

## ABSTRACT

Himmah, Elok Faikotul. 2024. The Impact of the Family Hope Program (PKH) Social Assistance on Reducing Poverty Rates Among Beneficiary Families (KPM) of the PKH Program in Kesamben Subdistrict, Jombang Regency.

Keywords: Health Sector; Education Sector; Economic Sector; Poverty Rate

The Family Hope Program (PKH) is a social assistance initiative by the Indonesian government through the Ministry of Social Affairs, aimed at reducing poverty and improving the quality of life for the poor. Launched in 2007, PKH is designed as a social protection program that provides cash assistance to poor and vulnerable families, particularly those registered in the Integrated Social Welfare Data (DTKS). The primary targets of PKH include families with members classified as vulnerable, such as pregnant women, young children, school-age children, persons with disabilities, and the elderly. The program focuses on increasing poor families' access to health, education, and social welfare services. In addition to cash assistance, the government also provides guidance to beneficiaries to ensure the optimal use of the aid. This study aims to examine the impact of the Family Hope Program on the welfare of poor and vulnerable communities and its role in supporting the achievement of the Sustainable Development Goals (SDGs) related to poverty alleviation.