

ABSTRAK

Cecep Ramdani Solehudin (2022). Efektivitas Program Keluarga Harapan (Pkh) Dalam Menumbuhkan Kesadaran Pentingnya Pendidikan Pada Masyarakat Kelas Sosial Menengah Bawah.

Pemerintah Indonesia mengeluarkan Program Keluarga Harapan (PKH). Program Keluarga Harapan bertujuan untuk meningkatkan kualitas manusia dengan memberikan bantuan dana tunai bersyarat bagi keluarga kelas menengah kebawah dalam mengakses layanan kesehatan dan pendidikan tertentu. Salah satu Desa yang menerima program ini adalah Desa Pakuhaji Kampung Cikawat.. Tujuan dari penelitian ini yaitu untuk mengetahui efektivitas PKH dalam meningkatkan kesadaran pentingnya pendidikan terhadap masyarakat kelas sosial menengah ke bawah. Penelitian ini menggunakan metode studi kasus dengan pendekatan kualitatif, pengumpulan data diperoleh melalui wawancara mendalam, observasi, dokumentasi. Dalam penelitian ini subjek yang diambil yaitu Masyarakat kelas sosial menengah ke bawah sebanyak 7 Orang di wilayah RW 02 Kampung cikawati. Hasil penelitian menunjukkan : (1) Pelaksanaan PKH, mengalami beberapa konteks permasalahan dimana pengelolaan saluran dana kurang dikelola dengan baik, kurang optimalnya dikarenakan biaya yang dibagikan tidak sesuai dengan pendidikan yang layak bagi warga Kampung Cikawati, adapun manfaat tersendiri karena setidaknya memperoleh harapan karena sang anak dapat duduk dibangku pendidikan. (2) Kendala yang selama ini dialami dalam mengelola sistem PKH dikarenakan pengelola Kampung Cikawati tidak update dalam pendataan kepada keluarga yang mengalami kondisi ekonomi kurang mampu atau dapat dikatakan juga tidak selalu tepat sasaran. Namun disisi lain masyarakat merasakan manfaat positif dengan diadakannya PKH yang difokuskan untuk biaya pendidikan. (3) Dalam mengatasi kendala yang selama ini terjadi pada PKH di Kampung Cikawati dengan menerapkan edukasi atau musyawarah kepada masyarakat yang dilakukan oleh Kepala Desa. Adapun agen PKH yang mengawasi dan mengamati setiap aktivitas masyarakat serta melakukan cheking pemanfaatan program PKH bagi pendidikan sehingga mengetahui digunakan dengan optimal atau tidak.

Kata Kunci : Program Keluarga Harapan, Kemiskinan, Pendidikan

ABSTRACT

Cecep Ramdani Solehudin (2022). The Effectiveness of the Family Hope Program (Pkh) in Raising Awareness of the Importance of Education in the Lower Middle Social Class Society.

The Government of Indonesia issued the Family Hope Program (PKH) in 2007. This program is the first conditional cash transfer program in Indonesia. The Family Hope Program (PKH) aims to improve human quality by providing conditional cash assistance for lower-middle class families in accessing certain health and education services. Poverty is an obstacle for lower middle class citizens to continue their education, they put this aside because of the lack of economic constraints. The current low education rate in Indonesia makes the PKH program a step to overcome the problem of low education. This is related to the purpose of PKH, which is to improve the welfare of lower middle class citizens so that they can use educational facilities. One of the villages that received this program was Pakuhaji Village, Cikawati Village, Ngamprah District. The purpose of this study was to determine the effectiveness of the Family Hope Program (PKH) in increasing awareness of the importance of education for the lower middle class community in Cikawati Village, Pakuhaji Village, Ngamprah District, West Bandung Regency. This research uses a case study method with a qualitative approach, data collection is obtained through in-depth interviews, observation, documentation. This study shows several things, including: (1) The implementation of the PKH program, experienced several contexts of problems where the management of the channel of funds was not managed properly, it was not optimal because the costs distributed were not in accordance with proper education for the residents of Kampung Cikawati, as for its own benefits because at least get hope because the child can sit in the education bench. (2) The obstacles that have been experienced so far in managing the PKH program system are because the Cikawati Village managers do not update their data collection for families who experience poor economic conditions or it can be said that they are not always on target. But on the other hand, the community feels positive benefits from the PKH program which is focused on education costs. (3) In overcoming the obstacles that have occurred in the PKH program in Cikawati Village by implementing education or deliberation to the community carried out by the Village Head. The PKH agent supervises and observes every community activity and checks the utilization of the PKH program for education so that they know whether it is used optimally or not.

Keywords: Family Hope Program, Poverty, Education