

# Communication Strategy of Facilitators in the Implementation of Independent Graduation of Beneficiary Families of the Program Keluarga Harapan (PKH) in Minasetene District

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**Abstract.** This research focuses on how the communication strategies carried out by the Family Hope Program assistants in the implementation of Independent Graduation for Beneficiary Families who feel they have been able to be independent and improve their economic level, then apply for graduation independently to the assistants in Minasetene sub-district, Pangkep. This research employs a qualitative approach. And it was chosen because researchers consider that research using a qualitative approach is the most suitable approach to realize the objectives of this study. The type of research used is Phenomenology. The emotional approach that the facilitator has to the beneficiary family is an obstacle for the facilitator to unilaterally decide on PKH assistance by graduating KPM naturally. Although there is still an active component, if it passes the 5-year period of the program offered, KPM should immediately be naturally graduated. Facilitators only hopes that KPM to be more aware of the Purpose of this program and be wiser in managing the finances they receive, in order they can immediately leave PKH membership and get out of poverty to become prosperous families. It is concluded that Beneficiary Families of the Program Keluarga Harapan do not always achieve empowerment within the program's five-year time frame. Empowerment is determined by how they expand their knowledge and readiness to rely on themselves without government assistance. This awareness and willingness are influenced by their thinking or willingness to better themselves rather than their economic capabilities.. In addition, there are people who are not straightforward and cover up their stable economic conditions in an order to continue to get the flow of assistance for the Family Hope Program (PKH) until the maximum limit.

**Keywords:** PKH, Communication Strategy, KPM, Independent Graduation, Facilitator

## 1 Introduction

Global issues like poverty now affect both emerging and developed nations. [1] To address the issue of poverty, some governments have created Conditional Cash Transfer

(CCT) policy packages as poverty reduction programs. The Indonesian government introduced the country's first conditional cash transfer program in 2007. The Program Keluarga Harapan (PKH) acronym stands for the CCT program. In order to break the cycle of poverty, this program requires prerequisites (health and education) from program participants.

The program [2] seeks to enhance the caliber of human resources by offering monetary transfers conditional on households having entry to particular health and education services. PKH lessens the load of household and family expenditures on impoverished households (immediate consumption impact), while endorsing investment in upcoming generations through enhanced health and education (human capital advancement impact). This blend is the government's approach to consistently elevate PKH beneficiaries out of poverty through temporary and lasting aid.

PKH is a poor family or Kel Alga Sangat Miskin (KSM) who has met at least one element of the program's Kel Algalapam (PKH) criteria: (1) Pregnant/postpartum/has young children; is awarded to (2) She has children from the age of 5 until she is 7 years old who has not finished elementary school. (3) Elementary school children, etc. (6) Junior high school children, etc. (5) Children between the ages of 15 and under 18, including children with disabilities, who have not completed primary education. The entire household is eligible for cash assistance if the family meets the program's eligibility requirements and fulfills its responsibilities.

By the Ministry of Social Affairs, there are now 10 million PKH participants as opposed to the 9.2 million families who previously participated. With a total budget of IDR 37.4 trillion in 2020, PKH performs a crucial role as a national safety net crucial to achieving the goal of poverty reduction. Up to 1,179,304 recipients have declared their intention to stop participating in the PKH in 2020, according to data from the Ministry of Social Affairs. There are two different types of graduations in PKH: the first is independent graduation (drawing from personal awareness), which can have up to 341,773 beneficiaries, and the second is natural graduation (with up to 837,531 beneficiaries), which involves the member ceasing participation because no other program components are available [3].

Graduation Technical Guidelines, which are based on the PKH, are the program's initial concept. After receiving support for five years, beneficiaries should be anticipated to graduate. They are presumptively better able to become empowered with the least amount of government aid. When beneficiaries graduate, there is an increase in economic and social elements that could be consistent with the idea of empowerment. The many services provided help recipients become capable and independent. Thus, it may be claimed that beneficiaries are also empowered [4].

The obligations of PKH Social Facilitators are for the most part isolated into two, specifically program arrangement errands and schedule assignments that will be carried out by PKH social associates in their particular ranges. The program planning assignment is the companion's assignment at the starting of getting to be a PKH social partner which incorporates holding starting gatherings, socializing the program to imminent KPM (Dejected Family) and the common open, shaping PKH member bunches, carrying out information approval of imminent KPM and entering approval comes about into the e-pkh framework, at that point conducting introductory coordination with related parties (PKH Facilitator Handbook).

The tasks of the PKH facilitator demonstrate that PKH social helpers play a significant part in producing graduation or families who have succeeded in gaining

independence owing to PKH through socialization, which undoubtedly includes components of communication. Graduation is an intriguing feature of PKH social aid that distinguishes it from other types of government social assistance. One of the indicators of program performance is the impact of the program on household expenditure. One of the specific purposes of PKH is to enhance the level of education of PKH participants.

The implementation of socialization necessitates the use of a communication strategy [5] to ensure that the objectives of socialization are met. Communication planning and management are a combination of communication strategy and goal achievement. To accomplish this goal, the communication strategy must be capable of demonstrating how tactical operations should be carried out, with the approach changing at any time depending on the situation and conditions (Effendi, 2003).

Even though the PKH program is still ongoing, graduation marks the end of the KPM PKH membership period. Natural graduation and independent prosperous graduation are the two types of graduation at PKH. Natural graduation occurs when the conditions of KPM PKH no longer meet the criteria for participation, such as the absence of a membership committee or one of the components of participation. Meanwhile, independent prosperous graduation marks the end of KPM PKH membership due to socioeconomic conditions that have improved and are prosperous, as they are no longer eligible for PKH social assistance. Independent and prosperous graduation can occur through KPM's initiative or through encouragement from Social Assistants [6].

However, not many people who receive social assistance will take the initiative to resign as recipients of social assistance when they believe they are capable, but this occurs in the PKH program. Based on the background, this research focuses on how the communication strategies carried out by the Family Hope Program assistants in the implementation of Independent Graduation for Beneficiary Families who feel they have been able to be independent and improve their economic level, then apply for natural graduation independently to the assistants in Minasatene sub-district, Pangkep Regency.

## **2 Research Method**

This study takes a qualitative approach, emphasizing data depth to determine the quality of research findings. The purpose of this study is to describe the communication strategies used by Family Hope Program assistants in the implementation of Independent Graduation for Beneficiary Families in the Minasatene sub-district of Pangkep Regency. This approach was chosen because researchers believe that conducting research using a qualitative approach is the best way to achieve the study's objectives.. The type of research used is Phenomenology. Phenomenology can be interpreted as the study of a person's life experiences or a method for studying how individuals subjectively perceive experiences and give meaning to the phenomenon. (Daryanto & Rahardjo, M. 2016). Management in this study acts as a data collector and at the same time as an active instrument in an effort to collect data in the field. While other data collection instruments besides humans, which are in the form of tools and other documents, the presence of researchers here as a benchmark for success in understanding the phenomenon under study [7].

The data sources used both primary and secondary data, with primary data conducting direct interviews with informants and secondary data conducting in-depth interviews with PKH and KPM facilitators. Secondary data is defined as data that supports the completeness of primary data obtained from research results in Minasatene District, such as in-depth interviews with Facilitators and KPM, journals and articles related to research topics. Researchers chose the Pangkep area, particularly the Minasate'ne sub-district, because it is one of the sub-districts with a large number of villages/sub-districts, namely about 8 villages. As a result, researchers became interested in the Minasate'ne sub-district as a research location. This study employs Miles and Huberman's data analysis techniques, which include data collection, data reduction, data presentation, data analysis, dan Drawing conclusions.

Data was obtained directly from informants using interviews. This data includes the identity of the informant and the items of questions which are arranged based on the variables used in this study. namely, Analysis of the Communication Strategy of Social Assistance in the Implementation of Implementation of Independent Graduation to Beneficiary Families of the Family Hope Program in the Hope Program in Minasate'ne District, Pangkep. Key informants are individuals from each KPM and PKH Facilitator. The data validity test includes a data reliability test (internal validity), dependability test (reliability) of data, transferability test (external validity/generalization), and confirmability test (objectivity). Validity external/generalization, and confirmability (objectivity) test. Kreadibilitas data is intended to prove that the data collected following the truth. There are several techniques to achieve credibility are techniques: extension of observation, increased persistence in research, triangulation, discussion with the persistence in research, triangulation, discussion with peers, and member check [8].

### **3 Result and Discussion**

An organization must have a communication strategy to make it easier to achieve an organizational goal. Communication strategy is all forms related to plans and ways to be used in the communication process by preparing who is the message's sender, what message will be conveyed, what the medium is, and who is the recipient the message. PKH Facilitators make a plan/planning about a method and a mechanism that will later be used in communicating or conveying messages in a Family Hope Program to support the welfare of the people of Minasatene District. These plans are compiled directly by PKH facilitators.to facilitate the achievement of the desired goals. The Facilitator formulated several communication strategy steps [9].

The purpose of developing a facilitator's organizational communication strategy is to make it easier for the audience to understand the content of the message the facilitator is conveying, and to change the attainable standard of living before the audience follows the guidelines of the Family Hope Program. to make it possible. Furthermore, to achieve the counseling goals of the Family Hope Program, the facilitator needs effective communication strategies so that the teaching content is well received and accepted by the beneficiary's family. The process of developing a communication strategy used by the moderators of her PKH in the Minasatene district can be seen in the following discussion:

- **Recognizing the Audience**

According to Anwar Arifin, there are two forms of recognizing audiences, namely, in the form of a frame of reference and the structure of situations and conditions. Based on the interview results, the researcher analyzes that the introduction of audiences carried out by the Facilitator is by way of Looking for information or references related to Beneficiary Families who still use the Family Hope Program, not following its benefits and objectives. Therefore, the target of the Social Service is Destitute Households (RTSM), Pregnant Women, and toddlers.

The Facilitator also realizes that there are many problems for Beneficiary Families (KPM) in listening to counseling, therefore before starting counseling, The Facilitator and PKH Coordinator uses the initial time for Icebreaking/Warming so that Beneficiary Families or counseling participants are more focused on receiving messages sent to Beneficiary Families. According to Adi Soenarno in a book entitled Ice Breaker Attractive-Educative Games, Ice Breaking is an appropriate way to create a conducive atmosphere. Unifying mindsets and action patterns to one point of attention can make the atmosphere more dynamic and focused.

- **Composing the Message**

One of the premises of communication strategy theory, according to Anwar Arifin, The message preparation is also an essential thing in formulating a Communication strategy. The practice of the message referred to here is how the Social Service compiles its messages so that they are easily conveyed to the Beneficiary Families. In this case, the facilitator prepares statements by emphasizing the main discussion about the benefits and objectives of the Family Hope Program. The Facilitator also carries out this socialization regularly and continuously. This is done to increase the knowledge of Family Hope beneficiaries so that difficulties become prosperous.

- **Establishing the Method**

This methods are procedures or ways of conducting learning that are commonly used by a facilitator by looking at the entire system to achieve specific goals. In this case, based on the findings of the interviews, the researchers examined the communication strategies employed by the Facilitator in the implementation of the Family Hope Program's Independent Graduation: 1) Repetition method. This repetition method can affect the achievement of communication effectiveness because the information or message conveyed during communication can be received continuously, making it easier for the audience to digest the news. 2) Coordination Meeting. It is to form a goal and mission so that the message to be conveyed can go hand in hand to achieve the objectives of the Family Hope Program and as a liaison for aspiration containers with the work partners of the Family Hope program components. 3) Evaluation. The Facilitator evaluates every activity. This is to collect information about the performance of something that is done. To collect information about the performance of something

implemented in the field.

- **Implemented in the field and Selection of Media Use**

According to Hafied Cangara in his book Introduction to Communication Science, media is a tool or means used to deliver a message from a communicator to the audience. In order to implement the socialization of the Family Hope Program, the Facilitator, through the PKH coordinator, distributes pamphlets or posters through social media, Instagram, Twitter, call center, and also Facebook as a promotional tool in inviting and informing the public about the activities of the Family Hope Program, and also the use of social media Whatsapp groups as a means of delivering messages when they had the schedule to group gathering..

In this case, researchers realized that although the facilitators had carried out a good communication strategy to implement graduation independently for beneficiary families, the results were still ineffective. Based on the field results that researchers found, there are still many KPM who still receive assistance even though they have been members of PKH for more than five years. Which the purpose of this Program initially focused on helping the economy of beneficiary families to become more prosperous, not to make them depend on it so that they find it difficult to make efforts to resign from PKH membership or graduate independently.

Wilbur Schram proposed the AIDDA theory, also known as the A-A Procedure or from attention to action procedure. According to Effendy, when using AIDDA, the first step is to raise someone's attention (attention) as the beginning of the success or failure of a communication. whether or not a communication is successful. In this case, the research companion has paid attention to this aspect and realized it in the form of group meetings in order to arouse attention. in the form of group meetings in order to pique the interest of If communication attention is successfully raised, it is followed by efforts to foster raised, which are then followed by efforts to foster raised. The facilitator always presents the material in language that KPM can understand, so the facilitator must pay attention to how KPM can be interested in the material. How KPM can be interested in the material provided. The facilitator's emotional approach to the beneficiary family makes it difficult for the facilitator to unilaterally decide on PKH assistance by naturally graduating KPM.. Although there is still an active component, if it passes the 5-year period of the program offered, KPM should immediately be naturally graduated. Facilitators only hopes that KPM to be more aware of the Purpose of this program and be wiser in managing the finances they receive, in order they can immediately leave PKH membership and get out of poverty to become prosperous families [10].

This context also pertains to the concept of Group Communication described by Tubbs and Moss on the process of verbal and nonverbal exchanges between three or more group members who aim to influence each other. Group communication is human communication that involves multiple individuals. The effectiveness of group communication relies on a strong sense of ethical role awareness. In theory, there is a concept of Fundamental Interpersonal Relations Orientation discovered by William C. Schultz about how an individual joins a

group due to three interpersonal needs, specifically: Inclusion, Control, and Affection. This concept has continuity from that explained by Cragan and Wright that two interpersonal dimensions impact the effectiveness of a group, namely: Interpersonal Needs and Interpersonal Processes which encompass disclosure, trust, and empathy. The fundamental assumption of this concept is that an individual can be motivated to join a group based on several factors, namely:

*a. Inclusion*, which refers to a personal desire to become part of a group. In this case, an individual tends to contemplate how they will interact in this new group setting, such as what attitude they will adopt upon joining this group. This is then experienced by the participants, where they must enter groups and assert their influence so that the messages they convey can be more focused.

*b. Control*, is a personal attitude that seeks to control or organize others in a hierarchical manner. PKH facilitators in the division of labor for each group become critical in this position to produce something productive. This situation can result in a variety of attitudes, including autocrat (the attitude of individuals who tend to be stronger or dominate other group members) and abdikrat (the attitude of individuals who give up and tend to follow what the dominating individual says).

*c. Affection* is a situation in which a person desires to gain emotional intimacy from another group member. In these situations, caregivers need affection to support them in completing their tasks. This attitude leads to hyperpersonality (the inability to work due to lack of affectionate bonds) and hypopersonality (the lack of affection from other members does not interfere with work). This will have a significant impact on obtaining an independent degree. The facilitator's emotional approach, based on her familiarity with KPM, is designed to change the behavior patterns of members who initially felt under constant pressure. They can motivate us to raise our economic level to a better level. For example, the ability to use aid correctly and distribute funds correctly so that families can grow from poverty to wealth..

Based on the description above, related to independent graduation which is the benchmark for the success of the Family Hope Program, and because many people still do not have awareness, other factors become obstacles in the application of the implementation of independent graduation, namely regarding communication techniques in group meetings. Through the research results, it was found that the dominating technique was the informative technique so KPM tended to only obtain information. The use of informative techniques is also due to limited energy and time. PKH Facilitators of Minasatene Sub-district, with a total of 5 people, must assist 3 to 4 assisted villages each. This makes the mentoring process occur less optimally, considering that so many families are KPM and the mentoring time per group is one hour, so because of this limited time, PKH assistants are more likely to use informative techniques. Therefore, PKH Facilitators in Minasatene Sub-district still have their challenges so the process of implementing independent graduation can be carried out by KPM in Minasatene Sub-district.

The need for compatibility between the companion and also PKH in the success of independent graduation. In symbolic interaction theory, Mead describes the point of Society or society in his theory, namely society becomes an important role in the interactions that occur, the symbiotic mutualism that occurs between the community in question is PKH and also the companion, so that independent graduation can be implemented properly by PKH and the companion can provide

full assistance or periodically when the program is running, so that the implementation of independent graduation can be realized properly. A good and periodic approach, as well as cooperation that is built together, will create a desire (Desire) from PKH to carry out independent graduation, because of the supervision carried out, as well as establishing a good working relationship between the facilitator and PKH [11].

#### **4 Conclusion**

Poverty can make someone unable to select what they desire because of restrictions in power dynamics and material resources. To enhance the potential of beneficiaries, the community requires an atmosphere that can offer opportunities and support the abilities of its members. This opportunity could be realized if individuals had access to information from their surroundings. Additionally, the state of beneficiaries' empowerment can contribute to the enhancement of the community's well-being in that setting. It can also be asserted that there is a correlation between a supportive atmosphere and the individual empowerment of beneficiaries, indicating that the state of beneficiaries' empowerment contributes to the improvement of the community's well-being in that setting.

According to the research, it was determined that the 5-year duration of the Keluarga Harapan program did not consistently foster empowerment in the beneficiary families. Empowerment is defined by how they cultivate knowledge and the willingness to rely on themselves without government assistance. This determination and perception are influenced by their mindset or their aspiration to better themselves rather than their economic capability. When their mental state is awakened, individuals strive to find alternative solutions to challenges; there are alternatives that can assist them in making better decisions about the choices they will make to sustain their lives. The point at which KPM was able to exit PKH through independent graduation is an example of how empowerment or personal empowerment can be achieved. The objective of the anti-poverty program is to improve the well-being of impoverished families so that they can become prosperous in the long term.

#### **5 Acknowledgments**

The writer wishes to express gratitude to Subuh Anggoro for his guidance as a supervisor and companion to postgraduate students in the field of basic education at Hasanuddin University. Thanks also to the families who benefited from and facilitated the study and research, as well as to my dear family who offered support and prayers throughout the process. This study is a result of the collaboration of all those involved.



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