(Research Article)

Analysis of the Problem of Providing Assistance to Poor Families in the Family Hope Program A Case Study of Jagakarsa District

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Abstract: The Family Hope Program (PKH) is one of the main instruments of social protection policies in Indonesia that aims to reduce poverty through conditional social assistance. However, in its implementation, this program still faces various problems related to the accuracy of the aid distribution targets, especially in urban areas such as Jagakarsa District, South Jakarta. This study aims to analyze various problems in the distribution of PKH social assistance, assess their impact on the effectiveness of poverty alleviation, and identify strategies that can ensure targeted assistance. The approach used is qualitative descriptive with a case study method, through data collection techniques in the form of in-depth interviews, participatory observations, and documentation of PKH companions, Beneficiary Families (KPM), and village officials in Jagakarsa District. The results of the study show that although PKH has provided real benefits for most KPMs, its implementation is still constrained by inaccurate data, limited capacity of companions, low digital literacy, and weak coordination between agencies. On the other hand, targeted distribution of assistance has been proven to increase access to education and health, improve household economic conditions, and encourage behavioral changes towards independence. Therefore, an integrated strategy is needed including strengthening the capacity of social companions, digitizing the distribution system, active community participation, and local culture-based empowerment education to ensure the long-term effectiveness of PKH in reducing poverty rates.

Keywords: Family Hope Program; Social Assistance; Targeting, Poverty.

1. Introduction

Poverty is a tangible form of social inequality characterized by the inability of individuals to meet basic daily needs such as food, education, and health services (Septiani et al., 2022). This condition exacerbates the gap in access to economic resources and hinders the fulfillment of basic human rights (Kresnawati, 2020). In DKI Jakarta, despite its status as the country's capital, poverty remains a serious problem, reflected in its contribution to the national poverty rate, where in 2020 more than 53% of Indonesia's poor population was on the island of Java, including Jakarta (Imaningsih, 2022). Poverty also knows no social boundaries and can affect anyone, bringing far-reaching social and psychological impacts. Therefore, (Epan, 2023) emphasizing the importance of poverty alleviation as a collective responsibility to create social balance and justice.

Table 1. Poverty Line, and Number of Poor People in Regions by Regency/City in DKI
Jakarta Province 2021-2023

Regency/City	Poverty Line, Number, and Percentage of Poor Population in Regions by Regency/City in DKI Jakarta Province					
	Poverty Line (rupiah/capita/month)			Number of Poor Population (thousands)		
	2021	2022	2023	2021	2022	2023
Kep Seribu	670 785,00	701 088,00	743 820,00	3,86	3,67	3,47
South Jakarta	792 684,00	842 630,00	891 580,00	81,50	81,11	71,90
East Jakarta	594 849,00	630 842,00	669 713,00	125,37	126,63	124,22
Central Jakarta	689 379,00	733 176,00	784 679,00	45,10	44,72	42,78
West Jakarta	570 330,00	599 514,00	657 247,00	113,37	112,18	109,49
North Jakarta	609 310,00	645 431,00	684 557,00	132,73	133,73	125,98
Jakarta	697 638,00	738 955,00	792 515,00	501,92	502,04	477,83

Source : Central Statistics Agency of DKI Jakarta (2023)

Based on the data submitted, there was an increase in the per capita poverty line in all areas of DKI Jakarta during the period 2021 to 2023, although the number of poor people showed fluctuations between districts/cities, with some decreasing and others increasing (Wididarma, 2021). This condition is influenced by various factors, such as the high cost of living and property prices that make it difficult for low-income people to meet basic needs, as well as limited employment opportunities for those with limited education and skills (Basuki, 2020). In addition, access to quality and affordable health and education services is also uneven, and the unequal distribution of resources between rich and poor groups exacerbates the poverty problem in the region. One of the areas that showed a significant increase was South Jakarta, where the poverty line continued to rise from IDR 792,684 in 2021 to IDR 842,630 in 2022, and reached IDR 891,580 in 2023 (Ariyanto et al., 2023).

Data shows that Jagakarsa District occupies the highest position in the number of poor people in South Jakarta, with 189,467 poor individuals and 61,599 poor families, making it the area with the most significant poverty rate compared to other sub-districts (Wafik, 2023). These findings signal the need for more serious interventions in the form of targeted poverty alleviation programs, in order to improve the living standards of local communities. Further investigation into the main causes of the high poverty rate in Jagakarsa is essential to formulate an effective and sustainable strategy.

Table 2. Number of KPM PKH by District, 2022

No.	District	Number of Beneficiary Families (PKH)
1.	Jagakarsa	5,854
2.	Sunday Market	4,230
3.	Cilandak	2,007
4.	Pesanggrahan	2,204
5.	Kebayoran Lama	2,561
6.	Kebayoran Baru	2,592
7.	Mampang Prapatan	3,541
8.	Pancoran	2,603
9.	Tebet	2,967
10.	Setiabudi	973

Source : Central Statistics Agency of DKI Jakarta (2023)

Based on the data in Table 2, Jagakarsa District is recorded as the area with the highest number of beneficiary families (KPM) of the Family Hope Program (PKH) in South Jakarta, which is 5,854 families, showing that this area needs special attention in the implementation of social assistance programs (Qonita & Mu, 2023). The high number of KPM can reflect a significant poverty condition or the priority of selecting recipients based on regional needs. Therefore, strengthening and prioritizing the distribution of social assistance in Jagakarsa is important to create a real impact on improving welfare. Factors such as inequality of access

to services, distribution of resources, and socio-economic conditions need to be considered so that the designed policies are more targeted and sustainable.

Poverty is a condition of an individual's inability to meet basic needs such as food, clothing, shelter, and access to essential services such as education, health, and decent work (Trisni, 2024). This situation is generally triggered by low income and inequality in the distribution of resources, and exacerbated by economic policies that have not fully sided with vulnerable groups (Lazuardi et al., 2025). Although various programs have been implemented, the impact is still not significant in reducing inequality and improving people's welfare (Mitasari, 2021). Realizing the complexity of this problem, the Indonesian government through the Ministry of Social Affairs launched the Family Hope Program (PKH) as a household-based strategy to build a more effective social protection system (Tammu, 2021). With the legal basis of the Regulation of the Minister of Social Affairs Number 1 of 2018, PKH is designed to reduce the burden of expenses and increase the income of poor families (Adiwilaga et al., 2020). One of the areas that is the focus of PKH implementation is Jagakarsa District, South Jakarta, which particularly needs attention due to the high poverty rate. Through this program, it is hoped that poor families can more easily access basic services and improve their quality of life in a sustainable manner (Nova, 2023).

DKI Jakarta, despite being known as a province with a high level of prosperity, still faces complex problems of social inequality and poverty, so it requires a serious handling strategy such as through the Family Hope Program (PKH) which targets poor and vulnerable families in an appropriate manner (Fernandya et al., 2022). A case study in Jagakarsa District, South Jakarta, is an important focus to evaluate the effectiveness of this program, taking into account various challenges typical of urban areas. According to (Wardani et al., 2023), the implementation of PKH in Jakarta faces obstacles ranging from administration to the social complexity of urban communities. Various forms of problems reported by PKH Social Companions, such as domestic violence (KDRT), school dropouts, to misuse of social assistance cards and funds, are also serious obstacles in achieving the program's goals. Domestic violence has a devastating impact on the mental health and development of children and women (Suri et al., 2023), while school dropouts reinforce the cycle of poverty due to hampered access to education (Kurniawan, 2023). In addition, the misuse of assistance by the family or the head of the family shows the need for strict supervision so that PKH continues to run according to its original purpose (Lonteng, 2022).

The purpose of this study is to analyze the relationship between the distribution of targeted social assistance and poverty reduction efforts in Jagakarsa District, South Jakarta, through the implementation of the Family Hope Program (PKH). This study also aims to identify various obstacles that hinder the effectiveness of aid distribution, such as inaccurate recipient data, delayed disbursement, and misuse of funds, as well as formulate strategies that can be applied to ensure that PKH assistance truly reaches the poor families who need it most. Thus, the results of this study are expected to provide concrete recommendations for the government and policy makers in increasing the effectiveness of the PKH program to support sustainable poverty alleviation in urban areas.

2. Methods

The research method used in this study is a descriptive qualitative approach that aims to deeply understand the process of distributing assistance to the Family Hope Program (PKH) in Jagakarsa District, South Jakarta (Scott, 2019). This research is focused on exploring the effectiveness, challenges, and targeted distribution strategies of aid in complex urban areas. The research location was chosen in Jagakarsa Village because this area has the highest number of PKH beneficiaries in South Jakarta, making it representative for analysis (J. Creswell, 2017). Informant selection techniques using *purposive sampling*, taking into account individuals who have experience and direct relevance to the implementation of the program. This approach is in line with the view (J. W. Creswell & Creswell, 2018), which emphasizes the importance of selecting informants based on their capabilities in providing in-depth information on the phenomenon being studied.

In this study, the researcher involved six informants with varied socio-economic backgrounds. Five of them are PKH beneficiary families, namely AH, SH, AR, SA, and CB, whose educational levels range from not completing basic education to primary school, with household sizes varying from one to five members. These informants provide first-hand insights into their experiences receiving assistance, their daily economic challenges, and the obstacles encountered throughout the PKH distribution process. Meanwhile, one informant,

NH, serves as a PKH companion who plays a direct role in verification, mentoring, and program implementation in the field. This combination of beneficiary and companion perspectives enables the researcher to obtain a comprehensive understanding of targeting accuracy, distribution barriers, and community perceptions of fairness in the implementation of PKH in Jagakarsa (Scott, 2021.

3. Results and Discussion

Jagakarsa Village is a strategic area in South Jakarta that reflects social, cultural, and economic diversity. With an area of 4,850 hectares and a population of more than 81 thousand people, this area shows rapid development from an agricultural area to a dense residential center equipped with public facilities, education, and transportation. The dynamics of urbanization, the existence of traditional villages, and Betawi cultural identity through Setu Babakan make Jagakarsa an area with a combination of modernization and cultural preservation. However, challenges such as population density, limited basic infrastructure, and inequality of access to public services are still important issues that need to be addressed in an integrated and sustainable manner.
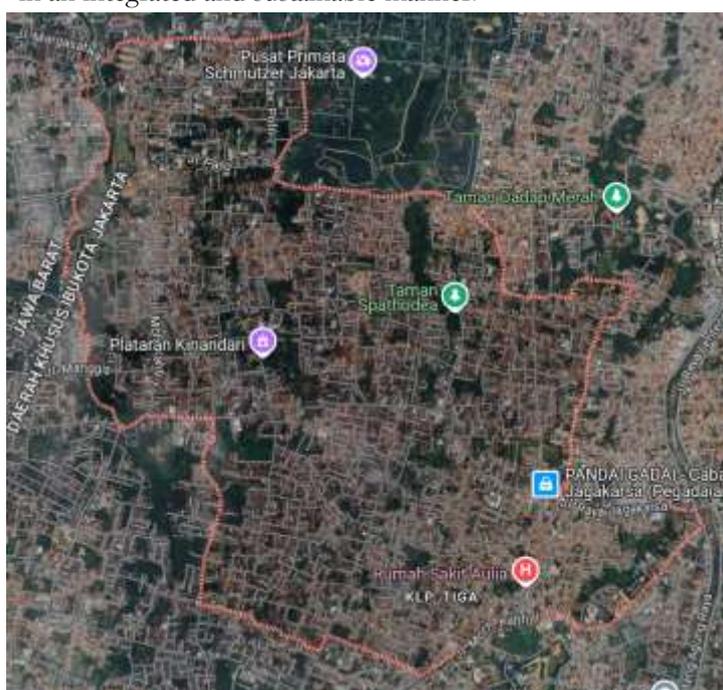

Figure 1. Overview of Jagakarsa District

The Family Hope Program (PKH), which was launched in 2007, continues to grow into the largest social assistance program in Indonesia. PKH is designed as a conditional assistance program that aims to encourage poor families to improve access to education, health, and welfare. Along the way, this program has undergone a significant transformation, from manual to digital distribution, as well as the expansion of recipient categories including the elderly and people with disabilities. Strong policy support, cross-institutional synergy, and social assistance approaches make PKH an important pillar in the national strategy to alleviate poverty and improve the quality of human resources in Indonesia.

This study revealed that the mechanism for distributing assistance in the Family Hope Program (PKH) in Jagakarsa Village has been running quite systematically according to operational procedures, starting from data collection, verification through DTKS, disbursement of non-cash funds through Himbara bank, to monitoring through FDS sessions. Although in general the assistance was received on time and according to the nominal, various challenges still arose in the field, such as delays in data updates, technical obstacles in the use of KKS, especially by the elderly, and gaps in banking access in certain areas. The role of social companions is very central in ensuring that all stages run effectively, including in facilitating communication, providing information, and monitoring the use of assistance by KPM.

The results of in-depth interviews showed that PKH companions faced a very high and diverse workload, ranging from administrative tasks to emotional pressures that arise in daily interactions with beneficiaries. The NH companion explained that the limitations of digital training and the lack of logistical support, such as the unavailability of operational vehicles, often make the mentoring process run less than optimally. He also emphasized that administrative tasks such as data input, file verification, and periodic reporting often take considerable time, reducing the opportunity to provide direct assistance to the field. On the other hand, some KPMs such as AH and SH feel that their relationship with their companions tends to be formal because communication is more through WhatsApp groups than face-to-face meetings. This condition shows that there is social distancing that arises due to the excessive administrative burden of companions, so that the quality of mentoring does not always reflect the emotional and educational needs of KPM. As a result, the presence of companions is often perceived solely as administrative officers, not as facilitators of the empowerment of poor families as expected in the PKH design.

The findings of the study show that the challenges of distributing aid also stem from social, cultural, and structural factors inherent in society. Some KPMs such as AR and SA revealed that they have become accustomed to relying on PKH assistance in meeting household needs, so efforts to encourage independence often encounter obstacles. This tendency of dependency shows that some families do not understand that PKH not only provides cash assistance, but also aims to improve the quality of education, health, and household economic resilience. In addition, the low understanding of the program's objectives makes some KPMs reluctant to participate in the empowerment activities offered by the facilitators, such as FDS or skills training. The data missynchronization between central and regional agencies and the unstable digital reporting system further worsen the administrative process, resulting in slow KPM information updates. This condition confirms that the success of PKH is not only determined by the accuracy of the target, but also by technological capacity, cross-sector coordination, and the readiness of the community to actively participate.

This study reveals various problems faced in the implementation of the Family Hope Program (PKH) in the research area, both from the perspective of beneficiaries and social companions. Through in-depth interviews with five aid recipients and one PKH companion, it was found that the obstacles to providing assistance are multidimensional, not only technical and administrative but also social, psychological, and institutional. The process of distributing aid at the local level is greatly influenced by the way recipients understand the role of assistance, the quality of assistance, and the effectiveness of coordination between related actors. The NH companion emphasized that changes in the situation of the recipient's family are not always recorded quickly in the DTKS system, thus raising the risk of target inaccuracy. These findings illustrate the importance of responsive data systems as well as companions that have adequate technical and social capacity. Without adequate support, the implementation of PKH has the potential to experience a decrease in effectiveness despite having a good policy design at the central level.

One of the main problems that arises is the inaccuracy of the target in the distribution of aid caused by the weak updating of the DTKS. The NH companion explained that *"often we meet residents who are more deserving but are not recorded, while recipients who are already relatively stable still continue to receive assistance because there has been no update on the latest data from the center."* This statement shows that data administration systems still have limitations in capturing the socio-economic dynamics of society in real time. When data is not updated quickly, program decisions become inaccurate and potentially harm groups that should be the primary targets. This is also exacerbated by reporting mechanisms that rely on internet connectivity and accompanying digital capacity, so the verification process is often delayed. Thus, target inaccuracy is not only a technical problem, but also a structural and data governance issue.

Another problem that emerges is the low financial literacy among aid recipients, which has a direct impact on the pattern of PKH fund utilization. The SA informant said that at the beginning of receiving assistance, he used the funds for consumptive needs such as buying basic necessities or paying short-term debts. However, over time and the mentoring carried out, he began to understand the importance of allocating some funds for productive activities even if on a small scale. He stated, *"over time I learned to set aside a little bit for a small business at home,"* illustrating that financial literacy is not an innate capacity, but the result of a consistent learning process. This low financial literacy puts some KPM at risk of remaining in the cycle of poverty because assistance is not used to expand household economic capacity. Therefore,

the companion has a big role in building basic financial understanding so that PKH funds are not only a momentary consumption but also a long-term investment.

The limited amount of assistance is also an obstacle to the economic recovery of poor families in the long term. The AH informant said that the nominal assistance is indeed very helpful for basic needs, but it is not enough to encourage household economic initiatives such as opening small businesses. He said, *"If it's just for food and school fees for children, it's enough, but if you want to open a small business or pay higher school fees, it's not enough. We have to borrow again,"* which emphasized that PKH assistance has not been able to meet the needs of increasing economic capacity. Many families are in a limited situation so that PKH assistance only serves as a short-term support, not an instrument for long-term economic development. This condition shows the importance of integration between PKH and other economic empowerment programs such as MSME assistance, skills training, or micro business facilitation.

The delay in disbursement of aid is also a challenge that has a direct impact on the economic stability of recipient families. The CB informant admitted, *"if the PKH is late in disbursing, I am immediately confused. The problem is that the money is to pay for children's school and monthly shopping."* This delay causes families to have to look for alternative sources of funding, which are often informal loans with high interest. This situation adds psychological pressure on aid recipients who rely on a fixed disbursement schedule to manage household expenses. This uncertainty indicates the need for a more transparent and predictable disbursement system for recipients so that they can better plan family finances. The transparency of disbursement schedule information also needs to be improved so as not to cause excessive anxiety to poor families.

Low involvement in empowerment programs is also a significant problem in this study. Informant SH revealed that in the years of receiving PKH assistance, he had never received access to skills training or entrepreneurship socialization. He said, *"I only know that PKH only helps money. Regarding training, it has never been invited,"* which shows the weak integration between PKH and other socio-economic empowerment programs. The low participation in empowerment activities makes some KPM do not understand the long-term goal of PKH to build family independence. This causes the program to be understood only as cash assistance, not an instrument to strengthen the quality of human resources. PKH optimization requires strengthening the empowerment aspect so that recipients do not just depend on short-term assistance.

Not only in terms of beneficiaries, NH assistants also face very heavy work pressure due to administrative burdens and the number of KPM that is not proportional to work capacity. He explained that managing multiple KPMs at the same time with the demands of weekly data input makes the companion work under very tight time pressure. In addition, application systems that often experience technical glitches extend work time and add to the emotional burden of companions. NH emphasized that ideally there should be more companions in each region so that the mentoring and verification process can be carried out more comprehensively. This condition shows that without an increase in the number of companions or innovations in the work system, the quality of mentoring is very vulnerable to decline and have an impact on the overall effectiveness of PKH.

Another problem that also arises is the low participation of the community in supporting the success of the program. The AR informant said that although he felt greatly helped by the PKH program, he still often received stigmatizing comments from his neighbors. She said, *"Sometimes it is said that it is good to get money from the government,"* which makes her feel uncomfortable and sometimes reluctant to talk about her condition. The social stigma against aid recipients shows that the public does not understand PKH as part of the state's social protection system, but as a form of mercy. This lack of public understanding can hinder recipients' participation in empowerment activities or honestly reporting changes in economic conditions. Therefore, public education at large needs to be improved to reduce negative stigma against beneficiary families.

Socio-cultural challenges also arise especially in families with elderly or poorly educated households. Informant SH, who is elderly, admitted that he was often overwhelmed following various changes in disbursement procedures and information conveyed through WhatsApp groups. He said, *"I don't know cellphones, so if there is information through WA, I don't know. Fortunately, the companions are still willing to help,"* which illustrates that digitalization is not yet fully inclusive. The limitations of digital literacy make some KPMs vulnerable to losing important information or misunderstanding the applicable procedures. This condition shows

that digital transformation in PKH must be accompanied by support for digitally vulnerable groups through manual socialization mechanisms or face-to-face support.

However, the positive impact was still felt by most of the informants, especially in the aspect of education and meeting basic household needs. The CB informant said that PKH's assistance helped his children stay in school and increased their enthusiasm for learning. She says that *"now they are more diligent in studying, and I am also more enthusiastic about attending parent meetings at school,"* which shows that even small help can spark greater social change. Many families feel that PKH eases the daily economic burden and creates consumption stability in the midst of uncertain economic conditions. This proves that when aid is managed well, its impact can be very significant for the sustainability of education and the well-being of recipient families.

From the overall results of the study, it can be seen that the PKH problem is multidimensional, including technical, economic, social, and institutional aspects that require a comprehensive improvement approach. Regular and responsive DTKS updates are an urgent need to ensure that aid recipients are fully compliant with the eligibility criteria. In addition, increasing financial literacy and household economic empowerment needs to be improved so that families can use assistance as a capacity building instrument, not just short-term consumption. PKH companions such as NH also need better capacity building, technical training, and work welfare in order to carry out their duties optimally. With good synergy between the central government, social partners, and the community, PKH has great potential to be an effective instrument in increasing social mobility and reducing the level of structural poverty in Indonesia.

3.1. The Linkage of Targeted Assistance Distribution to Poverty Reduction in the Implementation of the Family Hope Program (PKH)

The implementation of the Family Hope Program (PKH) in Jagakarsa District is one of the concrete forms of the government's efforts to overcome poverty through conditional social assistance mechanisms. Accuracy of the target is a key pillar in ensuring that the aid distributed truly touches poor and vulnerable families. In this study, the accuracy of the target is not only understood as an administrative suitability between the data and the recipients, but also as an indicator of the effectiveness of the program in producing real changes in the lives of the Beneficiary Families (KPM). Data validation through Integrated Social Welfare Data (DTKS) is an important basis, but more than that, the success of program implementation depends on the active involvement of social companions and the responsiveness of the system to the dynamics of needs in the field.

The results of interviews with a number of KPM revealed that accuracy in the distribution of assistance plays a direct role in improving the economic welfare of beneficiary families. For example, informant AH, a recipient of assistance who has managed a household with a fairly heavy economic burden, stated that PKH assistance provides stability in meeting daily basic needs. He said, *"If previously we were often confused about where to get the money to eat daily, now PKH assistance at least ensures that we can buy rice, eggs, oil."* This statement shows that the accuracy of the target is not just an administrative concept, but a tangible manifestation in reducing the level of economic vulnerability of poor families. This impact is also felt in the education sector, as other informants such as SH (elderly recipients who bear children) stated that the assistance allows their grandchildren to stay in school without cost interruptions. He said, *"My grandchildren can continue to go to school, unlike my children who used to have to drop out of school."* This shows that the accuracy of the distribution of PKH assistance has the potential to break the chain of poverty between generations through increasing access to education and fulfilling more stable basic needs.

The assistance received in a targeted manner not only helps meet food needs, but also has a multidimensional impact on the health and quality of life of poor families. The AR informant, a recipient who lives alone and has economic limitations, described that since receiving aid, he has been able to provide more nutritious food than before. She admitted that before getting help, she often only ate makeshift food, whereas now she can manage her diet more properly. This proves that PKH is not just a cash distribution, but an instrument to improve the quality of human resources through improving nutrition. This positive impact is also felt by small traders in the jagakarsa environment, as conveyed by the SA informant, who is an elderly recipient of assistance but also runs a small business at home. He explained that when aid is disbursed, local economic activity increases because people shop for basic necessities. *"The stalls around must be crowded because people immediately buy rice, sugar, oil,"* he said.

This phenomenon indicates that targeted social assistance has an economic multiplier effect at the community level.

However, the accuracy of the target does not always go smoothly and still faces social challenges on the ground. Some KPMs revealed that when there is a verification error for example, a family that is considered unsuitable to receive assistance it can trigger social jealousy in the surrounding environment. CB informant, a PKH recipient who has quite a lot of family members, stated that he had witnessed his neighbor protesting because he felt that there was a family whose economic condition was more established but was still registered as a recipient of assistance. Such an incident emphasizes the importance of a fair and transparent validation process to maintain social harmony between citizens. In this context, the role of social companions becomes very significant. The NH companion explained that factual verification through home visits is an important step to ensure that the recipient's condition is in accordance with the DTKS data. He said, *"We always check directly with the homes of prospective recipients to ensure that the condition is in accordance with the data,"* which shows that human intervention is still very important to avoid inclusion errors and exclusion errors that can reduce the legitimacy of the program.

The implementation of PKH in Jagakarsa also faces a number of technical problems that have an impact on the smooth distribution of aid. The SA informant explained that he had experienced delays in the disbursement of aid due to disruptions in the banking system, which made him and other residents unable to withdraw funds on time. He said, *"We have been late in receiving assistance because the system in the bank is problematic,"* which reflects that digital transformation in the distribution of social assistance still faces the challenge of system stability. Nevertheless, the positive impact of the accuracy of the target is still seen through the emergence of new economic behaviors among KPMs. The CB informant said that since regularly receiving PKH assistance, he began to learn to set aside some funds for family emergency savings. He said, *"We are now trying to set aside a little bit for savings so that if there is a sudden problem it is not too confusing,"* which indicates a change in mindset towards more prudent financial management. This is an important indicator that PKH not only provides financial assistance, but also encourages the transformation of the economic behavior of beneficiary families.

From the perspective of public policy studies, the accuracy of PKH targets can be understood as a form of policy implementation that emphasizes the effectiveness of benefit distribution to the poor, as stated by Dye (2021). Within this framework, the timely and accurate distribution of aid is part of the state's efforts to reduce poverty through measurable social interventions. Anderson (2022) emphasized that the implementation stage is the most critical phase in the policy cycle, because it is in this phase that policies are translated into concrete actions. This study found that the accuracy of PKH targets in Jagakarsa is highly dependent on the capacity of social companions and the readiness of the administrative system to manage the socio-economic dynamics of the community. When a policy is able to answer the specific needs of poor households such as school fees, nutritional needs, or health needs, the policy is considered responsive to the reality of the beneficiaries' lives.

The study of policy implementation by Mazmanian and Sabatier (2022) is also relevant in this context, especially related to the concept of "implementation gap" or the gap between policy formulation and implementation conditions in the field. In this study, the NH companion emphasized that field verification is the most effective strategy to close the gap. He stated that direct visits and factual observations can correct data discrepancies in DTKS that do not always reflect the real conditions of the community. This shows that even in the digital era, the role of humans remains an important element in ensuring the accuracy of data and the feasibility of recipients. Meanwhile, the policy theory proposed by Peters (2018) regarding the importance of policy responsiveness is reflected in how PKH is able to respond to the basic needs of aid recipients in a sustainable manner.

Finally, policy implementation capacity is also an important variable as outlined by Howlett & Ramesh (2024). Social companions are key actors who are a direct representation of the state's institutional capacity in providing social services. NH Companions revealed that the large workload, from data management to direct mentoring, greatly determines whether assistance is actually received by deserving families. He said, *"Our capacity as companions determines whether the assistance really reaches the eligible families,"* emphasizing that the quality of policy implementation is greatly influenced by the capabilities and working conditions of the actors in the field. Thus, strengthening the capacity of companions and improving the support system are key elements to increase the overall effectiveness of PKH.

Overall, the findings of this study conclude that the accuracy of the targets in the Family Hope Program is a key element that determines the success of the program in achieving its goal, namely poverty reduction. The implementation of PKH in Jagakarsa District shows that when social assistance is distributed accurately, the impact is not only felt on the economic welfare of the recipient family, but also creates changes in social behavior that support independence. The program not only distributes funds, but distributes the value of social justice, increases access to basic services, and encourages the growth of the microeconomy in the community. Thus, the accuracy of the target is not just an administrative indicator, but is the main pillar of social policy success in the modern public policy paradigm. This study recommends that increasing the accuracy of targets be used as the main focus in improving PKH policies in the future, both through strengthening the capacity of companions, updating data periodically, and improving digital infrastructure that supports the efficient and inclusive distribution of assistance.

3.2. Obstacles in the Integration of Targeted Assistance to Support the Implementation of PKH

The implementation of the Family Hope Program (PKH) as the largest conditional social assistance program in Indonesia is one of the key strategies in poverty alleviation. However, implementation on the ground, especially in the context of the integration of targeted assistance in Jagakarsa District, South Jakarta, faces various complex obstacles that significantly hinder the effectiveness of this policy. These constraints cover various aspects ranging from administrative, technical, social, cultural, to institutional capacity, which together form multidimensional challenges. This research intensively explores various obstacles faced in the integration of PKH's targeted assistance, based on the results of in-depth interviews with various field actors such as PKH facilitators, Beneficiary Families (KPM), and local community leaders.

1. Administrative obstacles are the most prominent challenges in the integration of PKH assistance and are a fundamental obstacle to achieving targeted aid distribution. Based on interviews with PKH **NH** assistants, one of the fundamental problems that is often encountered is the slow process of updating and validating KPM data in the Integrated Social Welfare Data (DTKS). NH said that, *"We often encounter conditions where the data in the DTKS no longer corresponds to field conditions. Some have died, moved house, or their economy has improved, but they are still registered as recipients, while the new poor have not yet entered the data."* This explanation shows that the existence of administrative data gaps causes inclusion errors and exclusion errors that are very detrimental. The data improvement process is also slow because it has to go through various bureaucratic stages involving villages, sub-districts, and the central level. In addition, according to NH, coordination between agencies is also not optimal so that there are often differences in data between the local and central governments, causing confusion between field officers and the community. Thus, administrative constraints are not only a matter of data mismatches, but also include weak coordination between institutions, which ultimately hinders the effectiveness of the PKH program as a whole.

2. Technical obstacles in the use of technology are also a serious problem in the integration of PKH assistance. The digitization of PKH through the use of Prosperous Family Cards (KKS), ATM machines, and reporting applications is actually designed to speed up and simplify services, but in practice it still faces many challenges. Based on an interview with KPM **AH,** the use of this technology actually adds a new burden, especially for the elderly or residents who have limitations in digital literacy. AH revealed that, *"For those of us who are not used to using ATMs or cards, it is very difficult to take assistance money. If the ATM is far away or an error, we are confused and finally have to ask for help from our children or neighbors."* This situation creates new dependencies and even potentially creates vulnerabilities if beneficiaries have to rely on third parties to discharge their rights. Meanwhile, **NH's companion** said that the e-PKH application used by officers also often experienced technical problems. According to him, *"Application systems often error, especially when we have to immediately input data or verify. This makes the updating process hampered and reports pass the deadline."* Technical glitches such as application errors, unstable networks, or malfunctions of digital devices indicate that the readiness of technological infrastructure is still not in line with the demands of modern assistance integration systems. As a result, the administrative

process that should be efficient is stalled, and the assistance needed by poor families becomes untimely

3. Inadequate training for companions is also an obstacle. The results of the interviews show that PKH facilitators often face challenges in solving complex social problems in the field, but do not have enough knowledge or skills to handle them effectively. This shows that low institutional capacity in the human resource aspect also slows down the process of integrating targeted social assistance

In the perspective of Public Policy Theory, according to Thomas R. Dye, public policy includes what the government chooses to do and what it does not do. The implementation of the Family Hope Program (PKH) in Jagakarsa District reflects this through government policies in providing conditional social assistance with the aim of poverty alleviation. However, the results of the study show significant administrative challenges, especially related to the slow updating of beneficiary data in the Integrated Social Welfare Data (DTKS). This challenge is in line with the findings of previous research that highlighted the problems of social assistance databases in Indonesia, such as a study conducted by Suryahadi and Sumarto (2021), which stated that the accuracy and accuracy of data updates are the main prerequisites for the effectiveness of public policies in the field of social protection. The delay in updating the data results in exclusion errors and inclusion errors, where the groups that should receive assistance are not registered, while the groups that are not eligible receive assistance instead.

Then seen from the perspective of public policy theory described by David Easton, public policy is the result of interaction between input from the public in the form of demands and support, as well as policy outputs made by the government. The results of the research in Jagakarsa found socio-cultural obstacles, such as the mentality of dependence that some KPM have on the assistance provided through PKH. According to a study conducted by Febriany and Suryadarma (2020), this dependency mentality creates conditions where people perceive social assistance as a fixed source of income, not as a tool to empower themselves. This condition is exacerbated by the lack of intensive education and counseling from the government to the public regarding the long-term goals of PKH. As a result, this policy is not fully able to achieve its goal of creating economic independence, which is actually the main goal of the PKH policy itself.

From the perspective of the theory of public policy implementation developed by Michael Lipsky in the concept of street-level bureaucracy, it is stated that the success of policy implementation depends largely on the capacity and commitment of field officers or lower-level bureaucrats. Research in Jagakarsa shows that another major obstacle is the limited number and capacity of PKH companions who serve in the field. This is reinforced by the results of a previous study from Perdana and Maxwell (2022) which stated that limited human resources, both in terms of the number and quality of social companions, are often an obstacle to the implementation of social protection programs in Indonesia. PKH companions often have to manage the number of KPM that far exceeds the ideal capacity, so that the verification, monitoring, and education process to aid recipients cannot be carried out optimally. This situation directly has implications for the low level of accuracy of the target of aid distributed.

Referring to the theory of incrementalism put forward by Charles Lindblom, public policies tend to be made and implemented in stages with continuous evaluation based on the results of previous implementations. Technical obstacles such as the lack of information technology and banking infrastructure are also challenges for the implementation of PKH in Jagakarsa. Previous research by the World Bank (2020) noted that the use of information technology in the distribution of social assistance in Indonesia, although increasing, still faces infrastructure obstacles at the local level, such as the lack of ATMs, unstable internet networks, and low digital literacy of aid recipients. In Jagakarsa, most of the beneficiaries are the elderly and low-educated community groups, who have difficulty accessing the digital technology used in the disbursement of PKH assistance. This condition shows that the implementation of the PKH policy requires continuous evaluation and improvement in stages, in accordance with the incrementalism approach put forward by Lindblom, so that the integration of targeted assistance can be achieved effectively.

Overall, these obstacles illustrate the complexity of PKH implementation in the field. Administrative, technical, socio-cultural, and low institutional capacity together create major challenges in ensuring that social assistance truly reaches the families most in need. Thus, solving these obstacles requires a multidimensional approach, which not only focuses on administrative technical aspects, but also socio-cultural approaches and institutional capacity

building, so that PKH can achieve its main goal, namely effective and sustainable poverty reduction in Jagakarsa District, South Jakarta.

3.3. Strategy to Ensure the Accuracy of PKH Social Assistance Distribution Targets in Reducing Poverty

Efforts to ensure the accuracy of targets in the distribution of social assistance of the Family Hope Program (PKH) is a very crucial aspect in realizing the fundamental goal of this program, which is to reduce poverty sustainably. In Jagakarsa District, South Jakarta, the accuracy of the target is not only a technical indicator of success, but also an important foundation for the legitimacy of the program in the community. Strategies to ensure the accuracy of these aid distribution targets should be seen in a multidimensional framework that includes institutional strengthening, human resource capacity building, information technology integration, and participatory and local culture-based approaches. Field findings from this study show that various obstacles to the accuracy of the target often come not only from technical aspects such as inaccurate data validation or digital system constraints, but also from the lack of capacity of social companions, lack of literacy of beneficiaries, and suboptimal participation of local communities in the data collection and supervision process.

One of the main strategies in improving the implementation of PKH is to strengthen the capacity of social companions who are spearheading at the field level. The imbalance between the number of companions and the number of KPM, coupled with the lack of technical and social training, leads to data validation errors and weak supervision. PKH companions are not only required to do administrative verification, but must also be able to build effective communication relationships with KPM and understand the social context of the family more deeply. As stated by Suryadarma and Febriany (2020), the quality of implementers at the grassroots level has a huge influence on the success of social assistance programs. The results of interviews with NH companions show that heavy workload and lack of social skills training are significant obstacles in the implementation of tasks. NH explained that, *"We often face complaints from the MOE, but not all companions know how to communicate appropriately. The existing training only focuses on data reporting, not on how to deal with social dynamics in the field."* This shows that strengthening the capacity of companions must include technical, emotional, and interpersonal aspects so that the effectiveness of mentoring can truly be achieved.

The use of an integrated information technology system is a strategic step in ensuring the accuracy of the target of social assistance distribution. Optimization of Integrated Social Welfare Data (DTKS) which is connected to population databases and basic services should be able to speed up the data validation process and minimize administrative errors. However, in the field there are still synchronization problems, where the latest data updated by the companion has not been immediately recorded in the central system. The NH companion revealed that, *"We often update data in the field, but the central system has not accommodated changes quickly so that it causes confusion in the community."* This condition illustrates that real-time digital systems are still an urgent need to improve data accuracy and accelerate decision-making regarding aid disbursement. This issue is in line with the findings of the World Bank (2021) which states that the digitization of social programs plays a major role in suppressing aid leakage and strengthening accountability. In addition, the use of the Prosperous Family Card (KKS) as a non-cash instrument has a positive impact on transaction transparency, although the low digital literacy among KPM such as AH, AR, and SH is still a challenge that needs to be addressed through intensive education so that the effectiveness of the system is truly optimal.

The next strategy that is no less important is to strengthen collaboration with local community actors as companion partners in the data collection and validation process. The involvement of RT/RW leaders, religious leaders, and civil society organizations has been proven to increase the accuracy of the identification of poor families because they have first-hand knowledge of the conditions of residents that are not always recorded in formal administration. In one of the interviews, community leaders in the research area stated that, *"We know which residents are really in need and which are actually able to afford but are still registered."* Community involvement not only helps reduce the risk of inclusion errors, but also increases public legitimacy and trust in the program. In addition, the establishment of a community-based oversight forum is able to create a participatory and sustainable social control mechanism. According to Maxwell and Perdana (2022), the community-based approach contributes to the effectiveness of social programs because it utilizes local networks that are

inexpensive but strong in control functions. Thus, collaboration between PKH facilitators, community leaders, and residents is an important foundation to maintain the quality of data collection and ensure that the distribution of aid runs fairly.

Education and socialization to KPM is an important strategy in ensuring that PKH assistance is used according to the long-term goal, namely improving education, health, and family economic independence. In interviews, several KPMs such as SH, SA, and CB admitted that they initially did not understand the function of PKH as a social empowerment program, so the assistance was only seen as a monthly subsidy. The NH companion said that, *"Many KPM think that this assistance is like a routine salary, even though the conditions must be met and the main purpose is for children's education and health."* This shows the need for more intensive counseling, using simple language, local cultural approaches, and community communication media to effectively convey the program's message. Contextual socialization not only provides new understanding, but also changes the mindset so that beneficiaries are not trapped in a dependency mentality. With the right education, PKH can be a driver of positive behavior transformation, including improving financial literacy, children's education discipline, and household economic planning.

The entire strategy outlined must be implemented in an integrated and sustainable manner in order to be able to produce optimal target accuracy. In the context of your research area, demographic complexity and socioeconomic variation demand a holistic and adaptive approach. Strengthening the capacity of social companions such as NH, the use of responsive technology, inclusive community collaboration, and socialization based on local culture must run simultaneously to increase the effectiveness of PKH implementation. Goal accuracy cannot be achieved with just one administrative or digital approach, but requires synergy between complementary technical, social, and cultural aspects. With a more mature implementation of the strategy, PKH not only functions as a short-term social protection instrument, but also as a strategic means to create social mobility, improve the quality of life, and build economic independence for poor families in a sustainable manner.

4. Comparison

A comparison with state-of-the-art social protection systems is necessary to position the contribution of this study within broader policy practices. The findings in Jagakarsa show that PKH implementation still faces significant gaps such as slow DTKS updating, limited digital literacy, and high workload of companions indicating a persistent disparity between policy design and field realities, a condition previously described by Mazmanian and Sabatier as an "implementation gap" rooted in limited administrative responsiveness (Mazmanian & Sabatier, 2022). When compared to modern social assistance programs that utilize real-time data integration and adaptive digital platforms, PKH's existing mechanisms have not fully achieved the responsiveness emphasized by Peters, who argues that effective policy outcomes require governance systems capable of adjusting quickly to citizens' needs (Peters, 2018). Thus, this research contributes by identifying concrete obstacles that hinder PKH from meeting global best-practice standards and by offering evidence that more adaptive, data-driven, and capacity-strengthening strategies are needed to enhance the precision and effectiveness of targeted social assistance.

5. Conclusion

This study confirms that the accuracy of the target in the distribution of the Family Hope Program (PKH) is the main determining factor in the effectiveness of poverty alleviation in Jagakarsa District. When social assistance is on target, the benefits are tangible in improving the quality of life of poor families, both through meeting basic needs, access to education and health, and changing economic behavior that is more rational and empowered. The impact is not only felt by the recipients individually, but also contributes to local economic dynamics and social stability at the community level. However, this effectiveness is still overshadowed by various structural constraints, such as delays in data updates, lack of digital system integration, and limited capacity of social companions in the field. This shows that the effectiveness of PKH is highly determined by the system's ability to respond appropriately, quickly, and based on local realities. From the perspective of public policy theory, this reflects the implementation gap that must be bridged through planned and adaptive strategies.

In response to these findings, this study recommends a series of strategic steps to ensure the accuracy of the target of PKH assistance distribution and strengthen its leverage in

poverty alleviation. The central government through the Ministry of Social Affairs needs to strengthen field verification and training of companions, digitize user-friendly service systems, and build cross-sector collaboration to encourage the economic empowerment of KPM. Meanwhile, KPM is encouraged to develop financial awareness and participation in the community, so that the assistance received is not purely consumptive in nature, but becomes capital for economic transformation. On the other hand, local governments and local communities must take an active role in monitoring, strengthening social solidarity, and facilitating market access and training. With inter-stakeholder synergy and inclusive policy support, PKH will not only be an instrument of social protection, but also a transformative driver in an effort to create an independent, empowered, and poverty-free society in a sustainable manner.

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