
ROLE OF COMMUNITY BASED EMPOWERMENT OF POOR COMMUNITIES THROUGH HOPE FAMILY PROGRAMS IN INDONESIA

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ABSTRACT:

This study aims to analyze and describe the role of community-based companion empowerment through the PKH program in Telaga District, Gorontalo Regency. Data collection techniques used are through observation, interviews and documentation. Researchers use the method of observation because in this qualitative study, researchers must know firsthand the situation or reality of the field so that clear information can be obtained.

The results showed that the companion needed time to adapt, and the difficulty of PKH participants to be on time. External factors that become obstacles are sudden information, the distance of the companion to the assistance location is quite far, and access roads that are difficult to reach. Supporting factors include support from beneficiary communities and mothers who are diligently present, and assistance tools in the form of books containing material that is very helpful in delivering Family Development Sessions (FDS).

KEYWORDS: Role of Companion, Community Empowerment, Family Hope Program.

INTRODUCTION:

Indonesia is a country with a high population density. Poverty has become a global problem experienced by all countries in the world. The problem of poverty becomes a

complex obstacle so that a country cannot have the ability to eradicate poverty on its own. The majority of Indonesian people are at a low economic level, this causes the poverty rate in Indonesia to increase higher from year to year. With these conditions, Indonesia faces complex problems such as high crime rates, low levels of education, and low levels of health. The government as the highest authority has the right to regulate and manage its own country. As stated in the 1945 Constitution of the Republic of Indonesia which mandates that the state is obliged to protect all Indonesians and promote social welfare in order to realize social justice for all Indonesian people.

Poverty alleviation is needed for a program that can empower the poor. In the context of accelerating poverty reduction as well as developing policies in the field of social protection, since 2007 the Government of Indonesia has implemented the Family of Hope Program (PKH). In Gorontalo regency started PKH in 2013. Similar programs have been implemented and have been quite successful in several countries known as Conditional Cash Transfer (CCT) or conditional cash transfers.

According to Rahayu (2012: 128) "The Family of Hope Program (PKH), which is a program of giving cash to RTSM based on the terms and conditions set out by carrying out its obligations". PKH is focused on improving the quality of poor people's resources through empowering mothers, and encouraging their

children to go to school in accordance with data set by the Central Statistics Agency (BPS) as a target participant.

According to the Ministry of Social Affairs (2016), PKH is a social protection program that provides cash assistance to Very Poor Households (RTSM) with certain requirements. The purpose of this program is to reduce numbers and break the poverty chain, improve the quality of human resources, and change behavior that is less supportive of improving the welfare of the poorest groups. PKH participants are required to meet the requirements and commitments related to efforts to improve the quality of human resources, namely education and health. The target of PKH participants are Poor Families (KM) and those who have health components (pregnant women, post-partum, toddlers, preschoolers) and education components (elementary school equivalent, junior high school equivalent, high school equivalent) or children 7-21 years who have not completed compulsory education 12 years, people with severe disabilities, and elderly people above 70 years.

According to Rahayu (2012) in the short and long term, the benefits of PKH are (1) in the short term, namely providing an income effect through reducing the burden of spending on poor households; (2) in the long run can break the poverty chain RTM through improving the quality of health / nutrition, education and income capacity of children (price effect) and provide certainty about its future (insurance effect); (3) change the behavior of poor families that are relatively less supportive of improving welfare, among others due to lack of information about rights, benefits, benefits, and opportunities, as well as high indirect costs (transport, uniforms, etc.) and opportunity costs (working children more "profitable" than school); (4) reducing child labor, namely preventing the decline of children working on

the streets, as well as preventing RTM from becoming social tuna and / with social welfare problems; (5) improving the quality of public services through complementary improvements in education and health services (supply side), developing the social protection system of the poor (demand side), as well as strengthening decentralization, and (6) accelerating the achievement of MDGs through indicators of poverty, education, pregnant women, reducing under-five mortality, and increasing gender equality.

According to Indrayani (2014: 11), the facilitator has the duty to provide information to PKH recipient RTSM, provide assistance and provide information to each city or sub-district, provide understanding of PKH understanding and objectives, PKH procedures and mechanisms, PKH recipient rights and obligations, conditions PKH recipient, and PKH benefits in the area where he is assigned.

PKH is a government program whose implementation has not yet been through the process and stages of planning, organizing, mobilizing, and evaluating. In addition to good management, the role of the facilitator needs to be considered in this program, because good assistance can be seen through the measurement of program achievements.

The role of the facilitator is very decisive in the development of the PKH program in the midst of the community so that this is strengthened by good cooperation between the government, the companion and PKH participants so that there is a synergy in providing assistance as a community empowerment. In the research there were several findings of researchers in the distribution of PKH funding assistance conducted by the mentor to participants, namely not providing an understanding that can foster the skills of PKH fund assistance so that there is an increase in welfare in the families of PKH beneficiaries.

Based on this background and problems, the writer is interested in taking the title "The Role of Empowerment-based Empowerment of the Poor through the Family Hope Program in Telaga District, Gorontalo Regency".

THEORITICAL REVIEW:

A. Role of Companion:

Accompaniment according to the Directorate of Social Assistance, (2007: 4) mentoring is a process of providing facilities (facilities) provided by a companion to clients in identifying needs and solving problems and encouraging the growth of initiatives in the decision making process, so that client independence can be sustained continuously realized.

According to the Indonesian Ministry of Social Affairs, (2009: 122) social assistance is a process of social relations between mentors and clients that aims to solve problems, strengthen support, utilize various sources and potentials in meeting the needs of life, and improve client access to basic social services, the field work, and other public service facilities.

Based on the above understanding, assistance can be interpreted as a process of social relations between PKH beneficiaries and participants in the form of strengthening support, utilizing various sources and potential in meeting the needs of life, and increasing client access to basic social services, employment, and other public service facilities in an effort to solve problems and encourage the growth of initiatives in the decision making process, so that participants' independence is sustainable.

According to Susanto (2014: 77) Community development facilitators are people who are categorized as agents of change, both within the social system (insider change agents) and those outside the social system of the community concerned (outsider change agents).

According Suharto (2005: 93) Assistance as a strategy that is commonly used by governments and non-profit institutions in an effort to improve the quality and quality of human resources, so as to identify themselves as part of the problems experienced and strive to find alternative solutions to the problems faced . The ability of human resources is strongly influenced by his own empowerment. Therefore, empowerment activities are needed in each mentoring activity. Assistance is a strategy that greatly determines the success of community empowerment programs.

According to Huraerah, (2011: 50) social workers are practicing social work, in their work in the community always facing and serving people (individuals, groups, and communities) who experience social problems with the intention of helping them overcome the problems they are facing. Meanwhile, according to Wibhawa, (2010: 52) social workers are people who have the authority of expertise in carrying out various social services.

Based on this opinion, it can be concluded that a social worker is someone who has competence in the social field so that he can be an agent in PKH assistance. Then need good expertise in the social field, the existence of knowledge about needs and so forth.

B. Community Empowerment:

Conceptually, empowerment or empowerment comes from the word power (power or empowerment). Therefore the main idea of empowerment is in touch with the ability to make others do what we want, regardless of their desires and interests (Edi Suharto, 2009: 57).

According to Oos M. Anwas (2013: 12), empowerment also emphasizes that a person gains sufficient skills, knowledge and power to influence his life and the lives of others he is concerned about. several things about community empowerment, including: 1)

Empowerment is basically giving power to those who are less or powerless (powerless) in order to have the power that is the basis for self-actualization, 2) Community empowerment is not only related to economic aspects, 3) Community empowerment can be seen as a program or process, 4) Empowerment that fully involves community participation.

According to Soetomo (2015: 88), the main elements of community empowerment are the granting of authority and community capacity building. The two elements cannot be separated, because if the community has obtained authority but does not or does not yet have the capacity to exercise that authority, the results are also not optimal.

The most important element in achieving successful development in society besides natural capital, technology, institutions, human capital becomes a very important capital. Human capital or human resources are elements of capital such as mutual trust among members of the community, social empathy, social care, and cooperation. Therefore we need strengthening human resources. Currently in Indonesia, there is a community empowerment and social assistance program in place to complement community empowerment.

According to Djohani in Kusnadi, et al (2005: 220), mentioning community empowerment is intended to develop the community's ability to independently have the skills to overcome their own problems. Community empowerment is an effort to create or increase community capacity, both individually and in groups in solving various problems related to efforts to improve the quality of life, independence and welfare.

Meanwhile, according to Prijono and Pranarka (1996: 74), empowerment is defined as a teaching and learning process that is a planned and systematic effort that is carried out on an ongoing basis both for individuals and collectives, in order to develop the power

(potential) and abilities contained in individuals and community groups so that able to do social transformation.

Based on the description above, the researcher can conclude that community empowerment is a job that can empower the community both in terms of economic, social and so forth.

C. Family Hope Program (PKH):

1. PKH concept:

Jones in Arif Rohman (2009: 101) said the program is one component in a policy. PKH is an inter-ministerial and institutional program, because the main actors are from the National Development Planning Agency, the Ministry of Social Affairs, the Ministry of Health, the Ministry of Education, the Ministry of Religion, the Ministry of Communication and Information Technology, and the Central Statistics Agency. To make the program a success, it was assisted by a Team of PKH experts and World Bank consultants. PKH is designed to help the poor of the first cluster, Social Assistance and Target Group Protection, in the form of conditional cash transfers. With PKH, it is expected that Very Poor Household recipients of assistance (hereinafter referred to as RTSM) have good access to utilize basic social services in health, education, food and nutrition including eliminating social inequalities, helplessness and social disarray which have been attached to the poor.

Based on data from the Ministry of Social Affairs (www.kemsos.go.id) PKH participant targets are Poor Families (KM) and those that have health components (pregnant women, post-partum, toddlers, preschoolers) and education components (elementary elementary school, junior high school equivalent, high school equivalent) or children aged 7-21 years who have not completed 12 years of compulsory education, persons with severe disabilities, and elderly people above 70 years.

Meanwhile according to Fernald dalam Role Of Cash Conditional Cash Transfer Programmes For Child Health, Growth, And Development: An Analysis Of Mexico's Oportunidades (2008:371)

"CCT programmes, however, families receive a cash payment only if they comply with a set of certain requirements. For example, most CCT programmes distribute benefits conditional on mandatory attendance at preventive health-care service and health and nutrition education sessions designed to promote positive behavioural changes, and some programmes also require school attendance for school-age children. In other CCT programmes, fortified food or micronutrient supplements are distributed to vulnerable subgroups in the population (eg. Pregnant women and young children), which is conditional on the same factors as the cash transfer".

Conditional Cash Transfer (CCT) is to provide cash assistance to poor families only if they comply with certain set of requirements. For example, most CCT programs distribute assistance depending on compulsory attendance at preventive health services and nutritional health and education designed to promote positive behavior change, and some programs also require school attendance for students

2. The purpose of PKH:

The Family of Hope Program consists of three components, namely the education component that requires PKH children to be registered and present at school at least 85% of the effective school days, the health component with obligations including participants receiving prenatal and postnatal services, birth process assisted by trained health workers, immunizing according to schedule, and monitoring children's growth and development regularly with a minimum presence of 85% and

a component of social welfare consisting of people with severe disabilities and elderly people aged 70 years or more.

According to the Ministry of Social Affairs (2016: 18), the general objective of PKH is to increase accessibility to education, health and social welfare services in supporting the achievement of quality of life for poor families. PKH is expected to reduce the burden of spending on poor families in the short term and break the poverty chain in the long run. Whereas the specific objectives of PKH are to increase the consumption of PKH participants 'families, improve the quality of welfare of PKH participants, improve the level of education of PKH participants' children, direct the change in positive behavior of PKH participants towards the importance of health, education, and social welfare services and ensure social welfare levels are maintained.

Meanwhile, according to Rahayu (2012: 130), the general goal of PKH is to reduce numbers and break the poverty chain, improve the quality of human resources, and change the behavior of RTSM that are relatively less supportive of improving welfare. These goals as well as efforts to accelerate the achievement of the millennium development goals (MDGs). Whereas specifically, the objectives of PKH are: 1) improving the socioeconomic status of the RTSM, 2) improving the health and nutrition status of pregnant women, post-partum mothers, children under five, and children aged 5-7 years who have not entered primary school from very poor families (CBOs), 3) improve access and quality of education and health services, especially for KSM, and 4) improve the level of education of children of very poor families.

Based on the description above about the PKH, the authors suggest that the family hope program specifically for poor families is expected to help life in the family both for children's education and other needs.

RESEARCH METHODS:

This research uses a qualitative approach. In accordance with the opinion of Moleong (2010: 6) it is used for "phenomena about what is experienced by research subjects holistically and by means of descriptions in the form of words and language in a particular natural context and by utilizing various natural methods". The use of this qualitative method is based on several considerations. First, adjusting qualitative methods is easier when dealing with plural realities. Second, this method presents directly the nature of the relationship between researchers and respondents. Third, this method is more sensitive and more adaptable to the many sharpening of the mutual influence on the patterns of values encountered.

Data collection techniques used are through observation, interviews and documentation. Researchers use the method of observation because in this qualitative study, researchers must know firsthand the situation or reality of the field so that clear information can be obtained. In addition to observations researchers used interviews. The interview technique in this study was to reveal the data as completely as possible from the informants about the role of assistants in Telaga District, Gorontalo Regency, which was intended to help in the process of empowering the PKH recipients.

Data obtained from interviews included PKH assistance to PKH recipient communities, as well as identifying and describing the supporting and inhibiting factors of PKH facilitators. Therefore, in this study researchers used structured interview techniques. Where researchers have prepared instruments or guidelines as well as a list of questions addressed to subjects and informants. The reason researchers use structured interview techniques because according to researchers, this technique can facilitate researchers in digging up as much information. As well as

researchers using documentation. The researcher also obtained additional data from written sources in the form of archives and documents related to the implementation of PKH and assistance and books related to the research focus. The documentation technique in this study aims to find data relating to the implementation of the role of assistants in the empowerment of the poor through the Family Hope Program in Telaga District, Gorontalo Regency, including the list of PKH recipients, list of companions, PKH profiles, PKH organizational structure. Documents are used in research as data sources because in many cases documents as data sources are used to test, interpret, even predict.

RESULTS AND DISCUSSION:

1. Role of Companion:

PKH assistants have a position as government partners and community partners so that they are required to bridge various interests that come from the government and the interests of the community. The role of PKH companion based on the concept of the role of community worker proposed by Habibullah (2011) is the role and skills of facilitating which are roles related to providing motivation, opportunities, and support for the community. Some tasks related to this role include modeling, mediating and negotiating, providing support, building consensus, and organizing and utilizing resources. In accordance with what was conveyed by the Ministry of Social Affairs (2009) that mentoring is a process of providing facilities (facilities) provided by a companion to clients in identifying needs and solving problems and encouraging the growth of initiatives in the decision making process, so that client independence can be sustained sustainably realized.

PKH assistants as animators, by providing stimuli, encouragement, and motivating PKH beneficiary families by fulfilling

PKH obligations are usually only done if PKH beneficiaries do not fulfill PKH obligations. In addition, the facilitator also conducts mediations and negotiations conducted to health and education services that do not carry out their functions. The role of the companion as consensus, group facilitation, and organizing went very well. Organizing is not only limited to the formation of PKH beneficiary groups for information and communication channels, the group is also prepared and empowered for activities such as Joint Business Groups (KUBE) and group businesses such as Electronic Stalls (E-Warung) so that beneficiaries are not dependent anymore with PKH when the program ends.

Roles and skills in educating, the facilitator plays an active role as an agent who gives positive and directive input based on his knowledge and experience and exchange ideas with the knowledge and experience of the community he is assisting, raise public awareness, convey information, organize training for the community. Educator. This is in accordance with the goals of social work expressed by Damanik (2008) that the purpose of social work is to improve the ability of humans to solve problems, face difficulties, and carry out their life's tasks effectively. To achieve this goal, social workers access barriers that limit the ability of clients to carry out the tasks of life.

Social workers also identify resources and strengths, improve skills to deal with problems in life, develop problem-solving plans, and support clients' efforts to create changes in their lives and situations . as in the Family Capability Improvement Meeting (P2K2), the PKH sub-district facilitator conducted a P2K2 aiming to increase the knowledge and awareness of PKH participants about the importance of education and health in improving the quality of family life in the future. This is where the facilitator acts as an educator

who conveys educational content about education and child care, economics, health and child protection, the elderly and disability.

In the role and skills of community representation / representation, this role is carried out in relation to the interaction between facilitators and external institutions on behalf of and in the interests of the assisted communities. Social workers can be tasked with finding resources, advocating, using media, improving public relations, and building networks, visiting service providers. This activity is one of the activities that is very vital in the continuity and improvement of the quality of the program. The facilitator monitors the smoothness and feasibility of service activities, anticipating problems that occur in the program so that they can take actions that are to prevent the failure of the smoothness of the program rather than fixing it.

In accordance with the objectives of social work according to Pincus & Minahan in Hermawati (2001: 13) among them is "linking people with systems that can provide resources and opportunities needed, and increase the ability to implement the system effectively and humanely". The facilitator performs the role of community representative by visiting health services such as puskesmas and posyandu, as well as educational services where PKH children attend school. This is an accompanying task as a community representative carried out for the smooth running of PKH participants.

The role and technical skills found that the facilitator helped PKH participants in managing finances at KUBE. The companion manages KUBE finances by making a Responsibility Report (LPJ). Because the funds spent on KUBE are not small, the facilitator helps PKH participants to make LPJ. Participants are asked to collect receipts after making a purchase. Then the next person who arranged it was LPJ. Besides that the facilitator also operated the electronic media well, for example

during P2K2, the facilitator presented the material with good communication skills with PKH participants. In this case it is evident that the facilitator has a role in technical skills. Based on the results of the study, in line with the understanding of roles and technical skills is a role that tends to be prominent performed by PKH facilitators. Although this role does not directly affect PKH beneficiaries. This role is an indicator of the success of assistance that is seen in an administrative manner. The role is related to the skills to conduct research, use computers, and make verbal and written presentations, and the ability to control and manage finances.

2. Inhibiting and Supporting Factors:

Implementation of assistance in the District of Telaga Gorontalo Regency encountered several obstacles. Inhibiting factors or obstacles in this study are distinguished in internal and external factors. An internal factor that is an obstacle in mentoring is the difficulty of participants to collect data files or update forms. In addition, to adapt to the new environment, the companion needs time. For the first time there was a feeling of nervousness but finally over time the nervousness was overcome, and the difficulty of the PKH attendees to be on time even many did not attend for various reasons. Even though the facilitators and participants have made an agreement, there are still many who violate it not in accordance with their commitments.

The external factor which is the obstacle is the sudden information from the center which results in less than optimal results. Then the distance traveled by the escort to the mentoring place is quite far and sometimes is stuck in traffic which causes delay of assistance. As well as the location of mentoring which is in narrow alleys and the lack of signs or names of the alley which makes it difficult for the companion to find a mentoring location that is moved location.

As for the supporting factor is the role of companion in the empowerment of the poor through family programs, the hope of success is inseparable from the supporting factors that accompany it. Supporting factors in the mentoring process included the level of enthusiasm of PKH beneficiary participation. PKH recipients are always active in attending every guidance and recipients of assistance who are diligently present in the assistance. Assistance tools in the form of books containing material that is very helpful in the delivery of Family Development Sessions (FDS). Availability of equipment such as complete office supplies, computers and printers in each district.

CONCLUSION:

The role of PKH companion in Telaga District, Gorontalo Regency has done its role well. The roles are in four categories, namely facilitative roles and skills, roles and skills as educators, roles and skills of community representatives / representatives, and technical roles and skills.

Internal factors that become obstacles in mentoring are the difficulty of participants to collect data files or update forms, the companion needs time to adapt, and the difficulty of PKH attendees to be on time. External factors that become obstacles are sudden information, the distance of the companion to the assistance location is quite far, and access roads that are difficult to reach. Supporting factors include support from beneficiary communities and mothers who are diligently present, and assistance tools in the form of books containing material that is very helpful in delivering Family Development Sessions (FDS).

The role of a companion is good enough. At least the number of companions is added. Placement of assistance should be close to the domicile of the facilitator so that assistance is

more effective and not constrained by the distance of the assistance.

B. Recommendations

For PKH Companion keep the spirit of carrying out their work as a social worker that is needed by the community.

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