

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

Husni Farhani Mubarak<sup>1</sup> Heri<sup>2</sup> Muhammad Ridwan Caesar<sup>3</sup> Ari  
Nugraha<sup>4</sup>

<sup>1</sup>Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: [hfm.unfari@gmail.com](mailto:hfm.unfari@gmail.com)

<sup>2</sup>Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: [achief1984@gmail.com](mailto:achief1984@gmail.com)

<sup>3</sup>Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: [caesar.fisip25@gmail.com](mailto:caesar.fisip25@gmail.com)

<sup>4</sup>Faculty of Social and Political Sciences, Al-Ghifari University, Bandung City, E-Mail: [nugrahaari251@gmail.com](mailto: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 particular emphasis on 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 the program had helped and provided relief.

**Keywords:** Implementation, PKH, Social and Community Protection

## 1. Introduction

*Program Keluarga Harapan* (PKH), the Family Hope Program, is a manifestation of the government's poverty alleviation policies. Poverty itself is a problem that causes people to have difficulty meeting their basic living

\*Correspondence

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needs, including access to education and health services.<sup>1</sup> Poverty is often understood in a straightforward sense, namely as a state of lack of money, low income levels, and unfulfilled basic daily needs.

Poverty itself can also be defined as the inability to meet daily needs. Poverty can also be defined as the inability to meet the minimum standard of living.<sup>2</sup> According to Suparlan in Bhawika Dharmmayukti (2021), 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.<sup>3</sup> This is because poverty is multidimensional.

The Family Hope Program is managed by the Ministry of Social Affairs (Kemensos) under strict supervision by the National Development Planning Agency (Bappenas).<sup>4</sup> 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 poverty-alleviation program.<sup>5</sup> The Family Hope Program is implemented in accordance with the Regulation of the Minister of Social Affairs of the Republic of Indonesia No. 1 of 2018 concerning the Family Hope Program

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<sup>1</sup> 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>.

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

<sup>3</sup> 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).

<sup>4</sup> 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>.

<sup>5</sup> 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>.

(PKH).<sup>6</sup> This program provides cash assistance to impoverished households, including extremely low-income families, in accordance with established eligibility criteria and requirements. 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.<sup>7</sup> 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, 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.<sup>8</sup>

Within Bojong Village, the Family Hope Program has not been fully implemented. This is due to the distribution of PKH assistance being off target. This is evident in the field data, which show that some individuals classified as capable still receive PKH aid.

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

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

<sup>7</sup> 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.

<sup>8</sup> 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).

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 PKH assistance are those who are poor or vulnerable to poverty; those who are not considered poor or vulnerable to poverty are ineligible for PKH assistance.

## 2. Methods

In this study, the researcher employed a descriptive qualitative research design. The data collection techniques used in the study include observation, Interviews, literature review, and documentation.<sup>9</sup> The methods used in data processing include Data Collection, Data Editing, Data Interpretation, and data analysis activities, namely Data Reduction, Display, Triangulation, Conclusions, and Verification.<sup>10</sup>

## 3. Results & Discussion

The Family Hope Program (PKH) is a government policy 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 components of health, education, and/or social welfare". This program is expected to help reduce poverty rates in Indonesia.<sup>11</sup> The Family Hope Program policy in Bojong Village, Bungbulang District, has not been fully implemented due to persistent issues, including the presence of low-income individuals who have not received program assistance. In contrast, individuals classified as well-off have received help from the Family Hope Program.

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<sup>9</sup> Bambang Sudaryana, *Research Methods* (Yogyakarta: Deepublish, 2017).

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

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

Several factors can influence the success of a policy implementation.<sup>12</sup> According to Edward III (Widodo, 2010), 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 a critical variable affecting the implementation of the strategic plan in Bojong Village, Bungbulang District. Communication significantly determines the success of public policy implementation.<sup>13</sup> Communication regarding the Implementation of the Family Hope Program Policy in Bojong Village, Bungbulang District, remains suboptimal.

Based on field observations, PKH assistants and Bojong Village officials consistently conduct routine socialization activities related to 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 review, researchers obtained data from BPS indicating that the lack of coordination between PKH facilitators and the Bojong Village Government in Bungbulang District ultimately led to inaccurate data. This has led to the exclusion of some impoverished residents of Bojong Village, Bungbulang District, from receiving assistance through the Family Hope Program. Policy communication has several dimensions. The transmission dimension requires that the public policy of the Family Hope Program in Bojong Village, Bungbulang District, be

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

<sup>13</sup> 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>.

conveyed not only to policy implementers but also to policy target groups and other interested parties, both directly and indirectly.<sup>14</sup>

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 a poverty alleviation program 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.<sup>15</sup>

Based on field observations, human resources encompass both physical and non-physical abilities.<sup>16</sup> 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 is evident from the educational backgrounds of each village employee and PKH assistant, with an average of a Bachelor's Degree (S1).

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<sup>14</sup> 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 )."

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

<sup>16</sup> 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).

Based on the results of the literature review, the Implementation of the Family Hope Program Policy also requires additional resources, including implementation guidelines for the Program. In this case, the document is Ministerial Regulation Number 1 of 2018 concerning the Family Hope Program, which outlines the Program's intent and purpose, targets, rights and obligations, and technical instructions for its implementation.<sup>17</sup>

### **3.3. Disposition**

The Family Hope Program in Bojong Village, Bungbulang District, has not been fully implemented, as many low-income residents have not yet received assistance. This indicates that direct government support is necessary for low-income individuals to access government assistance. There needs to be a special study of beneficiary families (KPM) who are classified as capable.<sup>18</sup> All KPMs who are classified as capable must, of course, be aware that they are not eligible to receive PKH assistance.

Based on field observations, researchers found that the program recipient community in Bojong Village was unable to replace unhealthy or unproductive behaviors with 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.<sup>19</sup> In that case, the Family Hope Program may face challenges in achieving its goals.<sup>20</sup>

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

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

<sup>18</sup> & 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.

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

<sup>20</sup> 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>.

their efforts to change and achieve their goals leaves beneficiary families in Bojong Village feeling isolated and less motivated. Positive social support can play a crucial role in strengthening beneficiary families' willingness to take the necessary steps within the program.

Based on the results of the literature study, some factors influence the disposition of beneficiary families. KPMs with a more positive disposition (60) tend to be more active participants in the program and achieve better outcomes, as evidenced by the presence of KPMs who earn income from the business they are developing during the program. It has been demonstrated to perform well, so the insights obtained during socialization with village officials and assistants can be effectively applied.

The results of this literature review can provide a deeper understanding of how KPM disposition affects the effectiveness of PKH and the factors that influence it. With this understanding, the PKH program can be further optimized to achieve its objectives and positively impact the target families.<sup>21</sup>

### **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 involve conflicting interests across hierarchies.<sup>22</sup> 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 capable of overthrowing established power.

Based on field observations, the bureaucratic structure of the Bojong Village government in Bungbulang District requires improvement. Relations between sub-sectors must be well-coordinated to create an advanced government system. In addition to implementing the Family Hope Program Policy effectively and in a targeted manner, the Bojong Village government,

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<sup>21</sup> 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).

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



Bungbulang District, must coordinate with PKH assistants to ensure that PKH assistance distribution does not deviate and that the principles of family and kinship are not prioritized in data collection for prospective PKH assistance recipients. In addition, the Bojong Village Government, Bungbulang District, together with PKH assistants, must coordinate to guide individuals who are eligible or ineligible for PKH, so that the community is aware that many still need assistance. 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.<sup>23</sup>

The results of this study indicate that several factors inhibit the implementation of the Family Hope Program (PKH) in Bojong Village<sup>24</sup>, 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 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

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<sup>23</sup> 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>.

<sup>24</sup> 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 )."

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 been suboptimal, as all four aspects remain inadequate and require improvement to ensure the program operates 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 a disposition perspective, there is insufficient education for officers and 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 by the Bojong Village apparatus include addressing problems in the areas of Communication, Resources, Disposition, and bureaucratic structure. Then, encourage the community to participate more fully in PKH implementation, strengthen networks with external partners, and provide regular cash assistance to beneficiaries. This assistance can help low-income families improve their quality of life and access Education and Healthcare services, and it 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.

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