

RINGKASAN

Program Keluarga Harapan (PKH) adalah program perlindungan sosial yang ditujukan untuk Keluarga Sangat Miskin (KSM) dengan kriteria memiliki anak usia sekolah, ibu hamil, anak balita, lansia, disabilitas, dengan bantuan yang diterima berupa uang tunai yang besarnya masing-masing berbeda sesuai dengan komposisi tanggungan serta bertujuan untuk memutus rantai kemiskinan serta memperbaiki Sumber Daya Manusia (SDM) dalam bidang pendidikan dan layanan kesehatan.

Penelitian ini bertujuan untuk mendeskripsikan Persepsi Masyarakat Tentang Pelaksanaan Program Keluarga Harapan (PKH) Di Desa Wlahar Kulon Kecamatan Patikraja Kabupaten Banyumas. Metode yang digunakan adalah deskriptif kuantitatif dengan total responden sebanyak 744 KK dan dihitung menggunakan teknik proposional sampling menjadi 88 KK responden. Sasaran dalam penelitian ini adalah semua elemen masyarakat di Desa Wlahar Kulon. Metode pengumpulan data menggunakan observasi, kuisioner dan wawancara yang diperoleh dari sumber data primer dan sekunder, serta analisis data menggunakan distribusi frekuensi. Penelitian ini menggunakan indikator pengetahuan (kognisi), sikap (afeksi), harapan serta indikator kesesuaian penerimaan dan penggunaan dana bantuan.

Hasil penelitian menunjukkan bahwa indikator pengetahuan sebanyak 58% responden tahu terhadap pelaksanaan PKH, responden menyatakan tidak mengetahui manfaat dan tujuan dari program tersebut. Sikap masyarakat baik penerima bantuan, tokoh agama maupun masyarakat non penerima menyatakan setuju adanya bantuan, karena diharapkan dapat membantu biaya hidup Keluarga Penerima Manfaat (KPM), serta harapannya bantuan tetap berjalan sesuai dengan kriteria-kriteria yang telah ditentukan. Persepsi masyarakat tentang ketepatan sasaran penerima 80,7% belum tepat sasaran, masih banyaknya persepsi masyarakat penerima yang ketergantungan dari uang bantuan tersebut dan persepsi masyarakat tentang perbedaan bagi penerima bantuan sebelum dan sesudah adanya PKH belum mengalami perbedaan secara signifikan.

Kata Kunci : Program Keluarga Harapan (PKH), Persepsi Masyarakat

SUMMARY

The Family Hope Program (PKH) is a social protection program aimed at Very Poor Families (KSM) with the criteria of having school-age children, having pregnant women, children under five, the elderly, and disabilities, with assistance received in the form of cash, the amount of which is different according to the composition of dependents. This program aims to break the chain of poverty and improve Human Resources (HR) in the fields of education and health services.

This study aims to describe community perceptions of the implementation of the Family Hope Program (PKH) in Wlahar Kulon Village, Patikraja Sub-district, Banyumas Regency. The method used is descriptive through a quantitative approach with a total of 744 household respondents and calculated using proportional sampling techniques into 88 household respondents. The targets in this study were all elements of the community in Wlahar Kulon Village. Data collection methods used observation, questionnaires and interviews obtained from primary and secondary data sources, and data analysis using frequency distribution. This research uses indicators of knowledge (cognition), attitude (affection), expectations and indicators of the suitability of receiving and using aid funds.

The results showed that the knowledge indicator as much as 58% of respondents knew about the implementation of PKH, respondents stated that they did not know the benefits and objectives of the program. The attitude of the community, both beneficiaries, religious leaders and non-recipient communities, stated that they agreed with the existence of assistance, because it was expected to help the living costs of Beneficiary Families (KPM), and hoped that assistance would continue to run in accordance with predetermined criteria. The community's perception of the accuracy of the target recipients 80.7% is not yet on target, there are still many perceptions of the recipient community who are dependent on the aid money and the community's perception of the difference for beneficiaries before and after the existence of PKH has not experienced a significant.

Keywords : Family Hope Program (PKH), Community Perception