**ABSTRACT**

This study entitled: “The Effect of *Program Keluarga Pelangi (PKP)* toward Fulfiling of Family Basic Needs at Gantung District of East Belitung Regency Bangka Belitung Island Province”. The PKP is one of programs which undertaken by the East Belitung government to alleviate poverty. The purposes of this study were to describe: 1) the implementation of PKP program 2) the fulfiling of family basic needs 3) the effect of PKP toward fulfiling of family basic needs in Gantung District of East Belitung Regency Bangka Belitung Island Province. The hyphotheses stated that there were an effect of *Program Keluarga Pelangi (PKP)* toward fulfiling of family basic needs at Gantung District of East Belitung Regency. The method used descriptive analysis and data collection techniques were: 1) Documentation 2) Non participant 3) Questionnaire. The population was household at Gantung District of East Belitung Regency Bangka Belitung Province which was divided by two groups namely Experimental Group (EG) who have got the program was 37 respondents and control group who have not yet was 37 respondents. It has been choosen by Simple Random Sampling. To measure variables employed ordinal scale. The null hyphotheses was tested by Statistics Non Parametric (U- Mann Whitney). The research finding showed that the null hyphotheses have been rejected, means that there were a significant effect of PKP program toward fulfiling of family basic needs in Gantung District of East Belitung Regency Bangka Belitung Island Province.

**Keywords:** *Program Keluarga Pelangi (PKP)*, family, basic needs and poverty