

ABSTRAK

TITIN MUSAROFAH. 2026. PEMBERDAYAAN MASYARAKAT PADA PROGRAM KELUARGA HARAPAN (Studi pada Keluarga Penerima Manfaat Program Keluarga Harapan di Desa Waringinsari, Kota Banjar). Program Studi Pendidikan Masyarakat. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Pemberdayaan masyarakat pada Program Keluarga Harapan (PKH) diarahkan untuk meningkatkan kemandirian Keluarga Penerima Manfaat (KPM). Namun, dalam pelaksanaannya masih ditemukan permasalahan berupa ketergantungan sebagian KPM terhadap bantuan serta belum optimalnya kesiapan menuju graduasi mandiri. Kondisi tersebut menunjukkan bahwa keberhasilan PKH sangat ditentukan oleh efektivitas tahapan pemberdayaan yang dijalankan. Penelitian ini bertujuan untuk mengetahui tahapan pemberdayaan masyarakat pada Program Keluarga Harapan di Desa Waringinsari, Kota Banjar. Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi. Subjek penelitian meliputi aparatur desa, pendamping PKH, pihak sekolah, kader posyandu, dan KPM PKH. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi, sedangkan analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan simpulan. Hasil penelitian menunjukkan bahwa pemberdayaan masyarakat pada PKH dilaksanakan melalui tahapan persiapan, pengkajian, perencanaan, penetapan rencana aksi, implementasi, evaluasi, dan terminasi. Tahap persiapan berfokus pada persiapan tenaga pemberdaya dan penginformasian kepesertaan program. Tahap pengkajian berfokus pada identifikasi kebutuhan dan potensi keluarga. Tahap perencanaan dan penetapan rencana aksi diwujudkan melalui kegiatan Pertemuan Peningkatan Kemampuan Keluarga (P2K2). Pada tahap implementasi difokuskan pada pelaksanaan program yang sesuai dengan ketentuan. Tahap evaluasi menunjukkan bahwa pelaksanaan PKH belum sepenuhnya menunjukkan pemerataan, masih terdapat keluarga miskin yang belum menerima bantuan. Sedangkan, tahap terminasi menunjukkan bahwa sebagian KPM telah mencapai kemandirian yang ditandai dengan kesiapan menuju graduasi, namun sebagian lainnya masih menunjukkan sikap ketergantungan. Simpulan penelitian ini adalah pemberdayaan masyarakat pada PKH di Desa Waringinsari dilaksanakan melalui kegiatan P2K2, kewajiban pendidikan dan kesehatan KPM, KUBE, dan program lanjutan pasca-graduasi.

Kata kunci: Pemberdayaan masyarakat, Program Keluarga Harapan, Keluarga Penerima Manfaat

ABSTRACT

TITIN MUSAROFAH. 2026. COMMUNITY EMPOWERMENT IN THE FAMILY HOPE PROGRAM *(A Study of Beneficiary Families of the Family Hope Program in Waringinsari Village, Banjar City)*. Community Education Study Program, Faculty of Teacher Training and Education, Siliwangi University.

The Family Hope Program (PKH) emphasizes community empowerment as a means to foster the self-reliance of Beneficiary Families (KPM). However, its implementation still faces challenges, such as the dependence of some KPM on assistance and their suboptimal readiness for independent graduation. These conditions indicate that the success of PKH is largely determined by the effectiveness of the empowerment stages implemented. This study aims to determine the stages of community empowerment in the Family Hope Program in Waringinsari Village, Banjar City. This study uses a qualitative approach with phenomenological methods. The research subjects included village officials, PKH facilitators, school stakeholders, posyandu cadres, and PKH beneficiaries. Data collection techniques included observation, in-depth interviews, and documentation studies. Data analysis involved data reduction, data presentation, and conclusion drawing. The research findings indicate that community empowerment in the Family Hope Program (PKH) is implemented through preparation, assessment, planning, action plan development, implementation, evaluation, and termination. The preparation stage focuses on preparing empowerment personnel and disseminating information regarding program participation. The assessment stage emphasizes the identification of family needs and potentials. The planning and action plan formulation stage is carried out through the Family Capacity Building Meetings (P2K2). The implementation stage focuses on program execution in accordance with established regulations. The evaluation stage indicates that the implementation of PKH has not yet fully achieved equity, as there are still poor families who have not received assistance. Meanwhile, the termination stage shows that some KPM have achieved self-reliance, as indicated by their readiness for graduation, while others still demonstrate dependency. The conclusion of this study is that community empowerment within the PKH in Waringinsari Village is implemented through P2K2 activities, educational and health obligations of KPM, KUBE, and follow-up programs after graduation.

Keywords: Community empowerment, Family Hope Program, Beneficiary Families