandung Regency, the adequacy of PKH can be assessed through several dimensions. First, in terms of the amount of assistance received by KPM, whether the funds provided are sufficient to help meet primary needs such as food, transportation for schoolchildren, health needs, and other household requirements. Second, in terms of the continuity or sustainability of assistance, whether the assistance is distributed regularly and on time so that KPM do not become dependent on short-term temporary assistance. Third, from the aspect of targeting accuracy, whether the recipients of assistance are truly families classified as poor and in urgent need, based on accurate data and verification.

Additionally, sufficiency is closely related to the performance of program implementers, both at the central and local levels, in this case the Cilengkrang Village Government. This performance includes transparent data collection processes, efficient assistance distribution, and intensive accompaniment and socialization activities to ensure that KPM understand their obligations and rights as assistance recipients. The active involvement of village officials and PKH facilitators is also a crucial factor in maintaining the quality of program implementation, ensuring that assistance not only reaches the right hands but is also utilized appropriately. Furthermore, sufficiency can also be assessed through the changes or impacts directly felt by KPM. For example, does the assistance encourage children to continue their education, do family members more regularly access healthcare services, and has there been an improvement in housing conditions over time. If these outcomes are achieved, the program can be considered sufficient in addressing the needs of recipients. However, if the assistance is perceived as insufficient or fails to bring about significant changes, further evaluation is needed regarding the assistance scheme, the amount provided, and the implementation mechanisms.

Thus, adequacy in the implementation of PKH in Cilengkrang Village is not only about the amount of assistance, but also concerns the quality of program implementation, the accuracy of recipients, the sustainability of assistance, and the real impact on the welfare of poor families. Evaluation of this adequacy is important so that the program can continue to be improved and truly become an effective solution in poverty alleviation at the village level.

Equity

Equity or fairness is a key principle in the implementation of public policy (Purbaningrum & Adinugraha, 2024), particularly in social assistance programs such as the Family Hope Program (PKH). Equity does not merely mean that everyone receives assistance, but rather how such assistance is distributed proportionally and appropriately, based on the needs and socio-economic conditions of the recipients. In this context, equity is closely related to the distribution of resources and the responsibility of implementing parties, whether individuals or institutions, toward the norms and values of social equity prevailing in society.



Based on the researcher's observations in Cilengkrang Village, Cilengkrang District, Bandung Regency, the distribution of PKH has shown a fairly good level of equity. This can be seen from the assistance distribution process, which is carried out based on integrated social welfare data (DTKS) and accurate field verification results. The village government has conducted data collection involving various parties, such as RT/RW, community leaders, and PKH facilitators, to ensure that families who truly need assistance are registered as Beneficiary Families (KPM). Additionally, a re-verification mechanism is regularly applied to update recipient data according to the latest conditions, preventing the inclusion of fictitious recipients or families no longer meeting the criteria. Equitable distribution is also evident from the absence of significant reports or findings regarding discrimination or unfair treatment in the distribution of assistance. Each KPM receives assistance according to their rights, without any difference in treatment based on personal connections, social status, or other non-objective factors. This process is also monitored by PKH facilitators and local supervisory agencies, thereby creating transparency and accountability in the implementation of the program. In addition, the village government openly provides information to the community regarding recipient criteria, the amount of assistance, and the distribution schedule, in order to prevent misunderstandings and build public trust in the program.

With a data-based, transparent distribution system that involves multiple parties in monitoring and evaluation, it can be concluded that the implementation of PKH in Cilengkrang Village has reflected the principles of fairness and equity quite well. This is important for maintaining the program's legitimacy, ensuring that assistance truly reaches those most in need, and fostering a sense of social justice within the community. The equity achieved serves as a strong foundation for the program's overall success and supports the PKH's primary objective of reducing poverty levels equitably and sustainably.

Responsiveness

The level of responsiveness is an important indicator in assessing the extent to which program implementers are able to respond quickly, appropriately, and effectively to the needs, complaints, and dynamics that arise within the community (Wicaksono, 2025). In the context of the Family Hope Program (PKH) in Cilengkrang Village, responsiveness can be observed through the promptness of the village government and PKH facilitators in addressing reports or complaints from Beneficiary Families (KPM). Based on field observations and information, it is evident that program implementers have demonstrated a sufficient level of commitment to addressing issues, both through informal channels such as direct communication and formal channels such as village deliberation forums and regular coordination meetings. The village government and PKH facilitators actively open communication channels, both directly and through communication media such as WhatsApp groups or community forums, to gather complaints and aspirations from KPM. They also allocate specific time to follow up on complaints, such as conducting home visits or facilitating complaints to the social services department if necessary. However, in practice, there are technical challenges that often hinder quick responses to community complaints, such as limited program facilitator staff, delayed data updates, system disruptions, or insufficient coordination with higher-level agencies. This results in some community complaints not being addressed promptly or requiring more time to resolve.

On the other hand, the public's response to the PKH program is also quite diverse. Some KPMs claim to be satisfied because they feel heard and followed up, especially when submitting complaints related to late distribution or changes in membership status. However, there are also many who express disappointment because they feel their complaints do not receive a clear response or are considered non-priority. The mismatch between community expectations and the speed and outcomes of complaint handling is one of the main challenges in improving the responsiveness of this program. Therefore, although there is generally good intent and a reporting system is in place, the effectiveness and speed of addressing issues on the ground still need to be improved, particularly in terms of cross-sectoral coordination, the capacity of accompanying staff, and outreach regarding complaint handling procedures to the community. With improvements in these



areas, it is hoped that the PKH Program in Cilengkrang Village can be more responsive, adaptive, and accommodating to the real needs of KPM in the field, thereby creating greater trust and satisfaction among the community toward the government's social assistance program.

Appropriateness

In terms of appropriateness, the Family Hope Program (PKH) in Cilengkrang Village shows that most social assistance has been distributed to the appropriate targets, namely poor and vulnerable families who meet the criteria based on the Integrated Social Welfare Data (DTKS). This is reinforced by statements from the Village Head and PKH facilitators, who noted that the selection process for beneficiaries has undergone rigorous verification stages and involved village officials and community leaders. In general, the distribution of assistance is assessed to have reached families who truly need it, particularly those with school-age children, pregnant women, the elderly, and people with disabilities. However, in its implementation, several challenges have been identified that hinder the accuracy of distribution, such as delays in data updates, inconsistencies between central and local data, and cases where beneficiaries who are no longer eligible remain registered as KPM.

Some Beneficiary Families (KPM) interviewed also confirmed inaccuracies in the distribution process, such as cases where more deserving individuals were not registered, or conversely, recipients who were economically better off continued to receive assistance. Such issues typically arise due to limitations in the data update system, which has not yet been implemented in real-time and comprehensively. Therefore, improving the administrative system and conducting regular data updates are crucial steps to continuously enhance the accuracy of assistance targeting. Additionally, training for field-level implementers is necessary to enhance their ability to conduct data validation and factual verification in the field with greater accuracy.

Overall, when evaluated through six policy evaluation dimensions, namely efficiency, effectiveness, adequacy, fairness, responsiveness, and accuracy, the Family Hope Program (PKH) in Cilengkrang Village has made a positive contribution to supporting community welfare, particularly in the areas of education and health. This program has encouraged children from poor families to continue their education and increased parents' awareness of the importance of regularly accessing health services. However, there are still some important considerations, particularly in terms of efficiency, targeting accuracy, and distribution equity, indicating that the program's implementation still has room for improvement. Therefore, further efforts are needed to enhance the overall quality of the program, such as improving the data system, strengthening the capacity of field implementers, enhancing complaint mechanisms, and conducting regular evaluations and monitoring. All of this aims to ensure that PKH not only functions as a short-term poverty alleviation program but also as a foundation for sustainable and inclusive empowerment for poor families. The program will be more effective if it continues to align with the real needs of the community and is implemented with the principles of good governance, transparency, and participation.

CONCLUSION

Based on the results of research and evaluation of six dimensions of public policy, it can be concluded that the implementation of the Family Hope Program (PKH) in Cilengkrang Village, Cilengkrang District, Bandung Regency, has generally been successful and has made a positive contribution to improving community welfare, particularly in the areas of education and health. In terms of effectiveness, the program has helped beneficiary families (KPM) access basic services, although it has not been fully optimized due to inaccuracies in distribution. Program efficiency faces challenges in administration and distribution of assistance, which hinder smooth implementation, thus requiring improvements in management systems and on-the-ground implementation. In terms of adequacy, the assistance provided is considered beneficial, but it has not fully met the living needs



of KPM, especially for families with many dependents. Efforts have been made to distribute assistance fairly, but there are still recipients who do not meet the criteria and eligible families who have not been accommodated. The responsiveness of program implementers in handling community complaints is adequate, but there is still room for improvement in terms of speed and effectiveness of handling. Meanwhile, the accuracy of targeting and the timing of aid distribution are quite good, but regular evaluation and updating of data are still needed to ensure that aid is truly targeted. Therefore, to enhance the success of the PKH program, it is necessary to strengthen inter-agency coordination, improve beneficiary data, enhance the capacity of program implementers, and conduct more intensive and sustainable monitoring and evaluation..

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