

The Empowerment Effectiveness through the Family of Hope Program (PKH)

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Abstract. The Family of Hope Program (PKH) is a cash transfer program for very poor Households to improve the quality of the poor's resources through empowering mothers and encouraging their children to stay in school. PKH is a Ministry program, the main actors are from the Social Service, then assisted by Central Bureau of Statistics, the Education Office and the Health Office. The problems that exist in the Family of Hope Program in Majalengka, such as the inaccurate targeting, lack of communication between officials and the community, inadequate facilities for officials and the community. The research method used is descriptive method with a qualitative approach. Data collection techniques used are observation, literature study and interviews. The research informants were determined using the purposive method, namely the Family of Hope Program apparatus and beneficiary communities in Majalengka. The results of the study showed that the input in the Family of Hope Program still contained several obstacles which resulted in not creating the effectiveness of the Family of Hope Program in Majalengka, the inadequate facilities owned by the apparatus and the community were one of the causes. The production process, seen from communication, has several obstacles, one of which is that some people do not know about this program because they do not use social media, this has resulted in the ineffectiveness of the Family of Hope Program in Majalengka. Physical products in the form of cards can be used properly by the community. Productivity in Family of Hope Program seen from the education of the apparatus, motivation and income, this can be said to have been effective in the Family of Hope Program.

1. Introduction

The community empowerment is often difficult to distinguish from community development because it refers to the overlapping meanings used in society. Community empowerment is an economic development concept that encapsulates community values to build a new paradigm in development that is people-centered, participatory, empowerment and sustainable (Chamber, 1995)¹. Furthermore, Chamber explained that the concept of development with a community empowerment model does not merely fulfill the basic needs of the community but rather as an effort to find alternatives for local economic growth. This empowering concept is more broadly developed as an alternative to existing development concepts. This concept tries to break away from the "zero-sum game and trade off" trap with the starting point of the view that equity creates a broader foundation to ensure sustainable growth. The results of a study of various projects carried out by the International Fund for Agriculture Development (IPAD) show that support from production generated by grassroots communities contributes to greater growth compared to the same investment in sectors of a larger scale. The recent research by Dominique Coy, Shirin Malekpour, Alexander K. Saeri, Roger Dargaville, The literature on Empowering communities to engage with the energy transformation is vital to meet climate change mitigation and sustainable development goals. Communities have a key role to play in the energy

transformation, through the uptake of new technologies and changing how they engage with energy. However, they remain marginalised limiting the broader benefits of meaningful participation such as energy democracy, energy justice and energy citizenship, which may be achieved through transformation (Dominique Coy, Shirin Malekpour, Alexander K. Saeri, Roger Dargaville, 2021)².

Research that had previously been carried out by predecessors such as regarding the family hope program by Nurul Najidah, Hesti Lestari with the title Effectiveness of the Family Hope Program (PKH) in Rowosari Village, Tembalang District, Semarang City, the results of his research stated the effectiveness of the Family Hope Program in Rowosari Village in every the criteria namely target accuracy, target accuracy, cost accuracy and thinking accuracy used in research are not fully effective (Nurul Najidah and Hesti Lestari, 2018)³. The results of further research from Supratman, Jelpin Saris on the Effectiveness of the Family Hope Program in Improving Family Welfare in the Belawan II Village, Medan Belawan District, Medan City, PKH is a social assistance and protection program that is included in cluster I of poverty alleviation strategies in Indonesia. This program is a conditional cash transfer related to education and health requirements. The PKH process begins with the selection and determination of PKH participants. Where the data comes directly from the center through the Central Statistics Agency (BPS), so we have no right to add or reduce PKH beneficiaries if indeed they are entitled to PKH assistance (Supratman, Jelpin Saris, 2019)⁴.

The community empowerment (empowerment) as a community-rooted development model is an effort to increase the dignity of some of our people who are still trapped in poverty and underdevelopment. Viewed from the point of view of the implementation of State Administration, community empowerment is not merely an economic concept but implicitly implies the upholding of economic democracy (ie economic activity takes place from the people, by the people and for the people). Thus the economic concept in question relates to mastery of technology, ownership of capital, market access and management skills. Therefore, for economic democracy to work, the aspirations must be accommodated and clearly formulated by the government bureaucracy and contained in the formulation of public policies (public policies) to achieve the goals desired by the community. Another recent study by [Rigaud Joseph](#), The literature on Empowerment has received considerable attention in the past four decades and become a threshold framework in the field of social work. Using the Theory Evaluation Scale (TES), this paper critically analyzed the empowerment theory with regard to coherence, conceptual clarity, philosophical assumptions, historical roots, testability, empiricism, boundaries, client context, and human agency within the environment ([Rigaud Joseph](#), 2020)⁵.

The Poverty is a serious problem experienced by almost all developing countries, especially in densely populated countries like Indonesia. Poverty has become a complex problem and often becomes an obstacle to the state in the development process. Poverty must be overcome jointly by the government and society. The problem of poverty has never escaped the discussion and attention of scholars, politicians and even religious leaders. Poverty is not only seen from the perspective of low income but is also related to the level of education and health or living in an insecure environment resulting in a lack of opportunities to optimize their abilities and potential. In the opinion of (Seokanto, 2004)⁶ Poverty and unemployment are the causes of social problems that cause inequality in society so that they can affect the level of welfare in Indonesia. An indicator of poverty is where a person is unable to rely on himself in terms of energy and mentality in a group. Families who are unable to meet their basic needs in life can be categorized as poor families. Poor families are people who are connected by blood, marriage, or adoption and live together, where the average per capita expenditure per month of each person is below the poverty line which makes them unable to meet the minimum requirements for physical and social needs. other basis. The recent research by Mellissa S. Gordon and Ming Cui, The literature on Although most studies have established the importance of individual-level influences on adolescent outcomes, studies are often limited in that they do not address the effects of broader community-level factors. To address this limitation, we examined the association between community-

level poverty and adolescents' academic achievement, and the role of race in this association. Results from multilevel modeling suggested that (a) regardless of community type (i.e., low vs. high poverty), Black adolescents reported lower academic achievement than White adolescents, (b) community poverty was negatively associated with adolescents' academic achievement among both White and Black adolescents, and (c) the racial disparity in academic achievement was greater in communities with low poverty. Findings indicated the complex effect of community context and race on adolescents' academic outcome. Implications of such findings were discussed (Mellissa S. Gordon and Ming Cui, 2018)⁷.

The theory used in this study is the theory of effectiveness from Sedarmayanti in his book "Human Resources and Work Productivity" in 2009 according to Sedarmayanti effectiveness can be measured from 4 criteria, namely input, production process, results and productivity (Sedarmayanti, 2019)⁸. Another recent study by Fujica Anak Anggo and Louis Laja, The literature on this paper examines the ASEAN Community approach and effort towards rural development and poverty eradication. The research by ASEAN Socio-Cultural Community which highlighted rural development and poverty eradication was driven by many factors. What has ASEAN planned to reduce poverty and increase rural development? Is this plan realistic? What approach was used? The World Bank defined rural development as a strategy designed to improve the economic and social life of a specific group of people; the rural poor (Fujica Anak Anggo and Louis Laja, 2018)⁹. The government as an institution that provides facilities and services in an effort creating prosperity and improving the community's economy, the government provides some assistance through programs provided to the poor in Indonesia. Some of these assistance programs include: Rehabilitasi Sosial Rumah Tidak Layak Huni (RS-Rutihula), Bantuan Pangan Non Tunai (BTPN), Program Indonesia Pintar (PIP), Program Keluarga Harapan (PKH). One of the several programs, the Indonesian government rolled out the Program Keluarga Harapan (PKH) policy. This program is a program that provides conditional assistance to Very Poor Households/ Rumah Tangga Sangat Miskin (RSTM). These requirements are related to efforts to improve the quality of human resources, namely regarding health and education, with the hope that through this program the government can reduce poverty and improve the economy of the Indonesian people. As contained in the Policy of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018 concerning the Program Keluarga Harapan 1 paragraph (1)¹⁰ stipulates that:

"The Family of Hope Program, hereinafter abbreviated as PKH, is a program of providing conditional social assistance to families and/or someone who is poor and vulnerable which is registered in the integrated data program for handling the poor, processed by the Center for Social Welfare Data and Information and designated as Program Keluarga Harapan beneficiary families."

The Family of Hope Program (PKH), which is a cash disbursement program for Rumah Tangga Sangat Miskin based on predetermined terms and conditions by carrying out their obligations. The Family Hope Program is focused on improving the quality of the resources of the poor through community empowerment of mothers, and encouraging their children remain in school according to the data set by the Central Bureau of Statistics as the target participants. Through PKH cash assistance aims to have access to and utilize basic social services in health and education, food and nutrition, care and assistance. PKH cash assistance is directed to become the backbone in empowering the poor The Family of Hope Program is a conditional social assistance program for Keluarga Penerima Manfaat (KPM) that has been registered in the integrated data on the management of the poor and processed by the Social Welfare

Data and Information Center. This program is expected to be able to contribute to accelerating sustainable development, the Sustainable Development Goals (SDGs) are a continuation of the Millennium Development Goals (MDGs) which have 17 interrelated goals with the goal "to leave no one behind". Supported through PKH, namely overcoming extreme poverty and hunger through access to education, health, and social welfare. The target of the Family Hope Program is Very Poor Households which are beneficiaries of assistance whose component criteria can be seen in the following table:

Tabel 1. PKH Component

Component	Criteria
Health	a. Pregnant/breastfeeding women b. Early childhood (0-6 years)
Education	a. Elementary School (SD/Madrasah Ibtidaiyah (MI), or equivalent); b. Junior high school (SMP/Madrasah Tsanawiyah (MTs), or equivalent); c. Senior High School (SMA/Madrasah Aliyah (MA), or equivalent); d. Children aged 6-21 years who have not completed 12 years of compulsory education.
Social welfare	a. Elderly starting from 60 years; b. Persons with disabilities, especially severe disabilities.

(Source: Source: Ministry of Social Affairs of the Republic of Indonesia 2021)

The implementation of The Family of Hope Program in Majalengka is inseparable from obstacles or things that are not in accordance with the objectives of this program. As for the problems related to the Family Hope Program so far, especially in Majalengka, it can be seen that the various problems are as follows: First, regarding the eligibility of participants in The Family of Hope Program which are still not on target in Majalengka. The community questioned whether there were participants or potential participants in The Family of Hope Program who were considered not to be Rumah Tangga Sangat Miskin, while at the same time there were people who were considered to be Rumah Tangga Sangat Miskin who were not recorded or were not included as potential participants in the Program Keluarga Harapan. Second, the ineffectiveness of communication about The Family of Hope Program has resulted in people often asking questions and being confused about how to get the funds. The problem in the community is that it is difficult to come to associations with The Family of Hope Program assistants and some of them are not updated about electronic media, so that these people do not know and understand information about the The Family of Hope Program. Based on the problems that have been described, the theory used is the theory of program effectiveness put forward by Sedamaryanti (2009:60)¹¹ in his book "Human Resources and Work Productivity" which includes input, production process, output, and productivity. The recent research by P.V.C. Okoye and Raymond A. Ezejiolor, The literature on This paper is "The Effect of Human resource Development on organizational productivity." The study aims to determine the extent at which effective human resource development can enhance productivity in order to reduce poor performance in organization, to determine the efficiency of human resource training and development in organization growth, to ascertain if human resource development have any significant impact on organizational profitability, to determine and identify the factors affecting human resource development and organizational productivity and to ascertain the attitude of the senior management and other employees on the need for proper utilization of available human resources which have tremendous effect on the firm's profitability (P.V.C. Okoye and Raymond A. Ezejiolor, 2013)¹².

2. Method

The research used is a approach descriptive method, which combines qualitative approaches in terms of methodology. Qualitative research is a type that investigates and understands the meaning in a number of individuals or groups of people originating from social problems, (Creswell, 2016)¹¹. Qualitative research can also be defined as research that has the aim of understanding the phenomenon of something that is experienced by the object of research in a holistic manner, and is described in the form of words and language (Sugiyono, 2010)¹³.

The technique of determining informants used by researchers is the technique of determining informants accident, which is a technique of determining informants by chance who are in the object of research. Informants in this study used a purposive technique, namely people who researchers think know about the Empowerment Effectiveness through the Program Keluarga Harapan (PKH) in Majalengka, making it easier for researchers to get the data needed. Sugiyono (2017)¹⁴ The sampling technique that will be used in this study is accidental sampling which is part of non-probability sampling, which is a form of sampling based on chance, meaning that anyone who happens to meet the researcher and is considered suitable to be a source of data in this study.

Data Collection Techniques

In this study, data collection techniques were carried out through two stages, namely:

1. Research desk study (desk study research), in this case the researcher collects data and information through examination and analysis of data and information that uses secondary data, both in the form of company internal / external documents, related government, local government, implementation, public policy, electronic government, local regulations/ policy, reports, the Tangkar application, statistical data, literature studies, and so on.
2. Field research (field research), in this case only as supporting data in research to support and complete library studies, by conducting structured interviews (guided interviews) with relevant parties.
4. Data Analysis

All data obtained were analyzed descriptively qualitatively. In this case the analysis is carried out by about The Family of Hope Program through a qualitative descriptive analysis.

5. Research Location

The location of the study was carried out in Dinas Sosial in Majalengka.

3. Results and Discussion

The Family of Hope Program was held because it has a planned goal, namely the long term goal, which is expected to reduce Rumah Tangga Sangat Miskin (RTSM) and even cut off Rumah Tangga Sangat Miskin so that there are no more families categorized as Rumah Tangga Sangat Miskin, so that the next generation does not trapped in an unworthy life even out of the poverty zone in everyday life. In solving this problem, The Family of Hope Program has a plan, namely to differentiate or divide beneficiaries into three categories, namely the regular Family Hope program aimed at pregnant women, postpartum women, breastfeeding mothers, toddlers, pre-school children and elementary to junior high school. The regular family hope program is one of the implementations or the basis of the long-term goals, namely to break the poverty chain by saving the next generation and providing a decent life and education. This is one way to provide a bright future for children from RTSM, especially the community of Majalengka so that it can realize the long-term goal of holding a The Family of Hope Program.

The Family of Hope Program with Severe Disabilities is one form of assistance Program Keluarga Harapan in which the beneficiaries are people who have physical and mental limitations. The people in Majalengka cannot carry out activities such as society in general because it has these

limitations, therefore The Family of Hope Program provides special assistance for people with disabilities to be sufficient in everyday life. The Family of Hope Program for the elderly is assistance given to beneficiaries who are no longer productive, around 60 years old. This program is given to the elderly because at an unproductive age, the community no longer has jobs and is unable to compete with younger people due to the age factor, so they are no longer able to meet their daily needs.

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The facility is a means or tool that has a function to help or facilitate something that is done in order to produce something that is desired. These facilities can have a considerable influence on something he does, these facilities can support success if the facilities function properly and are used as they should or can have the opposite effect if the facilities that support work are not good then it can produce work that is not as expected. Good facilities but not used properly, the results will not be as expected. The Family Hope Program implemented in Majalengka also requires good facilities and competent apparatus so that in its implementation it is able to produce the desired goals to change the people in Majalengka Regency to be better than before. The physical facilities used in implementing the Family Hope Program in Majalengka by the Social Service are facilities that can make it easier for officials to implement the Family Hope Program. The facilities referred to in the implementation of the Family Hope Program are laptops used by officials for work, vehicles for spaciousness and so on. Apart from that, the facilities used by the apparatus running the Family Hope Program are in the form of infocus, printers and other tools that function when the apparatus from the Family Hope Program provides socialization to the people in Majalengka. The Family Hope Program has not met expectations, this can be seen from the facilities used, such as apparatus laptops to vehicles for carrying out field activities, which are still not maximal and flexible, this is one of the obstacles in implementing the Family Hope Program, especially in Majalengka.

The results and subsequent discussion regarding the material which is the basic material used by the Majalengka Social Service in carrying out the Family Hope Program so that it can run effectively. The material in question can be in the form of data on the people who receive assistance in Majalengka and theory for the training of apparatus and the people who receive assistance in Majalengka. The material in question is in the form of data on community submissions to become Beneficiary Families, which is very important material and must be processed properly so that the people who receive assistance can be right on target. Poverty Alleviation sourced from Social Protection Program Income. The data is obtained from the results of data collection on prospective poor families obtained during a population census by the Central Statistics Agency (BPS) in collaboration with the local government. The data is then processed and seen from the criteria which families are more deserving of assistance and become beneficiary families. The Directorate of Family Social Security prepares initial data that will be validated by PKH implementers in the regions. The setup mechanism is regulated in the validation operational guidelines. The initial data prepared has met the data completeness standards consisting of components, mandatory and numbering.

The results of observations made by researchers while in the field, researchers found several findings. Most of the Beneficiary Families meet the criteria that can be categorized as Poor Households (RTM) and Very Poor Households (RTSM), one of which is due to the many children

owned by the family. the Family Hope Program In Majalengka, people who are categorized as people who are sufficient in terms of income and place of residence but who receive assistance and become one of the Beneficiary Families are still often found, while people who deserve assistance do not become Beneficiary Families in the

Family Hope Program in Majalengka. Based on the results of interviews conducted by researchers to the community who received assistance and those who did not receive assistance, researchers found one of the causes, resulting in the community being categorized as Very Poor Households (RTSM) but not being one of the Beneficiary Families. This is because the family often moves places or rents different houses from one village to another, then the family never reports the move so that at the time of data collection it was carried out by the local apparatus and the Central Statistics Agency (BPS) the family is not recorded. In addition, there are also other causes so that families who should receive assistance do not receive assistance because the documents that make up the criteria for becoming a Beneficiary Family are not owned, for example, such as families that do not have their children's birth certificates so that the child is not recorded, and there are even families that have never renewed The family card he has, while the family members have increased.

Whereas the material or basic materials in the form of data is one of the factors that influence especially the implementation of Program Effectiveness Hope Family in Majalengka. The people of Majalengka pay little attention to their family documents or data, such as not reporting them when they change their place of residence by making domicile statements, not updating their family cards, having children who do not have birth certificates and so on resulting in the requirements for becoming a beneficiary family not being fulfilled. In this case, the role of Rukun Tetangga (RT) and Rukun Warga (RW) as government representatives is needed to be more active in supervising the community so that the above problems will not occur and all people who are categorized as Poor Households and Very Poor Households can become Beneficiary Families and the goals of the Family Hope Program can be realized, namely reducing poverty and providing a decent life for all people, especially in Majalengka.

Input is the foundation that guides the implementation of a program that has been planned since the beginning of the activity. Then it is further processed into useful information for the community, in the form of the Family Hope Program for the people of Majalengka. Support from the The Family of Hope Program, namely this empowerment program can be expected to increase the standard of living of the community, especially the underprivileged people in Majalengka.

The input from The Family of Hope Program in Majalengka is in the form of physical facilities, materials, capital, and human resources. Based on the results of research regarding the participation of The Family of Hope Program, the Majalengka Social Service had several obstacles in its implementation which resulted in it being ineffective. Physical facilities are one of the causal factors. Moreover, the equipment and facilities used by the community are still inadequate. Lack of family requirements for Rumah Tangga Sangat Miskin which resulted in these group families not being registered as beneficiary families, as well as the less active role of RT/RW (Local Government) which could then have an impact on the distribution of this assistance that was not on target. However, from the capital factor, there are no significant obstacles, because the budget for this empowerment program is in accordance with government policy. Then for the Human Resources factor, they are very competent in implementing The Family of Hope Program in Majalengka, because it involves various parties such as the Social Service and the Local Government.

The process of creating the effectiveness of The Family of Hope Program in Majalengka is the steps taken so that the empowerment program can be carried out in accordance with the goals that have been set. The stages of the production process are communication, decision making, outreach, and apparatus development. These phases are related to each other. If one of these phases is wrong, the other phases will be affected and the impact may affect the implementation of The Family of Hope Program in Majalengka. Based on the results of research on the implementation of the Program Keluarga

Harapan in Majalengka, it can be seen from the production process where there is communication, decision making, outreach and apparatus development that has not been carried out well enough. The communication given by the apparatus has not been well received by people who do not use social media, resulting in the delivery of the socialization not being accepted and understood by some of the Beneficiary Families. The socialization carried out by the government has not been maximized so that it has an impact on being less effective in conveying information to the public, such as infrastructure (building) constraints to conduct outreach to the community.

The membership card is part of the product produced by the government which aims to be part of the identity of the beneficiary of the empowerment program. With this membership card, of course, it will make it easier for the government to select or verify the data of the people who will receive the assistance.

In addition, the government also provides training to the people who receive the benefits of the aid funds. The training provided is in the form of job training, entrepreneurship and marketing. If the product from the results of the training is maximized according to its function and use, it will make it easier and can produce something that is maximal, such as community welfare.

The results regarding the Effectiveness of The Family of Hope Program at the Social Service Office of Majalengka, in terms of products and services, have been implemented effectively. The physical product in the form of a prosperous family card that functions as a sign of beneficiary membership and a tool to withdraw cash at an ATM is used according to its function, although there are still some people who do not understand, but even that can be overcome with the help of the BRI Link outlet owner.

4. Conclusion

The Program Keluarga Harapan in Majalengka still has several obstacles which have resulted in not creating effectiveness in the implementation of the Program Keluarga Harapan in Majalengka, the limited facilities and infrastructure owned by the government being one of the reasons. However, if examined from the perspective of communication, decision making, outreach and development of the apparatus as a whole has been implemented quite effectively.

Acknowledgements

The authors would like to thank The ICOBEST 2023 Unikom Organizing Committee and following reviewers of the original abstracts and the papers submitted for consideration in this conference. The Tri Dharma College includes education / teaching, research and community service. For this reason we as part of the Higher Education develop knowledge through research implementation, as part of the implementation of the tri darma. Unikom's internal research is expected to help the community, so that there is scientific development in the university environment, and the results of lecturer and student research from universities are expected to be applied directly in the community. This study examines The development of theories in the Governmental Science Study Program in accordance with the problems in this research, especially regarding The Empowerment Effectiveness through the Program Keluarga Harapan (PKH) in Majalengka. The researcher would like to thank to LPPM Unikom as the research funder for the lecturers, to Mr. Dr. Wendi Zarman, M.Si. as Director of Unikom's DP3M (Direktur Penelitian, Pengabdian, dan Pemberdayaan Masyarakat) and thanks also to the local government who have helped this research in obtaining research data, to all informants who have provided their data through interviews.

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