HOPE FAMILY PROGRAM SOCIAL ASSISTANCE: (IMPLEMENTATION IN INDONESIA AND DIGITAL PLATFORM ADAPTATION AS A STRENGTHENING STEP)

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ABSTRACT

This research examines the PKH (Program Keluarga Harapan – Hope Family Program) social assistance which is an attempt by the Ministry of Social Affairs of the Republic of Indonesia to accelerate alleviation of poverty through aid distribution for poor families in Indonesia. This program allows access for poor families to be able to benefit from health, education and other supporting facilities. The aim of this research is to provide latest insight on the implementation of the Hope Family Program social assistance in Indonesia especially in the Covid-19 pandemic and post-pandemic times. A qualitative approach is used to acquire in-depth results through interviews with key informants, along with interpretation and description of research findings. Literature review is also included to enrich the data in this study. The result of the study shows that the implementation process of the Hope Family Program is not exempt from the existence of relations between central and regional government; although authority still lies on the central government, the regional government also plays a part in supporting the program designed by the central government by supervising affected poor families especially during the covid-19 pandemic. The use of technology also plays a role as an attempt to strengthen the program that boosts the effectiveness of social aid distribution, which in turn helps the efforts to alleviate poverty, and in the long run increases the competitive potential of Indonesian economy at the global level.

Keywords: Social Assistance, Hope Family Program, Poverty Alleviation, Central and Regional Relations, Technology Adaptation

INTRODUCTION

Social assistance is an essential component in the development of a country through the realization of the aspect of community welfare. Pfeifer named social assistance as a "final safety net", or a support program for the income of every citizen that can be accessed when there are no other options [1]. The International Labour Office sees social assistance as a service or scheme that can provide benefits towards people living in poverty by providing financial support enough to support their minimum standard needs [2].

In developing countries, social assistance programs have been adopted since the first decade of the 21st century and has become a measure to curb mass poverty by providing direct transfers to poverty-stricken households, other than having the specicifity to be able to contribute in decreasing global poverty and vulnerability [3, 4]. It is the same case for several countries in Eastern Europe and countries that were part of the Soviet Union. Social assistance programs based on monthly funds are distributed into the most poverty-stricken families[5, 6].

In terms of implementation, several countries such as Denmark, Finland, Norway and Sweden specifically provide an interesting system by implementing governance reforms, more specifically in the case of regional autonomy such as limiting or expanding local government responsibilities regarding policies, standardization processes and the integration of social assistance systems with other existing systems [2]. The governance reform is regarded as influential towards poverty through its effectivity in organizing the number of beneficiaries or the level of benefits. Other than that, decentralization also helps improve the social assistance program by allowing adaptation into local conditions. Furthermore, this provides opportunities for the local government to make changes on the benefits, specifically through precise regulations. Therefore, it can decrease the number of poverty. In the practical level, this is similar to the characteristic of social aid distribution in Indonesia that also involves the government at the local level [7-11].

The concept of social assistance distribution is in line with Mingione's opinion, that is, in the realization of social welfare, there is a relationship that is instituted between the ones who take the role as the benefactor and the beneficiary. The roles here refer to the form of benefit distribution that is managed by bureaucratic procedures [2, 6]. On the other hand, Pellissery also claims that social welfare is made up of programs that are managed by public bodies to manage poverty and deprivation [3]

Other than the decentralization in providing social welfare, several nations have implemented innovation in the extension of digital infrastructures, developing an ID system, specifically to facilitate a system to carry out social transfers. The Covid-19 pandemic also influences in the historical transformation of social aid distribution systems which has significantly marked the transition of economy in line with the transition to technology. Now, in various places in the world, digital technology is adopted to implement the social transfer program from the government to the people[12]

Digital systems have facilitated the processing and payment of millions of social assistance in many countries. Technology has been applied to various parts of the distribution to users, from initial identification and orientation to selection and payment. Countries with stronger digital infrastructures are generally considered to be able to implement and deliver emergency relief programs more quickly than those without these assets. The adoption of technology in socio-economic affairs has in fact supported the achievement of a country's economic progress at the global level[13].

In Indonesia, social assistance is one of the efforts to advance and improve the level of the economy, through the target of alleviating poverty-stricken families that

are considered as a potential solution to economic growth and improvement, giving Indonesia a better global competitive power. Targeting the families becomes essential when considering the component of household consumption which is a serious concern in Indonesia. The 2008 economic and financial crisis reminds us that the household consumption sector minimized the impact of economic turmoil which contributes to the fact that Indonesia was still able to grow at around 4 percent in 2009 because spending was mostly contributed by the household consumption sector, around 55-60 percent [14, 15].

As developments continue, the presence of the current COVID-19 pandemic has had a very significant impact on Indonesian household consumption. The implementation of PSBB (*Pembatasan Sosial Berskala Besar* – Large-Scale Social Restrictions) in several areas, especially in big cities such as Jakarta and Surabaya, has directly reduced Indonesia's economic performance. The decline in household consumption may become sharper after taking into account the impact of the PSBB implementation which was almost simultaneously carried out in April 2020. In other words, the decline in household consumption growth is likely to be more worrying in the coming years [5, 16]. This has had a significant impact on Indonesia's economic cycle which also results in the emergence of poor citizens. To address the potential of increasing number of poor people, the Government of Indonesia has adjusted its social assistance and protection strategy to target the benefits of social assistance especially towards the poor family sector. Social assistance is back as an effort to alleviate this problem. In social assistance programs in Indonesia, local governments are involved in the identification of eligible households, dissemination and some monitoring activities [17].

LITERATURE REVIEW

Social Assistance

The social assistance program is actually a large-scale anti-poverty effort that provides direct funding to households affected by poverty aside from having the specificity of being able to make an important contribution to the reduction of global poverty and vulnerability [3, 18]. Mingione believes that in realizing social assistance there is an institutionalized relationship between those who play the role of giver and beneficiary. The role in this case refers to the form of delivery of benefits handled by bureaucratic procedures[2, 17]. On the other hand, Pellisery believes that social assistance consists of programs managed by public agencies to deal with poverty and deprivation [1, 3, 12].

The agenda or program that has been designed by the government is considered very important in the process of designing and implementing social assistance programs. Other than that, this process essentially has an effect on the stability of local and national government (Barrientos & Pellissery, 2. Social assistance providers are tasked with informing beneficiaries of their rights and assisting them in administrative procedures, as well as meeting regularly to monitor the progress of integration activities [2]

Central and Regional Authority in Social Assistance

Regarding authority, many theories have been put forward. However, there are several relevant theories that can become the basis of understanding in this study. According to [17], The division of central and regional authority is indeed a system used to support and organize how affairs are divided between various levels of government. Pellisery is of the view that social assistance is made up of programs managed by public agencies to address poverty and deprivation [3].Social assistance

is widely known as a program to combat rising unemployment and poverty. Therefore, many countries are introducing effective measures by granting local governments greater freedom to adapt programs to existing local conditions [2]. One of them is management at the local level which is directed to follow the implementation of programs that have been launched by the headquarters [3, 16, 19]. In social assistance programs in Indonesia, local governments are involved in the identification of eligible households, dissemination and some monitoring activities [17].

Technology in Social Assistance

Today, in various parts of the world, digital technology is adopted to implement social transfer programs from the government to the people[12]. Digital systems have facilitated the processing and payment of millions of social assistance in many countries. Technology has been applied to various parts of the distribution to users, from initial identification and orientation to selection and payment. Countries with stronger digital infrastructure are generally considered to be able to implement and deliver emergency relief programs more quickly than those without these assets. The adoption of technology in socio-economic affairs has in fact supported a country's economic progress at the global level [13, 20]. In a study by Gelb & Mukherjee (2020), utilizing digital technology is beneficial in the context of implementing the government-to-people (G2P) social transfer program.

This indicates that an integrated digital system will support the planning and implementation of a comprehensive social assistance system including supporting program coordination, as well as relations with broader social and economic policies [18]. The adoption of digital technology is expected to serve 55% of households who are now dependent on government assistance applications to reduce the difficulties of making a living during the pandemic [2, 20].

METHODS

This study adopts a qualitative approach, considering that the research data was obtained through in-depth interviews supported by secondary data obtained through information on the distribution of Social Assistance from the Ministry of Social Affairs of the Republic of Indonesia. Data collection through interviews were carried out with key informants who followed the interview guidelines. The interview was conducted using the FGD method with the Ministry of Social Affairs of the Republic of Indonesia which was held in September 2020. The Ministry of Social Affairs of the Republic of Indonesia was chosen as an informant considering that this organization is the leading sector in the distribution of the Hope Family Program social assistance in Indonesia [21-23].

This study also tries to interpret and describe the results of interviews with the Ministry of Social Affairs of the Republic of Indonesia. The literature review is complementary in completing data which are based on the examination of journals. Data analysis was carried out in two stages. First, primary data collection is in the form of interviews with informants. Second, secondary data collection by reviewing data on the recapitulation report on the distribution of social assistance published in September 2020.

FINDINGS AND DISCUSSION

A. Hope Family Program (PKH) Social Assistance

The Hope Family Program (PKH) is one of the social assistance programs in Indonesia that focuses on efforts to alleviate poverty by meeting the needs of Indonesian families. This program is under the supervision of the Ministry of Social Affairs of the Republic of Indonesia that prioritizes the synergy between the central and local governments in meeting the achievement targets. In this program, the government takes an important role in all aspects of distributing social assistance to the community. In line with Pellissery's perspective, the agenda or program that has been designed by the government is considered very important in the process of designing and implementing social assistance programs. Moreover, this process essentially has an effect on the stability of local and national government[24]). At the international level, this kind of social assistance program is known as Conditional Cash Transfers (CCT) [14].

The regulations for PKH Social Assistance are regulated in: (1) Social Affairs Ministerial Regulation Number 1 of 2018 concerning PKH, (2) Director General Regulation Number 4/3/OT.02.01/4/2020 concerning Guidelines for the Implementation of the Hope Family Program, (3) Director General of Protection and Social Security Decree Number 04/3/OT.02.01/1/2020 Technical Guidelines for the Distribution of PKH Non-Cash Social Assistance, as well as (4) Director General of Social Protection and Security Regulation Number 03/3/BS.01.02/4/2020 concerning Hope Family Program Social Aid Distribution Mechanism during the COVID-19 pandemic. These regulations have clearly legitimized the existence of social assistance programs in addition to acting as a guide which is influential for the sustainability of the program.

Implementation of Hope family Program Social Assistance

The implementation mechanism and the requirements for participation in the Hope Family Program (PKH) are set out in the Minister of Social Affairs Regulation No. 1 of 2018. Its participation is included in the DTKS (*Data Terpadu Kesejahteraan Sosial* – Integrated Social Welfare Data) and includes one or several criteria, namely the components of health, education, and social welfare. In Indonesia, in 2016-2017 the requirements for PKH participation only cover the categories of health and education. Since 2018, the severely disabled and elderly people over the age of 60 were included as criteria of PKH participation. The determination of these criteria is in line with Mingione's perspective that the existence of a system of unemployment benefits, child support pension benefits, and employment benefits can prevent individuals and families from falling into poverty, and therefore there will be no criteria or list of poor people although individuals are faced with the realities of temporary unemployment or insufficient family income [25].

The Indonesian government considers that social assistance in dealing with poverty needs to take into account the aspect of health, which also has a significant influence on family life. As a result, budget allocations in several categories have doubled. In 2020, the program was expected to also handle stunting. So for the health component, the figure also increased. In response to the COVID-19 pandemic phenomenon, the Indonesian government increased the budget allocation from 32.65 trillion Rupiah to 36.4 trillion Rupiah for this program, with the addition of 8 trillion Rupiah from the Covid-19 budget.

The following is the development index of PKH assistance covering the amount of funding as well as a data summary of the distribution of PKH social assistance that includes participant composition as well as the budget per distribution in September 2020.

Table 1

NO	PROVINSI	KPM	NOMINAL	BUMIL	ANAK USIA DINI	ANAK SD	ANAK SMP	ANAK SMA	DISABILITAS	LANSA
1	ACEH	265.089	81.826.625.000	3.867	120.579	201.528	116.477	93.450	5.918	21.723
2	BALI	89.205	23.850.4	624	25.108	56.115	32.343	26.326	1.435	22.544
3	BANTEN	320.857	77.204.912.000	3.118	92.884	215.483	123.587	91.582	3.589	28.372
4	BENGKULU	81.119	21.014.237.000	1.005	29.645	54.098	30.591	21.737	1.248	8.067
5	DI YOGYAKARTA	198.464	46.067.098.000	1.493	39.458	77.770	48.042	44.778	3.010	79.781
6	DKI JAKARTA	103.203	23.635.239.000	853	21.433	69.433	69.599	43.420	32.679	9.190
7	GORONTALO	62.088	15.769.34.000	781	19.697	42.782	24.480	18.206	543	6.252
8	JAMBI	102.460	25.497.449.000	956	31.716	68.590	38.517	29.489	1.124	1.253
9	JAWA BARAT	1.750.047	429.142.456.000	20.808	570.446	1.106.185	630.255	454.441	16.504	204.226
10	JAWA TENGAH	1.554.504	362.463.388.000	18.486	434.216	834.216	845.729	476.199	334.343	340.388
11	JAWA TIMUR	1.689.772	373.124.568.000	16.975	396.459	849.318	491.094	374.698	22.867	389.536
12	KALMANTAN BARAT	174.290	45.201.916.000	1.645	49.958	130.173	75.261	55.701	2.029	17.391
13	KALIMANTAN SELANTAN	92.556	23.205.291.000	1.134	30.340	60.854	33.915	24.801	1.234	10.848
14	KALIMANTAN TENFAH	50.185	12.195.579.000	342	13.112	35.558	21.105	14.244	695	5.118
15	KALIMANTAN TIMUR	64.756	16.867.008.000	410	18.801	44.175	26.289	21.988	1.114	7.961
16	KALIMANTAN UTARA	14.880	4.317.276.000	99	4.921	11.755	7.029	5.911	165	1.439
17	KEP.BANGKA BELITUNG	21.971	5.429.697.000	161	6.045	14.078	7.599	5.592	456	4.265
18	KEP.RIAU	38.927	10.586.305.000	311	13.252	31.025	17.188	12.430	324	2.960

19	LAMPUNG	473.644	119.623.767.000	7.911	164.860	289.526	152.133	110.937	7.958	78.464
20	MALIKU	100.808	33.246.037.000	1.296	39.444	86.3000	52.707	47.207	720	10.099
21	MALUKU UTARA	34.448	10.000.951.000	242	9.937	28.584	18.253	14.736	140	2.738
22	NUSA TENGGARA BARAT	352.419	87.753.324.000	4.648	124.122	223.511	121.823	89.064	2.247	41.678
23	NUS TENGGARA TIMUR	373.967	121.160.221.000	3.536	141.100	330.668	205.668	151.181	2.472	44.759
24	PAPUA	64.824	17.875.137.000	2.986	20.280	53.189	26.622	21.823	1.522	4.066
25	PAPUA	39.637	11.853.174.000	1.332	14.651	31.363	17.655	15.314	289	3.492
26	RIAU	157.853	44.425.609.000	1.914	54.939	127.628	71.659	54.674	2.298	10.737
27	SULAWESI BARAT	65.025	20.834.918.000	858	28.185	54.192	30.610	23.573	1.066	7.841
28	SULAWESI SELATAN	335.422	94.888.439.000	5.059	121.291	232.829	136.390	101.129	4.224	55.789
29	SULAWASI TENGAH	153.323	43.922.033.000	1.974	65.336	116.937	62.710	45.988	1.562	12.682
30	SULAWESI TENGGARA	126.919	40.424.254.000	1.988	55.314	100.086	60.284	48.294	1.327	13.873
31	SULAWESI UTARA	94.986	23.450.554.000	700	25.234	56.372	38.452	32.069	1.094	11.952
32	SUMATERA BARAT	176.665	53.601.183.000	1.576	65.099	148.903	87.628	67.788	2.464	15.328
33	SUMATERA UTRA	444.318	140.950.393.000	3.690	159.616	391.091	252.116	197.748	4.152	28.105
34	SUMATERA UTARA	444.318	140.950.393.000	3.690	159.616	391.091	252.116	197.748	4.152	28.105
Grand Total		10.000.000	2.545.618.410.000	116.395	3.106.657	6.410.702	3.410.704	2.706.818	114.411	1.551.475

Keterangan	2016^1		2017^2		Mei 2018^2		2019	2020
	Target	Realisasi	Target	Realisasi	Target	Realisasi		
Alokasi(Trilyan Rp)	9,1	8,5	12,8	12,6	17,3	14,7	32,65	36,4
Sasaran(Ribu KPM)	6,000	5,982	6,000	6,228	10,000	9,877	10,000	10.000
Indeks (RP)	2.175.000	2.175.000	1.890.000	1.890.000	1.890.000	1.890.000		
Bantuan Tetap Regiler							550.000	
Kesehatan	1.200.000						2.4000.000	3.000.000
Pendidikan SD	450.000						900.000	900.000
Pendidikan SMP	750.000						1.500.000	1.500.000
Pendidikan SMA	1.00.000						2.000.000	2.000.000
Lanjut Usia	2.400.000		2.000.000		2.000.000		2.400.00	2.400.000
Penyqndang disabilitas	3.600.000						2.400.000	2.400.000
Bantuan tetao PKH Akses^4			2.000.000		2.000.000		1.000.000**)	

Source: Head of Sub-Directorate and General Directorate of Protection and Social Insurance, Social Ministry of the Republic of Indonesia

Implementation of social assistance KPH in distribution of authority among central and regional governments

In the realization of the Hope Family Program (PKH), the Ministry of Social Affairs of the Republic of Indonesia acts as the leading sector that also helps formulate several regulations and implementation mechanisms that involve the local government sector and the community. As a leading sector, the Ministry of Social Affairs of the Republic of Indonesia has dominant authority over related programs, given that the political system at the national level has a significant influence on poverty reduction programs. This is because the local level is directed to follow the implementation of programs that have been proclaimed by the headquarters [3]. Unlike social assistance programs in other countries, Indonesia has a centralized authority.

Regarding the allocation of the social assistance budget in Indonesia, the Ministry of Social Affairs of the Republic of Indonesia manages it centrally through the Ministry of Social Affairs' DIPA (*Daftar Isian Pelaksanaan Anggaran* – Budget Implementation List). Likewise, the implementation of data source validation that will be used by the regions. Data is available in the Social Welfare Integrated Data (DTKS) which is managed by the center based on the results of Regency/City updates. National reconciliation also invited 34 provinces whose allocation of funds is also available at headquarters. Likewise, the honorarium for PKH HR is still managed centrally at the Ministry of Social Affairs' DIPA with around 39,000 supporting human resources for implementing the Hope Family Program, all of whom are paid centrally. This is also the case with the rotation of supervisors which is also regulated by headquarters. Regional authorities are able to carry out rotations only with approval from headquarters. Matters regarding supervisors are centralized as the supervisors are considered as a tool of central control over the regions so that the distribution of PKH social assistance are accurately targeted.

In addition, the Ministry of Social Affairs does not have a co-administration task, so there are not much budget allocations directly given to Regencies/Cities. Due to the absence of assistance tasks, the Ministry of Social Affairs encourages sharing activities. For example, reconciliation (which must be done in stages starting from Regency/City, to Province, then to central government) does have a budget specifically to facilitate reconciliation in the Regency/City level. Although there are some budget allocations, it's not enough to cover everything. One instance is activities that allocate de-concentration funds for operational needs to carry out the (P2K2 (*Pertemuan Peningkatan Kemampuan Keluarga* – Meeting for Building Family Welfare). Given that P2K2 focuses on changing attitudes, this program must be carried out regularly at least once a month so that there are additional operations for human resources to support the program.

The budget managed by the central government is distributed as follows; In 2007 there were 508,000 KPM (*Keluarga Penerima Manfaat* – Beneficiary Families) with a budget allocation position of around 39 billion Rupiah. The year 2013 marks a significant milestone, namely the fulfillment of the target in accordance with the PKH strategic plan to be able to cover 3.5 million KPM of which the realization was around 3,536,000 KPM. During the presidential transition period in 2014-2020, there was a significant increase in KPM PKH. The realization was from 3.5 million in 2013, to 6 million in 2015. Although in 2014 the realization only stood at 5.5 million, and in 2015 at around 6,471, the realization finally reached 10 million in 2018.

Although the Hope Family Program social assistance relies on a dominantly centralized authority, synergies in relations between the center government and the regional government can still be established through national coordination meetings.

National coordination meetings can be held once or twice a year under normal circumstances. There is currently no more discussion about the role of each region in the national coordination meeting, but rather issues on the Hope Family Program (PKH) in order to accelerate poverty reduction in certain areas. The Ministry of Social Affairs also regularly receives invitations from Regencies/Cities to strengthen the Hope Family Program (PKH). The coordination meeting aims to prompt the regions about their respective roles and current issues. Coordination meetings are also a medium to disseminate the Hope Family Program (PKH) to the regions. Due to the fast rotation of leadership in the regions and the possibility of dissemination towards different people, coordination meetings should be carried out regularly. Additionally, the Coordination Meeting is held to convey the objectives to the local government to monitor the facilitators and make sure that they are more rigorous in controlling things related to conditionality as the facilitators are responsible in updating data. Bearing in mind that there is a process of updating the data before the aid is distributed and that the Family Hope Program (PKH) will be much more targeted with the help of facilitator asset. This is in line with the views of [16], that the division of central and regional authority is indeed a system used to support and regulate how affairs are divided between various levels of government.

From the practical point of view, the factor that support the successful implementation of PKH is the support and willingness of local governments to coordinate. This is supported by a study by [13] which reveals the process of implementing PKH social assistance in Central Bangka Regency. The study showed that coordination between the Office of Social Affairs, Community Empowerment and Villages in the form of providing access to facilitators to the facilities and infrastructure owned by the Village Government Social Services in Central Bangka Regency leads to a smooth distribution process of social assistance.

The division of central and local authority in PKH Social Assistance is also related to the extent to which local governments can encourage and monitor graduation. In determining the extent of the benefits of a program, it is necessary to determine the duration of aid distribution as social assistance has the objective of providing benefits to encourage beneficiaries to become financially independent (Midgley, 1984). So far, the PKH membership period, which is around 6 years, is still debatable. The Ministry of Social Affairs is still discussing with the local government on how to evaluate the termination period of PKH participants and considering its mechanism. For example, there were protests against village officials in Kota Rantang about the case of several families who were no longer PKH participants because they were considered to no longer be eligible as beneficiaries. In deciding the status of PKH membership, it is important to convey the results of the evaluation to the participants concerned so that misinformation and conflict can be avoided [24].

Therefore, conditionality is considered very important in PKH, and if it is not implemented, then the program is considered a failure. The form of conditionality should not only involve coordination meetings but also multi-layered monitoring such as ensuring that the facilitators carry out P2K2, providing operational incentives, providing sanctions for KPM and assistants who do not carry out their duties and do not secure their duties. Before imposing sanctions on KPM PKH, the Ministry of Social Affairs conducted a search on the facilitators. Issues in the regions were escalated to the national level by inviting the social health education office (related agencies) and BAPPENAS (*Badan Perencanaan Pembangunan Nasional* – National Development Planning Agency) which were asked to coordinate in their respective local governments. This is done as the duty of the beneficiary is to inform the beneficiaries of their rights and assist them in administrative procedures, as well as to meet regularly to see how integration activities are going [2, 14, 25]. In its implementation, the Ministry of Social Affairs encourages PKH to be complemented with other activities, and always seeks BAPPEDA (*Badan Perencanaan Pembangunan Daerah* – Regional Development Planning Agency) for assistance

because this institution is part of the acceleration team effort for poverty reduction in the regions that can coordinate related agencies. The Ministry of Social Affairs also encourages sharing of the APBD (*Anggaran Pendapatan dan Belanja Daerah* – Regional Revenues and Expenditure Budget) to upgrade the skills of PKH facilitators.

Takin this into consideration, it is necessary to optimize the role of the bureaucracy. One study (Hanif et al., 2015) reports that the bureaucracy in the village government is often bypassed when there is an implementation of the PKH program in the regions. Therefore, it is important from the beginning to disseminate PKH information and strengthen roles with village or sub-district government officials in the PKH program. Because it is these service providers who will further determine, not only access, but also service quality. Facilitators are also expected to facilitate communication between service providers and PKH beneficiaries. Village or sub-district government officials also play a crucial function, not only in the process of verifying and confirming data on poor households, but also in the central function of managing conflict, when social tensions arise due to dissatisfaction from several parties in the community towards the PKH program.

Increasing local responsibility was indeed the goal of many reforms in various countries in the 1990s. Reforms are often manifested under the heading of decentralization or devolution. To combat rising unemployment and poverty, many countries are introducing effective measures by granting greater freedom to local governments to be able to adjust programs to local conditions (Minas et al., 2018).

Digital Platform in PKH Social assistance

The implementation of the Hope Family Program social assistance cannot be separated from the existence of obstacles such as anomalies that arise from the side of the facilitators. The high number of reports related to social security is mostly due to the community who thought that the facilitators are committing fraud because of their incomprehension, according to the KPK (*Komisi Pemberantas Korupsi* – Corruption Extermination Commission) investigation. Instead, cases of fraud emerged from the head of the KPM group or those who claim to be on the behalf of the facilitators. However, it does not rule out the fact that there is also a problem with budget cuts that are not carried out by PKH facilitators, but by village officials or agents. The problems that often arise come from the ignorance of program recipients. Therefore, several strategies are implemented to strengthen PKH in facing future challenges such as dissemination programs through YouTube and Google search channels. Information in the media is part of the outreach to the community and it is shown that dissemination in the context of PKH has been massive. The Ministry of Social Affairs considers that dissemination must be done regularly with various channels and strategies, and systems and mechanisms continuously improved. This of course can help alleviate poverty in Indonesia, which will also encourage Indonesia's economic competitiveness in the global realm.

The description of and strategies for strengthening the Hope Family Program social assistance carried out by the Ministry of Social Affairs in 2020-2024 are as follows:

1 — Penguatan MIS dan link ke BDT/SIKS:	**2** — Penguatan Pendampingan	**3** — Penguatan FDS
1. Sinkronisasi E-PKH dengan PBDT SIKS-NG dengan PBDT Pusdatin dan link ke NIK, KIP, KIS, dsb) untuk penggunaan satu kartu kombo KKS (PKH dan BPNT/Rastra). 2. Dashboard untuk memantau pemenuhan kondisionalitas, graduasi kepesertaan, dan komplementaritas. 3. Optimalisasi server PKH di Pusdatin untuk berbagai program, untuk mendorong efisiensi dan efektivitas.	1. Bimtek & pelatihan: a) standar kompetensi; b) promosi perubahan perilaku dan gizi melalui FDS dan komplementaritas program lain 2. Kerjasama dengan Pemda, PT, organisasi kemasyarakatan, & program mitra lain untuk rekruitmen SDM dan pelatihan pendamping 3. Tunjangan operasional, dan rasio beban kerja, terutama di daerah padat atau sulit. 4. Review kapasitas pendamping PKH dalam mendukung program diluar PKH	1. Penguatan modul gizi FDS 2. E-Learning, Diklat Dasar dan FDS 3. Kerjasama dengan berbagai K/L dan *stakeholders* untuk memastikan efektivitas hasil FDS 4. Komplementaritas program yang fokus peningkatan gizi. 5. Supervisi FDS oleh Peksos Supervisor
4 — Strategi Graduasi Program:	**5** — Memastikan Komplementaritas Program:	**6** — Penguatan Kelembagaan PKH
1. Institusionalisasi kriteria dan *threshold* graduasi program (resertifikasi). 2. Penguatan MIS dan sistem pengaduan untuk *updating data* (keluar masuk peserta PKH) yang mendukung resertifikasi berkala. 3. Integrasi skema graduasi dengan program lain, untuk memastikan peserta graduasi tidak kembali jatuh miskin.	1. Pemutakhiran dan sosialisasi data PKH kepada program lainnya: NIK, akte, dsb. 2. Koordinasi Pemda untuk komplementaritas dukungan APBD dan Dana Desa bagi KPM PKH. 3. Memberikan akses pelatihan dan peluang kerja ke sektor formal, bagi kepala keluarga PKH.	1. Internal Kemsos: kerjasama lintas program (data, komplementaritas, pendamping, pengaduan, dsb). 2. Eksternal: Revitalisasi peran Tim Koordinasi di Pusat dan Daerah

Resertifikasi KPM Berdasarkan Sistem

Integrasi BANTUAN SOSIAL

Alternatif kanal penyaluran bantuan sosial di daerah sulit dan terpencil

Single Registry Integrated System (SRIS)

Percepatan Graduasi melalui pendekatan pengembangan penghidupan berkelanjutan

Adaptive Social Protection melalui PKH

Source: General Directorate of Social Protection and Insurance, Ministry of Social Affairs of the Republic of Indonesia

The Ministry of Social Affairs of the Republic of Indonesia finds that directing aid straight to accounts is considered much more effective and efficient. To support this distribution, the Single Registry Integrated System (SRIS) is being designed by the data and information center, and efforts are being made to connect with systems in the regions. Several government agencies in Indonesia have relied on improving the reliability of technology to improve the organizational framework in the long term, given that adopting technology plays an effective role in improving operations. In order to ensure the accuracy of the data in the government's social assistance program, innovative tools should be available. These tools are very important in providing speed, convenience and accuracy in social assistance services, especially during the COVID-19 period.

The Ministry of Social Affairs also continues to advocate for both budget and human resources in order to capture the program and be followed up by the local government. Research on whether PKH can survive and become an adaptive social protection medium is also being conducted. In relation to the acceleration of the implementation of PKH social assistance, the Ministry of Social Affairs with members of the House of Representatives Commission 8 are currently arranging a Presidential Regulation related to PKH social assistance. It is hoped that this regulation will become the legal basis for the management of social assistance as well as a tool that regulates central and regional affairs. The future hopes of the Ministry of Social Affairs related to the implementation of PKH Social Assistance is that the local

governments will commit to carry out a culture of work transparency, capacity building and utilization of digital channels. It is also expected to be able to build an ideal authority relationship between the headquarters and regional government.

[12]Gelb & Mukherjee (2020) reported that adoption of digital technology is beneficial in the context of implementing the government-to-people (G2P) social transfer program. The findings of this study is considered an important goal for policymakers in the post-COVID period in particular to build on the capabilities developed during the crisis to strengthen social protection and payment systems and make them more inclusive, effective and sustainable. For example, in India it was found that the introduction of new technology that allows direct deposit of transfers to beneficiary accounts in government transfer programs reduces leakage, in this case fraud[25] (Parekh, 2020).

Several ministries in Indonesia have also intended to prepare reforms of the social protection system in the near future. This policy is expected to serve the 55% of households who are now dependent on government assistance applications to reduce difficulties in making a living during the pandemic (Miranda, 2021).

Furthermore, the study [14, 26](Sulastri 2021) states that Indonesia has booming digital potential. Of the 180 million internet users in the country, 150 million are active users and 105 million are service platform users. 84.92% or 70,670 of 83,218 villages in Indonesia have access to 4G network services. A recent study from Google-Temasek-Bain shows that the COVID-19 pandemic has driven digital adoption, with 36% first-time internet users in Indonesia. A recent study on the impact of COVID-19 on PKH implementation found that around 50% of beneficiaries own a personal cell phone, the majority of which are smartphones [14](Sulastri, 2021). This indicates that an integrated digital system will support the planning and implementation of a comprehensive social assistance system including supporting program coordination, as well as linkages with broader social and economic policies[18] (Barca & Chirchir, 2020).

CONCLUSION AND RECOMMENDATIONS

The implementation of the Hope Family Program social assistance in Indonesia is based on a number of regulations prepared by the government which are then adapted to the needs of said program. Regulations have been adjusted, also when facing the COVID-19 pandemic. Around 4 policies have been regulated by the government related to the Hope Family Program (PKH).

In its implementation, the Hope Family Program social assistance has a centralized authority mechanism, although the implementation is carried out with the local government. The objective of centralizing authority in the central government, in this case at the Ministry of Social Affairs of the Republic of Indonesia, is to make sure that distribution can be more targeted. Matters regulated in the central authority include: Integrated Data on Social Welfare (DTKS), budget allocations, as well as the determination and rotation of companions.

Realization of Beneficiary Families (KPM) from year to year has also increased and has reached the realization of 10 million in 2018. This program aims to reduce the rates of poverty in Indonesia, and therefore there is a maximization of budget allocations by the government, and in several categories, there is an increase such as in the health sector which is quite influential on the poverty rate. The Indonesian government in particular provides assistance to communities in need based on the criteria for family essentials. However, the government is still discussing the period of granting assistance so that it continues to produce graduates with the aim of being able to encourage beneficiaries to become financially independent.

In the process, there is a relationship between central and regional governments that can be reviewed through the coordination carried out in national reconciliation. The central government allocates de-concentration funds for operational needs to implement the Family Capacity Building Meeting (P2K2). The central government also encourages local governments to monitor graduations related to the PKH membership period which is around 6 years. Moreover, the central and regional governments continue to coordinate regarding the consideration of the adjustment mechanism for the termination of the Hope Family Program (PKH) membership.

The process of implementing the Hope Family Program also includes the use of digital media for dissemination and data recapitulation. The digital approach is one of the efforts to strengthen programs that also encourages the effectiveness of the distribution of social assistance to Hope Family Program members so as to help efforts to alleviate poverty which also contributes to the level of competition of Indonesia's economy globally[26].

The process of implementing the Hope Family Program Social Assistance in Indonesia is in fact relevant to several theories developed relating to the effectiveness that will be achieved when there is a relationship of authority between central and regional governments in addition to increasing the use of technology to support program implementation.

In distributing the Hope Family Program Social Assistance, the Ministry of Social Affairs of the Republic of Indonesia should be able to further strengthen the technology-based management system considering that the effectiveness of the distribution is achieved when this platform can operate optimally. Moreover, the integration of relations between central and regional governments will have a significant impact on the running of the program. Therefore, decision-making, participation and involvement of local governments can be directed to be a solution to better understand the practical situation related to the target recipients of social assistance in the regions.

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