

Empowerment Strategy through the Program Hrapan Keluarga (PKH)

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ABSTRACT

The Indonesian government's initiative to combat poverty through the Family Hope Program (PKH) represents a significant step towards enhancing social welfare and reducing poverty in the country. Enacted under Law No. 40 of 2004 concerning Social Security and further accelerated by Presidential Regulation No. 15 of 2010, the PKH aims to provide assistance to very poor households, particularly in accessing essential health services and primary education. This program is a response to the persistent challenges of widespread poverty and inadequate human resource development, seeking to address systemic inequalities and promote inclusive growth. This study conducts a systematic literature review (SLR) to delve into the community empowerment strategies inherent in the PKH implementation. Through a meticulous examination of existing research, the SLR methodology offers valuable insights into the efficacy and complexities of community empowerment strategies within the context of the PKH program. While the PKH program has demonstrated commendable progress in fostering socioeconomic empowerment, challenges such as institutional deficiencies and ineffective communication strategies persist. However, success stories from districts such as Patean and Arjawinangun highlight the transformative potential of effective communication, institutional collaboration, and community engagement in achieving sustainable socioeconomic progress. In conclusion, the PKH program represents a crucial intervention in Indonesia's poverty alleviation efforts. As the nation navigates the complexities of poverty and development, collective action, institutional efficacy, and policy innovation emerge as essential components in fostering a more equitable and inclusive society.

Keywords: *Empowerment, PKH, Strategy.*

INTRODUCTION

Empowerment is the process of developing oneself from a state of powerlessness or limited power to a state of empowerment, aiming to achieve a better life. Essentially, empowerment discusses how individuals, groups, or communities strive to control their own lives according to their desires. Empowerment can also be defined as an ongoing process aimed at improvement and change. It can be interpreted as a change towards a better direction, from powerlessness to empowerment. Empowerment is related to efforts to improve life to a better level.

Empowerment is about enhancing the ability and self-confidence to utilize one's power, certainly in determining actions towards a better direction. Technically, the term empowerment can be equated with the term development. According to Imang Mansur Burhan as cited by Nani Machendrawaty and Agus Achmad Syafei, empowering people or communities is an effort to awaken the potential of Muslims towards a better direction, whether in social, political, or economic life. Amrullah Ahmad states that "Islamic Community Development is a concrete action system that offers alternative models for solving community problems in the social, economic, and environmental fields

from an Islamic perspective." Empowerment is an effort to build the existing power by encouraging, motivating, and increasing awareness of the potential they possess and striving to develop it.

The term empowerment used by T. Hani Handoko is "Development," which is a long-term effort to improve problem-solving and bring about renewal. In the Indonesian Encyclopedia, Power is the ability to do something or the ability to act. As for empowerment according to Mc. Ardle, empowerment is the process of decision-making by people who consistently carry out those decisions. People who have achieved collective goals are empowered through their independence, and it is even "mandatory" to further empower them through their own efforts and accumulation of knowledge, skills, and other resources to achieve their goals without relying on external assistance. However, Mc. Ardle implies that the meaning is not to achieve goals, but rather the importance of the process in decision-making.

Payne suggests that empowerment, at its core, is aimed at helping clients gain the power to make decisions and determine their actions related to themselves, including reducing personal and social obstacles to action. This is done through increasing abilities and self-confidence to use the power they possess, including power transfer from their environment.

Shardlow sees that various interpretations of empowerment fundamentally discuss how individuals, groups, or communities strive to shape the future according to their desires. This principle essentially encourages clients to determine for themselves what they should do in relation to their efforts to overcome the problems they face, so that clients have full awareness and power to shape their future. Empowerment is both a process and a goal. As a process, empowerment involves a series of activities to strengthen the power or empowerment of weak groups in society, including individuals experiencing poverty-related problems. As a goal, empowerment refers to the state or outcome desired by a social change, namely empowered poor communities who have power or possess knowledge and abilities to fulfill their life needs, both physical, economic, and social, such as self-confidence, expressing aspirations, having livelihoods, participating in social activities, and being independent in carrying out life tasks.

From the definitions above, it can be concluded that empowerment refers to a social strengthening movement so that previously weak communities, both socially, economically, and politically, are empowered to awaken their awareness, enhance their potential, and determine actions based on their desires independently through specific strategies and approaches that guarantee true success in the form of self-reliance.

The issue of poverty in Indonesia is a social problem that is always present within the community, especially in developing countries. Poverty has long existed since ancient times and continues to persist until today, even increasing in line with the multidimensional crisis still faced by the Indonesian nation. Because poverty is multidimensional, impoverished communities require capabilities at both individual levels (such as health, education, and housing) and collective levels (such as collective action to address problems). Empowering impoverished and marginalized communities requires efforts to eliminate the causes of their inability to improve their quality of life. Poverty typically occurs because individuals are unable to maximize their potential to achieve welfare independently in their lives. Poverty experienced by Indonesian society is not only an issue of intelligence but also a matter of life skills because skills can enable people to survive in life and achieve their desires. Without life skills, they will not have the opportunity to succeed in the increasingly competitive race of life.

The economic crisis has made everyone realize that the approaches and methods chosen in poverty alleviation efforts so far need improvement, namely towards strengthening community institutions. Strengthening community institutions is necessary to build grassroots organizations that are truly capable of being platforms for the struggles of the poor, which are independent and

sustainable in voicing their aspirations and needs and influencing decision-making processes related to public policies at the local level, including social, economic, and environmental aspects, including housing and settlements. Therefore, in order for Indonesia to overcome the crisis, an important aspect to be considered both by the society itself and by the ruling government is that people's economy must be revitalized and developed. The Indonesian nation must realize its past mistakes and return to the right path. The prolonged crisis that we are experiencing should be a lesson for the Indonesian nation that this crisis is our negligence (if not betrayal) of the ideals of the nation's founders. It is time for us to abandon the development pattern that only prioritizes growth because it has been proven to impoverish the people and create unjust access. Now, we shift to a development strategy that can be enjoyed by the entire population fairly and evenly. This strategy is known as redistribution with growth. In this development strategy that prioritizes equality, there are three important things that must be done by the government.

The welfare of society is the noble goal of every nation. Independence does not only mean freedom from colonialism; more than that, it is the achievement of a just and prosperous society. Free from the shackles of poverty. In the Preamble of the 1945 Constitution, it is stated that poverty alleviation efforts are the protection of the entire Indonesian nation and all Indonesian bloodlines, advancing public welfare, enlightening the nation's life, and participating in establishing a world order based on freedom, eternal peace, and social justice. As a developing country, Indonesia is still in the process of development, especially in the economic field. However, the monetary crisis that occurred in 1997 has pushed Indonesia into more serious poverty and has resulted in a decline in the quality of life of the society such as low health levels, malnutrition, and educational backwardness.

The Indonesian government fully realizes that there is a need to establish a Social Safety Net Program to cover the decline in purchasing power of the majority of the poor population and directly assist those in need. Such as social protection education programs to maintain services to poor families with waivers of school fees. In the health sector, the social safety net program includes four main activities, namely: providing basic health services for poor families, providing assistance for pregnancy, childbirth, and child care services. Also providing additional food for babies and school children from poor families.

The government's efforts to tackle poverty by rolling out the Family Hope Program (PKH) policy through Law No. 40 of 2004 concerning Social Security followed by Presidential Regulation No. 15 of 2010 concerning accelerating poverty alleviation. This program is a development of a social protection system that can alleviate and assist very poor households in accessing health services and primary education with the hope that this program can reduce poverty. This program is motivated by the main problems of development, namely the still large number of poor people and the low quality of human resources. Because of the assistance of the Family Hope Program (PKH), children from less fortunate families can attend school with free education and pregnant women as well as those with toddlers receive adequate facilities in the field of health. The purpose of this research is to discuss in depth and describe the community empowerment strategies through the Family Hope Program (PKH).

RESEARCH METHODS

Systematic literature review is a term used to refer to a specific research methodology or development conducted to gather and evaluate related research on a specific topic focus (Lusiana & Suryani M., 2014). By using the SLR method, a systematic review and identification of journals can be conducted, with each process following predefined steps or protocols. Additionally, the SLR method can avoid subjective identification and is expected to contribute to the literature on the use of the SLR method in journal identification (Triandini E. et al., 2019). SLR research is conducted for various purposes, including identification, examination, evaluation, and interpretation of all available research on interesting phenomena topics with relevant research questions. It also provides a theoretical background for future research, which serves as a guide, research material on interesting

topics, or answers questions by understanding previous research. Here are the advantages and disadvantages of systematic review (Suryani M., 2014):

- 1) Advantages: It can enhance evidence from previous research and represent information from various research questions available in the study.
- 2) Disadvantages: It requires a significant amount of time to meet the requirements of research questions, and also in finding literature comprehensively, sometimes it may miss some important studies that could influence conclusions.

To determine relevant journals based on the title and issues raised, the first step is to use keywords related to the topic to be discussed for the databases used, namely sciencedirect, Onlinelibrary.wiley, and ACS Publications. The keywords used in the search database column are "musa paradisiaca" AND starch AND (cross-link OR crosslinking OR cross linking).

RESULT AND DISCUSSION

In the context of policy implementation, there are various actors and institutions involved. Therefore, establishing relationships is crucial as a connection between policymakers and policy evaluators. This "connecting medium" comprises communication networks that interlink and mutually influence policymakers, implementers, intermediaries, lobbyists, constituent groups, as well as recipients and beneficiaries involved in the policy implementation process.

Poverty is a longstanding issue that can almost be considered an eternal reality in human life. The concept of poverty as a scientific term emerged as a side effect of the term development. Thus, the discussion of poverty issues occupies a significant place. Neul Mulder, as cited in Hafsa (2008:11), defines poverty as "those who do not reach a minimum standard of living as indicated by the poverty line, which reveals the minimum level to live adequately. Those who do not meet this standard can be considered poor." Theoretically, poverty includes two types: Natural Poverty and Structural Poverty (Hafsah, 2008:31). Hafsah further explains:

1. Natural Poverty: Poverty that occurs due to the scarcity of resources and low productivity. This is understood to mean that the factors causing poverty among communities occur naturally. In natural poverty, the disparities among community members are not very high.

2. Structural Poverty: Poverty that arises from human engineering within a political, economic, social, and cultural system present in society. In structural poverty, some community members remain poor due to income distribution inequality. Economic policies that provide opportunities for a certain group to control economic resources, while others do not get such opportunities, result in a significant economic gap between the poor and the wealthy. Primary aspects include a lack of knowledge and skills assets, while secondary aspects include a lack of social networks, financial resources, and information, such as poor nutrition, water, housing, healthcare, and relatively low education.

According to Suharto (2009:22), "the issue of poverty in Indonesia is a crucial issue and is no longer a temporary occurrence, but has become a chronic and profound phenomenon." Poverty is a major development issue that has not only economic but also political dimensions. Politically, poverty can be seen from the level of access to power, where power encompasses the political system that determines a group's ability to reach and use resources.

Efforts to solve the poverty issue are aimed at strengthening the dignity and honor of the Indonesian people through integrated coordination policies and steps across actors in the preparation, formulation, and implementation of poverty alleviation policies, directly involving the poor as the recipients and beneficiaries of these programs. Moreover, efforts to solve the poverty issue should be

based on understanding the "voice of the poorest people" and the respect, protection, and fulfillment of basic people's rights.

No.	Title, Research, and Year of Research	Research Results
1.	Empowerment of the Community Through the Family Hope Program (PKH) in Muara Bakanon Village, Murung Raya Regency. (Karlina, Dkk 2022)	The research results show that the Family Hope Program (PKH) has created positive changes in the community, providing hope for a better life by enabling schooling without worrying about economic problems, thereby addressing socioeconomic issues in Muara Bakanon. However, the empowerment strategy of the Family Hope Program (PKH) has not yet met the ideal standards. Several crucial aspects of community empowerment have not been fulfilled, such as the development of group institutions, the provision of appropriate information, and the development of productive enterprises. The Family Hope Program (PKH) in Muara Bakanon appears to be implementing a relief and welfare strategy, focusing more on the deficiencies and needs of each individual and community. Furthermore, the Family Hope Program (PKH) in Muara Bakanon has been able to produce an enabling impact, empowering the community by encouraging and motivating them, as well as raising awareness of their potential through education. However, there have been no achievements in the empowering and protecting impacts.
2.	Community Empowerment in the Family Hope Program (PKH). (Handayani & Aliyudin, 2020)	<p>The PKH program is quite effective and can be directly felt by the community in saving the next generation of the nation, particularly through education and health. The Family Hope Program in the Kadudampit sub-district has been in place since early 2009 and continues to this day, covering nine villages: Kadudampit, Gedepangrango, Sukamaju, Cipetir, Undrusbinangun, Sukamanis, Citamiang, Muaradua, and Cikahuripan.</p> <p>Based on research on Community Empowerment in the Family Hope Program (PKH) located in Kadudampit Sub-district, Sukabumi Regency, the following conclusions can be drawn:</p>

		<p>First, Micro-level Empowerment (Individual) in the Family Hope Program (PKH) involves providing PKH participants with health and education services. These services have greatly helped PKH participants in Kadudampit Sub-district to check their health at posyandu (integrated health service posts) or puskesmas (community health centers). Additionally, they are aided in education and have become aware of the importance of education.</p> <p>Second, Mezzo-level Empowerment (Group) in the Family Hope Program (PKH) involves forming Beneficiary Family Groups (KPM). These groups receive training and information about PKH during monthly group meetings.</p> <p>Third, Macro-level Empowerment (Mass) in the Family Hope Program (PKH) involves socialization that directly involves the community (prospective PKH beneficiaries). During the initial validation, prospective PKH beneficiaries gather at the Kadudampit Sub-district office to determine their eligibility for assistance, as receiving PKH assistance requires meeting predetermined criteria.</p> <p>To date, the implementation of PKH in the Kadudampit Sub-district has been on target. However, when the community feels it is not, the ministry provides a complaint service. Considering that the implementation of a program cannot always be expected to run perfectly, PKH implementers at the central, provincial, and regency/city levels have established the PKH Public Complaint System (SPM).</p>
3	<p>Policy Implementation of Empowerment for the Poor Community (A Study on the Family Hope Program in Palembang City). (Faisal, K. M., & Jumroh, 2019)</p>	<p>The implementation of the policy to empower the poor through the Family Hope Program (PKH) in the city of Palembang has not been effective in achieving the desired goals, namely improving community welfare and reducing poverty. This ineffectiveness is due to three implementation environment factors that significantly</p>

		<p>impact the policy implementation process for empowering the poor. These three factors are:</p> <ol style="list-style-type: none"> 1. Actors and Arenas: <ul style="list-style-type: none"> - The main aspect causing the ineffective implementation of the Family Hope Program in Palembang is the lack of active and direct involvement of the policy beneficiaries, namely the poor. 2. Organizational Structures and Bureaucratic Norms: <ul style="list-style-type: none"> - The main aspect causing the ineffective implementation process of the Family Hope Program in Palembang is the failure to establish harmonized relationships between different institutions. 3. Communication Networks and Adjustment Mechanisms: <ul style="list-style-type: none"> - The main aspect causing the ineffective implementation of the Family Hope Program in Palembang is the ineffectiveness of sustained communication and relationships between actors or implementers with sub-district elites, village heads, stakeholders, and opinion leaders through established communication networks. - Additionally, the lack of frequency and intensity in communication meetings and the low participation of the poor in the communication process of the Family Hope Program implementation in Palembang are also contributing factors.
<p>4.</p>	<p><i>The Family Hope Program (PKH) strategy aimed at improving community welfare.</i> (Khouru, A. N., 2024).</p>	<p>The results obtained from the changes felt by the community after the implementation of the Family Hope Program (PKH) show that the social conditions of PKH recipients have improved, particularly in the areas of education and health. The program's influence on assisting poor families has significantly benefited the economy across various aspects of community life. It has positively impacted the economic situation, education, health,</p>

		and social welfare within the community.
5.	Communication Education Strategy in Achieving Social Welfare in Society. (Inayah, R. 2023).	<p>The research results indicate that the Family Hope Program (PKH) in Patean Subdistrict follows a strategic process that includes three stages: strategy formulation, strategy implementation, and strategy evaluation. The program pays attention to five components that support the success of its communication strategy. First, PKH facilitators act as communicators, utilizing informative communication through letters, distribution information, and material delivery. They also employ persuasive communication by presenting P2K2 modules and encouraging self-graduation, while coercive communication ensures that Beneficiary Families (KPM) fulfill obligations such as vaccinations. Cooperative methods are applied through Joint Business Group (KUBE) face-to-face counseling sessions.</p> <p>Second, the content delivered is related to PKH education and the P2K2 modules. Third, the program utilizes various media, including audio, laptops, posters, modules, books, and social media, to disseminate information effectively. Fourth, the target audience for these communications is KPM, which encompasses components of health, education, social welfare for the elderly, and severe disabilities.</p> <p>Lastly, the effects of these strategies have resulted in varying levels of understanding among beneficiaries, with assistance provided in economic, health, and educational aspects. While social welfare indicators have been achieved, they have not yet reached their maximum potential.</p>
6.	STUDY OF THE IMPLEMENTATION OF THE FAMILY HOPE PROGRAM IN EMPOWERING THE POOR COMMUNITY IN ARJAWINANGUN SUB-DISTRICT, CIREBON DISTRICT. (Santana, C., 2021)	Policy implementation is interpreted as variable X along with its 9 indicators, while community empowerment is considered as variable Y with its 10 indicators. The range of values for these output variables results in a good category score of 82.9%. By

		<p>categorizing the ranges of values for the processed variables, policy implementation is based on a 3-dimensional measurement, obtaining a score of 3375. Meanwhile, community empowerment policy is measured based on 5 dimensions, yielding a score of 3780. Based on these categories, the implementation of the Family Hope Program (PKH) in Arjawinangun Subdistrict, Cirebon Regency, can be considered to be proceeding well.</p>
7.	<p>Product Branding Assistance as a Graduation Strategy for Beneficiary Families of the Family Hope Program in Kepanjen Kidul Village. (Nafasari, Z., Sutrisna, L. M., Susilowati, T., & Purwito, L. 2023).</p>	<p>The result of this research is that PKH KPM is capable of; 1) planning label/sticker designs as product characteristics; 2) creating slogans; 3) writing the identity of PKH KPM in Kepanjen Kidul Village to be recognized by potential consumers, and can determine color and packaging design options to make it more attractive, thus facilitating promotion and increasing product sales. It is hoped that the development program for mentoring the branding of "kecipir" cake products can continue to be carried out evenly in the Blitar City area so that the target community becomes more financially independent and able to assist the government in building a productive economy.</p>

The Family Hope Program (PKH) has shown positive changes in society, especially in providing better livelihoods through education without economic worries. In Muara Bakanon, this program has been able to address socio-economic issues, although its empowerment strategy still does not meet ideal standards. Important aspects such as the development of group institutions, the provision of relevant information, and the development of productive businesses have not yet been realized. PKH in Muara Bakanon implements a relief and welfare strategy that focuses on the deficiencies and needs of the community, and generates enabling impacts that promote awareness of the importance of education.

In Kadudampit District, PKH has been running since 2009 and is spread across nine villages. Research shows community empowerment at three levels: micro (individual), mezzo (group), and macro (mass). At the micro level, PKH participants receive health and education services, which greatly help them realize the importance of education. At the mezzo level, groups of Beneficiary Families (KPM) are given training and information in monthly meetings. At the macro level, socialization involves prospective beneficiaries to ensure they meet the specified criteria.

In Palembang City, PKH implementation is not yet effective due to the lack of active involvement of the poor community, the absence of institutional relationship harmonization, and the lack of continuity in communication between actors and local elites. This hampers the implementation process of policies for empowering the poor community. Nevertheless, the positive impact of PKH is

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evident in improving the social, educational, and health conditions of beneficiaries. PKH helps address economic and social welfare issues, although it has not yet achieved optimal empowering and protecting effects.

Research in various regions, including Patean and Arjawinangun Districts, shows the success of PKH in supporting the economy, health, and education of the community. In Patean District, effective communication strategies are implemented by PKH assistants through informative, persuasive, coercive, and cooperative communication. This enhances understanding and social welfare, although not yet maximally. Meanwhile, in Arjawinangun, PKH implementation is categorized as good based on the measurement of policy implementation and community empowerment variables. The branding product development program in Blitar also shows potential for increasing community financial independence through the promotion and increased sales of local products.

CONCLUSION

In the realm of policy implementation, a multifaceted landscape emerges, marked by the intricate interplay of diverse actors and institutions. At its core, effective policy implementation hinges on the establishment of robust relationships that serve as conduits between policymakers and policy evaluators. These relationships form the backbone of what can be termed as a "connecting medium," comprising communication networks intricately interlinked and mutually influential among policymakers, implementers, intermediaries, lobbyists, constituent groups, and the myriad of recipients and beneficiaries entwined in the policy implementation process.

Delving deeper into the fabric of societal structures, poverty emerges as a perennial quandary, deeply ingrained within the tapestry of human existence. The conceptualization of poverty as a scientific construct unfolds as a corollary to the narrative of development, with its roots entangled in the discourse of progress and societal advancement. Neul Mulder's poignant definition of poverty as encapsulated in Hafsa's discourse underscores the essence of deprivation, elucidating the plight of those unable to attain a minimal standard of living delineated by the poverty line. This theoretical backdrop unveils two distinct manifestations of poverty: Natural Poverty and Structural Poverty, as expounded by Hafsa. While Natural Poverty emanates from resource scarcity and diminished productivity, Structural Poverty emerges as a consequence of human orchestration within the political, economic, social, and cultural frameworks of society.

Suharto's poignant assertion regarding the chronic nature of poverty in Indonesia resonates with the enduring struggle against this societal malaise. The multifaceted dimensions of poverty transcend mere economic considerations, permeating the political landscape and delineating access to power structures. Indeed, poverty, when viewed through a political lens, unveils a stark reality where power dynamics dictate the extent of societal inclusion and resource allocation.

Efforts aimed at ameliorating the scourge of poverty underscore the imperative of holistic coordination, predicated on the ethos of inclusivity and social justice. These endeavors, enshrined within the ambit of policy formulation and execution, pivot on the active participation of marginalized communities as both recipients and stakeholders. The narrative of poverty alleviation finds resonance in the advocacy for the amplification of the "voice of the poorest people," underpinned by the principles of respect, protection, and fulfillment of basic human rights.

Transitioning from the theoretical to the empirical realm, the Family Hope Program (PKH) emerges as a beacon of hope in the socio-economic landscape of Indonesia. Karlina's study of PKH in Muara Bakanon unveils a narrative of transformative change, with the program serving as a catalyst for socioeconomic empowerment. While commendable strides have been made, the journey towards ideal empowerment standards remains fraught with challenges. In particular, the imperatives of

institutional development, information dissemination, and entrepreneurial enhancement present formidable hurdles on the path to comprehensive empowerment.

Similarly, Handayani and Aliyudin's exploration of PKH in Kadudampit paints a picture of multifaceted empowerment initiatives spanning micro, mezzo, and macro levels. The nuanced approach towards community empowerment underscores the significance of targeted interventions tailored to the unique needs and circumstances of beneficiaries. Yet, the efficacy of these interventions is contingent upon the seamless orchestration of communication strategies, ensuring the dissemination of accurate information and fostering community engagement.

Contrastingly, Faisal and Jumroh's investigation into PKH implementation in Palembang unveils a narrative of unrealized potential, marred by the specter of ineffective communication and institutional dissonance. Despite the laudable strides made in socioeconomic amelioration, the specter of suboptimal empowerment looms large, underscoring the imperative of recalibration and realignment within the policy landscape. In juxtaposition to Palembang, the narratives of success emanating from Patean and Arjawinangun districts serve as testaments to the transformative potential of PKH when harnessed effectively. The symbiotic interplay of communication strategies, institutional synergies, and community engagement fosters an ecosystem conducive to sustainable empowerment and socioeconomic progress.

In summation, the discourse surrounding policy implementation and community empowerment unfolds as a multifaceted narrative, characterized by the interplay of theoretical constructs and empirical realities. Against the backdrop of poverty's enduring specter, the Family Hope Program emerges as a potent instrument of change, catalyzing socioeconomic empowerment and fostering inclusive development. However, the journey towards comprehensive empowerment remains fraught with challenges, necessitating a concerted commitment to institutional efficacy, communication excellence, and community engagement. As Indonesia navigates the complexities of the contemporary socio-political landscape, the imperative of poverty alleviation looms large, underscoring the imperative of collective action and policy innovation in pursuit of a more equitable and inclusive future.

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