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The Effect of The Implementation of The Family Hope Program on The Welfare of The Community in Sukamaju Sub-District, Sunggal District, Deli Serdang Regency

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Abstract

The Family Hope Program is a conditional social assistance program under the direct supervision of the Ministry of Social Affairs aimed at poor families. This assistance is provided by the government to poor and vulnerable poor families with certain requirements where they are registered in the Integrated Social Welfare Data. This program is implemented by the Social Service, one of which is the Social Service of Deli Serdang Regency. One of the Family Hope Program areas in Deli Serdang Regency is Sukamaju Village and has been going on for 8 years. This study aims to analyze the effect of the implementation of the Family Hope Program in Sukamaju Village. This type of research is associative quantitative research. The data used in this research is primary data by distributing questionnaires to 90 respondents who are Beneficiary Families in Sukamaju Village. The data analysis method uses Structural Equation Model (SEM) Partial Least Square (PLS). The results of this study indicate that simultaneously the Family Hope Program has a significant relationship and effect on community welfare in Sukamaju Village. Partially, the Family Hope Program for fixed social assistance still has no influence on community welfare in Sukamaju Village, while the Family Hope Program for education and health assistance has a significant influence on community welfare in Sukamaju Village.

Keywords: community welfare; education assistance; family hope program; social assistance; health assistance

1. Introduction

The level of welfare in a region is closely related to the poverty level of the population in a region. Poverty is defined as the inability to purchase basic necessities such as food, clothing, shelter, and medicine [1]. The number of poor people in the rural areas of North Sumatra Province increased by 0.07%, or around 3,990 people [2]. The increase in poverty in rural areas shows that the welfare level of the people living in these areas is still low. Seeing the phenomenon of problems that occur, the government needs to make efforts that can emphasize the poverty rate which also affects the welfare of the community. One of the efforts made by the government is to provide social assistance in the form of the Family Hope Program to the poor or less prosperous.

The Family Hope Program is a program that provides conditional social assistance to poor family recipients who are designated as Beneficiary Families with special terms and conditions. PKH has been implemented since 2007 as an effort to accelerate poverty reduction [3]. The Family Hope Program has been running for 8 years in Sukamaju Village, starting in 2015. In 2023, the number of beneficiary families of the Family Hope Program was 90 families. This number has decreased compared to the previous year, due to the move of beneficiary families outside the Sukamaju village area. Based on information from interviews with the coordinator of the Family Hope Program at the Deli Serdang Social Service, the average Family Hope Program beneficiary family in 2022 maintained their status as beneficiaries in 2023.

Table 1. Number of Beneficiary Families in Sukamaju Village (*Source: Social Service of Deli Serdang Regency (2023)*)

Year	Number of Poor People in Sukamaju Village	Number of Beneficiary Families in Sukamaju Village
2022	192	92
2023	282	90

Of the poor population in Sukamaju Village, not all of them are considered beneficiary families. According to [3], the determination of the number of beneficiaries is the responsibility of the Social Affairs Office, which refers to the Integrated Social Welfare Data from the Ministry of Social Affairs. Decisions regarding beneficiaries cannot be made by the village, sub-district or district governments. Beneficiary Families are those who are part of the poor community, who have met the specified requirements, have been validated, registered in the Integrated Social Welfare Data and determined in the decision of the Director General to become participants in the Family Hope Program.

In 2023, it can be concluded that only around 32% of the 282 poor families in Sukamaju village were designated as beneficiary families. On the other hand, the remaining 68% are families that cannot be designated as Beneficiary Families due to poor families who do not meet the requirements or poor families who have received social assistance outside the Expected Family Program.

Poor families who are accepted as Beneficiary Families are families who have been registered and valid in the Integrated Social Welfare Data. The criteria for valid and registered data in the Integrated Social Welfare Data are valid Indonesian citizenship that can be identified through e-KTP, registered as a family that needs assistance in the local village, not included as members of State Civil Apparatus and have not received assistance from other programs such as Direct Cash Assistance, Pre-Employment Cards, and others.

Based on the results of observations made by researchers and interviews with the Facilitator of the Family Hope Program in Sukamaju Village, there are still several obstacles in the implementation of the Family Hope Program, such as beneficiary families who do not participate in the activities carried out, obstacles in the distribution of assistance and there are still families who do not allocate aid funds in accordance with established guidelines. This is certainly not in line between reality and existing theory, where the purpose of the Family Hope Program is to improve the level of community welfare.

2. Literature Review

2.1. Poverty

Poverty is one of the indicators to determine the level of community welfare in a region or area. Poverty is defined as the inability to purchase basic necessities such as food, clothing, shelter, and medicine [1]. Poverty is also associated with insufficient outcomes with respect to health, nutrition and literacy, to deficient social relations, to insecurity, and to low self-confidence and powerlessness [4]. According to [5] poverty is divided into two types, namely: Absolute Poverty is poverty measured by income to meet public facilities or basic needs for basic needs, clothing, education, health, shelter, and the need to fulfill their lives. Relative Poverty is poverty related to income distribution by looking at inequality with people in the surrounding environment or income is still low among the neighbourhood.

2.2. Sustainable Development Goals

The concept of SDGs was born at the conference on Sustainable Development held by the United Nations in Rio de Janeiro in 2012. The purpose of the establishment of the SDGs itself is to maintain the balance of the three dimensions of sustainable development, namely environmental, social and economic. This research is based on Pillar 1 of the SDGs No Poverty, Pillar 3 of the SDGs Healthy and Prosperous Life and Pillar 4 of the SDGs Quality Education.

2.3. Welfare

Community welfare is defined as a state in which all basic needs are met, encompassing both physical and social well-being [7][8]. Physical well-being involves having access to adequate housing, clothing, and food, while social well-being includes affordable and quality education, healthcare, and the ability to achieve maximum utility within a given budget. Meanwhile, what is meant by a prosperous family is a family whose formation is based on a legal marriage, can meet the needs of spiritual and material life properly, is devoted to God Almighty, has a harmonious, harmonious, and balanced relationship between members and between families and society and the environment [7].

2.4. The Family Hope Program

According to [3], the Family Hope Program is a conditional social assistance program under the direct supervision of the Ministry of Social Affairs aimed at poor families. This assistance is provided by the government to poor and vulnerable poor families with certain requirements where they are registered in the Integrated Social Welfare Data. The general background Family Hope Program represents a significant initiative aimed at reducing poverty through conditional cash transfers to very poor households, initiated in 2007 [9]. Furthermore, this program, in the short term aims to reduce the burden of underprivileged households and in the long run it is expected to break the intergenerational poverty chain, so that the next generation can get out of the poverty trap [10].

3. Research Methods

This type of research is associative quantitative research. Data used in this study is primary data by distributing questionnaires to 90 respondents who are Beneficiary Families in Sukamaju Village. The data analysis method uses the Structural Equation

Model (SEM) Partial Least Square (PLS). Structural Equation Model (SEM) Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares exogenous variables and endogenous variables. In the Partial Least Square (PLS) approach, the measurement model (outer model) will be carried out with reflective indicators evaluated by convergent validity and discriminant validity of the indicators. And the structural model (inner model) is evaluated by looking at the magnitude of the structural path coefficient. The stability of these estimates is evaluated using the t-statistic test obtained through the bootstrapping procedure. This test will be conducted using the SmartPLS version 4 program.

This study uses one endogenous variable and three exogenous variables. The dependent variable in this study is Community Welfare, while the independent variables in this study are Fixed Social Assistance, Education Assistance, and Health Assistance. The structural model that will be used to determine community welfare in Sukamaju Village is as follows:

$$\eta = \gamma_1 \xi_1 + \gamma_2 \xi_2 + \gamma_3 \xi_3 + \zeta$$

Descriptions:

- η = Community welfare
- ξ_1 = Fixed Social assistance
- ξ_2 = Education assistance
- ξ_3 = Health assistance
- γ = The effect of exogenous variables on endogenous
- ζ = Error term

4. Results and Discussion

Inner Model is a structural model used to describe the influence and relationship between latent variables and hypothesis testing through the bootstrapping test, the results of the bootstrapping test are as follows:

Table 2. Results of Bootstrapping Inner Model Test

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
FSA -> CW	0,06	0,07	0,10	0,64	0,26
EA -> CW	00,28	0,28	0,10	2,90	0,00
HA -> CW	0,56	0,56	0,09	6,01	0,00

Source: Researcher Processed Data (2024)

Based on table 2, the structural equations formed in this study are:

$$\eta = 0,06 \xi_1 + 0,28 \xi_2 + 0,56 \xi_3 + \zeta \text{ or}$$

$$\text{Community Welfare} = 0.06 (\text{Fixed Social Assistance}) + 0.28 (\text{Education Assistance}) + 0.56 (\text{Health Assistance}) + \zeta$$

The fixed social assistance Family Hope Program still has no effect on community welfare in Sukamaju Village. Based on the data from the distribution of questionnaires, the path parameter coefficient is 0.06 and the T Statistics value is obtained ($0.64 < 1.96$) and P Values ($0.26 > 0.05$) at a significant level of $\alpha = 5$. There is no effect of fixed social assistance because there are still respondents who do not allocate the assistance funds they receive to fulfill their needs. This is because the respondents felt that the fixed assistance of Rp. 500,000 provided was too little so that it could not be allocated to meet their daily needs because basic needs were also expensive.

The Family Hope Program for education assistance has a significant effect on community welfare in Sukamaju Village. Based on the data from the distribution of questionnaires, the path parameter coefficient is 0.28 and the T Statistics value is obtained ($2.90 > 1.96$) and P Values ($0.00 < 0.05$) at a significant level of $\alpha = 5\%$. So it can be stated that the effect of the Family Hope Program on Education Assistance on Community Welfare has a positive relationship of 28%. And every increase in one unit of education assistance can significantly improve community welfare by 2.90 units of community welfare at a real level of 5%. In line with the objectives of the Family Hope Program to improve the quality of education, in Sukamaju Village the Family Hope Program is very influential on the quality of education, namely increasing parents' awareness of the importance of education for children and the fulfillment of education by providing educational service facilities and meeting educational needs. With this program, the people of Sukamaju Village feel helped because they can buy books, pay school tuition fees, and other school supplies.

The Family Hope Program for health assistance has a significant effect on community welfare in Sukamaju Village. Based on the data from the distribution of questionnaires, the path parameter coefficient is 0.56 and the T Statistics value is obtained ($6.01 > 1.96$) and P Values ($0.00 < 0.05$) at a significant level of $\alpha = 5\%$. So it can be stated that health assistance on community welfare in Sukamaju Village has a positive relationship of 56%. And every increase in one unit of health assistance can

significantly increase community welfare by 6.01 units of community welfare at a real level of 5%. With the existence of assistance in the health component, it has helped and is beneficial to improve public health, especially for children in Sukamaju Village, in Sukamaju Village the Family Hope Program is very influential on the quality of health, namely increasing public awareness of the importance of health, easy access to health services and fulfilling nutritional needs for families. This is in line with the existing theory where the purpose of this program is to improve public health.

Table 3. TCR Recapitulation of Family Hope Program

Indicator	Scor	TCR%	Category
FSA 1	394	87,56	Very Good
FSA 2	408	90,67	Very Good
FSA 3	407	90,44	Very Good
FSA 4	398	88,44	Very Good
FSA 5	407	90,44	Very Good
EA 1	408	90,67	Very Good
EA 2	406	90,22	Very Good
EA 3	397	88,22	Very Good
EA 4	395	87,78	Very Good
EA 5	398	88,44	Very Good
EA 6	399	88,67	Very Good
HA 1	399	88,67	Very Good
HA 2	395	87,78	Very Good
HA 3	396	88,00	Very Good
HA 4	403	89,56	Very Good
HA 5	392	87,11	Very Good
HA 6	401	89,11	Very Good
Total	6803	1511,78	
Average	400,2	88,96	Very Good

Source: Researcher Processed Data (2024)

Based on the results of the exogenous variable TCR recap, it can be explained that the Implementation of the Family Hope Program in Sukamaju Village has been running and is well distributed, this is indicated by an average value of 1511.78 and is in the very good category, and if it is percented, the result is 88.96% which is in the Very Good category. In its implementation, the Family Hope Program in Sukamaju Village has run smoothly and is well distributed.

Table 4. Recapitulation of TCR for Community Welfare

Indicator	Scor	TCR (%)	Category
CW 1	413	91,77	Very Good
CW 2	388	86,22	Very Good
CW 3	409	90,88	Very Good
CW 4	400	88,88	Very Good
CW 5	406	90,22	Very Good
CW 6	407	90,44	Very Good
CW 7	407	90,44	Very Good
CW 8	396	88,00	Very Good
CW 9	403	89,55	Very Good
CW 10	404	89,77	Very Good
CW 11	395	87,77	Very Good
CW 12	403	89,55	Very Good
CW 13	398	88,44	Very Good
CW 14	407	90,44	Very Good
CW 15	397	88,22	Very Good

Indicator	Scor	TCR (%)	Category
Total	6033	1340,67	Very Good
Average	402,2	89,38	

Source: Researcher Processed Data (2024)

Based on the results of the TCR recap, it shows a value with an average value of 402.20 which is in the very good category, which when percentageed, results in 89.38% which is included in the very good category. This means that community welfare in Sukamaju Village, Sunggal District, Deli Serdang Regency is very good.

5. Conclusions

Based on the results obtained from research on the effect of the implementation of the Family Hope Program on welfare in Sukamaju Village, it can be concluded as follows: The Family Hope Program on fixed social assistance still has no effect on community welfare in Sukamaju Village, this is because the amount of assistance received is too small to meet the daily needs of the community which are expensive. The Family Hope Program in education and health assistance has a positive relationship and has a significant influence on community welfare in Sukamaju Village. The implementation of the Family Hope Program and community welfare in Sukamaju Village has been running very well and is very good.

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