

ABSTRAK

Zahrotun, Vida. 2026. **“IMPLEMENTASI PROGRAM KELUARGA HARAPAN DALAM UPAYA MENINGKATKAN KESEJAHTERAAN KELUARGA PENERIMA MANFAAT** (Studi Di Desa Cipeundeuy Kecamatan Bantarujeg Kabupaten Majalengka). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penerima keluarga harapan di tingkat desa masih menghadapi berbagai kendala, seperti ketidaktepatan data penerima manfaat, keterlambatan penyaluran bantuan, serta belum optimalnya pendampingan sosial. Penelitian ini bertujuan untuk mendeskripsikan implementasi Program Keluarga Harapan dalam meningkatkan kesejahteraan keluarga penerima manfaat di Desa Cipeundeuy, Kecamatan Bantarujeg, Kabupaten Majalengka. Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap pendamping sosial, pemerintah desa, serta keluarga penerima manfaat. Analisis data dilakukan menggunakan model Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi PKH di Desa Cipeundeuy telah dilaksanakan melalui proses pendataan, penetapan sasaran, penyaluran bantuan, pendampingan sosial, serta pemantauan pemenuhan komitmen pendidikan dan kesehatan. Program memberikan dampak positif terhadap pemenuhan kebutuhan dasar, peningkatan akses pendidikan dan layanan kesehatan, serta memperkuat rasa aman sosial keluarga penerima manfaat. Namun demikian, implementasi program masih menghadapi kendala berupa ketidaksesuaian data penerima, keterlambatan pencairan bantuan, serta rendahnya tingkat kemandirian ekonomi sebagian keluarga penerima manfaat yang masih bergantung pada bantuan sosial. Penelitian ini menyimpulkan bahwa implementasi PKH telah memberikan kontribusi terhadap peningkatan kesejahteraan keluarga penerima manfaat, tetapi efektivitasnya masih dipengaruhi oleh akurasi data, kualitas pendampingan sosial, koordinasi antar pemangku kepentingan, serta penguatan program pemberdayaan ekonomi keluarga sebagai upaya mewujudkan kemandirian yang berkelanjutan.

Kata kunci: Program Keluarga Harapan, implementasi kebijakan, kesejahteraan keluarga, pendampingan sosial.

ABSTRACT

Zahrotun, Vida. 2026. "The Implementation of the Family Hope Program in Improving the Welfare of Beneficiary Families" (A Study in Cipeundeuy Village, Bantarujeg District, Majalengka Regency). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University.

Beneficiary families of the Family Hope Program at the village level continue to face several challenges, including inaccurate beneficiary data, delays in benefit distribution, and suboptimal social assistance. This study aims to describe the implementation of the Family Hope Program in improving the welfare of beneficiary families in Cipeundeuy Village, Bantarujeg District, Majalengka Regency. A qualitative approach with a descriptive design was employed. Data were collected through interviews, observations, and documentation involving social facilitators, village government officials, and beneficiary families. Data were analyzed using the Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing. The findings indicate that the implementation of PKH in Cipeundeuy Village has been carried out through beneficiary data collection, target determination, benefit distribution, social assistance, and monitoring of compliance with education and health commitments. The program has positively contributed to meeting basic needs, improving access to education and healthcare services, and strengthening the beneficiaries' sense of social security. However, its implementation continues to face challenges, including inaccurate beneficiary data, delays in fund disbursement, and the limited economic independence of some beneficiary families who remain dependent on social assistance. The study concludes that PKH has contributed to improving the welfare of beneficiary families, although its effectiveness is still influenced by data accuracy, the quality of social assistance, coordination among stakeholders, and the strengthening of family economic empowerment programs to achieve sustainable self-reliance.

Keywords: *Family Hope Program, policy implementation, family welfare, social assistance, beneficiary families*