

ABSTRAK

Millah. Muhammad Saiful 2025. Program Keluarga Harapan (PKH) dalam Meningkatkan Kesejahteraan Masyarakat (Studi pada Masyarakat di Desa Cikadongdong Kabupaten Tasikmalaya). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Program Keluarga Harapan (PKH) merupakan salah satu kebijakan pemerintah Indonesia yang bertujuan untuk meningkatkan kesejahteraan masyarakat miskin melalui bantuan tunai bersyarat. Namun, efektivitas program ini masih dipertanyakan, terutama dalam hal ketepatan sasaran dan dampaknya terhadap kesejahteraan masyarakat. Penelitian ini bertujuan untuk menganalisis implementasi PKH dalam meningkatkan kesejahteraan masyarakat di Desa Cikadongdong, Kabupaten Tasikmalaya, dengan fokus pada faktor-faktor yang memengaruhi keberhasilan program, seperti komunikasi, sumber daya manusia, disposisi, dan struktur birokrasi. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui wawancara dengan Kepala Desa, Pendamping PKH, dan Kelompok Penerima Manfaat (KPM), serta observasi dan dokumentasi. Analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa PKH di Desa Cikadongdong belum sepenuhnya efektif dalam meningkatkan kesejahteraan masyarakat. Kendala utama meliputi kurangnya komunikasi yang jelas antara pendamping dan KPM, keterbatasan sumber daya manusia (hanya satu pendamping untuk ratusan KPM), serta ketidaktepatan sasaran akibat data yang tidak diperbarui sejak 2021. Meskipun disposisi pelaksana dan struktur birokrasi sudah berjalan sesuai prosedur, minimnya pendamping dan sosialisasi menghambat optimalisasi program. Simpulan penelitian ini adalah PKH memerlukan perbaikan, seperti penambahan jumlah pendamping, pembaruan data penerima bantuan, dan peningkatan sosialisasi. Dengan langkah-langkah tersebut, PKH diharapkan dapat lebih tepat sasaran dan berkontribusi maksimal dalam mengurangi kemiskinan serta meningkatkan kesejahteraan masyarakat.

Kata Kunci: Program Keluarga Harapan (PKH), Kesejahteraan Masyarakat.

ABSTRACT

Millah. Muhammad Saiful 2025. The Family Hope Program in Improving the Level of Community Welfare (Study on the Community in Cikadongdong Village, Tasikmalaya Regency). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

The Family Hope Program is one of the Indonesian government's policies aimed at improving the welfare of the poor through conditional cash assistance. However, the effectiveness of this program is still questionable, especially in terms of targeting accuracy and its impact on community welfare. This study aims to analyze the implementation of PKH in improving community welfare in Cikadongdong Village, Tasikmalaya Regency, with a focus on factors that influence the success of the program, such as communication, human resources, disposition, and bureaucratic structure. This study uses a qualitative approach with a descriptive method. Data were collected through interviews with the Village Head, PKH Facilitators, and Beneficiary Groups, as well as observation and documentation. Data analysis was carried out by data reduction, data presentation, and drawing conclusions. The results of the study show that PKH in Cikadongdong Village has not been fully effective in improving community welfare. The main obstacles include the lack of clear communication between facilitators and KPM, limited human resources (only one facilitator for hundreds of KPM), and inaccurate targeting due to data that has not been updated since 2021. Although the disposition of the implementers and bureaucratic structure have been running according to procedure, the lack of facilitators and socialization hinders the optimization of the program. The conclusion of this study is that PKH requires improvements, such as increasing the number of assistants, updating recipient data, and increasing socialization. With these steps, PKH is expected to be more targeted and contribute maximally to reducing poverty and improving community welfare.

Keywords: Family Hope Program, community welfare.