**ABSTRACT**

The problem in this research is whether the existence of this hope family program can overcome the problems of poverty, especially poverty in dago or even make the poor people in dago urban become dependent with the aid given. The purpose of this research is to know how the Implementation of Hope Family Program (PKH) in Kelurahan Dago, Coblong Sub-district, Bandung City through communication, resources, disposition and bureaucratic structure to reduce poverty level.

The research method used in this research is qualitative research method. Data collection techniques used in the form of observation techniques, interviews, and documentation. Observation techniques are used to ascertain the actual state of the field. Interview techniques are used to obtain in-depth data from resource persons. Documentation techniques used to obtain data and information in the form of archives or photos about the implementation of family planning program in Kelurahan Dago, District Coblong, Bandung. Informant research as many as 4 people consisting of 1 Head of Poverty Prevention at the Social Service and Poverty Reduction Bandung, 1 companion family hopes program Kelurahan Dago, and 2 beneficiaries hope family program participants.

The result of research using triangulation technique shows that the implementation of family hopes program in order to overcome poverty in Kelurahan Dago, District Coblong, Bandung city has not succeeded. Although the series of stages runs smoothly, the resources it includes include staff, Authority, information and facilities as well as the disposition of the hope family program in the dago sub-districts have contributed to the implementation of PKH and the implementers in Kelurahan Dago, Coblong Subdistrict, Bandung City has also carried out the tasks in accordance with Standard Operational Procedures (SOP's). However, in the implementation of the hope family program in Kelurahan Dago, Coblong Sub-District, Bandung City is still encountered obstacles such as unavailability of a place for counselor in meeting with beneficiary participants, limited number of assistant who handled more than one kelurahan and attitude of beneficiaries of family program Hope itself.