

ABSTRAK

Program Keluarga Harapan (PKH) merupakan program bantuan sosial bersyarat yang diberikan kepada keluarga miskin dan rentan untuk membantu memenuhi kebutuhan pendidikan, kesehatan, dan kesejahteraan sosial. Dalam pelaksanaannya di Gampong Kuta Blang masih ditemukan permasalahan berupa ketidaktepatan sasaran, keterlambatan penyaluran bantuan, serta data penerima manfaat yang belum diperbarui secara berkala. Penelitian ini bertujuan untuk mengetahui efektivitas pelaksanaan Program Keluarga Harapan (PKH) di Gampong Kuta Blang Kecamatan Banda Sakti Kota Lhokseumawe. Penelitian ini menggunakan teori efektivitas menurut Edy Sutrisno yang meliputi pemahaman program, ketepatan sasaran, ketepatan waktu, tercapainya tujuan, dan perubahan nyata. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Observasi dilakukan dengan mengamati secara langsung pelaksanaan PKH di Gampong Kuta Blang, khususnya proses verifikasi data penerima, penyaluran bantuan, serta pelaksanaan pendampingan dan koordinasi dalam program. Wawancara dilakukan dengan Koordinator PKH Kota Lhokseumawe, staf Dinas Sosial, pendamping PKH, Geuchik Gampong Kuta Blang, dan Keluarga Penerima Manfaat (KPM) untuk memperoleh informasi mengenai proses pelaksanaan program, penetapan penerima, penyaluran bantuan, manfaat program, kendala yang dihadapi, serta perubahan yang dirasakan setelah menerima PKH. Hasil penelitian menunjukkan bahwa pelaksanaan PKH di Gampong Kuta Blang belum berjalan secara optimal. Pada aspek pemahaman program, KPM telah cukup memahami tujuan dan kewajibannya. Pada aspek ketepatan sasaran masih ditemukan penerima yang belum sesuai kondisi dan kriteria karena pemutakhiran data belum dilakukan secara berkala. Pada aspek ketepatan waktu, penyaluran bantuan pada umumnya dapat diterima oleh KPM, meskipun masih terdapat kendala administrasi yang menyebabkan keterlambatan. Pada aspek tercapainya tujuan, PKH telah membantu keluarga penerima dalam memenuhi kebutuhan pendidikan, kesehatan, dan kebutuhan dasar. Sementara pada aspek perubahan nyata, bantuan PKH telah meringankan beban pengeluaran dan membantu memenuhi kebutuhan keluarga, tetapi belum memberikan perubahan ekonomi yang signifikan. Dengan demikian, pelaksanaan PKH telah memberikan manfaat bagi masyarakat penerima, namun masih diperlukan pemutakhiran dan validasi data secara berkala, peningkatan koordinasi antarinstitusi, serta evaluasi pelaksanaan program agar bantuan dapat diberikan secara lebih tepat sasaran dan efektif.

Kata Kunci: Efektivitas, Program Keluarga Harapan (PKH), Keluarga Penerima Manfaat, Bantuan Sosial.

ABSTRACT

The Family Hope Program (Program Keluarga Harapan/PKH) is a conditional social assistance program provided to poor and vulnerable families to help fulfill their educational, health, and social welfare needs. In its implementation in Kuta Blang Village, several problems are still found, including inaccurate beneficiary targeting, delays in the distribution of assistance, and beneficiary data that has not been updated regularly. This study aims to determine the effectiveness of the implementation of the Family Hope Program (PKH) in Kuta Blang Village, Banda Sakti District, Lhokseumawe City. This study uses the effectiveness theory proposed by Edy Sutrisno, which consists of program understanding, target accuracy, timeliness, goal achievement, and real change. This study employed a qualitative approach with a descriptive method. Data were collected through observation, interviews, and documentation. Observation was conducted by directly observing the implementation of PKH in Kuta Blang Village, particularly the beneficiary data verification process, distribution of assistance, as well as mentoring and coordination activities within the program. Interviews were conducted with the PKH Coordinator of Lhokseumawe City, staff of the Social Affairs Office, PKH facilitators, the Head of Kuta Blang Village, and Beneficiary Families (KPM) to obtain information regarding the program implementation process, beneficiary determination, distribution of assistance, program benefits, challenges encountered, and changes experienced after receiving PKH assistance. The results show that the implementation of PKH in Kuta Blang Village has not yet been fully optimal. In terms of program understanding, KPMs generally have a sufficient understanding of the program's objectives and their obligations. In terms of target accuracy, some beneficiaries are still not fully in accordance with their current conditions and the established criteria due to the lack of regular data updating. In terms of timeliness, the distribution of assistance can generally be received by KPMs, although administrative problems still cause delays. In terms of goal achievement, PKH has helped beneficiary families meet educational, health, and basic household needs. Meanwhile, in terms of real change, PKH assistance has helped reduce household expenditures and fulfill family needs, but has not yet resulted in significant economic changes. Therefore, the implementation of PKH has provided benefits to beneficiary families, but regular updating and validation of beneficiary data, improved coordination among relevant institutions, and continuous program evaluation are still needed to ensure that assistance is distributed more accurately and effectively.

Keywords: Effectiveness, Family Hope Program (PKH), Beneficiary Families, Social Assistance.