



## Analysis of the Effect of the Family Hope Program (PKH) in Alleviating Poverty in Seberang Teluk Hilir Village, Kuantan Tengah District, Kuantan Regency

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### ARTICLE INFORMATION

Received: September 1, 2021  
Revised: October 23, 2021  
Accepted: November 27, 2021  
Available online: January 30, 2022

### KEYWORDS

Implementation, Policy, Poverty

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### A B S T R A C T

This research is based on implementing the Hope Family Program (HFP) as an alternative policy in reducing poverty in Indonesia, including Seberang Taluk Hilir Village, Central Kuantan District, Kuantan Singingi Regency. This study's problem formulations and objectives are: 1) how is the influence of HFP in overcoming poverty in Seberang Taluk Hilir Village, 2) the extent of the influence of the HFP program in overcoming poverty in Seberang Taluk Hilir Village. The population and samples of this study was 50 households who received direct assistance. This research is using Qualitative method with non-experimental. Data collection was carried out through observation, in-depth interviews and documentation. The data analysis technique uses an interactive model through data reduction, data presentation, and conclusion drawing. The results showed a very big influence with the HFP program for the survival of the beneficiary, a change in consumption patterns and the ability to meet their daily needs. The achievement of the HFP program objectives for household recipients of assistance, especially in terms of education and health are getting better. Strengthened by management and supervision by household facilitators so that beneficiary communities can manage cash assistance properly. There needs to be a government policy to improve service quality, especially the number of HFP facilitators who are still lacking, so that the role of the assistants is still not maximal in serving and supervising the implementation of the HFP program in the village of Seberang Taluk Hilir.

### INTRODUCTION

Village Democracy has been explicitly and strictly stated in Law Number 6 of 2014 concerning Village Government. This obligation is to include community participation in village development, one of which is through village head elections. With direct elections the legitimacy of the village head and village government is stronger so that it is expected to accelerate the acceleration of welfare development.

The presence of village democracy is a necessity for increasing the accessibility of public services, increasing community participation, democratically electing village government officials, and developing village autonomy (Tokan & Ola, 2020). Furthermore, village democracy provides rights and authority for the government. This authority is related to the orientation and process of using village government power which is required to be transparent, accountable and responsible for the sake of efficiency and effectiveness of public services and the provision of just and equitable welfare for the community.

Development goals are the main priority of government policies as stated in the preamble to the 1945 Constitution. However, to realize the overall development goals is not an easy job. The community's still low income and high level of income inequality seem to be tasks that the government cannot complete. This is the original reasons for why Indonesia's poverty rate remains high.

The issue of poverty is still a basic problem that the government must take under control. Poverty impacts all sides of life, both economic conditions, political and social conditions

and others. One of the factors that indicate Indonesia's high level of poverty can be seen from the significant unemployment rate. Poverty in Indonesia can be divided into three clusters and Riau province is in the low poverty cluster along with 17 other provinces with an average depth index (P1) of 0.96, a severity index (P2) of 0.19 and a percentage of poor people 7.41% (Ferezagia, 2018).

The high unemployment rate makes it difficult for people to get a decent life. The fast growth rate of the labor force and the relatively slow growth of employment have caused the problem of unemployment in an area to become more serious (Arifin et al., 2016). On the other hand, the achievement and ability of the community to enjoy educational facilities as an effort to improve the quality of human resources is also still low. There are still many people who do not receive proper education so that it has an impact on the lack of knowledge, skills and ability to compete in the world of work. On the other hand, the problem of increasing population that continues to grow every year, but is not accompanied by an increase in the availability of resources so that human needs are not met.

The high level of poverty here is caused more by low work productivity. The low work productivity impacts the community's inability to meet their daily needs. This is very appropriate when viewed from the main employment field in the Kuantan Singingi Regency which is dominated by the agricultural sector. Almost all of the people in Kuantan Singingi Regency work as farmers with income lower middle class. So that it has an impact on people's low purchasing power and difficulties in meeting the needs of the community.

The impact of this poverty certainly greatly affects the lifestyle of the people in Kuantan Singingi Regency, especially with regard to the level of education and health. As a result of low incomes, the inability of the community to pursue higher education, on the other hand, the low need for health services causes people to not prioritize health conditions, especially for mothers and toddlers. This lack of understanding and access to education and health has an impact on the low quality of human resources. The workforce they have does not have the knowledge and skills so they are unable to compete in the world of work, and in the end the community is unable to escape the cycle of poverty.

This condition is in line with Spicker's understanding of Poverty (Pirdaus, 2016), one of the four schools of thought that causes poverty itself seen from the familial explanation. The point is that this poverty factor is caused by hereditary conditions between generations who are in a circle of misfortune and it continues to repeat itself to the next generation. The main reason is the quality of education that does not improve in each generation so that the quality of resources in that generation remains low. almost all people in Kuantan Singingi Regency are still in a fairly high poverty level.

This is in line with the concept of poverty according to Todaro (2004) which explains that absolute poverty is when a person's income is below the poverty line or his income is not sufficient to meet minimum needs, including: food, clothing, health, housing, education needed to be able to live. live and work. Todaro also explained that the quality of human resources is a factor that plays an important role even more important than quantity in determining the size of a country's economic growth potential (Surgawati, 2020).

Conceptually, poverty is not only a unit of the total income that a person has. But it is also seen from its ability to manage existing income to meet daily survival. Many factors make it difficult for a person to escape the cycle of poverty both in terms of abilities and businesses owned, heredity and environmental factors also contribute to a person's poverty condition.

As can be seen in one of the villages in Kuantan Singingi Regency, namely Seberang Taluk Hilir Village in Kuantan Tengah District. From the data obtained in 2019, the main job field is dominated by the agricultural sector. Of the total population inhabiting the village of Seberang Taluk Hilir, which is 972 people, the profession as a sharecropper is 21.09 percent. Meanwhile, the job with the least number of workers is as a civil servant or state defense and security apparatus, which is 0.3 percent. Most of the farmers are still smallholders who work on rice fields owned by other people and not their own. Of course, this will impact the profits received not as much as the owner farmers.

This high poverty rate should be a top priority for the local government in overcoming it. Of course, the government has carried out many activities/plans to formulate policies that are right on target to alleviate poverty. One of the policy solutions that have been implemented by the local government of Kuantan Singingi Regency in overcoming poverty is the provision of direct assistance to the community. One form of direct assistance activity that is still running is the Family Hope Program (PKH). The success of PKH can be influenced by various indicators such as indicators of input, process, output, benefits and impacts (Elia & Nusa, 2021).

Kuantan Singingi Regency has also implemented the Family Hope Program (PKH). Under the auspices of the Social Service, almost all villages in Kuantan Singingi Regency have implemented the Family Hope Program including Seberang Taluk Hilir Village. The PKH continues to be improved as a direct effort to protect and assist sustainability live from the poor. Because indeed, the main target of PKH assistance itself is Very Poor Households (RTSM) with various established criteria such as: having family members consisting of children aged 0-15 years, pregnant women, passing the postpartum period, the elderly, and disabilities. The main focus of the PKH itself is reducing poverty and improving the quality of key resources.

The implementation of the PKH that has been running in Seberang Teluk Hilir Village is a priority health program, such as facilitating and requiring pregnant women and toddlers who are PKH participants to have their health and pregnancy check-ups at least four times during the pregnancy period, while their growth and development must be monitored. This is because many mothers from the very poor in the village are rare and unable to have their pregnancies checked. Likewise in terms of education, PKH participants are required to register their children to attend school from elementary to high school. This program is a form of initial action by the local government. to reduce literacy rates in society. The level of attendance of PKH students will continue to be monitored by the local government. It is hoped that the policy of these two main components will produce healthy and intelligent children as human investments and improve the quality of human resources as a driver of the regional economy and alleviating poverty.

Although the role of PKH as one of the right policies to alleviate it, in its realization it still has not provided an optimal contribution. There are still various obstacles that hinder the implementation process, such as PKH assistance which is still not evenly distributed and on target. Information was still found that not all families enjoyed the assistance due to not properly coordinated regarding the data collection of families receiving assistance following the criteria. Another problem obtained is that many families still receive assistance who do not understand the use of aid funds and proper management. This is due to the lack of socialization by the government and the role of PKH facilitators in socializing and providing comprehensive training related to proper fund management. This impacts the community's lack of ability to utilize aid funds following the goals and programs of PKH.

Given the large role of PKH as an effort to alleviate poverty in Kuantan Singingi Regency, precisely in Seberang Taluk Hilir Village, Central Kuantan District, the authors are interested in examining the role of the Family Hope Program (PKH) in alleviating poverty in Seberang Taluk Hilir Village. The role of PKH is mainly seen from changes in lifestyle and community priorities in meeting the needs of life and the community's ability, especially in utilizing and maximizing education and health services. The two goals of the PKH are as a tool to alleviate poverty in Seberang Teluk Hilir Village to lead to community welfare and poverty alleviation. Based on the identification of the problem, the researcher formulates the research problem as follows:

*“What is the role of the Family Hope Program (PKH) in reducing poverty in Seberang Taluk Hilir Village?” and “What is the impact of the implementation of the PKH on poverty in Seberang Taluk Hilir Village?”*

The purpose of this study is to analyze how the role of the program is. The purpose of this research is to find out: (1) The role of the Family Hope Program (PKH) in reducing poverty in Seberang Taluk Hilir Village, and (2) The impact of implementing the PKH on poverty in Seberang Taluk Hilir Village.

Theoretically, poverty according to the economic concept is a lack of income to meet minimum basic needs. Although poverty according to the economic concept can be measured from the adequacy of income, poverty can also be identified from the characteristics inherent in the poor population. These characteristics, among others, are marked by the attitudes and behavior of the population who accept conditions as if they cannot be changed, low willingness to progress, low quality of human resources, low productivity, and limited opportunities to participate in development (Todaro, 2004).

The explanation of the economic concept above shows that poverty is closely related to the level of income and needs. The estimated income must include basic needs or minimum basic needs that allow a person to live a decent life. If the income level of a person or family does not reach the minimum requirement, then the person or family can be said to be poor. Many factors can cause a person to be in a poverty condition both in terms of ability and business owned, heredity and environmental factors also contribute to someone's state of poverty.

According to the National Strategy for Poverty Reduction (SNPK, 2005), the concept of poverty is a condition in which a person or group of people, both men and women, have not fulfilled their basic rights to maintain and develop a dignified life. also includes the vulnerability and vulnerability of a person or group of people, both men and women, to become poor and the limited access of the poor in determining public policies that impact their lives.

Thus, poverty alleviation will be closely related to respect, protection and fulfillment of the basic rights of the poor, namely social, cultural, economic and political rights which are normatively the responsibility of the state to citizens so that people do not fall into poverty and the poor must have their rights restored immediately. in order to develop a dignified life.

In other words, poverty indicates the condition of the community for their inability to meet basic consumption such as food, health, education, transportation, poverty also shows the low quality of community resources so that there is no guarantee of a better life in the future due to inability and investment in education. . The community is also unable to carry out social interactions and is free from pressure in the community.

This condition is one of the categories/criteria that determine PKH recipient families. As a note for the government, people who fit the PKH recipient category are entitled to receive cash assistance after their names are listed on the PKH card. Selected recipients must sign an agreement that as long as they receive assistance, they must implement the provisions of the PKH such as children must attend compulsory education at the elementary-high school level, receive health facilities for children aged 0-6 years, opportunities for pregnant women to maximize health services etc. All these facilities will later be recorded and monitored by the local Social Service.:

In general, implementing PKH aims to reduce poverty inequality and improve the quality of human resources. A sustainable PKH is expected to improve the living standards of

Beneficiary Families (KPM), especially for education, health and social welfare services. The community can more optimally and openly access education and health services and be involved in other social activities. This program is also expected to increase people's income and be able to meet their daily needs. In addition, the flow of funds received can also be used by the community to be used as capital for business development and expertise in opening business fields, introducing formal financial products and services to increase existing sources of income.

So, the target of this PKH is people with very low income groups. This goal is also a form of implementation of the concept of achieving the MDGs targets (General Guidelines for PKH, 2008). PKH can directly have an impact in the form of reducing the burden of expenses, and creating changes in the behavior and independence of the Beneficiary Families (Takaredase, 2019). Furthermore, in the 2008 PKH General Guidelines, the specific objectives of PKH are explained, namely: improving the social conditions of RTSM; improving the education level of RTSM children; improving health and nutrition for pregnant women, postpartum mothers and children under 6 years of age from RTSM; and increasing access to education and health services, especially for RTSM.

Based on the 2019 PKH Technical Guidelines, the role of the Regency/City Coordinator specifically related to PKH distribution is to coordinate the management of data/documents related to the validation results of PKH KPM candidates, the results of verification of PKH component commitments, the results of updating the PKH KPM, the realization of the distribution of PKH assistance and data/documents. Other PKH in the Regency/City where the assignment is located. In addition, the coordinator must continuously coordinate the implementation of PKH assistance distribution activities in all sub-districts, and be responsible for reporting the reconciliation of the realization of PKH aid distribution.

In line with previous research conducted by Ekardo (2014), the PKH in Nagari Lagan Hilir Punggasan Pesisir Selatan Regency had a positive effect in overcoming economic problems and reducing poverty levels. This research shows that PKH is considered effective in tackling the problems faced by the poor when viewed from the program's objectives initiated by the Ministry of Social Affairs.

According to Suleman (2017), in his research, he stated that the program assists RTSM in the fields of education and health as a form of social protection by the government to the community. From the findings, it is known that the PKH has made it easier for the poor to provide educational services for children and pay school fees. The direct assistance delivered is expected to be a top down role from the government to the community in the form of cash assistance, although it has not been optimally in meeting the needs of the community. public.

## METHOD

This research is a qualitative research that uses a non-experimental design. This study only measures the impact of PKH that occurred before the research was conducted and was not prepared at the beginning of the implementation of this research. So there was no manipulation and did not affect the research object. The data collection techniques used in this study all aim to obtain maximum and correct information. Data

collection is done by means of intensive observation, in-depth interviews, documentation techniques and literature review.

Observations were made at several points of the research location and carefully observed the conditions in the field and the existing symptoms. While in-depth interviews, by conducting direct interviews with the entire population, namely 52 heads of families receiving PKH assistance in Seberang Teluk Hilir Village. Documentation technique is part of secondary data collection related to documents, pictures and other data. While the literature review compares the data with related concepts and theories. While the data analysis technique used is the analytical model developed by Miles and Huberman or called the Interactive Model, namely through the process: data reduction, data presentation, discussion based on findings in the field and related theories and concluding.

**RESULTS AND DISCUSSION**

The implementation of the Family Hope Program (PKH) is a form of policy carried out by the local government of Kuantan Singingi Regency to alleviate poverty. The implementation of these activities is almost evenly distributed in all villages in Kuantan Singingi Regency including Seberang Taluk Hilir Village. It is evident from the findings obtained in the field that three villages have received PKH funding assistance.

The provision of assistance is prioritized to families belonging to the RTSM following the criteria set by the local government, as evidenced by the real conditions and circumstances of PKH participants by going directly to the residences of the participants. So it can be said that one PKH participant and another PKH participant will not receive the same amount of PKH assistance funds. For example, for health funds, each child under five gets assistance of 250,000 rupiah/month, pregnant women 250,000 rupiah/month. In the field of education, assistance for elementary school children is 75,000 rupiah/month, junior high school fees are 125,000 rupiah/month, high school is 166,000 rupiah/month. The following are the details of receiving PKH assistance in its entirety:

Table 1. Amount and Details of PKH Assistance Funds

No	Type of Assistance	Amount of Assistance (Rp/Year)
1	Regular PKH assistance	550.000
2	Fixed Assistance Access	1.000.000
3	Elderly (>60 years old)	2.400.000
4	Persons with disabilities	2.400.000
5	Health assistance for pregnant women	3.000.000
6	Early childhood assistance (<6 years)	3.000.000
7	Children participating in education as well as SD / MTs / Pket A / SDL	900.000
8	Children participating in education as well as SMP / MTs / Package B / SMLB	1.500.000
9	Education assistance for high school children	2.000.000

Source: Kuantan Singingi Regency Social Service Office 2018

As for the elderly, disabled and severely disabled, each will receive assistance of 600,000 rupiah which is received every 3 months. The method of distributing aid funds later is that the donation is usually done every three months, each Beneficiary Family (KPM) will be given a kind of ATM card that can be

used to collect the aid funds at BRI Link. So the assistance will be directly received by PKH participants from the social fund account taken every three months.

The results of an interview with one of the recipients of PKH assistance, Mr. Jusmardi said that after receiving PKH assistance, he was no longer worried about his children's school fees. The children had started school again and were excited to go to school. Mr. Jusmardi was no longer worried about paying money school because of PKH assistance for educational activities. Unlike the conditions before receiving PKH assistance, 2 of their children were forced to be in arrears for their tuition fees due to their inability to pay tuition fees. can provide for the educational needs of their children.

This is in line with the goal of the PKH itself, namely improving the quality of existing human resources by maximizing the education taken. It cannot be denied that education is indeed the dominant factor that greatly determines the success of government policies in alleviating poverty. Because the cycle of poverty is never separated from quality. Low education and health become the main requirements that must be prioritized to overcome.

The PKH proves it in education, which facilitates education financing, which opens the spirit for children participating in PKH recipients to return to being active and focus on school. Because indeed, school is the main capital to produce a reliable generation and competitive human resources. The main capital for the community is to work better and earn even better.

It is hoped that with the PKH assistance program, the community can meet their daily needs and seek to increase income. With the existence of counseling and training as well as good coordination from the local government, in this case the assistant to the regional coordinator and the community, it is hoped that PKH participants will understand the importance of improving the quality of life, as well as improving the quality of education.

On the other hand, the implementation of the PKH is focused on increasing the fulfillment of needs and education and relating to health services. The program is also prioritized so that the poor can get proper health services. From the findings in the field, it is a fact that almost all RTSM people in Seberang Taluk Hilir village do not get good health services due to their inability in terms of costs. However, after the PKH was held, the community began to be facilitated with counselling on the importance of health began to focus on implementing and participating in health services, the community was no longer afraid of lack of funds.

It is evident from the results of an interview with Mr. Bahrn, since the PKH he has been able to take his wife to get health services for pregnant women. His wife can follow routine medical check-ups even during the birth process and receive assistance from the local health centre. Not only Mr. Bahrn but almost all RTSM recipients of assistance in Seberang Taluk Hilir village have begun to take their families for treatment to the puskesmas. Pregnant women and toddlers have started to get health services. The community has started increasing their consumption and providing better nutritional needs for their health.

In addition, the role of companion has a very significant role. Judging from the low educational background of the community, this will make it difficult for them to manage their finances properly so that the assistance of the companion can

direct them in managing PKH funds so that they can be adjusted according to their needs. It is evident from the results of interviews with the community that the implementation of PKH is considered good, and according to its main tasks such as providing services and counseling on the PKH so that the community can know well the types of PKH activities.

The results of the interview with the PKH facilitator in the village across from Taluk Hilir said that the community's enthusiasm to conduct counseling and discussion was always there. Both formally in forums and during field visits, many PKH families are actively asking and consulting on the use of PKH funds, discussing and asking for advice on how to use these limited funds to be able to help meet their needs. However, the reality in the field is that there are still limited PKH companion volunteers so that the role of facilitators must work more to protect three hamlets at once in Seberang Taluk Hilir village with the number of PKH participants reaching 50 families.

Moreover, it is necessary to have a policy from the local government starting from village officials, the social service must immediately revise the policy by increasing the number of PKH mentoring participants who are competent in their fields so that they are able to accommodate all aspirations and complaints of PKH participants to the maximum, able to direct and provide comprehensive assistance in order to achieve the goals and the target of the PKH assistance program itself. Given the large role of PKH facilitators in guiding PKH participants to use PKH funds effectively.

This is in line with the roles and duties of the PKH facilitators which are summarized in the Technical Instructions for the Implementation of the 2019 Family Hope Program Cash Assistance, which explains that the role of the facilitators here is to be able to facilitate, serve, protect, and provide counseling to the recipient community regarding the PKH (Ministry of Social Affairs, 2019). The role of the facilitator is indeed adjusted to the ability and quality of superior human resources and is very familiar with PKH activities so that they are able to answer public doubts and misunderstandings, provide training and explanations regarding the use of PKH funds. Coordinate with local governments in terms of reporting, monitoring, and evaluating the implementation of PKH activities regularly.

Limited PKH funding is a problem experienced by PKH participants, coupled with the low level of public knowledge due to the low quality of education and low health, this program focuses on improving the quality of education and health as the main capital to produce better quality human resources across Taluk. downstream. However, at least this direct assistance can reduce poverty in the short term (Purwanto & Makmur, 2013). PKH in the short term can provide convenience and short-term benefits for recipients, but can be a long-term benefit if the use of assistance in terms of education and health is utilized properly. Health money assistance for pregnant women, health services for toddlers and children, education money for children participating in PKH are expected to ease the burden on the poor in Seberang Taluk Hilir village.

The respondent's summary of fund management results showed that almost all PKH participants were responsible for the proper use of PKH funds. PKH recipient communities use these funds to facilitate and facilitate the education process of their children. Participants no longer need to worry about their children's school fees, with PKH assistance in education. PKH

participants' children are starting to be enthusiastic about going to school again without any burdens. PKH participants can meet all their children's school needs and equipment.

The enthusiasm and hope of the recipients for this PKH is to become a driving tool to rise from poverty. However, from its implementation, further policies are still needed from the local government so that this program can run sustainably and be increased, both from the number of PKH participants and the increase in the amount of funds received by PKH participating communities. Although the poverty rate in Kuantan Singingi Regency has decreased, it has not yet reached the expected target.

## CONCLUSION

Based on the results of the research and discussion that have been described previously, it can be concluded that the role of the Family Hope Program (PKH) in reducing poverty in Seberang Taluk Hilir Village, Kuantan Tengan sub-district, Kuantan Singingi district has been going quite well. This can be seen from the changes and improvements The quality of life of the PKH beneficiaries is even better after participating in the assistance program provided. This follows the program and objectives of the PKH activities described previously. The impact of the PKH on poverty in Seberang Taluk Hilir Village, Kuantan Tengah District, Kuantan Singingi Regency is also able to contribute and change the quality of life of the community, where the community is starting to be able to increase their income and fulfill their daily needs. The impact of the PKH can mainly be seen from the focus on increasing the needs of the community who have begun to be able to increase their level of need. In addition, the community has also begun to prioritize education and health for all family members through cash transfers that emphasise improving health and education to produce human resources capable of producing human resources. quality.

From the research results, several suggestions can be put forward that are expected to help implement the Family Hope Program (PKH), especially in Seberang Taluk Hilir Village, Kuantan Tengah District, Kuantan Singingi Regency. poverty significantly, it is necessary to increase both the quantity and quality of the program so that the target recipients can be expanded, reach all levels of society who need it, and increase the involvement of women in program management through systematic and sustainable development. In addition, it is necessary to carry out continuous and comprehensive assistance, data collection and socialization so that PKH recipients can understand it so that every PKH activity and activity can be carried out properly to realize quality and competitive human resources.

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