

Implementation of Family Hope Program (Program Keluarga Harapan) in Bojong Village: Ministerial Regulation Study

Husni Farhani Mubarak¹ Heri² Muhammad Ridwan Caesar³ Ari Nugraha⁴

¹Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: hfm.unfari@gmail.com

²Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: achief1984@gmail.com

³Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: caesar.fisip25@gmail.com

⁴Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: nugrahaari251@gmail.com

Abstract: The Family Hope Program (PKH) is a social protection program that provides cash assistance to low-income families who are designated as Beneficiary Families (KPM). PKH is a program targeting low-income families, with the primary focus on economically disadvantaged families. PKH is an initiative focused on the development and enhancement of human resources, with a particular emphasis on aspects of education, health, and social welfare. The purpose of this study was to determine the Implementation of the Family Hope Program Policy in Bojong Village, to find out the factors that hindered the Implementation of the Family Hope Program Policy in Bojong Village, to find out the efforts being made to overcome obstacles to the Implementation of the Family Hope Program Policy in Bojong Village—the third stage of payment and finally the commitment verification. The driving and inhibiting factors for PKH, which were implemented in Bojong Village, Bungbulang District, were that, although not fully implemented, the community acknowledged that this program had helped and provided relief to the community.

Keywords: Implementation, PKH, Social and Community Protection

1. Introduction

Program Keluarga Harapan (PKH), The Family Hope Program, is a manifestation of poverty alleviation policies and one of the government's poverty alleviation programs. Poverty itself is a problem that causes people to have difficulty meeting their basic living needs, including access to education and health services.¹ Poverty is often understood in a straightforward sense, namely as a state of lack of money, low income levels, and unfulfilled basic daily needs.

¹ Widjajanti Isdijoso et al., "Persepsi Penerima Manfaat Program Penanggulangan Kemiskinan: Studi Kasus Tiga Kelurahan Di Provinsi DKI Jakarta," *Smeru Research Institute*, 2018, <http://www.smeru.or.id/id/content/monitoring-rumah-tangga-sasaran-rt-penerima-program-bantuan-pemberdayaan>.

*Correspondence

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Poverty itself can also be defined as the inability to meet daily needs. Poverty itself can also be defined as the inability to meet the minimum standard of living needs.² According to Suparlan in Bhawika Dharmmayukti (2021:5), poverty is characterized by a low standard of living, specifically the level of material deprivation experienced by a number or group of people compared to the standard of living generally applicable in society. Poverty is a problem faced by all countries, especially in developing countries.³ This is because poverty is multidimensional, meaning it encompasses various aspects and dimensions.

The Family Hope Program is managed by the Ministry of Social Affairs (Kemensos), with strict supervision from the National Development Planning Agency (Bappenas).⁴ It is implemented by the Social Service, a government agency engaged in the social sector. The Family Hope Program was first implemented in Indonesia in 2007 and is considered the country's flagship program for poverty alleviation.⁵ The Family Hope Program is run as an implementation of the Regulation of the Minister of Social Affairs of the Republic of Indonesia No. 1 of 2018 concerning the Family Hope Program (PKH).⁶ This program is a cash assistance program for impoverished households for extremely low-income families, based on the provisions and requirements that have been determined. The Family Hope Program is only available to extremely low-income families who meet the eligibility requirements.

The purpose of the Family Hope Program is to help the very poor in the short term. Additionally, the Family Hope Program is an investment in human resources, enabling the next generation to break the poverty cycle.⁷ Poverty is a complex issue that affects Indonesian society, particularly in Bojong Village, Bungbulang District, Garut Regency. In Bojong Village itself, the poverty rate remains relatively high, involving around 590 families. This indicates that the issue of poverty in Bojong Village has not been adequately addressed. If this poverty is not resolved immediately,

² DV Ferezagia, "Analysis of Poverty Levels in Indonesia," *Journal of Applied Social Humanities* 1, no. 1 (2018).

³ A. O. Dharmmayukti, B., Rotinsulu, T. O., & Niode, "Analysis of The Effect of Inflation and Human Development Index (HDI) on the Level of 81 Poverty in Manado City in 2004-2019," *Scientific Journal of Efficiency* 21, no. 5 (2021).

⁴ Erlina Husain, Widya Kurniati Mohi, and Lukfiah Irwan Radjak, "The Effectiveness of the Family of Hope Program (PKH) in Lamu Village, Batudaa Pantai District, Gorontalo District," *Journal of Management and Administration Provision* 1, no. 1 (2021): 24–31, <https://doi.org/10.55885/jmap.v1i1.40>.

⁵ Rudi Kurniawan et al., "Breaking the Chains of Poverty: Examining the Efficacy of the Family Hope Program in Indonesia and Its Alignment with Policy Theories," *International Journal of Sustainable Development and Planning* 19, no. 9 (2024): 3567–76, <https://doi.org/10.18280/ijstdp.190924>.

⁶ Ministry of Social Affairs, "Regulation of the Minister of Social Affairs Number 1 of 2018 Concerning the Family Hope Program" (2018).

⁷ Anggara Setya Saputra et al., "Evaluation of the Keluarga Harapan Program (PKH)) in Tamansari Village Banyumas," *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu Dan Praktek Administrasi* 19, no. 2 (2022): 235–45.

it can result in crime, increased mortality rates, increased unemployment, and conflicts in the community. For this reason, it is hoped that the existence of PKH can reduce the poverty rate in Bojong Village, Bungbulang District.⁸

Then, in Bojong Village itself, the Implementation of the Family Hope Program has not been fully implemented. This is due to the distribution of PKH assistance that is not on target. This can be seen from the field facts, which show that there are people who are classified as capable but still receive assistance from PKH.

In one village, some people work as traders and farmers, earning good incomes, and receive assistance from PKH. This shows that the distribution of PKH is not on target because it is not by Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program in article 3 which reads "PKH targets are families and/or individuals who are poor and vulnerable and are registered in the integrated data of the poverty handling program, have components of Health, Education, and/or social welfare". The article explains that individuals entitled to receive PKH assistance are those who are poor or vulnerable to poverty, meaning that those who are not considered poor or vulnerable to poverty are not eligible for PKH assistance.

2. Methods

In this study, the researcher used a descriptive research method using a qualitative approach. The data collection techniques used in the study include observation, Interviews, literature review, and documentation.⁹ The methods used in processing data include Data Collection, Data Editing, Data Interpretation, and Activities in data analysis, namely Data Reduction, Display, Triangulation, and Conclusions and Verification.¹⁰

3. Results & Discussion

The Family Hope Program (PKH) is one of the government's policies aimed at eradicating poverty in Indonesia. This program is intended for poor or vulnerable people by the Regulation of the Minister of Social Affairs Number 1 of 2018, Article 3, which states "PKH targets are families and/or individuals who are poor and vulnerable and are registered in the integrated data of the poverty handling program, have

⁸ Aceng Ulumudin Nurhadi, Mulyanengsih, "Implementation Of The Family Hope Program Policy In Bojong Village , Bungbulang District , Garut Regency (Study Of The Regulation Of The Minister Of Social Affairs Of The Republic Of Indonesia Number 1 Of 2018)," *Jurnal DIALEKTIKA: Jurnal Ilmu Sosial* 23, no. 1 (2025).

⁹ Bambang Sudaryana, *Research Methods* (Yogyakarta: Deepublish, 2017).

¹⁰ Lexy J. Moleong, *Qualitative Research Methodology* (Bandung: Rosda, 2017).

components of health, education, and/or social welfare". This program is expected to help reduce poverty rates in Indonesia.¹¹

The implementation of the Family Hope Program policy in Bojong Village, Bungbulang District, has not been fully implemented, as there are still issues, such as the presence of poor individuals who have not received assistance from the program. In contrast, individuals classified as well-off have received help from the Family Hope Program.

Several factors can influence the success of a policy implementation.¹² According to Edward III (in Widodo 2010:96), four factors influence the success or failure of policy implementation, including communication, resources, disposition, and bureaucratic structure. The explanation of the four factors of development implementation in Bojong Village, Bungbulang District, is as follows:

3.1. Communication

Communication is one of the critical variables that affect the implementation of the strategic plan development in Bojong Village, Bungbulang District. Communication greatly determines the success of achieving the objectives of public policy implementation.¹³ Communication regarding the Implementation of the Family Hope Program Policy in Bojong Village, Bungbulang District, remains suboptimal.

Based on the results of field observations, PKH assistants and Bojong Village officials consistently conduct routine socialization about PKH. Still, the village community, as beneficiary families (*Keluarga Penerima Manfaat* (KPM)), cannot take advantage of this opportunity correctly, even though village officials and PKH assistants carry out these activities, which are helpful for monitoring and evaluating the PKH program in Bojong Village, so that it runs even more effectively.

Based on the results of the literature study, researchers obtained data from BPS, indicating that the lack of coordination between PKH facilitators and the Bojong Village Government in Bungbulang District ultimately resulted in inaccurate data. This has caused some of the impoverished people in Bojong Village, Bungbulang District, to be excluded from receiving assistance through the Family Hope Program. Policy communication has several dimensions. The transmission dimension requires

¹¹ DM Rafiudin, M., Agustino, L., & Haris, "Implementation of the Family Hope Program in Wanasalam District, Lebak Regency" (Sultan Ageng Tirtayasa University, 2016).

¹² IA Permatasari, "Public Policy (Theory, Analysis, Implementation, and Policy Evaluation)," *The Journalish: Social and Government* 1, no. 1 (2020): 33–37.

¹³ Sukarniaty Kondolele et al., "The Nexus Between Public Communication And Policy Implementation Revisited: Insights From The Population And Civil Registration Service Of South Sulawesi, Indonesia," *Frontiers in Communication* 10, no. May (2025): 1–12, <https://doi.org/10.3389/fcomm.2025.1556747>.

that the public policy of the Family Hope Program in Bojong Village, Bungbulang District, be conveyed not only to policy implementers but also to policy target groups and other interested parties, both directly and indirectly.¹⁴

Furthermore, the clarity dimension requires that the Family Hope Program policy in Bojong Village, Bungbulang District be transmitted to implementers, target groups and other interested parties clearly so that they know what the intent, purpose, targets and substance of the public policy are so that each will know what must be prepared and implemented to make the policy a success effectively and efficiently. Then, the consistency dimension is necessary to ensure that the Family Hope Program policy in Bojong Village, Bungbulang District, which is being implemented, is not confusing, thereby confusing policy implementers, target groups, and interested parties.

3.2. Resources

The Family Hope Program is one of the poverty alleviation programs in Indonesia. This program aims to enable poor people to live better and more prosperously. In implementing the Family Hope Program Policy, support from various sources is necessary, including both human resources and other resources that can help achieve the program's goals.¹⁵

Based on the results of field observations, human resources can include physical and non-physical abilities.¹⁶ In implementing the Family Hope Program Policy, it is essential to have high-quality human resources to ensure that the program's objectives are achieved optimally. For the Implementation of the Family Hope Program Policy in Bojong Village, Bungbulang District, the existing human resources are pretty good. This can be seen from the background of each village employee and PKH assistant, the average being a Bachelor's Degree (S1).

Based on the results of the literature study, in addition to human resources, the Implementation of the Family Hope Program Policy also requires other sources, such as documents related to the implementation instructions for the Family Hope Program. In this case, the document is Ministerial Regulation Number 1 of 2018

¹⁴ Nurhadi, Mulyanengsih, "Implementation Of The Family Hope Program Policy In Bojong Village , Bungbulang District , Garut Regency (Study Of The Regulation Of The Minister Of Social Affairs Of The Republic Of Indonesia Number 1 Of 2018)."

¹⁵ Solichin Abdul Wahab, *Policy Analysis: From Formulation to the Development of Public Policy Models* (Jakarta: Bumi Aksara, 2017).

¹⁶ H Maunde, R., Posumah, J., & Kolondam, "Implementation of Government Policy and Community Participation in Handling Covid-19 in Kuma Selatan Village, Essang Selatan District, Talaud Islands Regency," *Journal of Public Administration* 7, no. 99 (2021).

concerning the Family Hope Program, which outlines the intent and purpose, targets, rights and obligations, and technical instructions for implementing the Program.¹⁷

3.3. *Disposition*

The implementation of the Family Hope Program in Bojong Village, Bungbulang District, has not been fully implemented, as many poor people have yet to receive assistance from the Program. This means that direct support from the government is necessary so that low-income individuals can access government assistance. There needs to be a special study of beneficiary families (KPM) who are classified as capable.¹⁸ All KPMs who are classified as capable must, of course, be aware that they are not eligible to receive PKH assistance.

Based on the results of field observations, researchers found that the program recipient community in Bojong Village was unable to change unhealthy or unproductive behaviors to more productive ones. Suppose the program recipient community lacks the motivation or willingness to change attitudes and behaviors that may contribute to poverty or other family issues.¹⁹ In that case, the Family Hope Program may face challenges in achieving its goals.²⁰

Without the commitment and active participation of the Bojong Village community, the program's positive impact can be limited. Additionally, the lack of support from family, friends, or the surrounding community in their efforts to change and achieve their goals makes the beneficiary families in Bojong Village feel isolated and less motivated. Positive social support can play a crucial role in strengthening the disposition of beneficiary families to take the necessary steps within the program.

Based on the results of the literature study, some factors influence the disposition of beneficiary families, KPM with a more positive disposition tend to be more active in participating in the program and achieving better results, as evidenced by the existence of KPM who have income from the business they are working on during the program. It has been proven to run well, so what they have obtained during socialization with village officials and assistants can be effectively applied.

¹⁷ Affairs, Regulation of the Minister of Social Affairs Number 1 of 2018 concerning the Family Hope Program.

¹⁸ & Ahmad Sampurna Sri Ayu Ulandari, "From Poverty to Inequality : Evaluation of the Implementation of the Family Hope Program (PKH) and Its Impact on Social Inequality in North Sumatra," *Temali: Jurnal Pembangunan Sosial* 8, no. 1 (2025): 65–76.

¹⁹ United Nations Research Institute for Social Development (UNRISD), *Combating Poverty and Inequality Structural Change, Social Policy and Politics* (Switzerland: Palais des Nations, 2010).

²⁰ Mardaus Mardaus and Afriva Khaidir, "The Influence of the Family Hope Program (PKH) Policy on Community Welfare in Kubung District, Solok Regency," *Jurnal Ilmiah Ilmu Administrasi Publik* 11, no. 1 (2021): 149, <https://doi.org/10.26858/jiap.v11i1.20521>.

The results of this literature study can provide a deeper understanding of how KPM disposition affects the effectiveness of PKH, as well as the factors that influence the disposition. With this understanding, the PKH program can be further optimized to achieve its objectives and have a positive impact on the target families.²¹

3.4. Bureaucratic Structure

Bureaucracy was created as an instrument for handling public affairs. Bureaucracy is a dominant institution in the implementation of public policies, which often have different interests within each hierarchy.²² Bureaucracy is a tool of power for those who control it, where its officials are jointly interested in its continuity. Bureaucracy is a tool of power used to implement political decisions, but in practice, it has become a potential political force that can overthrow established power.

Based on the results of field observations, the bureaucratic structure of the Bojong Village government, Bungbulang District, requires improvement. Relations between sub-sectors must be well-coordinated to create an advanced government system. In addition to making a good and targeted Implementation of the Family Hope Program Policy, the Bojong Village government, Bungbulang District, must coordinate with PKH assistants so that the distribution of PKH assistance does not deviate and does not prioritize the principles of family and kinship in the data collection of prospective PKH assistance recipients. In addition, the Bojong Village Government, Bungbulang District, together with PKH assistants, must work together to provide direction to people who are already eligible or not eligible for PKH, so that the community is aware that there are still many who need assistance more than they do. For this reason, all parties involved in PKH assistance must share a common goal so that applicable regulations can precisely target the Implementation of the Family Hope Program Policy.²³

The results of this study indicate that several factors inhibit the implementation of the Family Hope Program (PKH) in Bojong Village²⁴, namely as follows: a. First, from the communication aspect, because many people are difficult to socialize, information is uneven so that there is a misunderstanding between the community

²¹ J Manongga, A., Pangemanan, S., & Kairupan, "Implementation of the Family Hope Program in Overcoming Poverty in Pinokalan Village, Bitung City," *Executive Journal* 1, no. 1 (2018).

²² Anggara Setya. Saputra and Suryoto., "Implementation Of Stunting Prevention Policy In Banyumas Regency," *Jurnal Ilmu Administrasi Negara* 12, no. 03 (2022): 373–84.

²³ Muhammad Zaini and Asep Nurjaman, "The Implementation of the Family Hope Program (PKH) During the Pandemic in Batu City," *JPPUMA Jurnal Ilmu Pemerintahan Dan Sosial Politik Universitas Medan Area* 10, no. 2 (2022): 159–69, <https://doi.org/10.31289/jppuma.v10i2.7179>.

²⁴ Nurhadi, Mulyanengsih, "Implementation Of The Family Hope Program Policy In Bojong Village , Bungbulang District , Garut Regency (Study Of The Regulation Of The Minister Of Social Affairs Of The Republic Of Indonesia Number 1 Of 2018)."

and village officials regarding the criteria for PKH beneficiaries, as well as a lack of two-way communication so that the message conveyed during socialization is challenging to understand by some beneficiary families. b. Second, from the resource aspect, the lack of budget so that there is minimal infrastructure to run the program optimally such as transportation, internet network, and also minimal workforce compared to the number of beneficiary families, so that the control and monitoring carried out by assistants and village officials are less than optimal so that many people still do not think long-term in using funds obtained from PKH. c. Third, from the disposition aspect, due to the lack of control and monitoring, the community is less productive and still neglects its rights and obligations as a beneficiary family, as well as the lack of motivation from the surrounding community so that negative attitudes in the community still emerge when facing a problem so that beneficiary families cannot make maximum use of the services provided by the Village, the community tends to want to get the assistance even though some rights and obligations must be carried out while becoming a beneficiary participant. d. Fourth, from the aspect of bureaucratic structure, the lack of cooperation between facilitators and village officials in providing socialization to the community, resulting in a lack of understanding in the community, and the difficulty of coordinating between beneficiary families who are coordinated in groups due to the distance between their residences, so that information takes too long to reach the beneficiary families because they have to go door to door to the homes of each beneficiary family.

4. Conclusion

Based on the research results and discussion, the researcher concludes that the implementation of the Family Hope Program (PKH) policy in Bojong Village has not been optimal, as all four aspects still require improvement to ensure the program runs as intended. The inhibiting factors of the four aspects include, first, a lack of communication between management and beneficiaries. Second, from the resource aspect, such as a limited workforce. Third, from the disposition aspect, such as a lack of education from officers to beneficiaries regarding the use of funds. Fourth, from a bureaucratic structure aspect, such as a lack of internet access and an inability to use ICT tools. Efforts made by the Bojong Village apparatus include fixing problems within the Bojong Village apparatus in the aspects of Communication, Resources, Disposition, and bureaucratic structure. Then, encourage the community to participate more in the implementation of PKH, strengthen networks with external parties, and provide regular cash assistance to beneficiaries. This assistance can help low-income families improve their quality of life, access Education and Healthcare services, and can also be used for small businesses. The Family Hope Program, implemented in Bojong Village, has not

been implemented perfectly because many people still complain about the program, particularly impoverished families who have not been recorded and have not received assistance from the Program. However, the community acknowledges that this program has been beneficial and has provided relief to the community.

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