



RESEARCH ARTICLE

Implementation Of the Minister of Social Regulation Number 1 of 2018 Concerning the Program Keluarga Harapan (PKH): Case Study in Talang Keramat Village Talang Kelapa District Banyuasin Regency

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Abstract: The problem of poverty is one of the issues that hinder development. Poverty is a central problem that must be addressed immediately in an effort to realize the national goals as stated in the Preamble to the 1945 Constitution, namely protecting the entire Indonesian nation and the entire homeland of Indonesia, promoting public welfare, educating the nation's life and participating in carrying out world order based on independence, lasting peace and social justice. The research method used is a qualitative method. Data was collected by means of observation, interviews, documentation, literature study. Data analysis is carried out by means of data reduction, data presentation, drawing conclusions and verification. The results of the research and discussion, the implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) carried out in Talang Keramat Village, Talang Kelapa District, Banyuasin Regency has been carried out well because communication has been created well, implementing officers have carried out their obligations with full responsibility. responsibility, the existing bureaucratic structure can also be understood by the community, this makes the implementation of PKH effective. However, there are several problems, firstly, the Kelurahan is only a facilitator, secondly, no budget funds have been received by the output in the implementation of PKH and the third is data collection that is not relevant to people's lives.

Keywords: Implementation, PKH

Abstrak: Masalah kemiskinan merupakan salah satu yang menjadi isu terhambatnya pembangunan. Kemiskinan menjadi masalah sentral yang harus segera ditanggulangi dalam upaya mewujudkan tujuan nasional sebagaimana yang tercantum dalam Pembukaan Undang-undang Dasar 1945, yaitu melindungi segenap bangsa Indonesia dan seluruh tumpah darah Indonesia, memajukan kesejahteraan umum, mencerdaskan kehidupan bangsa dan ikut melaksanakan ketertiban dunia yang berdasarkan kemerdekaan, perdamaian abadi dan keadilan sosial. Metode penelitian yang digunakan adalah metode kualitatif. Pengumpulan data dilakukan dengan cara observasi, wawancara, dokumentasi, studi pustaka. Analisa data dilakukan dengan cara Reduksi data, Penyajian data, Menarik kesimpulan dan verifikasi Hasil penelitian dan pembahasan, Implementasi Peraturan Menteri Sosial Nomor 1 Tahun 2018 Tentang Program Keluarga Harapan (PKH) yang dilakukan di Kelurahan Talang Keramat Kecamatan Talang Kelapa Kabupaten Banyuasin sudah terlaksana dengan baik sebab komunikasi telah tercipta dengan baik, petugas pelaksana telah melaksanakan kewajiban dengan penuh tanggung jawab, struktur birokrasi yang ada juga sudah dapat dimengerti oleh masyarakat, adanya hal tersebut membuat pelaksanaan PKH menjadi efektif. Namun ada beberapa masalah yaitu pertama Kelurahan hanya sebagai fasilitator, yang kedua belum ada dana anggaran yang diterima kelurahan dalam pelaksanaan PKH dan yang ketiga adalah pendataan yang tidak relevan dengan kehidupan masyarakat.

Kata Kunci: Implementasi, Program Keluarga Harapan

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INTRODUCTION

The problem of poverty is one of the issues that hinder development. Poverty is a central problem that must be addressed immediately in an effort to realize the national goals as stated in the Preamble to the 1945 Constitution, namely protecting the entire Indonesian nation and the entire homeland of Indonesia, advancing public welfare,

educating the nation's life and participating in carrying out world order based on independence, lasting peace and social justice.

Poverty is understood as a condition of inability to meet the minimum basic needs to be able to live properly. Talking about poverty, in Indonesia itself, the problem of poverty is a social problem that is always relevant to be studied continuously. It is undeniable that the government has launched efforts to overcome the problem of poverty. However, these countermeasures often do not produce a solution as expected. The unresolved poverty problem has prompted the idea of the need for a new poverty alleviation strategy by looking at the roots of the poverty problem.

Poverty reduction strategies and programs must require an integrated approach, the implementation of which is carried out in stages, in a planned and sustainable manner. In addition, efforts to reduce poverty require the involvement of all parties, including the government, the business world, non-governmental organizations, community organizations, and the poor themselves in order to provide the maximum benefit for improving social, economic and cultural conditions, and improving the welfare of the poor.

The low level of education affects the level of community welfare. Many Indonesian people who do not have a higher education are displaced by those with higher education in terms of getting a job. In general, to obtain a high income, a high level of education is required, or at least have or have adequate skills so that they can obtain an income that can meet their daily needs, so that the prosperity of the population can be carried out properly and poverty can be overcome. The low health conditions of very poor families also have an impact on the non-optimal process of child development. Lack of nutrition has a negative impact on a person's productivity and endurance, causing them to be trapped in a cycle of poor health. For children, health conditions are very important in teaching and learning activities. As a result of poor health, children often miss school because of illness and can cause children to drop out of school. Their generally poor health and nutritional condition also causes them to not be able to excel in school because they have to help earn a living. Although the primary school enrollment rate is high, there are still many children from poor families who drop out of school or do not continue on to junior high school/equivalent. This condition causes the quality of the next generation of very poor families to always be low and eventually trapped in a cycle of poverty. (General PKH Guidelines, 2009:5).

Various efforts to reduce poverty are carried out by the government, including providing capital, empowering communities, creating job opportunities, developing capabilities and creating social protection. Desire to overcome poverty must be done by looking at the root causes of poverty itself.

Overcome existing problems. The government issued Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018 concerning the Family Hope Program (PKH) Article 2 explains that PKH aims to:

- a) Improve the standard of living of Beneficiary Families through access to education, health and social welfare services;
- b) Reduce the burden of expenditure and increase the income of poor and vulnerable families;
- c) Create changes in the behavior and independence of Beneficiary Families in accessing health and education services as well as social welfare;
- d) Reducing poverty and inequality; and

- e) Introduce the benefits of formal financial products and services to Beneficiary Families.

As for Article 3, it is explained that the target of the Family Hope Program or hereinafter abbreviated as PKH is a family and/or someone who is poor and vulnerable and registered in the integrated data of the program for handling the poor, has components of health, education, and/or social welfare. The formulation of the problem in this study is "How is the implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) carried out in Talang Keramat Village of Talang Kelapa Banyuasin District?"

LITERATURE REVIEW

Implementation

Implementation is an action or implementation of a plan that has been prepared carefully and in detail. In simple terms, implementation can be interpreted as implementation or application. Furthermore, the definition of implementation according to experts is as follows.

According to Gaffar (2009: 295) said that implementation is one stage in the public policy process. Usually implementation is carried out after a policy is formulated with clear objectives. Implementation is a series of activities in order to deliver policies to the community so that these policies can bring results as expected.

According to Usman (2002:70) Implementation is leading to activity, action, action or the existence of a system mechanism. Implementation is not just an activity but also a planned activity and to achieve the objectives of the activity.

So implementation is intended as an individual public action that is directed at the goal, and is determined in a decision and ensures the implementation and achievement of a policy as well as providing good and practical results to others. So that a policy can be achieved that gives results to the actions of public or private individuals. Policy implementation is a complex activity.

Based on the above understanding, it can be said that implementation is the actions taken by the authorities or the interests of both the government and the private sector, which aims to realize the goals set.

Model Implementasi George C. Edwards III

George C. Edwards III quoted by Arifin (2014:61), states that policy implementation is influenced by 4 variables, namely as follows.

- a. Communication

The accomplishment of policy implementation requires that implementers know what to do. What are the goals and objectives of the policy must be transmitted to the appropriate personnel before it is implemented. Such communication must be accurate and must be understood by implementers. If the policy implementation expected by policy makers does not appear to be clearly specified, it is possible that misunderstandings may occur by the appointed parties. If the goals and objectives of the policy are not clear or not known at all by the target group, there will be resistance from the target group.

b. Resources

Although the contents of the policy have been communicated clearly and consistently, if the implementor lacks the resources to implement it, implementation will not be effective. These resources can be in the form of human resources, namely the competence of the implementor and financial resources.

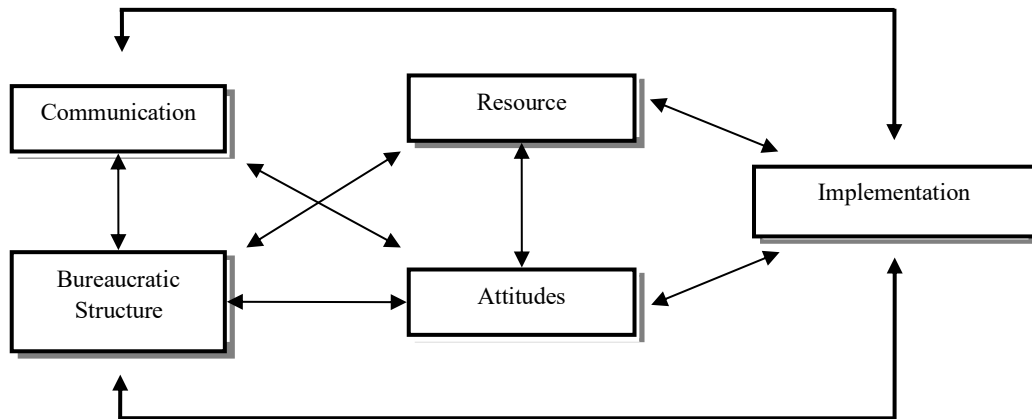
c. Disposition or Attitudes

It is the character and characteristics possessed by the implementor, such as commitment, honesty, democratic attitude. If the implementor has a good disposition, then he will be able to carry out the policy well as the policy maker

wants. When implementers have different attitudes and perspectives from policy makers, the policy implementation process also becomes ineffective.

d. Bureaucratic Structure

One of the most important structural aspects of any organization is the existence of standard operating procedures (Standard Operating Procedures = SOPs). SOPs serve as guidelines for implementers in taking action. An organizational structure that is too long will tend to weaken supervision and lead to red tape, which is a complicated and complex bureaucratic procedure that in turn causes inflexibility of organizational activities.



Source: Edwards, Arifin Tahir, 2014. *Public Policy and Transparency of Local Government Administration*. Bandung: Alfabeta.

Figure 1
Policy Implementation Model According to George C. Edwards III

Poverty

Poverty is a global problem that is being faced by every country. Poverty is a limitation of some humans in meeting their needs so that poverty can be understood as a condition where some humans have limitations and there is an inability to fulfill their basic needs such as the fulfillment of food, clothing, shelter, education, and health. The cause of poverty in general is the difficulty of accessing basic needs including access to education and employment. Poverty is also considered a form of development problem caused by the negative impact of unbalanced economic growth so that it widens the income gap between communities and income gaps between regions (Usman, 2010: 126).

According to Usman (2010:126) grouping three concepts of poverty including the following.

1. Absolute poverty

The concept of absolute poverty is formulated by making certain concrete measures (a fixed yardstick). This measure is usually oriented to the minimum basic living needs of community members (clothing, food and house).

2. Relative poverty

The concept of relative poverty is formulated based on the idea of relative standards, namely by taking into account the dimensions of place and time. The basic assumption is that poverty in one area is different from other areas, and poverty at certain times is different from other times. This concept of poverty is usually measured based on the

considerations of certain community members with an orientation to the feasibility of living.

3. Subjective poverty

The concept of subjective poverty is formulated based on the feelings of the poor themselves.

For a reason, understanding more deeply about poverty itself, it is necessary to know the characteristics of poverty. The characteristics of poverty in general are that they do not have production factors such as land, capital or skills so that their ability to earn income is limited. Moreover, they also did not have the possibility to acquire production assets by their own strength. Another characteristic is the low level of education. Their time is taken up to earn a living and earn an income. In addition, most of them (the poor) live in rural areas. Those who live in cities are mostly young and not supported by adequate skills. From the characteristics of poverty above, it can be understood that to realize a decent life, they have limitations to do it themselves so that the effort to lift them from adversity is through the help of others. The government can play an important role in realizing this and this is done through the provision of assistance which is expected to be used for capital to improve a better standard of living.

Caused Factor of Poverty

The caused factor of poverty according to the Central Statistics Agency (2019:62) are as follows.

1. Lack of jobs available in Indonesia

As we know, the employment opportunities in Indonesia are not balanced with the existing population, where there are fewer jobs than the total population. Thus, many people in Indonesia do not get that income, which caused poverty in Indonesia.

2. Unequal income of the Indonesian population

The income of the population obtained from the work they do is relatively unable to meet their daily needs, while there are some residents in Indonesia who have excess income. This is called the inequality of income of the population in Indonesia.

3. Low level of public education

Many Indonesians do not have the education needed by companies that employ workers. Generally, to obtain a high income, it is necessary to have a high level of education or at least have adequate skills so that they can obtain income that can meet their daily needs so that the prosperity of the population can be carried out properly and poverty can be overcome.

4. Limited Natural Resources

A society will be hit by poverty if its natural resources no longer provide benefits for their lives. It is often said that people are poor because their natural resources are poor.

Various efforts have been made by the government to overcome this problem. The prevention programs were launched as an effort to help the poor meet their needs. However, in reality, the government's efforts have not been able to bring people to prosperity. Most of the programs that have been launched have not achieved the desired results, namely alleviating poverty. There are still many people who have not been able to enjoy the results of government programs so that most people still experience what is called poverty.

From the description above, in an effort to alleviate poverty, government programs are expected to be able to bring the community towards social welfare and be able to realize the national goals as stated in the Preamble to the 1945 Constitution, namely protecting the entire Indonesian nation and the entire homeland of Indonesia, promoting general welfare, educate the nation's life and participate in carrying out world order based on freedom, eternal peace and social justice. Of the poverty alleviation programs issued by the government, one of the programs that has become the government's flagship program is the Family Hope Program. It is said to be a superior program, because PKH which has been running since 2007 has been quite successful in poverty alleviation efforts, as seen from the increasing level of children's participation in school as well as the participation of pregnant women in checking their wombs so that it has an impact on reducing maternal and child mortality.

Family Hope Program (PKH)

In Indonesia, the problem of poverty is a global problem that must be addressed immediately. Several programs have been carried out by the government to overcome this problem. One of the programs that has become a national priority for reducing poverty is the development of a social policy in the form of the Family Hope Program (PKH), which

is a program that provides cash assistance to very poor households through provisions and requirements related to efforts to improve the quality of human resources. In education and health. PKH from the definition of social policy is one form of program in the field of social services in the form of actions to overcome social problems.

The social services in question are in the fields of education and health and this can be seen as a new policy launched by the government in Indonesia. Social services that are realized by the government are in the form of launching programs to provide aid funds aimed at helping individuals or groups who experience obstacles in meeting their daily needs. The Family Hope Program (PKH) can be said to be a national program to help very poor households with conditional cash transfers.

Definition of Family Hope Planning (PKH)

In article 1 of the Regulation of the Minister of Social Affairs Number 1 of 2018 the Family Hope Program (PKH) is a program of providing conditional social assistance to poor and vulnerable families registered in the integrated data handling of the poor, processed by the Center for Social Welfare Data and Information and designated as beneficiary families of PKH.

METHODS

The method used in this research was qualitative method. Suparlan in Imam Gunawan's book (2015: 34) explains that qualitative research focuses on general principles that underlie the symptoms or patterns that exist in human life. Meanwhile, according to Saryono (2010:1), "Qualitative research methods are research used to investigate, find, describe, and explain the quality or privilege of social influences that cannot be explained, measured or described through a qualitative approach. Data collection techniques are as follows, Observation (direct observation), Literature Study, Interview, Documentation. Analysis of data by means of reduction (data collection), presentation of data and conclusions and verification.

RESULTS AND DISCUSSIONS

As stated in the previous chapter, to obtain data on the Implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) (a case study in the Talang Keramat area, Talang Kelapa District, Banyuasin Regency). Data were collected by using observation, interview, and documentation techniques. The data collected relates to the implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) (a case study in the Talang Keramat, Talang Kelapa District, Banyuasin Regency). In this case, the researcher proposes 8 indicators that will be interviewed to office employees and the community of Talang Keramat Village. As an informant in completing the existing research data, namely the discussion indicator regarding the Implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) (Case study in the Talang Keramat, Talang Kelapa District, Banyuasin Regency). To measure the implementation of the Minister of Social Affairs Regulation

Number 1 of 2018. There are two concepts used in this study:

Policy Implementation

The model used in this study is the Edward III model with the following four indicators:

1. Communication

The existence of communication that goes well between the parties involved in terms of implementation will

determine the success of an achievement of goals. What is the goal of a policy is communicated to the target group, in this case the community as the target of the implemented policy. The process of delivering information between policy makers and implementers must be conveyed in accordance with the objectives to be achieved so that the synchronization between regulations and their implementation can run well.

Sources of information about PKH can be found on the official website of the Ministry of Social Affairs and the Kelurahan announcements. The following is an example of the communication delivered.



Figure 5
Official page and Announcements

Based on the results of these interviews, it can be seen that the delivery of information from the Family Hope Program (PKH) to the community is conveyed through socialization and counseling held at the Village Office through the local of neighbourhood. The means used in conveying information to PKH recipients are through the official website of the Ministry of Social Affairs and announcements posted in ward.

2. Resources

Resources in implementing a policy or regulation also play an important role in achieving goals. In this case, the resources are the Human Resources (HR) of the policy implementers, both in terms of quality and quantity.

The results of the study concluded that the resources were in accordance with the guidelines, but in the process of implementing the Family Hope Program Social Assistance Service (PKH) there were problems due to the lack of the number of PKH assistant officers so that the process of distributing information was somewhat less effective. There are only two assistants who find it difficult to handle one sub-district. In addition, the kelurahan only acts as a facilitator, not as a decision maker. So it will be difficult to make decisions quickly. The Kelurahan does not have a budget for PKH at all. Because the task of the village is only as a facilitator.

3. Disposition

It is an aspect related to the attitude and support of the implementers of the program or policy. Attitude and support are very important in the implementation process, because a common view of what is being done together will facilitate the achievement of goals.

The disposition in this study is the service of the implementer of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) in Talang Keramat Palembang City, in this case the implementing service in determining the terms and obligations of becoming a prospective participant receiving assistance based on the requirements and provisions that have been set and the obligations that must be carried out by participants. The characteristics of the implementing agency of the Family Hope Program have been carried out in accordance with the regulations. In addition, all PKH data is sourced from the Ministry. So it is difficult for the kelurahan to act discriminatory.

4. Organizational structure

The fourth variable that influences policy implementation is the bureaucratic structure. In this study the structure in question is SOP (Standard Operational Procedure), because the implementation of a program or policy requires a procedure that becomes the standard of implementation.

Implementation using the four indicators above. It can be analyzed as follows. Communication has been carried out well. This is because the delivery of information from the Family Hope Program (PKH) to the community is conveyed

through socialization and counseling held at the Village Office through the local of neighbourhood. The means used in conveying information to PKH recipients are through the official website of the Ministry of Social Affairs and announcements posted on the ward. Resources in the implementation of PKH that are integrated between the Village Headquarters and PKH facilitators. The bureaucratic structure involved is the Ministry of Social Affairs, appointed Banks, and PKH assistants. However, there is no special budget for the implementation of PKH in the kelurahan because the Kelurahan only acts as a facilitator in the implementation of PKH.

Family Hope Program (PKH)

The Family Hope Program (PKH) is one of the government programs in poverty alleviation efforts that aims to accelerate poverty reduction and achieve the Millennium Development Goals (MDGs) targets as well as develop policies in the field of social protection. The Family Hope Program (PKH) which is directed at improving the quality of education for children under five and pregnant women as well as the quality of education for children at the elementary or junior high school level is something they really need at this time. With the requirements for determining the participants, it is hoped that it will improve the quality of life for their families and improve the welfare of their lives in the future.

PKH includes two components including education and health. These two components are the main priorities in PKH as an effort to improve the welfare of the community. The principle of PKH is the provision of conditional assistance funds to very poor households (RTSM). They must fulfill and are willing to comply with the provisions and requirements that have been set in an effort to improve the quality of human resources, especially in the fields of education and health.

According to the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program, there are several goals that are expected with this program, including;

1. To improve the living standards of beneficiary families through access to education, health and social welfare services

In general, the assistance provided by PKH can help the community's economy. However, in general, if it is considered capable of raising the standard of living. So, it can be said that they have not been able to raise the family economy. Because one family only receives one benefit. This means that if we accept PKH education. So, PKH in other fields is not available.

2. Reducing the burden of expenses and increasing the income of the recipient's family

The implementation of this Regulation of the Minister of Social Affairs has been very effective in helping the community in reducing the burden of spending and increasing their income, it can be said that in an effort to reduce and increase the income of families receiving PKH, it is in line with expectations, for this matter is not a problem in implementing the Implementation of Regulation of the Minister of Social Affairs No. 1 Year 2018 regarding the Family Hope Program.

3. Creating behavioral changes and independence of beneficiary families in accessing education, health and social welfare services

Based on the results of interviews with existing informants, the authors can state about creating behavioral changes and independence of PKH beneficiary families, not only assistance and efforts from the government and implementers but also awareness of PKH recipient families themselves can participate in health services. and education. And it is very influential on PKH recipient families through education services, knowledge and independence of their children can increase so that changes in behavior can be seen.

4. Reducing poverty and inequality

This family of hope program has been very effective in reducing poverty and inequality, but in the implementation of the program there are still problems that occur, namely the lack of data collection because not all poor families receive PKH assistance, meaning that the data collection is still not evenly distributed.

The results of the research with the four indicators above can be explained that Judging from the results of interviews with PKH recipient communities, they said that with the assistance they felt very helpful and this family of hope program was very effective in reducing poverty and inequality. but apart from that they also said that in disbursement there were often delays and also the aid funds given to the community or families of PKH recipients were also sometimes reduced, so it can be said that the implementation was not optimal because according to the community there were still delays and reductions in the amount of assistance in the family program. hope. However, the current feasibility issue is still a problem. Because from the results of the verification there are residents who should receive assistance. However, not at all accepted. Vice versa. There are people who don't deserve to get help. The problem that occurs is that the data collection is still lacking because not all poor families receive PKH assistance, meaning that the data collection is still not evenly distributed.

Based on the two concepts used by the author. So, it can be summarized that the implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) carried out in Talang Keramat Village, Talang Kelapa District, Banyuasin Regency has been carried out well because communication has been created well, implementing officers have carried out their obligations with full responsibility. The existing bureaucratic structure can also be understood by the community, this makes the implementation of PKH effective. However, there are several problems that must be addressed so that in the future the implementation of PKH becomes even better, namely the village head should be able to have a more role not only as a facilitator, secondly there must be budget funds received by the output in the implementation of PKH and the third is data collection that is not relevant to life public.

DISCUSSIONS

The problem of poverty is one of the issues that hinder development. Poverty is a central problem that must be addressed immediately in an effort to realize the national goals as stated in the Preamble to the 1945 Constitution,

namely protecting the entire Indonesian nation and the entire homeland of Indonesia, advancing public welfare, educating the nation's life and participating in carrying out world order based on independence, lasting peace and social justice.

Poverty is understood as a condition of inability to meet the minimum basic needs to be able to live properly. Talking about poverty, in Indonesia itself, the problem of poverty is a social problem that is always relevant to be studied continuously. It is undeniable that the government has launched efforts to overcome the problem of poverty. However, these countermeasures often do not produce a solution as expected. The unresolved poverty problem has prompted the idea of the need for a new poverty alleviation strategy by looking at the roots of the poverty problem. In doing research. The researcher uses two concepts, namely;

Implementation

The policy model used by the author is the Edward III model with four indicators, namely:

1. Communication

The existence of good communication between the parties involved in terms of implementation will determine the success of an achievement of goals. What is the goal of a policy is communicated to the target group, in this case the community as the target of the implemented policy. The process of delivering information between policy makers and implementers must be conveyed in accordance with the objectives to be achieved so that the synchronization between regulations and their implementation can run well.

Based on the results of these interviews, it can be seen that the delivery of information from the Family Hope Program (PKH) to the community is conveyed through socialization and counseling held at the Village Office through the local neighbourhood. The means used in conveying information to PKH recipients are through the official website of the Ministry of Social Affairs and announcements posted in the Kelurahan.

These results are in accordance with Edwards III quoted by Arifin (2014: 61), which states that policy implementation is influenced by 4 variables, among others. Communication The success of policy implementation requires that the implementor knows what to do. What are the goals and objectives of the policy must be transmitted to the appropriate personnel before it is implemented. Such communication must be accurate and must be understood by implementers. If the policy implementation expected by policy makers does not appear to be clearly specified, it is possible that misunderstandings may occur by the appointed parties. If the goals and objectives of the policy are not clear or not known at all by the target group, there will be resistance from the target group.

2. Resources

Resources in implementing a policy or regulation also play an important role in achieving goals. In this case, the resources are the Human Resources (HR) of the policy implementers, both in terms of quality and quantity.

The results of the research concluded that the resources were in accordance with the guidelines, but in the process of implementing the Family Hope Program Social Assistance Service (PKH) there were problems due to the lack of the number of PKH assistant officers so that the process of distributing information was somewhat less effective. There are only two assistants who find it difficult to handle one

sub-district. In addition, the district only acts as a facilitator, not as a decision maker. So it will be difficult to make decisions quickly. The district does not have a budget for PKH at all. Because the task of the village is only as a facilitator.

These results are in accordance with Edwards III quoted by Arifin (2014: 61), which states that policy implementation is influenced by 4 variables, including Resources. Namely, although the contents of the policy have been communicated clearly and consistently, if the implementor lacks the resources to implement it, the implementation will not be effective. These resources can be in the form of human resources, namely the competence of the implementor and financial resources.

3. Disposition

Disposition is an aspect related to the attitude and support of the implementers of the program or policy. Attitude and support are very important in the implementation process, because a common view of what is being done together will facilitate the achievement of goals.

Based on the results of the interviews above, the researcher concludes that the characteristics of the implementing agency of the Family Hope Program have been carried out in accordance with the regulations. In addition, all PKH data is sourced from the Ministry. So it is difficult for the district to act discriminatory.

These results are in accordance with Edwards III quoted by Arifin (2014: 61), which states that policy implementation is influenced by 4 variables, including Disposition or Attitudes. Is the character and characteristics possessed by the implementor, such as commitment, honesty, democratic attitude. If the implementor has a good disposition, then he will be able to carry out the policy well as the policy maker wants. When implementers have different attitudes and perspectives from policy makers, the policy implementation process also becomes ineffective.

4. Bureaucratic Structure

The fourth variable that influences policy implementation is the bureaucratic structure. In this study the structure in question is SOP (Standard Operational Procedure), because the implementation of a program or policy requires a procedure that becomes the standard of implementation.

Based on the results of the interviews above, the researchers concluded that the kelurahan acts as a facilitator in the implementation of PKH, then other parties who are directly connected are the Ministry of Social Affairs, appointed Banks, and PKH assistants.

Implementation using the four indicators above. Can be analyzed as follows. Communication has been carried out well. This is because the delivery of information from the Family Hope Program (PKH) to the community is conveyed through socialization and counseling held at the Village Head Office through the local neighbourhood. The means used in conveying information to PKH recipients are through the official website of the Ministry of Social Affairs and announcements posted on the Kelurahan. Resources in the implementation of PKH that are integrated between the Village Headquarters and PKH facilitators. The bureaucratic structure involved is the Ministry of Social Affairs, appointed Banks, and PKH assistants. However, there is no special budget for the implementation of PKH in the district because the district only acts as a facilitator in the implementation of PKH.

The results of the research above can be analyzed that what is carried out by the district is in accordance with the applicable rules. The implementation will be even better if good resources are available. This is emphasized by George C. Edwards III quoted by Arifin (2014: 61), stating that policy implementation is influenced by 4 variables, namely as follows.

a. Communication

The success of policy implementation requires that implementers know what to do. What are the goals and objectives of the policy must be transmitted to the appropriate personnel before it is implemented. Such communication must be accurate and understood by implementers. If the policy implementation expected by policy makers does not appear to be clearly specified, it is possible that misunderstandings may occur by the appointed parties. If the goals and objectives of the policy are not clear or not known at all by the target group, there will be resistance from the target group.

b. Resources

Although the contents of the policy have been communicated clearly and consistently, if the implementor lacks the resources to implement it, implementation will not be effective. These resources can be in the form of human resources, namely the competence of the implementor and financial resources.

c. Disposition or Attitudes

It is the character and characteristics possessed by the implementor, such as commitment, honesty, democratic attitude. If the implementor has a good disposition, then he will be able to carry out the policy well as the policy maker wants. When implementers have different attitudes and perspectives from policy makers, the policy implementation process also becomes ineffective.

d. Bureaucratic Structure

One of the most important structural aspects of any organization is the existence of standard operating procedures (Standard Operating Procedures = SOPs). SOPs serve as guidelines for implementers in taking action. Organizational structures that are too long will tend to weaken supervision and lead to red tape, namely complicated and complex bureaucratic procedures which in turn lead to inflexible organizational activities.

Family Hope Program (PKH)

In this case, the government's reason for launching this family of hope program is to overcome the problem of poverty, namely by providing conditional assistance to very poor households, in the fields of education, health and cash assistance in the form of money to help meet the daily needs of PKH recipient families.

1. To improve the living standards of beneficiary families through access to education, health and social welfare services

The assistance provided by PKH can help the community's economy. However, in general, if it is considered capable of raising the standard of living. So, it can be said that they have not been able to raise the family economy. Because one family only receives one benefit. This means that if you receive PKH education. So, you can't get PKH in other fields

2. Reducing the burden of expenses and increasing the income of the recipient's family

Based on the results of interviews in the Implementation of the Regulation of the Minister of Social Affairs, it has been very effective in helping the community in reducing the burden of spending and increasing their income, it can be said that in an effort to reduce and increase the income of families receiving PKH, it is in line with expectations, this is not a problem in implementing the Regulations Minister of Social Affairs Number 1 of 2018 concerning the Family Hope Program.

3. Creating behavioral changes and independence of beneficiary families in accessing education, health and social welfare services

Based on the results of interviews with existing informants, the researchers can state about creating behavioral changes and independence of PKH beneficiary families, not only assistance and efforts from the government and implementers but also awareness of PKH recipient families themselves can participate in health services, and education. And it is very influential on PKH recipient families through education services, knowledge and independence of their children can increase so that changes in behavior can be seen.

4. Reducing poverty and inequality

From the results of interviews with several informants above, the researcher can conclude that this family of hope program has been very effective in reducing poverty and inequality, but in the implementation of the program there are still problems that occur, namely the lack of data collection because not all poor families receive PKH assistance. Data collection is still uneven.

The results of the research with the four indicators above can be explained that Judging from the results of interviews with PKH recipient communities, they said that with the assistance they felt very helpful and this family of hope program was very effective in reducing poverty and inequality. but apart from that they also said that in disbursement there were often delays and also the aid funds given to the community or families of PKH recipients were also sometimes reduced, so it can be said that the implementation was not optimal because according to the community there were still delays and reductions in the amount of assistance in the family program. hope. However, the current feasibility issue is still a problem. Because from the results of the verification there are residents who should receive assistance. However, not at all accepted. Vice versa. There are people who don't deserve to get help. The problem that occurs is that the data collection is still lacking because not all poor families receive PKH assistance, meaning that the data collection is still not evenly distributed.

Implementation of the PKH Program In Article 2 of the Regulation of the Minister of Social Affairs Number 1 of 2018, the Family Hope Program (PKH) aims to:

- a. To improve the standard of living of Beneficiary Families through access to education, health and social welfare services.
- b. Reducing the burden of expenses and increasing the income of poor and vulnerable families.
- c. Creating behavioral changes and independence of Beneficiary Families in accessing health and education services as well as social welfare, and
- d. Reducing poverty and inequality.

Thus, to achieve the above objectives, the participation of various parties can support the success of PKH. Various agencies, both government agencies and institutions at the central and regional levels, must cooperate in the implementation of PKH so that it is expected to support success in its implementation. Each agency or institution has different main tasks and functions. The parties involved in supporting the success of PKH are an inseparable unit, both health services, educational services, assistants and other officers. With the involvement of various parties, which are interrelated and influence each other, it is necessary to have technical guidance so that each party knows their duties and responsibilities effectively. Understanding each other's duties and responsibilities is the best way to collaborate, so that there is no overlap and no one is left behind. The relevant parties can contribute maximally according to their respective duties and responsibilities so that the functional target of PKH, namely to reduce poverty and improve the quality of human resources, especially in the very poor household group, can be realized.

CONCLUSION AND RECOMMENDATION

The implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program (PKH) carried out in Talang Keramat Village, Talang Kelapa District, Banyuasin Regency has been carried out well because communication has been created properly, implementing officers have carried out their obligations with full responsibility, and a good bureaucratic structure. There is also already understandable by the community, the existence of this makes the implementation of PKH effective. However, there are several problems, firstly, the district is only a facilitator, secondly there are no budget funds received by the output in the implementation of PKH and the third is data collection that is not relevant to people's lives.

Based on the description of the conclusions above, the researcher can provide suggestions that may be useful for implementers, especially in the Talang Keramat Village, Palembang, that in the Implementation of the Minister of Social Affairs Regulation Number 1 of 2018 concerning the Family Hope Program in the Talang Keramat Village, Talang Kelapa District, Banyuasin Regency, so that it is maintained in cooperation and coordination between assistants, district officials and communities receiving PKH assistance, however, the data collection will be further improved, so that all poor communities or families in Talang Keramat sub-district are recorded.

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