

ABSTRACT

Poverty remains a persistent issue in large and developing countries such as Indonesia. In response, the Indonesian government has implemented various stimulus programs aimed at poverty alleviation. One such initiative is the Family Hope Program (Program Keluarga Harapan/PKH), administered by the Ministry of Social Affairs of the Republic of Indonesia. PKH is a conditional cash transfer program designed to improve the welfare of poor and vulnerable families through systematic and synergistic support. This study was conducted in Jombang Regency and aims to analyze the effectiveness of the PKH program in enhancing the well-being of its beneficiary families.

The research employs a sociological approach, involving direct fieldwork and the collection of primary data through interviews and questionnaires distributed to PKH beneficiaries and related stakeholders.

The findings indicate that the implementation of PKH has not yet reached its optimal potential. Challenges identified include limited understanding among beneficiaries regarding their rights and obligations, as well as technical issues in the distribution of assistance. Based on these findings, this study recommends the enhancement of program facilitation, strengthened supervision, and more intensive socialization efforts to ensure the program achieves its objectives effectively and sustainably.

Keywords: *Poverty, Family Hope Program, Program Effectiveness*