

## Implementation of PKH in Community Empowerment Efforts in Mulyoagung Village, Bojonegoro District, Bojonegoro Regency

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### Abstrak

Poverty remains a strategic issue in regional development, including in Bojonegoro Regency, despite showing a general downward trend. The Family Hope Program (PKH), as a social protection policy, is expected to improve the welfare of the poor, but its effectiveness at the village level still requires in-depth study. This study aims to analyze the implementation of PKH and its contribution to reducing poverty in Mulyoagung Village, Bojonegoro District. The method used is a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation of relevant informants. The results indicate that communication, resources, disposition, and bureaucratic structure in PKH implementation have been effective. However, several obstacles remain, including low knowledge about business development in economic empowerment. This study contributes in the form of an overview of PKH implementation at the village level and serves as evaluation material for village governments in improving program effectiveness.

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## 1. INTRODUCTION

Poverty remains a major development issue in Indonesia, complex and multidimensional in nature. This problem is not only related to limited income but also includes limited access to education, healthcare, and social protection (Central Statistics Agency, 2023; Ministry of Social Affairs of the Republic of Indonesia, 2023). Regionally, East Java Province is one of the most populous regions in Indonesia, making the poverty rate in this region an important indicator in evaluating the success of regional development. Data from the Central Statistics Agency shows that during the 2021–2025 period, there was a downward trend in the percentage and number of poor people in East Java, although in absolute terms, the number remains relatively high. This condition indicates that poverty alleviation efforts have had an impact, but have not yet fully resolved the existing problem.

At the district level, Bojonegoro Regency still faces challenges in reducing poverty. Despite a downward trend in recent years, the poverty rate in this region remains above the national average. The local government has implemented various poverty alleviation programs, one of which is the Family Hope Program (PKH), a conditional social assistance program aimed at improving the welfare of the poor by increasing access to education and healthcare. However, data shows that the number of beneficiaries and the poverty rate continue to fluctuate from year to year (BPS Bojonegoro Regency, 2023). More specific problems are evident at the village level, such as in Mulyoagung Village, Bojonegoro District. Based on village government data, the number of poor households remains quite

high, although it has shown a downward trend from 2019 to 2024. This condition reflects that the implementation of poverty alleviation programs is not yet fully optimal and still requires evaluation based on the actual conditions of the community. This phenomenon is important because villages are the smallest units within the government structure that play a direct role in implementing social programs. Various previous studies have shown that conditional social assistance programs such as PKH have a positive impact on poverty reduction and improving community welfare. Suryahadi et al. (2021) stated that social assistance programs can reduce extreme poverty by increasing household consumption. Meanwhile, Hidayat and Widodo (2022) emphasized that program effectiveness is greatly influenced by targeting accuracy, data quality, and aid distribution mechanisms. Research by Husin and Setiawati (2024) showed that the implementation of the Family Hope Program (PKH) can improve community welfare with the support of effective program implementation. However, most of this research focuses on macro-level analysis and has not examined program implementation in depth using a participatory approach.

Based on the above description, there is a gap between general research findings and empirical conditions at the local level. Studies on the effectiveness of Family Hope Program (PKH) implementation at the village level, particularly those integrating research and community service approaches, are still limited. Furthermore, local dynamics such as community socioeconomic characteristics, beneficiary data accuracy, and program sustainability have not been comprehensively explored. Therefore, a research-based community service approach is needed that not only analyzes problems but also provides applicable solutions tailored to community needs. The novelty of this article lies in the integrative approach between research and community research in evaluating and optimizing the implementation of the Family Hope Program (PKH) at the village level, particularly in terms of economic empowerment resulting from the program. This approach is expected to produce more contextual recommendations based on field data.

In line with the background and gaps that have been identified, the objectives of this research-based community service activity are: (1) to analyze the conditions and trends of poverty in Mulyoagung Village; (2) to evaluate the effectiveness of the implementation of the Family Hope Program (PKH) in reducing poverty rates; (3) to identify supporting and inhibiting factors in program implementation; and (4) to formulate strategic recommendations to increase the effectiveness of poverty alleviation programs at the village level. Thus, the results of this research are expected to provide a real contribution in supporting more targeted and sustainable poverty alleviation policies.

## 2. RESEARCH METHODS

This study uses a descriptive qualitative approach with the aim of gaining an in-depth understanding of the implementation of the Family Hope Program (PKH) policy and the factors influencing its success. The qualitative approach was chosen because it is able to describe phenomena holistically based on real conditions in the field. This method uses data collection techniques through interviews, observations, and documentation of key informants and relevant supporting informants. Based on the idea that social reality is complex, dynamic, and full of meaning, it needs to be analyzed in depth through direct interaction with informants. Using data analysis techniques by transforming it into information through data collection, data condensation, data presentation, as well as drawing conclusions and verification. Using credibility techniques with source triangulation, method triangulation, and time triangulation is one of the methods of validity of qualitative research data. To analyze the effectiveness of program implementation, this study uses George C.

Edward III's policy implementation theory in Syahrudin (2019:60), which includes four main variables: 1) Communication – the extent to which policy information is conveyed clearly to implementers and beneficiaries. 2) Resources – the availability of human resources, budget, facilities, and time. 3) Disposition (Implementer Attitude) – the implementer's commitment, integrity, and attitude towards the policy. 4) Bureaucratic Structure – the organizational system, division of tasks, and operational procedures. These four elements are used as indicators to assess the level of success and effectiveness of the PKH program in achieving poverty alleviation goals.

### 3. RESULTS AND DISCUSSION

#### 3.1. RESEARCH RESULT

Based on observations and interviews, data showed that there were 91 beneficiaries (KPM) divided into six groups, with three groups in Jantur Hamlet and three groups in Ngangkatan Hamlet. One PKH facilitator provided regular assistance.

Table 1. Data on PKH Beneficiaries in Mulyoagung Village

No	Indicator	Amount
1	Total MOE	91 people
2	Number of Groups	6 groups
3	Jantur Village	3 groups
4	Ngangkatan Hamlet	3 groups
5	PKH Companion	1 person

Source: Observation Data, 2026

##### 3.1.1 Communication

The research results show that communication between PKH facilitators and recipients involves direct meetings and communication with recipients without using other media. The obstacles identified are: for PKH recipients who do not understand what is conveyed, especially to the elderly. Consistency in conveying the information that is conveyed once a month at each group meeting, with a total of 6 groups in Mulyoagung village.

Table 2. Frequency and Communication Media

Indicator	Information
Meeting Frequency	1 time/month
Method	Face to face
Additional Media	Whatsapp Group

Source: 2026 Observation Data

##### 3.1.2 Resources

The program's field staff, or PKH facilitators in Mulyoagung Village, are competent, possessing education and experience that has been validated through a selection process by the Bojonegoro Social Services Office. There is one PKH facilitator. people to accompany 6 groups in Mulyoagung village, with a total of the number of beneficiaries is 91. Coordination was also carried out by the hamlet head and the PKH facilitator in Mulyoagung village to avoid misunderstandings. between the hamlet head, PKH facilitator, and PKH recipient during the activity implementation process.

##### 3.1.3 Disposition

The attitude of PKH companions when mentoring activities for PKH recipients. The attitude of PKH mentors in Mulyoagung Village demonstrates friendliness and communication, patient support, and responsiveness to the needs of KPM. They have a hamlet head who focuses on administrative aspects such as data PKH recipients, number of PKH recipients, and other administrative tasks. PKH facilitators who focus on primary facilitation activities in the field directly and communicate directly with recipients, PKH results in the finding that there were no incentives received by PKH companions and the head of Mulyoagung village during the implementation of the PKH program.

Table 2. Disposition of the Implementer

Indicator	Results
Companion Attitude	Good
Relationship with MOE	Harmonious
Incentive	There isn't any

Source: Observation Data, 2026

#### 3.1.4 Bureaucratic Structure

The hamlet head and assistants have carried out the implementation of the Family Hope Program in Mulyoagung Village, Bojonegoro District, Bojonegoro Regency, in accordance with SOPs, including administrative processes, data collection, aid distribution, and evaluation of the progress of PKH recipients. The organizational structure is structured in a coordinated manner between the hamlet head and PKH assistants in carrying out the program. Each has its own responsibilities. The hamlet head is responsible for the hamlet level and assists with the administration and reporting of recipient data. Meanwhile, the PKH Facilitator is tasked with providing direct assistance to PKH recipients in each group, as well as checking and ensuring compliance with the obligations of PKH recipient components.

#### 3.1.5 Economic empowerment as a result of the PKH program

The success of the PKH program is characterized by, among other things, economic independence. Economic independence is achieved by empowering PKH recipients through training and business skills development. Economic empowerment aims to enable PKH recipients to Nondependent on assistance and can optimally improve the economy. However, the program has not been implemented by PKH facilitators and has not been fully participated in by PKH recipients who are still of productive age due to limited knowledge and low community participation. Types of businesses owned by PKH recipients in Mulyoagung Village include small stalls, selling snacks, and raising chickens. Most of these businesses are still small-scale and run simply with limited capital. Those who own businesses admit that economic empowerment activities have been quite helpful in increasing family income. However, they still face obstacles in marketing, capital, and business development.

## 3.2.DISCUSSION

### 3.2.1 Communication

George C. Edwards III, in Syahrudin (2019:60), explains that policy communication means the process of conveying policy information from policy makers to policy implementers, which will then be conveyed to target groups to get responses from related parties. Based on the findings in the field, in conveying information to PKH recipients regarding the rights and obligations

that must be carried out as Beneficiary Families (KPM), each group, with a total of 6 groups, is done once a month at a meeting at the PKH recipient's home. Based on the regulation of the Minister of Social Affairs number 1 of 2008, article 49, paragraph 4 states that holding meetings with Beneficiary Families (KPM) at least once a month. The obstacles experienced have a solution that the recipient is accompanied by a young family member, so that it can reduce misunderstandings due to a lack of understanding of what is being conveyed.

### 3.2.2 Resources

According to George C. Edward III in Syahrudin (2019:60), resources play a crucial role in policy implementation. Findings show that PKH facilitators do not consider the number of staff to be a limitation and maintain adequate staffing for the PKH program. With this number, PKH facilitators continue to carry out the facilitation process perfectly and conduct proper supervision. This is supported by the presence of PKH facilitator staff in the field who possess competencies through education and experience that have been tested through the Bojonegoro Regency Social Service. Staff always coordinate with the hamlet head and PKH facilitators in Mulyoagung village before going to the field. This coordination concerns the content of official information for PKH recipients. The purpose of this coordination is to understand what will be done when they are in the field, so that misunderstandings do not occur between the hamlet head, PKH facilitators, and PKH recipients.

### 3.2.3 Disposition

The factors that George C. Edward III, in Syahrudin (2019:60), paid attention to in this study were the disposition or attitude of the implementers in the implementation of the Family Hope Program (PKH) in Mulyoagung Village. The attitude of the PKH facilitators in Mulyoagung Village was good and had a humorous and patient character. This attitude was more acceptable to PKH recipients because the majority of PKH recipients were elderly mothers who wanted orderly but not emotional activities. The placement of staff according to their roles and duties was carried out by the hamlet head and PKH facilitators correctly and in accordance with the provisions. The lack of incentives was not a problem in the activity process because it was marked by the enthusiasm of the PKH facilitators, who continued to carry out their work well and visited the homes of PKH recipients voluntarily without a predetermined visit schedule.

### 3.3.4 Structure of Bureaucracy

According to George C. Edward III in Syahrudin (2019:60), bureaucratic structure is related to the division of tasks and SOPs in policy implementation. The implementation of the Family Hope Program (PKH) in Mulyoagung Village, Bojonegoro District, Bojonegoro Regency, shows that the program has been implemented according to the procedures and Standard Operating Procedures (SOPs) established by the Ministry of Social Affairs. During the program implementation, no significant obstacles were found in the administrative process or aid distribution. This proves that coordination between program implementers is running well. The bureaucratic structure or coordination structure at the hamlet level has been organized and is able to

create a clear division of tasks between the hamlet head and PKH facilitators so that each implementer understands their respective duties and responsibilities.

### 3.3.5 Empowerment economy as a result of the PKH program

Community economic empowerment in Mulyoagung Village has not been optimal. This is evident in the low level of empowerment activities carried out by the village government and related institutions. Economic empowerment is a crucial effort to improve the community's economy through the development of local potential and skills development. This lack of empowerment activities has left the community lacking the necessary skills to develop productive economic enterprises. Most of these enterprises are still small-scale and operated simply due to marketing constraints. These activities are still minimal, so their impact on improving the community's economy has not been significantly seen. Furthermore, low community participation also impacts the success of the economic empowerment program. Community participation is crucial because the program's success depends not only on the village government but also on the community's active involvement in every activity. Training is conducted only through communication during meetings and is temporary in nature, thus failing to create community economic independence. This indicates that the empowerment program has not been implemented sustainably.

## 4. CONCLUSION

The research concludes that Communication in the implementation of the Family Hope Program in the village of Mulyoagung, Bojonegoro District, Bojonegoro Regency has been implemented effectively and successfully. Resources in the implementation of the Family Hope Program in the village Mulyoagung, Bojonegoro District, Bojonegoro Regency are sufficient and competent, so that it runs effectively and successfully. Disposition in the Implementation of the Family Hope Program in the village Mulyoagung, Bojonegoro District, Bojonegoro Regency has been implemented in accordance with existing provisions and is running effectively and successfully. Bureaucratic Structure in Implementing the Family Hope Program in Villages Mulyoagung, Bojonegoro District, Bojonegoro Regency. The program is running effectively and successfully, and is being implemented according to established procedures. The economic empowerment program is less than optimal and still needs improvement, as PKH recipients still face marketing and business development challenges. Suggestions include increasing human resources, although there are currently no mentors. obstacles in implementing the PKH program, it would be better to add several PKH companions. Which initially handled 3 villages, became only 2 villages. So that the focus on the process of all activities can be maximized. Holding activities related to economic empowerment, such as training skills and consistency in entrepreneurship, training marketing, and business development, for PKH recipients. So that it can be useful for the continuation of life for PKH recipients, not just assisting.

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