

Social Assistance Strategy for the Family Hope Program (PKH) in Improving the Independence of Beneficiary Families in the Cempaka Putih Village Area South Tangerang

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Abstract

Social assistance is a strategy in the Family Hope Program (PKH) which of course aims to improve the quality of Beneficiary Families (KPM) of PKH assistance. Social assistance is also an evaluation material for the government to continue to empower its people. This study aims to determine the process and results of the social assistance strategy of the Family Hope Program (PKH) in the Cempaka Putih Village, South Tangerang. This study uses a descriptive qualitative method. Data collection methods are observation, interviews, and documentation. The data sources used are primary data and secondary data. The informant selection technique uses the snowball sampling technique. The data analysis techniques used are data reduction, data

presentation, and drawing conclusions. The data validity technique uses source triangulation. The results of the study showed that the independence of Beneficiary Families (KPM) has increased, but not too significantly with evidence that not all KPM can utilize the support

program properly and regularly. In addition, there are still many KPM who depend on PKH assistance in the Cempaka Putih Village, South Tangerang.

Keywords: Social assistance; Family hope program; Independence

Abstrak

Bantuan sosial merupakan salah satu strategi dalam Program Keluarga Harapan (PKH) yang tentunya bertujuan untuk meningkatkan kualitas Keluarga Penerima Manfaat (KPM) bantuan PKH. Pendampingan sosial juga menjadi bahan evaluasi bagi pemerintah untuk terus memberdayakan

masyarakatnya. Penelitian ini bertujuan untuk mengetahui proses dan hasil dari strategi pendampingan sosial Program Keluarga Harapan (PKH) di Kelurahan Cempaka Putih, Tangerang Selatan. Penelitian ini menggunakan metode kualitatif deskriptif. Metode pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data yang digunakan adalah data primer dan data sekunder. Teknik pemilihan informan menggunakan teknik snowball sampling. Teknik analisis data yang digunakan adalah reduksi data, penyajian data, dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi sumber. Hasil penelitian menunjukkan bahwa kemandirian Keluarga Penerima Manfaat (KPM) mengalami peningkatan, namun tidak terlalu signifikan dengan bukti tidak semua KPM dapat memanfaatkan program bantuan dengan baik dan teratur. Selain itu, masih banyak KPM yang bergantung pada bantuan PKH di Kelurahan Cempaka Putih, Tangerang Selatan.

Kata kunci: Bantuan sosial; Program Keluarga Harapan; Kemandirian

A. INTRODUCTION

Poverty is a central issue that has developed in Indonesia. According to data from the Central Statistics Agency (BPS), the number of poor people in South Tangerang City in 2020 reached 40,990 people and this number is an increase from 2018 which was 28,210 people and 2019 which was 29,160 people. Furthermore, in 2021 the number of poor people in the South Tangerang area was 44,570 people. This number increased by 3,580 people from the previous year's data which only recorded 40,990. And in 2022 the number of poor people was 44,290 people, down by 0.07 percent or 280 people (BPS, 2025). Poverty caused by low education and human resources makes society limited in developing themselves due to lack of understanding and low education. Poverty becomes an important and very serious problem for the government to create a prosperous society by creating a mature program. Responding to the problem of poverty, the Ministry of Social Affairs of the Republic of Indonesia has rolled out the Family Hope Program (PKH) in South Tangerang City since 2013 (Peraturan Menteri Sosial Nomor 1 Tahun 2018 Tentang Program Keluarga Harapan, 2018). Based on the Regulation of the Minister of Social Affairs Number 1 of 2018, the Family Hope Program, hereinafter abbreviated as PKH, is a program to provide conditional social assistance to poor and vulnerable families and/or individuals who are registered in the

integrated data of the poverty handling program, processed by the Social Welfare Data and Information Center and determined as PKH beneficiary families.

In its implementation, PKH is not only a material assistance program but also non-material assistance such as additional knowledge and management of materials obtained in the form of social assistance. Social assistance is a strategy that greatly determines the success of community empowerment programs with the principle of helping people to help themselves or be independent. In this context, social workers who do this are often manifested as companions, not healers or problem solvers (Edi Suharto, 2006). Family Capacity Building Meeting (P2K2) or known as family development session (FDS) is a structured behavioral change intervention. P2K2 is given to all PKH KPM since the first year of PKH participation (Wijaya, 2019). P2K2 materials are delivered through monthly group meetings delivered by PKH Social Companions to their assisted groups.

The results of the assistance carried out in the form of Family Capacity Building Meetings (P2K2) are the independence of KPM. In this meeting, participants are given training and learning aimed at improving their skills in various fields, such as financial management, improving work skills, and solving social problems. Thus, KPM are expected to be economically independent, improve their quality of life, and contribute positively to the social environment around them. In addition, P2K2 also facilitates discussions and exchange of experiences between family members, thereby creating mutual support that strengthens their social networks and independence.

B. METHODS

Explaining the operational steps of the research, including the research design, population and sample (research objectives), data collection techniques, and analysis. For qualitative research, it is necessary to add the presence of researchers, research subjects, informants who help along with ways to collect research data, locations, and duration of research as well as descriptions of checking the validity of research results.

For further analysis of the social assistance strategy of Cempaka Putih Village in the Family Hope Program, this study uses a type of field research with qualitative research, namely based on oral sources (in-depth interviews), observations, and direct field reviews.

Qualitative research methods are research methods based on postpositivism or interpretive philosophy which are used to research a natural object. Researchers as key instruments, data collection techniques are carried out by triangulation (a combination of observation, interviews, and documentation). The data obtained tends to be qualitative data, data analysis is qualitative, and the results of qualitative research are understanding meaning, understanding uniqueness, constructing phenomena, and finding hypotheses (Sugiyono, 2018). Data obtained from interviews, observations, notes and documents related to the research. The researcher tried to describe and reveal the social assistance strategy implemented by Cempaka Putih Village in the Family Hope Program. The subjects used in this study were the beneficiaries of the Family Hope Program as well as the companions and coordinators of the Family Hope Program. Meanwhile, the object of this study is the social assistance strategy implemented by Cempaka Putih Village in the Family Hope Program. This research was conducted in Cempaka Putih Village. The determination of this location was chosen as a research location based on the consideration that the objective conditions of the research area are one of the locations implementing the Family Hope Program. The research period starts from December 2023 until completion.

The technique used to determine the subjects in this study is the Snowball Sampling technique. Snowball Sampling is a technique for determining samples that are initially small in number, then enlarged. Snowball Sampling is one of the procedures for taking samples from a population. Where Snowball Sampling is a non-probability sampling method (samples with unequal probabilities). Where this type of sampling procedure is specifically used for data that is community-based from subjective respondents/samples, or in other words, the sample objects that we want are very rare and are grouped in a set. In other words,

Snowball Sampling is a method of taking samples in a chain (multi-level). Sugiyono (2018) In accordance with the Snowball Sampling technique, the author began the data collection process by identifying the initial respondent, namely an experienced PKH companion. This companion was interviewed to understand the mentoring strategy applied and to obtain recommendations regarding the beneficiary families used to find further data through interviews. Through the interview, the author can obtain in-depth information about the positive and negative experiences and changes experienced by the family. With the Snowball Sampling approach, researchers can expand the reach of respondents and collect rich and relevant information related to PKH social assistance.

In this model, analysis activities are divided into 3 stages, namely data collection, data reduction, data presentation, and drawing conclusions. The researcher used source triangulation and technique triangulation, namely to ensure that the data obtained is in accordance with reality, the author checked and compared data from one source with another source, also by re-checking the data that had been obtained from one source using a certain technique, then the author searched for the data again using a different technique from that which had been done previously.

C. RESULT AND DISCUSSION

Poverty Rate in Cempaka Putih

The poverty rate in South Tangerang City has shown notable fluctuations in recent years, according to data from the Central Statistics Agency (BPS). In 2020, the number of people living in poverty in the city reached 40,990, which represented an increase from previous years—28,210 in 2018 and 29,160 in 2019. The situation worsened slightly in 2021, with the number of poor people rising to 44,570. This marked an increase of 3,580 people from the previous year. However, in 2022, there was a slight improvement, with the number of poor people dropping to 44,290, reflecting a minimal decrease of 0.07% (280 people) (BPS, 2025).

This fluctuation highlights the ongoing challenges in tackling poverty and underscores the need for more effective poverty alleviation strategies. Mrs. Nuni, a social assistance program provider, shared her

perspective in an interview conducted by the author, explaining that while programs like the Family Hope Program (PKH) have helped underprivileged communities access better education and health facilities, dependency on such assistance remains a problem. She emphasized the importance of shifting the mindset of the beneficiaries, so that they can become independent and eventually escape the poverty cycle.

As Mrs. Nuni stated: “Actually, with the existence of PKH, it has really helped the underprivileged community to be able to access decent education and health facilities, sir, but apart from the assistance provided, I think the community must also be aware of their situation that must change. Unfortunately, most of them after receiving social assistance like PKH actually become dependent and that is our homework as companions or providers of this assistance so that this condition does not continue. We are happy to see them being able to access decent education and health, especially if they can reach the independent stage and get out of that zone, sir.”

In conclusion, the poverty rate in South Tangerang City has fluctuated in recent years, with a rise in poverty from 2018 to 2021, followed by a slight decrease in 2022. Although the Family Hope Program (PKH) has contributed to improving access to education and healthcare for many families, its impact on overall poverty reduction has been limited. To address the persistent high poverty rate, a more innovative and sustainable approach is needed, one that focuses on changing the mindset of the community so that poverty reduction becomes more stable and long-term, preventing future increases as seen in previous years.

Family Hope Program (PKH)

The high poverty rate in Cempaka Putih Sub-district, South Tangerang City, reflects an urgent need for effective and sustainable poverty alleviation strategies. One such initiative is the Family Hope Program (Program Keluarga Harapan or PKH), which has been implemented in South Tangerang since November 2013. This program provides conditional cash transfers to underprivileged families to help

reduce their economic burdens. However, the success of such a program depends not only on financial assistance but also on complementary mentoring efforts that empower families to make better use of the support provided and improve their overall well-being.

Mentoring activities within the PKH framework include skills training, health education, and financial literacy development. These initiatives aim to prepare beneficiaries to be more self-reliant, enabling them to move beyond short-term assistance and build a more stable and sustainable future. In Cempaka Putih, such interventions are essential to fostering a culture of independence among low-income households. The combination of financial support and capacity-building efforts is expected to accelerate poverty reduction and elevate the quality of life in the community.

Insights from Mrs. Nuni, a PKH facilitator in Cempaka Putih, reveal that the program has evolved significantly since its inception. Initially, aid distribution was conducted through the post office, requiring recipients to queue at the Gaplek Post Office. This system proved inefficient, particularly when multiple sub-districts were scheduled simultaneously. In response, the distribution method was updated in 2016 to utilize ATM cards, thereby streamlining the process and reducing crowding. Mrs. Nuni emphasized that although the results of PKH may take time to manifest, the program has played a crucial role in helping families meet their basic needs.

PKH eligibility is based on specific criteria focused on two main sectors: education and health. Families must meet at least one of five conditions—having school-aged children, pregnant women, toddlers, elderly individuals, or persons with disabilities. This targeting mechanism ensures that the most vulnerable groups receive the assistance they need. Mrs. Siti Nurmala, a PKH beneficiary, confirmed that recipients are not self-selected; rather, they are identified through government data. Her eligibility was based on having a child still attending school, while others qualified due to different family circumstances, such as the presence of toddlers or elderly members.

In conclusion, PKH serves as a conditional support program aimed at improving the living standards of disadvantaged families through targeted aid in education and health. Importantly, the program is structured to prevent long-term dependency. In accordance with the guidelines set by the Ministry of Social Affairs, beneficiaries are expected to receive support for a maximum of ten years. After this period, they are encouraged to attain self-sufficiency and transition out of poverty, aligning with the broader goal of sustainable social development.

Social Assistance Strategy for the Family Hope Program (PKH) in Cempaka Putih Village, South Tangerang

This study analyzes the social assistance strategy in the Family Hope Program (PKH) and its influence on increasing the independence of Beneficiary Families (KPM) in Cempaka Putih Village, South Tangerang. The analysis was conducted by examining the relationship between the mentoring approach and the reality of program implementation in the field. The main focus is on the effectiveness of activities such as the Family Capacity Building Meeting (P2K2) in shaping independent behavior, strengthening capacity, and expanding social and economic access for KPM.

1. Possibility

The mentoring theory developed by Edi Suharto emphasizes the importance of the mentoring process in the context of individual and group development. One of the key points in this theory is "enabling," which refers to efforts to open up opportunities and facilitate the potential of individuals or groups to achieve optimal results. Enabling in the context of mentoring theory is about creating conditions that allow individuals or groups to develop in an effective way. This involves identifying barriers that may hinder progress and designing strategies to overcome these barriers. Enabling includes several aspects, including:

- a. Identification of Potential and Needs: Mentors must be able to identify the potential that exists in individuals or groups and understand their needs. This requires a sensitive and adaptive approach, so that mentoring can be tailored to specific situations and needs.

- b. **Development of Abilities and Skills:** Through enabling, mentors play a role in helping individuals or groups develop the necessary abilities and skills. This can involve training, mentoring, or providing the necessary resources.
- c. **Creating Opportunities:** Mentors must create and utilize existing opportunities for growth and development. This includes opening up access to previously unavailable opportunities and helping individuals or groups utilize them effectively.
- d. **Overcoming Barriers:** One important aspect of enabling is the ability to identify and overcome barriers that may hinder the development process. These can be internal barriers such as lack of self-confidence, or external barriers such as limited resources.

Based on the explanation of the theory and field interview data, the author concludes that the implementation of the creation of a supportive environment in PKH in the Cempaka Putih Village area, South Tangerang already exists and is being implemented, including the P2K2 program which contains life training materials such as stunting, economics, and so on. P2K2 is also routinely implemented, namely six times a year. This is in line with research conducted by Andika Adi Sanjaya, that enabling is creating conditions or an atmosphere that allows the potential of the community to develop optimally (Putra et al., 2016). In this case, the creation of conditions that allow the people of Dilem Village to develop further in the economic sector is carried out by creating the possibility of utilizing local potential in Dilem Village. Thus, the existence of programs such as P2K2 in Cempaka Putih Village can be considered in line with the principle of possibility, where these efforts aim to optimize community potential through relevant training and strengthening economic capacity.

2. Strengthening

In Edi Suharto's mentoring theory, reinforcement is a crucial component that focuses on efforts to strengthen the capacity, skills, and self-confidence of the individual or group being mentored. The point of reinforcement seeks to build a strong foundation so that individuals

or groups can face challenges more confidently and effectively. Here are some important aspects of reinforcement:

- a. **Self-Confidence Enhancement:** Reinforcement serves to increase the self- confidence of individuals or groups. Mentors provide encouragement, positive feedback, and recognition of achievements to strengthen self- confidence. High self- confidence allows individuals to be more courageous in facing challenges and taking important steps towards achieving goals.
- b. **Skills and Competency Development:** Effective mentoring involves strengthening the skills and competencies needed for success. Mentors provide the necessary training and guidance to improve technical and managerial abilities. With better skills, individuals or groups can be better prepared to face various situations and challenges.
- c. **Emotional and Motivational Support:** Emotional and motivational support is an important part of reinforcement. Mentors provide moral and emotional support to help individuals stay motivated and not give up when facing difficulties. Strong motivation and emotional support help individuals or groups stay focused on their goals.
- d. **Social Network Development:** Strengthening also involves developing and utilizing social networks. Mentors help individuals or groups build relationships with parties who can provide additional support, such as mentors, peers, or other professionals in related fields.

Strong social networks can open access to valuable opportunities and resources.

Thus, interview data in the field states that the strengthening process as a social assistance strategy to increase the independence of PKH KPM in the Cempaka Putih Village area is also implemented as stated in the theory and also its supporting journals. P2K2 as the main program in Mentoring in PKH, in addition to creating conditions that allow and strengthen, P2K2 is also a forum for strengthening both

connections in the form of friendship between a community or individual, as well as a forum for mentoring filled with motivation and related materials.

Research supports that strengthening PKH KPM through independent business skills, training, and government coaching is very important to increase independence (Herawati & Ma'ruf, 2018). They found that this program helped create new economic opportunities, as seen in the Independent Self-Help Group (KSM) in Morokrembangan which runs a broom, doormat, and snack business. This assistance not only strengthens the social aspect but also encourages local economic growth. In addition, cooperation with the Health Center and Muhammadiyah shows the importance of synergy in community empowerment, although there are still challenges in accessing technology and registering business permits.

3. Protecting

In Edi Suharto's mentoring theory, protection is an important aspect and aims to provide a sense of security and support for the individual or group being mentored. Protection focuses on ensuring that individuals or groups are protected from risks and threats that can hinder the mentoring process and the achievement of their goals. This aspect includes several main elements:

- a. Protection from Risk: Mentors play a role in identifying and reducing risks that individuals or groups may face. This includes providing guidance to avoid decisions that could be detrimental or facing potentially dangerous situations.
- b. Support in Facing Difficulties: The protection aspect also involves providing support when individuals or groups face difficulties or challenges. Mentors must be ready to help solve problems and provide adequate solutions.
- c. Ensuring Security and Well-being: Mentors must ensure that the mentoring process is carried out in a safe environment and supports the well-being of individuals. This includes maintaining privacy and respecting individual rights in the mentoring process.

- d. Preventing Exploitation: Protection also includes efforts to prevent potential exploitation, whether in the form of fraud, exploitation, or unfair treatment. Mentors must ensure that individuals or groups do not become victims of harmful or unethical practices.

Field data described in chapter 4 with the theory explained has a match in its implementation. All protections such as ensuring KPM rights are fulfilled, avoiding program exploitation, and also being a problem solver, PKH in Cempaka Putih Village, South Tangerang has been running properly, only there has been no firm action from the government regarding how long someone can receive PKH assistance, and how to handle recipients of assistance who do not want to carry out their obligations.

Research supports the need for intensive protection in the PKH program in Cempaka Putih Village, South Tangerang, to protect KPM from exploitation and unfair competition. They emphasize the importance of the Social Empowerment Assistance (PSA) model that integrates guidance and networking, so that poor groups can develop and increase income (Erzawan et al., 2015).

Although PKH in Cempaka Putih has been running well in ensuring KPM rights are fulfilled, firm policies are still needed regarding the duration of assistance and handling KPM who do not carry out their obligations. A Business Development Services (BDS)-based approach, as suggested by Erzawan et al., can help strengthen poor communities' institutions and protect their assets, so that they can actively participate in improving their welfare and economic independence.

4. Supporting

Support in the social assistance strategy formulated by Edi Suharto focuses on efforts to provide comprehensive support to individuals and groups in need. The main objective of this support is to strengthen the capacity, skills, and confidence of participants, so that they can better face life's challenges. The following are aspects of

support:

- a. **Skills Enhancement:** Support includes relevant practical skills training, such as entrepreneurship, technical skills, and soft skills. These programs are designed to improve participants' abilities to be more economically independent.
- b. **Emotional Support:** Building a good relationship between the mentor and participants to provide emotional support. This helps participants feel more confident and motivated to face challenges.
- c. **Access to Resources:** Facilitating participants' access to various necessary resources, such as information, capital, and social networks. This is important to help them achieve their desired goals.
- d. **Social Network Development:** Fostering collaboration between participants to create a mutually supportive social network. With this network, participants can share information and experiences and help each other in overcoming problems.
- e. **Monitoring and Evaluation:** Conduct regular monitoring and evaluation to assess the impact of the program. Feedback from participants is important for improving the program in the future.

Also, in line with data obtained in the field through interviews, PKH in Cempaka Putih Village also carries out support that is also condensed in the P2K2 program. Motivation, assistance such as BNPT (Non-Cash Food Assistance) and PENA (Business Assistance) are also provided by PKH to continue to facilitate KPM to live their lives better.

Research strengthens the argument that the PKH program in Cempaka Putih Village through P2K2 provides guidance and support that aims to help the community carry out their life roles and tasks better. They emphasize that support must be able to prevent the community from falling into increasingly weak and marginalized conditions (Lestari et al., 2020). Support such as BNPT (Non-Cash Food

Assistance) and PENA (Business Assistance) provided by PKH is in line with this principle, ensuring that KPM has access to assistance that makes it easier for them to improve their welfare and independence.

5. Maintenance

The maintenance point in the social assistance strategy focuses on ensuring the sustainability and effectiveness of the program after the initial intervention. Important aspects of maintenance include:

- a. **Program Sustainability:** Maintenance involves developing a plan to ensure that the program continues to operate and provide long-term benefits to the community. This may include training community members to manage the program independently.
- b. **Regular Monitoring:** Conducting regular evaluations and monitoring to assess the impact of the program. This helps to identify potential problems and ensure that the program remains relevant to the needs of the community.
- c. **Community Capacity Building:** Facilitating training and development for community members so that they can take an active role in running and maintaining the program. This is important for building community independence.
- d. **Strengthening Networks and Partnerships:** Building strong relationships with various stakeholders, such as government, NGOs, and the private sector, to support the sustainability of the program. This collaboration can provide access to additional resources.
- e. **Feedback and Adjustment:** Collecting feedback from participants and stakeholders to make adjustments to the program. This ensures that the program continues to evolve and meet changing needs.

Based on this theory, PKH in the Cempaka Putih Village area, South Tangerang certainly also carries out program maintenance so that public trust in the government becomes its feedback. In addition, maintenance also aims to continue to reduce existing poverty rates and change the mindset of the community, especially aid recipients.

Monitoring of the use of aid is also carried out periodically so that aid is truly used according to the needs of the recipients.

Research strengthens the argument regarding the importance of maintaining the PKH program in Cempaka Putih Village, South Tangerang. They emphasize that maintenance aims to maintain conducive conditions that allow for a balance in the distribution of power between various groups in society (Yanti, 2023). Effective maintenance not only strengthens public trust in the government but also ensures that development is able to create harmony and balance, where every individual, including aid recipients, has the opportunity to develop and strive. In the context of PKH, regular monitoring of the use of aid is important to ensure that aid is used according to needs and can reduce poverty rates and change people's mindsets towards independence. This approach is in line with the views of Yanti et al., where fair and measurable development must provide space for everyone to get equal economic opportunities.

6. Intellectual Independence

It is an individual's ability to think critically and express opinions freely, without being influenced by pressure or intimidation from outside parties. This includes the courage to question existing ideas, evaluate information with objectivity, and make decisions based on in-depth analysis. With intellectual independence, a person can establish constructive dialogue, develop new insights, and contribute to the advancement of knowledge and problem solving. This attitude is important for creating a more open society.

Based on theory, observation, and data from interviews with KPM PKH in the Cempaka Putih Village area, South Tangerang, KPM PKH stated that PKH is a very helpful assistance and is expected to continue. The assistance provided also varies, from financial assistance to business assistance for KPM. So it can be concluded that how KPM thinks and dares to give their opinions without any obstacles or intervention from outside is not yet fully owned because intellectual independence is not only about daring to express opinions, but also

accompanied by good and critical insight.

Research confirms that intellectual independence is achieved through the ability of individuals to overcome various problems independently, with minimal supervision from external parties (Komala, 2015). In the context of PKH in Cempaka Putih Village, South Tangerang, beneficiaries (KPM) feel helped by various types of assistance, ranging from funds to business assistance, and hope that this program will continue. However, as explained in the interview, the aspect of KPM's intellectual independence has not yet been fully formed, because although they dare to express their opinions, this has not been accompanied by critical thinking skills and broad insights.

In line with the findings of Hj. Komala, intellectual independence is not only about daring to speak but must also be accompanied by the ability to solve problems independently and think critically. In this case, although PKH KPM have begun to show courage in giving opinions, maintaining and developing critical insights is still needed so that they can be more independent in making decisions and not only rely on assistance. The PKH program needs to continue to provide space for KPM to grow intellectually, with minimal guidance from the government, as the concept of independence proposed in Komala's research.

7. Economic Independence

It is a condition in which people are able to produce and fulfill their personal needs in a way that can improve their welfare without relying on other parties in economic aspects. In this state, individuals or entities have the capacity to manage resources efficiently, create jobs, and innovate in business in order to meet their daily needs. Economic independence not only improves the quality of life, but also strengthens social and economic resilience, enables people to better face challenges and changes, and creates a solid foundation for sustainable development (Tenri & Rayhana, 2023). Seeing the direct monitoring by the assistant to the KPM's house with the aim of using the funds according to the rules, as well as business assistance called

PENA, and the motivation that PKH assistance is not a fixed income and must be assisted by trading and the like, it can be ascertained that economic independence is owned by KPM PKH in Cempaka Putih Village, South Tangerang, which of course still requires ongoing assistance.

The study strengthens the argument that the economic independence owned by KPM PKH in Cempaka Putih Village, South Tangerang, has begun to form, although it still requires ongoing assistance. They define economic independence as a person's ability to manage and meet their own economic needs without relying on others (Masrur & Arwani, 2022). In the context of PKH, direct assistance provided by officers to KPM homes, monitoring the use of aid funds, and motivation for KPM to seek additional income through businesses such as PENA, are very relevant to this concept of independence. Masrur and Arwani also highlighted the potential in Islamic boarding schools to create economic independence, especially by utilizing internal resources and the surrounding community. Like Islamic boarding schools that develop professional businesses to support the operations and welfare of their communities, the PKH program with business assistance and motivation for KPM can function similarly in increasing the economic independence of beneficiaries and helping to reduce dependence on external assistance. Thus, if this potential continues to be optimized through ongoing assistance, PKH KPM in Cempaka Putih Village can achieve more stable economic independence and help improve the welfare of the surrounding area, just like Islamic boarding schools that have succeeded in creating independent businesses for the welfare of the community.

8. Social Independence

It is the ability of an individual to interact with others without relying on the actions or decisions of others. This includes the ability to build healthy relationships, communicate effectively, and participate in society with confidence. With social independence, a person can take the initiative in various situations, contribute actively,

and explore existing opportunities, without feeling pressured by the expectations or influence of others. This independence is important for creating a strong and supportive social network, as well as strengthening the individual's self-confidence and identity in the community.

Referring to theory, observations and also interview results, KPM PKH in the Cempaka Putih Village area, South Tangerang can be said to have a good social spirit. The statement that KPM actively participates in every community activity illustrates that their social independence already exists and can continue to be developed even better.

Research supports the argument that KPM PKH in Cempaka Putih Village, South Tangerang, has shown good social independence, as reflected in their active involvement in community activities. Fitri and Yarni define social independence as a person's ability to interact with others without relying on the actions or influence of others (Fitri & Yarni, 2022). In their research, social independence is also indicated by the ability of adolescents to lead, build friendships, and not be easily influenced.

PKH beneficiary families who actively participate in social activities show the ability to interact and participate independently, which reflects social independence as explained by Fitri and Yarni. This shows that in addition to economic independence, beneficiaries also have the capacity to develop in social aspects, where they are able to contribute positively to their community. With ongoing assistance, this social independence can continue to be improved, so that beneficiaries not only develop in economic aspects but also in building strong and sustainable social relationships in society.

D. CONCLUSION

The conclusion of this study shows that the Family Hope Program (PKH), which is a government initiative to improve the welfare of poor families through conditional social assistance, has been operating in South Tangerang since 2013. In 2024, the number of PKH recipients in the

Cempaka Putih Village area reached 201 people. Although the five social assistance strategies proposed by Edi Suharto, namely enabling, strengthening, supporting, protecting, and maintaining have been implemented consistently, the results obtained show that increasing the independence of beneficiary families has not reached an optimal level. The independence in question, including intellectual, economic, and social aspects referring to Havighurst's theory, still seems to require further strengthening and attention, indicating that there are gaps in implementation that need to be addressed. In this context, the success of the Family Hope Program depends not only on the provision of financial assistance, but also on the effectiveness of the social assistance strategies implemented. Although the five strategies have been implemented, there are still challenges in achieving the expected social, intellectual, and economic independence. This shows the need for a more integrated approach, where mentoring is not only formal, but also involves more personal and ongoing interactions between mentors and beneficiary families. This study recommends that PKH strengthen the

evaluation of program implementation and ensure that each family receives support that is appropriate to their specific needs. With a more adaptive and responsive approach, it is hoped that it can significantly increase family independence, so that they can be more empowered and independent in facing economic and social challenges.

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