

Implementation Of Hope Family Program Policies (Study Of Direct Cash Assistance in North Morowali District, Central Sulawesi Province)

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Abstract

The direct cash assistance (BLT) program was implemented as a response to the increase in world fuel prices at that time, and the main aim of this program was to help poor people continue to meet their daily needs for welfare. The BLT program is a priority for the central government and regional governments by selecting potential recipients and distributing the Direct Cash Assistance program to regions selectively and objectively to avoid public dissatisfaction and causing injustice during the implementation process. This BLT program is expected to be able to improve the welfare of the poor in Indonesia, especially in North Morowali Regency. To find out how the BLT program policy was implemented in North Morowali Regency, researchers used Edward III's theory to look at aspects of communication, disposition, resources, and bureaucratic structure. This research uses a qualitative method with a descriptive approach. Data collection methods are carried out through observation, direct interviews, and documentation. The informant selection technique uses a purposive technique. From field research, the BLT program has contributed to the economic lives of poor communities in North Morowali Regency, especially pregnant women and schoolchildren. Implementation of the Family Hope Program (BLT) policy in North Morowali district has not been effective. There are still shortcomings in several aspects. Among them is the resource aspect; the resource aspect in question is human resources. This is because there are still several field assistants (PKH assistants) in certain villages who do not have adequate qualifications, which has an impact on implementation. The second aspect is the bureaucratic structure. Which is related to standard operating procedures. Other aspects that have been implemented well are the communication aspect and the disposition aspect.

Keywords | Impelmentation, Policy, Hope Family Program, Cash Transfer, North Morowali

INTRODUCTION

One program that is expected to be right on target is the Family Hope Program (PKH). PKH is a program providing conditional social assistance to families who are vulnerable to poverty (KM) which is incorporated into integrated data with centralized data and determined by the beneficiary families. (Directorate of Social Security. 2015). If previously it was household based, now PKH's goals are family based. These changes are intended to reflect the family principle with a model where one parent is responsible for the care, health, welfare and future of the child. The family is the right unit to improve the quality of human resources in order to break the chain of poverty between generations. PKH targets poor and vulnerable families registered in the Integrated Social Welfare Data which includes a health component with the criteria of pregnant/nursing mothers, children aged 0-6 years. The educational components are elementary school/MI children or equivalent, high school/MTs children or equivalent, vocational school/MA children or equivalent, and children aged 6-21 years who have not completed 12 years of compulsory education. Since 2016, social assistance groups have been added targeting the elderly, especially those aged 60 (sixty)



years and over, and people with disabilities, with priority being given to people with severe disabilities. (Permensos No. 1 of 2018).

As part of efforts to overcome poverty through providing conditional social assistance, in the short term PKH is expected to be able to help poor families reduce the burden of expenses. In the medium term, PKH is expected to be able to create changes in participants' access to social health services, thereby producing a healthier and smarter generation. In the long term, PKH is expected to break the chain of poverty between generations. (Ministry of Social Affairs: 2019).

The Family Hope Program (PKH) has been implemented continuously since 2007 in 7 provinces until 2018, PKH has been implemented in 34 provinces and covers 512 regencies/cities and 7,214 sub-districts. (Ministry of Social Affairs: 2019). One of the districts that received this program is North Morowali District. Currently North Morowali district has implemented the PKH family hope program policy through the BLT Direct Cash Assistance program in 10 sub-districts in North Morowali Regency. Among the 10 sub-districts are: Bungku Utara, Lembo, Lembo Raya, Mamosalato, Mori Atas, Mori Utara, Petasia, Petasia Barat, Petasia Timur, Soyo Jaya.

The BLT direct cash assistance program in North Morowali district from 2018 - 2023 has actually been implemented well, but in the implementation process there are always problems or obstacles, especially in the BLT distribution process where PKH assistants or aid providers have difficulty in distributing BLT funds to remote areas are far away, because they are not supported by adequate access and infrastructure, which means that the process of distributing BLT aid funds does not run effectively and is often delayed due to damaged road access. On the other hand, the lack of a government oversight function regarding this policy has an impact on the use of BLT funds by the community that cannot be measured and monitored.

Based on the background description above, the researcher intends to conduct further research related to the implementation of the PKH family hope program policy through direct BLT cash assistance in North Morowali district. Therefore, the researcher raised the research title as follows "Implementation of the Family Hope Program Policy (Direct Cash Assistance Study) in North Morowali Regency, Central Sulawesi Province."

LITERATURE REVIEW

Based on the problems and research objectives that have been formulated, a public policy implementation model proposed by Edwards III (1980: 9-11) is determined, pointing to four variables that play an important role in achieving successful implementation.

Communication

Every policy related to the PKH family hope program for direct BLT cash assistance can be implemented well if there is effective communication between program implementers (policies) and the target groups (target groups). The goals and objectives of this BLT policy can be socialized properly so as to avoid distortion of policy results. In communication, there are three important aspects, namely transmission, clarity and consistency.

- Transmission (transmission). Before a public official, in this case the North Morowali District Social Service, implements the BLT policy, he must be aware that a decision has been made and an order for its implementation has been issued.
- Clarity (clarity). If the BLT policy within the North Morowali Regency government is to be implemented as desired, then the implementation instructions must not only be accepted, but must also be clear. The clarity of the information conveyed will minimize the possibility of distortion or deviation of the information from what the information provider should or desires.
- Consistency (consistency). If the implementation of the BLT fund distribution policy within North Morowali Regency is to take place effectively, then the implementation orders must be consistent and clear. Several factors that produce unclear communication also cause inconsistent communication, namely: (1) complexity of public policy; (2) difficulties in starting a new program; (3) the many objectives of various policies (multiple objectives of many policies).

Resource

Resources, namely indicating that every policy must be supported by adequate resources, both human resources and financial resources. Human resources are sufficient quality and quantity of implementers to cover the entire target group. The implementation of the distribution of BLT funds does not only look at the results of the assessment center and fit and proper test, but there are also several things that are taken into consideration, including employee performance, employee experience and organizational needs. These indicators are very important in the implementation of direct cash assistance, the aim of which is to ensure that the distribution of BLT funds can be carried out optimally.

Disposition

The disposition aspect refers to characteristics that are closely attached to policy/program implementers. The important characteristics an implementor has are honesty, commitment and democracy. Implementors who have high commitment and are honest will always survive the obstacles encountered in the program/policy. In terms of implementing the program, the authority will appoint employees or subordinates who are deemed capable or have the capacity to carry out duties and responsibilities in implementing direct cash assistance to the community.

Bureaucratic Structure

Bureaucratic structures are important in policy implementation. This aspect of bureaucratic structure includes two important things, first is the mechanism and structure of the implementing organization. The program implementation mechanism is usually determined through standard operating procedures (SOP) which are included in the program/policy guidelines. A good standard operating procedure (SOP) includes a framework that is clear, systematic, not complicated and easy for anyone to understand.



In implementing the BLT direct cash assistance program policy, access and infrastructure are important elements in the process of providing this assistance. Therefore, it is necessary to pay attention to the implementation of the direct cash assistance policy so that the distribution of direct cash assistance to the community can be distributed well and optimally. Therefore, to make it easier to carry out discussions, research requires a flow that can be used as a reference in the research process. In an effort to answer existing problems, in this case, researchers use Edward III's theory, namely communication, resources, disposition and bureaucratic structure.

The aim of the research is to find out more about the implementation of the PKH direct cash assistance BLT program in North Morowali Regency, and what factors influence this implementation, as well as how to implement the PKH direct cash assistance program policy in North Morowali Regency.

METHOD

This research uses a qualitative approach. In this research a qualitative approach was used. According to Creswell (2007: 4). This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, and analyzing data inductively starting from specific themes to general themes, and interpreting the meaning of the data. Creswell (2007: 20) explains that qualitative methods can be used with various approaches, including: participatory research, discourse analysis, ethnography, grounded theory, case studies, phenomenology, and narrative. In this research, a case study approach was used as part of qualitative research.

The type of data in this research is primary data, namely data obtained from informants, as well as secondary data from the Directorate of Social Security, and the North Morowali District Social Service, as well as other official documents as a form of policy that has been issued.

Data sources are primary data and secondary data. Data sources for this research were obtained from research informants through interviews, and from related agencies and other official documents.

Data analysis is an effort to systematically search for and organize notes from observations, interviews and others to increase the researcher's understanding of the focus being studied. Analysis is carried out as an effort to find meaning. In qualitative data analysis, words are built from the results of interviews or observations of the data needed to be described and summarized.

RESULTS AND DISCUSSION

The Family Hope Program (PKH) has contributed to the economic life of the community in North Morowali Regency. Before PKH existed, people who received the benefits of the PKH program usually relied more on income from their husbands or heads of families from their work as farm laborers or construction workers and so on. In fact, it is not uncommon for their wives to also help their husbands to increase the family's income. Even though the wife has also worked to increase the family's income, it is still not met optimally,

especially in fulfilling children's nutrition, fulfilling children's educational needs, and there are many other needs in the family that have not been met. This condition certainly adds to their psychological burden, so that it is not uncommon for them to neglect other activities such as taking part in religious activities, leaving their children at home so they are not well looked after, and the quality of education their children receive is not properly monitored.

According to statements from most informants, beneficiaries of the Family Hope Program (PKH) in North Morowali Regency provide a glimmer of hope for those belonging to poor families. This PKH provides an opportunity for wives to be able to stay at home to monitor their children's growth and development, and if the wife still wants to work to support the family's finances, then the money from that work can be allocated to meet other basic needs, without worrying anymore about the children's school needs. because there is assistance from PKH which specializes in children's educational needs, and they no longer worry that their children will drop out of school due to financial constraints. If in the future they cannot afford to pay for their child's college education, at least their child can get an education up to high school (SMA).

Implementation of the Family Hope Program (PKH), especially for pregnant women and children's education in North Morowali Regency, is an important instrument in efforts to improve the welfare and quality of life of vulnerable and underprivileged communities. The coverage of this program is in the form of direct cash assistance which is given in stages to pregnant women and those aged 0-6 years, elementary school, middle school, high school and those with severe disabilities, as well as seniors over 60 years. This program is very useful for reducing maternal and child mortality rates, as well as increasing access and quality of children's education. Thus, the implementation of PKH direct cash assistance is not just a social program, but also an investment in the future to realize the country's ideals as stated in the fourth paragraph of the preamble to the 1945 constitution, namely advancing general welfare and making the nation's life intelligent. As well as playing an important role in achieving sustainable development goals. (Nurinda Ibrahim, et al: 2023: 5386).

In its implementation, PKH includes various efforts, such as providing financial assistance to access health services for pregnant women, and ensuring school children have their educational needs or costs met, as well as support in overcoming financial obstacles which often become obstacles in children's education. (Nurinda Ibrahim, et al: 2023: 5386).

The implementation of the Direct Cash Assistance program policy in North Morowali Regency is carried out by the Social Service through PKH assistants, the BLT program is a priority for the central government and regional governments by selecting potential recipients and distributing the Direct Cash Assistance program to villages in North Morowali Regency. selectively and objectively to avoid public dissatisfaction and causing injustice during the implementation process. This BLT program is expected to be able to improve community welfare. To avoid public dissatisfaction in selecting permanent direct assistance, the reference used is policy regulations related to the program. The following is an overview of policy regulations that serve as a reference in selecting beneficiary families.



Figure 1
PMKS policy regulations

All PKH KPM Recipients of the Program MUST be registered with DTKS	
Article 8-11UU 13/2011 Handling the Poor	Providing assistance and empowerment to poor people (including PMKS) MUST be based on the BDT determined by the Minister of Social Affairs.
Minister of Social Affairs Memorandum No. 01/MS /D/12/2017	Instructions from the Minister of Social Affairs for all program management data sources and activities within the Ministry of Social Affairs refer to on BDT Pusdatin data
Minister of Social Affairs Regulation 1/2018 concerning PKH	PKH KPM registered in the program's integrated data handling the poor, processed by the Social Welfare Data and Information Center and designated as PKH beneficiary families.
Minister of Social Affairs Regulation 3/2022 concerning DTKS Management	<ul style="list-style-type: none"> • NIK as “anchor” data, • Every KPM is required to have a NIK • The region is trying to facilitate it creation of NIK • Regions propose data to DTKS via SIKS-NG
Determination of Program Participation Decree	PKH KPMs included in the payment data are those that have been determined through SK.

Implementation of the Direct Cash Assistance Program Policy in North Morowali Regency is assessed from the Communication Aspect

Communication is very important and plays an important role in knowing what implementers should do. Indicators that can be used to measure the success of communication are Transmission, Clarity and Consistency. Therefore, in order for the implementation of direct BLT cash assistance in North Morowali district to be effective, those responsible for implementing decisions must know what they should do (Edwards III (in Kadji, 2015: 64).

Orders to implement policies must be conveyed to the appropriate personnel, and must be clear, accurate, and consistent. If policy decision makers wish to see its implementation not clearly defined, then it is likely that the people they are targeting will misunderstand it. Clearly, implementers' confusion about what to do increases the likelihood that they will not implement a policy as intended by those who approved or ordered it.

Communication is important for policy implementers (implementors), where policy implementers must know what they are implementing and to whom should the policy be distributed, so that the implemented policy is carried out clearly and consistently. As is the communication carried out and implemented in the implementation of the BLT Direct Cash Assistance policy for poor communities in the North Morowali Regency area. The

communication referred to here is communication between the Head of the North Morowali Regency Social Service which is an extension of the Ministry of Social Affairs to implement the BLT program for poor communities in the North Morowali Regency area. Therefore, as a policy implementer, the head of the Social Service is clear in the communication conveyed to his subordinates and PKH Direct Cash Assistance assistants, with clear and two-way communication, the implementation of the policy can be carried out consistently, distance, and closed with brackets without distance. For example: scientific writing is factual writing that is used by the author to provide knowledge/information to other people (Riebel, 1978).

Implementation of the Direct Cash Assistance Program Policy in North Morowali Regency is assessed from the Resource Aspect

Data sources are important. Because a lack of resources will result in ineffective policy implementation. Indicators that must be present in the resource dimension are staff, information, facilities and authority. Critical resources include staff of the right size and with the necessary expertise, relevant and sufficient information about how to implement the policy and compliance of other parties involved in the implementation; authority to ensure that policies are implemented as intended; and facilities (including buildings, equipment, land, and fixtures) in which or through which the services are provided. Insufficient resources mean that laws will not be enforced, services will not be available, and reasonable regulations will not be developed (Edwards III (in Kadji, 2015: 66). (Ihda Madhanian, et al: 2023).

The results of the field research explained that the apparatus in terms of the formulation, distribution and evaluation of Direct Cash Assistance was appropriate, including with regard to equipment support. Regarding the budget amount which does not meet all the poor people in North Morowali Regency, the Regional Government, in this case the North Morowali Regency Social Service, is only in the status of implementing or distributing the budget determined by the central government.

Implementation of the PKH family hope program policy through direct BLT cash assistance aimed at poor communities to improve their welfare. Remember that it should be supported by resources, namely human resources and financial resources. According to Edward III's implementation model, every policy must be supported by adequate human and financial resources. Human resources are the adequacy of both quantity and quality of policy implementers. Financial resources are the availability and adequacy of funds for implementing a policy. The results of the research show that human resources for implementing the BLT policy are adequate in quantity and quality, both within the internal Social Service and field assistants and program coordinators. Financial resources are also quite adequate because they have been budgeted for in the state budget which is budgeted every year through the Ministry of Social Affairs and the Social Service as an extension. There are adequate human resources and sufficient financial resources so that the implementation of the BLT program policy in North Morowali Regency is running well.



Implementation of the North Morowali Regency Direct Cash Assistance Program Policy is assessed from the Disposition Aspect

The disposition in policy implementation by Edwards III is intended as a unified understanding between policy implementation and direction from leadership (superiors). These limitations can also be caused by the indifference of policy implementers. Disposition according to Edwards III (1980:32). This is the third important factor in the process of implementing public policy. Disposition as an implementing attitude. The important things in the disposition variable are: bureaucratic appointments, and incentives. If officials at the North Morowali Regency Social Service and regional coordinators get effective results, then the staff and also the PKH facilitators must not only know but also have the ability to implement them. If implementation is to proceed effectively, not only must implementers know what to do and have the ability to do it, but they must also be willing to implement the policy. Most implementors can exercise sufficient discretion in implementing policies. One reason for this is their independence from their nominal superiors who formulate policy (EdwardsIII (in Kadji, 2015:66).

The results of the research explain that in determining data collectors for potential BLT Direct Cash Assistance recipients in North Morowali Regency, the North Morowali Regency Social Service did not go through selection but asked village heads to select potential recipients of the Direct Cash Assistance program in accordance with applicable criteria and after screening. This will then be given to the department to verify the data processing based on the applicable provisions which will then be proposed by the regional government in accordance with the data collection flow.

Implementation of the Direct Cash Assistance Program Policy in North Morowali Regency is assessed from the Bureaucratic Structure Aspect

Bureaucracy is important in implementing the Direct Cash Assistance program. There are two main characteristics in a bureaucratic structure, namely: standard operating procedures, and fragmentation. Bureaucratic structure can influence the successful implementation of a policy. Policy implementation is a quite complex process that requires strong and conducive bureaucratic cooperation. If resources are sufficient, then to implement a policy and implementers know what must be done and want to do it, implementation can still be thwarted due to deficiencies in the bureaucratic structure. Organizational fragmentation can hinder the coordination necessary to successfully implement complex policies that require the cooperation of many people, and may also waste scarce resources, hinder change, create confusion, cause policies to work at cross-purposes, and result in critical functions being compromised. neglected (Edwards III (in Kadji, 2015:66).

The results of the field research explained that the adequacy of the apparatus provided was the reason for the successful implementation of the Direct Cash Assistance program in North Morowali Regency. In its implementation, Social Service officials as well as PKH coordinators and assistants are guided by Standard Operating Procedures as regulated in Article 8-11 of Law 13/2011 concerning Handling of the Poor, and Minister of Social Affairs Memorandum No. 01/MS/D/12/201 Instruction of the Minister of Social Affairs that all

sources of program and activity management data within the Ministry of Social Affairs refer to the BDT Pusdatin data, and most recently Permensos 1/2018 concerning PKH so that no errors are found in the field.

Based on the tasks and functions above, the implementation of the PKH direct cash assistance BLT implementation program as one of the implementing elements of the open program already knows what must be implemented. However, this does not rule out the possibility that it could hinder implementation due to the organizational structure that is owned. Standard operating procedures are the main aspect of successful policy implementation in the bureaucratic structure dimension in addition to fragmentation as stated by Edwards III. To be able to measure the achievement of the implementation of the PKH program policy for direct BLT cash assistance in North Morowali Regency, it is necessary to pay attention to the results of the author's interviews with informants, namely the heads of the divisions that handle the PKH program.

The number of poor people is far greater than the number of Direct Cash Assistance programs in North Morowali Regency, this is not the fault of the Regional Government or Social Services. However, the Regional Government of North Morowali Regency continues to strive to reduce poverty rates by creating regional programs that can open up employment opportunities for the community to minimize conflicts that may arise due to social jealousy caused by differences in the number of programs and the number of poor people in one area. certain.

The participation of all parties in achieving successful implementation of the Direct Cash Assistance program, especially cash assistance for education, is very important. This is so that the apparatus and the people who receive it and those who do not receive it are not fragmented or divided. The steps taken by the North Morowali Regency Social Service Government to involve village officials in North Morowali Regency are the right steps.

CONCLUSION

Judging from the dimensions of policy implementation of the Edward III model (communication, resources, disposition, and structure), it shows that the implementation of the PKH Family Hope Program policy for the BLT direct cash assistance study in North Morowali Regency has not been effective. There are still shortcomings in several aspects. Among them is the resource aspect, the resource aspect in question is human resources. This is because there are still several field assistants (PKH assistants) in certain villages who do not have adequate qualifications, which has an impact on implementation. The second aspect is the bureaucratic structure aspect. Which is related to standard operating procedures. The other aspects that have been implemented well are the communication aspect and disposition aspect.

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