

## ABSTRAK

Program Keluarga Harapan (PKH) merupakan program bantuan sosial bersyarat yang bertujuan meningkatkan kesejahteraan masyarakat miskin dan rentan, termasuk lanjut usia (lansia). Penelitian ini dilatarbelakangi oleh masih adanya ketimpangan penerimaan bantuan Program Keluarga Harapan (PKH) bagi lansia di Desa Babah Krueng, meskipun memiliki kondisi sosial ekonomi yang relatif sama. Penelitian ini bertujuan untuk menganalisis implementasi program dalam peningkatan kesejahteraan lansia serta mengidentifikasi kendala yang dihadapi dalam pelaksanaannya. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan menggunakan model implementasi kebijakan Van Meter dan Van Horn yang berfokus pada aspek sumber daya, komunikasi antar organisasi dan pelaksana, disposisi atau sikap pelaksana, serta kondisi sosial, ekonomi, dan politik. Hasil penelitian menunjukkan bahwa implementasi Program Keluarga Harapan (PKH) di Desa Babah Krueng telah memberikan manfaat bagi lansia dalam membantu pemenuhan kebutuhan dasar, meningkatkan akses terhadap layanan sosial, serta mendukung kesejahteraan ekonomi penerima manfaat. Namun, implementasi program belum berjalan optimal. Dari aspek sumber daya, masih terdapat keterbatasan berupa ketiadaan operator desa yang mengelola Data Terpadu Kesejahteraan Sosial (DTKS). Dari aspek komunikasi, koordinasi antara pendamping Program Keluarga Harapan (PKH), pemerintah desa, dan instansi terkait telah berjalan cukup baik, namun belum mampu menjangkau seluruh lansia yang berhak menerima bantuan. Dari aspek disposisi, aparat desa dan pendamping Program Keluarga Harapan (PKH) menunjukkan sikap yang proaktif dan mendukung pelaksanaan program. Sementara itu, kondisi sosial, ekonomi, dan politik masyarakat menunjukkan bahwa rendahnya literasi digital, kerentanan ekonomi, serta keterbatasan akses informasi menjadi faktor yang memengaruhi keterjangkauan program bagi lansia. Adapun kendala utama yang ditemukan meliputi belum optimalnya sistem pendataan Data Terpadu Kesejahteraan Sosial (DTKS), ketiadaan operator desa, rendahnya insentif bagi petugas pendataan, dokumen kependudukan yang belum terintegrasi secara digital, ketergantungan terhadap kebijakan pemerintah pusat, keterbatasan anggaran dan infrastruktur desa, serta rendahnya literasi digital masyarakat lansia.

**Kata Kunci:** *Implementasi Kebijakan, Program Keluarga Harapan (PKH), Kesejahteraan Lansia.*

## ABSTRACT

*The Family Hope Program (Program Keluarga Harapan/PKH) is a conditional social assistance program aimed at improving the welfare of poor and vulnerable communities, including the elderly. This research was motivated by the unequal distribution of PKH benefits among elderly residents in Babah Krueng Village, despite having relatively similar socio-economic conditions. The objectives of this study are to analyze the implementation of the program in improving elderly welfare and to identify the obstacles encountered in its implementation. This study employed a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation. Data analysis was conducted using the policy implementation model of Van Meter and Van Horn, focusing on resources, inter-organizational communication and implementation activities, implementers' dispositions or attitudes, and social, economic, and political conditions. The findings indicate that the implementation of the Family Hope Program (PKH) in Babah Krueng Village has provided benefits for the elderly by helping to meet basic needs, improving access to social services, and supporting the economic welfare of beneficiaries. However, the implementation of the program has not been fully optimal. In terms of resources, there are still limitations, particularly the absence of village operators responsible for managing the Integrated Social Welfare Data (DTKS). Regarding communication, coordination among PKH facilitators, village authorities, and related institutions has been fairly effective, although it has not yet reached all elderly individuals who are eligible for assistance. In terms of disposition, village officials and PKH facilitators have demonstrated proactive attitudes and strong support for program implementation. Meanwhile, social, economic, and political conditions reveal that low digital literacy, economic vulnerability, and limited access to information remain factors affecting the accessibility of the program for the elderly. The main obstacles identified include the suboptimal management of the Integrated Social Welfare Data (DTKS), the absence of village operators, low incentives for data collection personnel, population administration documents that have not been fully integrated into digital systems, dependence on central government policies, limited village budgets and infrastructure, and low levels of digital literacy among the elderly.*

**Keywords:** Policy Implementation, Family Hope Program (PKH), Elderly Welfare.