

ABSTRAKS

Dwi Nurita Julianty, 1188010051: “Efektivitas Program Keluarga Harapan (PKH) di Kecamatan Babakan Ciparay Kota Bandung Tahun 2021”

Program Keluarga Harapan adalah salah satu program bantuan sosial bersyarat pemerintah dalam pengentasan kemiskinan di Indonesia yang dilatarbelakangi oleh terus meningkatnya angka kemiskinan tiap tahunnya. Menurut Badan Pusat Statistik, tercatat bahwa ada 6,82 ribu jiwa (4,2%) penduduk Jawa Barat yang hidup di bawah garis kemiskinan pada tahun 2021.

Tingginya angka kemiskinan dapat menjadi permasalahan di masa depan karena rendahnya kapabilitas dalam pola pikir serta perilaku yang dialami oleh masyarakat miskin. Program Keluarga Harapan dirancang untuk menanggulangi permasalahan tersebut. Maka dari itu, efektivitas dari Program Keluarga Harapan merupakan hal yang sangat penting untuk menghindari hambatan di kemudian hari.

Penelitian ini bertujuan guna mengetahui efektivitas Program Keluarga Harapan di Kecamatan Babakan Ciparay Kota Bandung tahun 2021 yang diukur melalui ketepatan sasaran, sosialisasi program, pencapaian tujuan program serta pemantauan program yang dilaksanakan oleh Dinas Sosial Kota Bandung. Teori yang digunakan dalam penelitian ini yaitu teori efektivitas program dari Budiani (2007), yang di dalamnya terdapat pengukuran atas empat aspek yaitu, ketepatan sasaran program, sosialisasi program, pencapaian tujuan program, serta pemantauan program.

Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kualitatif yaitu penelitian yang berfokus kepada eksplorasi situasi sosial yang diteliti secara menyeluruh, luas dan mendalam dan didasarkan pada pandangan informan. Penelitian ini menggunakan uji validitas triangulasi data. Dalam penelitian ini menggambarkan mengenai efektivitas Program Keluarga Harapan di Kecamatan Babakan Ciparay Kota Bandung tahun 2021.

Berdasarkan hasil penelitian dapat disimpulkan bahwa efektivitas Program Keluarga Harapan di Kecamatan Babakan Ciparay Kota Bandung tahun 2021 dinilai belum efektif, hal tersebut dilatarbelakangi oleh adanya pengukuran yang ditinjau dari segi ketepatan sasaran program, sosialisasi program, pencapaian tujuan program, serta pemantauan program dinilai belum maksimal dan belum berjalan dengan baik. Segi ketepatan sasaran program dinyatakan cukup tepat namun masih ditemui adanya keterlambatan pencairan bantuan serta ketidakakuratan sasaran program. Segi sosialisasi program dinilai belum maksimal karena masih ditemukan pelaksanaan sosialisasi PKH yang belum serentak. Segi pencapaian tujuan program dinyatakan sudah cukup baik. Segi pemantauan program dinyatakan cukup baik namun masih belum maksimal karena pendamping PKH tidak melakukan pemantauan penggunaan dana secara rinci.

Kata Kunci: Efektivitas, Program Keluarga Harapan

ABSTRACTS

Dwi Nurita Julianty, 1188010051: “The Effectiveness of the Family Hope Program (PKH) in Babakan Ciparay District Bandung City in 2021”

The Family Hope Program is one of the government's conditional social assistance programs in alleviating poverty in Indonesia, which is motivated by the continuing increase in the poverty rate every year. According to the Central Statistics Agency, it is recorded that there are 6.82 thousand people (4.2%) of West Java's population living below the poverty line in 2021.

High poverty rates can become a problem in the future due to the low ability of the mindset and behavior experienced by the poor. The Family Hope Program is designed to address these problems. Therefore, the effectiveness of the Family Hope Program is very important to avoid problems in the future.

This study aims to determine the effectiveness of the Family Hope Program in Babakan Ciparay District, Bandung City in 2021, which is measured through target accuracy, program outreach, achievement of program objectives and program monitoring carried out by the Bandung City Social Service. The theory used in this study is the effectiveness theory of Budiani (2007), in which there are measurements of six aspects, namely, accuracy of program targets, program socialization, achievement of program goals, and program monitoring.

This study uses a descriptive research method with a qualitative approach, namely research that focuses on exploring social situations which are thoroughly, broadly and in-depth researched and based on the views of informants. This research using triangulation data for validating the data. In this study, it describes the effectiveness of the Family Hope Program in Babakan Ciparay Sub-District, Bandung City in 2021.

Based on the results of the study, it can be concluded that the effectiveness of the Family Hope Program in Babakan Ciparay District, Bandung City in 2021 is not yet effective or not going well. In terms of the accuracy of program targets, it was stated that it was quite appropriate, but there were still delays in the disbursement of aid and inaccuracies in program targets. In terms of program socialization, it was considered not optimal because it was found that the implementation of PKH socialization had not been simultaneous. In terms of achieving program objectives, it was stated that it was quite good. In terms of program monitoring, it was stated that it was quite good, but it was still not optimal because the PKH Facilitators did not monitor the use of funds in detail.

Keywords: Effectiveness, Family Hope Program