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## **STRATEGIES TO INCREASE INDEPENDENT PROSPEROUS GRADUATION FAMILY HOPE PROGRAM RECIPIENTS IN CENTRAL LAMPUNG REGENCY**

**Lilis Suryati S, Kordiyana K Rangga, Yaktiworo Indriyani, Wuryaningsih Dwi Sayekti, Yuniar Aviati Syarief, Tubagus Hasanuddin**

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### **ABSTRACT**

Independent prosperous graduation is a benchmark for the performance of social companions and an indication of the success of the Family Hope Program (PKH), so a strategy is needed to increase independent prosperous graduation. This study aims to analyze strategies to increase independent prosperous graduation of PKH recipients. Data collection was carried out from September 2022 to February 2023 with informants as many as 12 PKH social assistants in Central Lampung Regency. The data analysis method used is SWOT analysis. The results showed that the strategies for increasing independent prosperous graduations in Central Lampung Regency include: holding regular meetings of all PKH Central Lampung human resources to unify perceptions about independent prosperous graduates, maximize the abilities and skills possessed by PKH social assistants to become facilitators, educators, motivators and advocates for PKH KPM; optimizing the role of PKH district coordinators in encouraging the success of independent prosperous graduates; maximizing the role of PKH social assistants to identify KPM business potential and empower according to existing potential to increase KPM prosperous graduation; ; utilizing support from various resource systems to develop the potential of KPM PKH both in terms of business and education of KPM PKH children; conduct training to improve the skills of PKH social assistants on KPM graduating techniques; utilizing the Family Improvement Meeting (P2K2) as a forum to change the mindset and behavior of KPM; and coordinate with village and sub-district officials.

**Keywords:** *Independent prosperous graduation, KPM PKH, Social assistance, Strategy*

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### **INTRODUCTION**

Poverty is the condition of a person who experiences weakness and difficulty meeting his basic needs and cannot enjoy life well in various aspects of life, both in terms of social, economic, educational, health, and opportunities in the world of work to get great income to meet the needs of life in the area concerned (Coulthard et al., 2011). As an effort to accelerate poverty reduction, the Government of Indonesia has launched the Family Hope Program (PKH) in 2007. The Family Hope Program is a program of providing conditional social assistance to poor and vulnerable families and/or individuals registered in the Integrated Social Welfare Data (DTKS), processed by the Social Welfare Data and Information Center and designated as PKH Family Beneficiaries (KPM) by the Ministry of Social Affairs.

The purpose of PKH is to improve the standard of living of KPM, reduce the burden of KPM expenditure, and financial inclusion, create behavior change and independence of KPM, and reduce poverty and inequality. According to BPS data in September 2021, the percentage of poor people was 9.71 percent, a decrease of 0.43 percentage points compared to March 2021 and a decrease of 0.48 percent compared to September 2020. The decrease in the percentage of poverty in Indonesia is caused by several main factors, one of which is the social assistance

program from the government, namely PKH, which has a positive impact on reducing the number of poor people (Nugroho et al., 2021).

In 2020, the government allocated a budget of 36.9 trillion for 10 million KPMPKH. The additional assistance is expected to accelerate poverty alleviation and more poor families out of poverty. In fact, many poor families have received PKH assistance for years but have not improved their family's socioeconomic situation. In 2020, the government allocated a budget of 36.9 trillion for 10 million KPMPKH.

Data from the Directorate of Family Social Security of the Ministry of Social Affairs of the Republic of Indonesia shows that until 2019, there are still 177,045 families receiving PKH assistance since 2007, while families still receiving PKH assistance since 2008, there are 125,802 families (Kusumaningrum, 2020). This raises the question of why there are KPM PKH who can successfully get out of poverty and some who cannot (Fong et al., 2022).

The additional assistance is expected to accelerate poverty alleviation and more poor families out of poverty (Asadullah & Savoia, 2018). In fact, many poor families have received PKH assistance for years but have not improved their family's socioeconomic situation. Central Lampung Regency has the most PKH KPM in Lampung Province. In 2020, KPM PKH of Central Lampung Regency amounted to 71,056 people from a total of 471,431 KPM PKH throughout Lampung Province. Based on observations that have been made since 2019, it was found that PKH KPM is socioeconomically capable, but not willing to graduate independently, even though PKH social assistants have carried out the education process (Sariningih et al., 2023). Sukei (2020) revealed that the independent graduation of KPM PKH is influenced by the vision of the mentor, group meeting material, business opportunities and social control, furthermore, the results of research by Armalid et al (2020) stated that internal factors that affect KPM graduates from PKH are self-awareness, feelings of shame, trust and motivation to have a business, while external factors are influenced by the support of KPM families and PKH social assistants.

The perception of KPM who always thinks that social assistance is government assistance that should not be wasted contributes to nourishing the poor mentality and puts them in the comfort zone as KPM PKH. Such a situation really requires proper handling or strategy formulation because if left unchecked it will cause various problems (Scott & Bruce, 1987). Based on this description, researchers are interested in researching strategies that can be applied to encourage the success of independent prosperous graduates.

## **METHOD**

This study uses SWOT analysis to answer the research objective, namely analyzing strategies to increase independent prosperous graduation in Central Lampung. According to Rangkuti (2016), SWOT analysis is the systematic identification of various factors to formulate company strategies. This analysis is based on logic that can maximize *strength and opportunity*, but *simultaneously can minimize* weakness and threat, strength, weakness, *opportunity* and threat (Threat) is a company's strategic factors that need to be analyzed in current conditions.

This research was conducted in Central Lampung Regency. The selection of the location of this research was carried out deliberately (*purposive*) with the consideration that Central Lampung Regency is an area that has the highest number of PKH KPM in Lampung Province.



The informants involved in this study amounted to 18 people, consisting of 12 PKH social assistants and 6 PKH KPM with independent graduates. Data collection for in-depth interviews and observations was conducted in September 2022 - February 2023 in Central Lampung Regency.

## **RESULTS AND DISCUSSION**

SWOT analysis is a form of situation analysis and also conditions that are descriptive (giving an idea) (Hill & Westbrook, 1997). This analysis places situations and conditions as input factors, and then grouped according to their respective contributions. SWOT stands for *Strength, Weaknesses, Opportunities, and Threats*.

Researchers have conducted direct interviews with parties related to this study to identify the internal environment which includes strengths and weaknesses (Handfield et al., 2002), and the external environment which includes opportunities and threats in the implementation of independent prosperous graduations in Central Lampung Regency, so that researchers can present data on strategies to increase independent prosperous graduation of KPM PKH Central Lampung Regency.

The following are internal and external factors that support and hinder the implementation of independent prosperous graduation of KPM PKH in Central Lampung Regency.

### ***Internal factors***

Internal factors for the implementation of independent prosperous graduation in Central Lampung Regency consist of strengths and weaknesses.

1. Strength *is* an internal condition that supports an organization to achieve the desired objectives. The strengths of the institution include:
  - A. Self-competence of PKH Lampung Tengah social assistants.
  - B. Support from PKH District Coordinator.
  - C. Creativity and innovation of PKH human resources
  - D. Routine Family Capacity Building Meeting (P2K2).
  - E. Appreciation and support from the Ministry of Social Affairs of the Republic of Indonesia to PKH social assistants who excel in the field of independent prosperous graduations.
  - F. There is a high fighting force in KPM PKH to change the situation family.
  - G. The ability of KPM PKH in managing family income.
  - H. Self-awareness in KPM PKH as a recipient of PKH assistance.
  - I. The shame of the MOE as a PKH recipient.
  - J. KPM PKH's confidence to be independent.
  - K. Support from the MOE family for graduation from PKH.
  - L. The socio-economic condition of KPM PKH has improved.
2. Weaknesses are internal conditions that hinder the organization from obtaining the desired objectives and hinder the implementation of independent prosperous graduation of KPM PKH Central Lampung Regency. The weaknesses of the institution include:
  - a. The self-efficacy of most PKH social assistants in Central Lampung Regency is still weak.

- b. PKH human resources in Lampung Regency have different perceptions about independent prosperous graduations.
- c. The standard criteria for poor families used by the Ministry of Social Affairs of the Republic of Indonesia are less relevant.
- d. The Social Office of Central Lampung Regency does not finalize and validate data so that PKH KPM data has graduated prosperously independently still comes out as PKH recipients.
- e. The recertification instrument is not implemented by the Ministry of Social Affairs of the Republic of Indonesia.
- f. The mindset of KPM PKH that social assistance from the government should not be wasted.
- g. KPM PKH's dependence on social assistance.
- h. The fighting power of KPM PKH to turn the situation is low.

### ***External factors***

External factors for the implementation of independent prosperous graduation in Central Lampung Regency consist of opportunity and threat *factors*.

1. Opportunity is *an* external condition that supports an organization to achieve its objectives. Opportunities owned by institutions include:
  - a. Support from village officials, community leaders and religious leaders to ensure that KPM is worthy of graduation.
  - b. Law No. 13 of 2011 concerning the poor, Article 11 paragraph (3) concerning the prohibition of falsifying data on the poor and Chapter VIII article 42 concerning sanctions for anyone who falsifies data on the poor.
  - c. Adanyan supports complementary programs from other ministries for KPM PKH such as KIP, KIS, RST, Sembako, electricity subsidies.
  - d. There is business capital support for SMEs KPM PKH from other source systems such as the Department of Industry and Trade, BAZNAS, and the PMK Office.
  - e. There is support from the Government and University for KPM PKH children to continue their education to higher education through KIP/Bidikmisi scholarships.
  - f. There is support from the local government through the Health Office One-Stop Service for the creation of KPM business licenses (PIRT)
2. Threat (*Treath*) is an external condition that prevents an organization from achieving its objectives. External factors that hinder independent prosperous graduation in Central Lampung Regency consist of:
  - a. Village SIKS NG Operators and District SIKS NG Operators are not actively making data corrections.
  - b. The village head prohibits his residents who are PKH participants from graduating even though the KPM is capable.
  - c. Aggressive behavior of NGO individuals towards PKH social assistants who will conduct independent graduations.

The aspect of *strength* which is an internal factor in this study is in line with the results of Indrasawarni (n.d.) research which argues that self-awareness and shame encourage PKH KPM to apply for independent graduations. In addition, PKH social assistants have a big role in motivating and educating PKH KPM so that they can graduate prosperously independently.

***Internal and external factor weighting and rating***

The calculation of weights and ratings in this study was carried out using *Focus Group Discussion* (FGD). FGD participants are 10 (ten) informants in this study who are PKH social assistants who have successfully graduated more than 10 (ten) PKH KPM, and 5 (five) of them have received awards from the Ministry of Social Affairs of the Republic of Indonesia and the Central Lampung Regency Social Service as PKH social assistants with the highest number of independent graduates in Central Lampung Regency. The results of the calculation of weights and ratings are presented in Table 1 and Table 2.

Table 1. IFAS (Internal Factor Analysis Summary) matrix

<b>Internal Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Shoes</b>
<b>Strength</b>			
1 Self-competence of PKH social companions	0,08	3	0,24
2 Support from Korkab PKH	0,08	3	0,24
3 Creativity and innovation of PKH human resources	0,06	3	0,18
4 Routinely follow P2K2	0,06	3	0,18
5 Appreciation and support from the Ministry of Social Affairs of the Republic of Indonesia	0,08	3	0,24
6 High fighting power in MOE PKH to change family circumstances.	0,04	2	0,08
7 The ability of KPM PKH in managing family income	0,06	3	0,18
8 Self-awareness of KPM PKH as a recipient of PKH assistance.	0,08	2	0,16
9 There is a sense of shame in the MOE as a PKH recipient	0,06	2	0,12
10 KPM PKH's confidence to be independent.	0,04	3	0,12

*Strategies to Increase Independent Prosperous Graduation Family Hope Program Recipients in Central Lampung Regency*

11	Support from the MOE family for graduation from PKH.	0,04	2	0,08
12	The socio-economic condition of KPM PKH has improved.	0,06	3	0,18
<b>Sub Total Strength</b>				<b>2,0</b>
<b>Weakness</b>				
1	The self-efficacy of most PKH social assistants is still weak	0,04	2	0,08
2	PKH human resources have different perceptions about independent prosperous graduations	0,02	2	0,04
3	The standard criteria for poor families used are irrelevant	0,04	2	0,08
4	The local Social Office does not validate the data so that the data of KPM PKH has graduated prosperously independently still comes out as PKH recipients.	0,04	2	0,08
5	The recertification instrument is not implemented by the Ministry of Social Affairs of the Republic of Indonesia	0,02	2	0,04
6	The mindset of KPM PKH that social assistance from the government should not be wasted	0,04	1	0,04
7	KPM PKH's dependence on social assistance.	0,04	1	0,04
8	KPM PKH's fight to turn the situation low	0,02	2	0,04
<b>Sub Total Weakness</b>		<b>1,00</b>		<b>0,44</b>
<b>Total IFAS</b>				<b>2,44</b>
<b>Difference</b>				<b>1,56</b>

Based on Table 1, the strength value (strength) is 2.0, and the highest value for the IFAS matrix compared to the weakness value is 0.44, the value that can be used as a basis for policy is the strength value. The total value of IFAS is 2.44 with a difference of 1.56.

Table 2. EFAS (External Factor Analysis Summary) matrix

<b>External factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Shoes</b>
<b>Opportunity</b>			
1 Support from village officials, community leaders and religious leaders	0,15	3	0,45
2 Law No. 13 of 2011	0,08	3	0,24
3 Adanyan support for complementary programs from other ministries for MOE PKH	0,12	3	0,36
4 There is business capital support for SMEs KPM PKH from other source systems such as the Department of Industry and Trade, BAZNAS, and the PMK Office	0,15	3	0,45
5 There is support from the Government and University for KPM PKH children to continue their education to higher education through KIP/Bidikmisi scholarships	0,10	3	0,30
6 There is support from the local government through the Health Office One-Stop Service for the creation of KPM business licenses (PIRT)	0,10	3	0,30
<b>Sub Total Opportunity</b>			<b>2,1</b>
<b>Threat</b>			
1 Village SIKS NG Operators and District SIKS NG Operators are not actively making data corrections.	0,10	2	0,20
2 There is no support from the village chief	0,10	2	0,20
3 Aggressive behavior of NGO individuals towards PKH social assistants who will conduct independent graduations.	0,10	2	0,20
<b>Sub Total Threat</b>			<b>0,6</b>
<b>Total EFAS</b>			<b>2,7</b>

<b>Difference</b>	<b>1,5</b>
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The data in Table 2 shows that the *opportunity* value is 2.1 while the threat value is 0.6. Opportunity value is the highest value of the EFAS matrix, so the value that can be used as a policy basis is opportunity value. The total EFAS score is 2.7 with a difference of 1.5.

**Cartesius Diagram SWOT Analysis**

Based on Table 1, it is known that the *strength* factor value is 2.0 and the *weakness* is 0.44. The total difference between *the strength* and *weakness* factor values is (+)1.56 which is on the right X-axis on the SWOT diagram. Then in Table 2, it is known that the value of the *opportunity* factor is 2.1 and *the threat* is 0.6. The difference in the total score of *the opportunity* and *threat factors* is (+) 1.5 which is on the Y-axis at the top of the SWOT diagram. In more detail, the Cartesius diagram of SWOT Analysis is presented in figure 1.

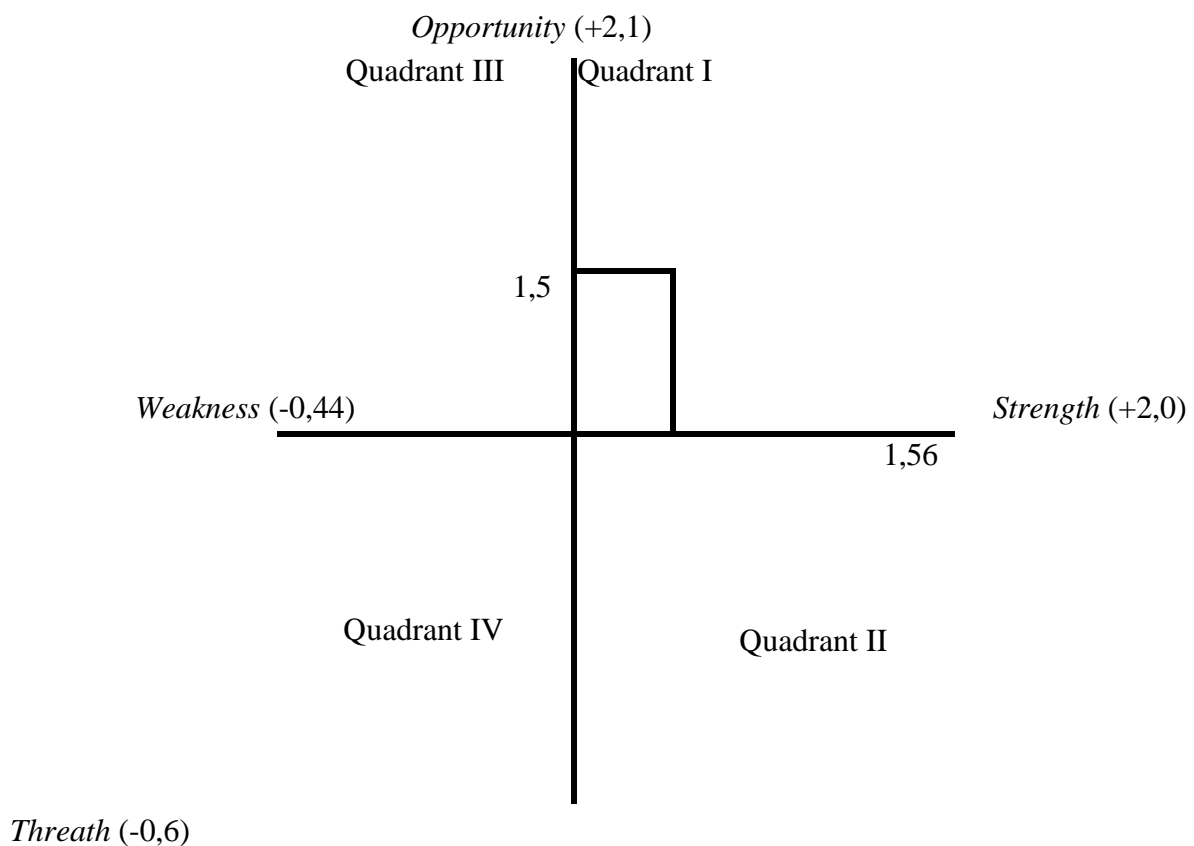


Figure 1. Cartesius Diagram Analysis of the Implementation of KPM PKH independent welfare graduation in Central Lampung Regency.

Figure 1. The cartesius diagram above shows that the condition of PKH implementers in Central Lampung Regency is in the first quadrant, namely the *aggressive strategy* quadrant where the quadrant is a very favorable situation because it has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (*Growth Oriented Strategy*) (Covin et al.,

1990). This strategy indicates that PKH conditions in Central Lampung Regency are strong and able to continue to improve independent prosperous graduations by taking existing opportunities or opportunities.

**Matrix SWOT**

The SWOT matrix can clearly illustrate how the external opportunities and threats faced can be adjusted to their strengths and weaknesses. Based on the strengths, weaknesses, opportunities, and threats encountered in the implementation of KPM PKH independent welfare graduation in Central Lampung Regency, a mentoring strategy can be formulated through the SWOT analysis matrix (Table 3). The formulation of strategy can be formulated as follows:

1. Combining the use of strengths with *opportunities* encountered or S-O strategies.
2. Combining weaknesses with *opportunities* encountered or W-O strategies.
3. Combining the use of strengths with threats encountered or S-T strategies.
4. Combining the use of weaknesses with threats encountered or W-T strategies.

Table 3. Matriks Strenghts Weakness Opportunities Threats (SWOT)

		<b>Strengths (S)</b>	<b>Weakness (W)</b>
<b>IFAS</b>		S1 Self-competence of PKH social companions	W1 The self-efficacy of most PKH social assistants is still weak
		S2 Support from PKH District Coordinator	W2 PKH human resources have different perceptions about independent prosperous graduations
		S3 Creativity and innovation of PKH human resources	W3 The standard criteria for poor families used are irrelevant
		S4 Routine Family Capacity Building Meeting (P2K2).	W4 The local Social Office does not validate the data so that the data of KPM PKH has graduated prosperously independently still comes out as PKH recipients.
		S5 Appreciation and support from the Ministry of Social Affairs of the Republic of Indonesia	W5 Recertification instruments not implemented as planned
		S6 High fighting power within KPM PKH To change family circumstances.	W6 KPM PKH mindset that social assistance from The government must not Disia - Siakan
		S7 KPM Capability PKH in managing family income	W7 Dependence of KPM PKH on social assistance.
		S8 KPM self-awareness PKH as a recipient PKH assistance	W8 KPM PKH fighting power To change
		S9 Comes shame in KPM as a PKH recipient	
		S10 Confidence KPM PKH for self-sufficient.	
		S11 Support from	
<b>EFAS</b>			

*Strategies to Increase Independent Prosperous Graduation Family Hope Program Recipients in Central Lampung Regency*

<b>Opportunities (O)</b>	<b>Strategi SO</b>	<b>Strategi WO</b>
<p>O1 Support from village officials, community leaders and religious leaders.</p> <p>O2 Law No. 13 of 2011 concerning the poor</p> <p>O3 Adanyan support for complementary programs from other ministries for MOE PKH</p> <p>O4 There is business capital support for SMEs KPM PKH from other source systems such as the Department of Industry and Trade</p> <p>O5 There is support from the Government and University for KPM PKH children to continue their education to higher education through KIP/Bidikmisi scholarships</p> <p>O6 There is support from the local government through the Health Office One-Stop Service for the creation of KPM business licenses (PIRT)</p>	<p>KPM family for Graduates from PKH S12 Socioeconomic conditions KPM PKH has increase</p> <p>Results of strategy formulation under Table</p>	<p>The state is low</p> <p>Results of strategy formulation under Table</p>
<b>Threats (T)</b>	<b>Strategi ST</b>	<b>Strategi WT</b>
<p>T1 Operator SIKS NG Villages and Operators SIKS NG District not actively performing Data Correction.</p> <p>Q2 No support from Village Head</p> <p>T3 Aggressive behavior NGOs against PKH social assistance</p>	<p>Results of strategy formulation under Table</p>	<p>Results of strategy formulation under Table</p>



who will do self-  
graduation

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**The formulation of the S-O strategy is as follows:**

1. Maximizing the abilities and skills possessed by PKH social assistants to become facilitators, educators, motivators and advocates for PKH KPM to encourage the success of KPM prosperous graduations.
2. Optimizing the role of PKH district coordinators in encouraging the success of independent prosperous graduates.
3. Maximizing the role of PKH social assistants to identify KPM business potential and empower according to existing potential to increase KPM prosperous graduation.
4. Utilizing P2K2 to create a change in the mindset and behavior of KPM PKH to better things, as well as socialization of PKH regulations to KPM and KPM families.
5. Establish good relations with village officials, sub-districts, and all parties who have contributed to the success of KPM prosperous graduation from PKH.
6. The Ministry of Social Affairs of the Republic of Indonesia gives appreciation to PKH KPM who have graduated prosperously independently so as to encourage other PKH KPM who are already prosperous but have not graduated to immediately resign from PKH.
7. Utilizing support from the Indonesian Ministry of Social Affairs to socialize Law No. 13 of 2011 to village officials and the community.
8. Utilizing support from various parties for the development of KPM PKH business potential.
9. Maximizing communication skills of PKH social companions to take a humanist approach with KPM PKH.
10. Synergize the creativity and innovation of PKH human resources with the potential of KPM PKH.
11. Utilizing support from various resource systems to develop the potential of KPM PKH both in terms of business and education of KPM PKH children.
12. Utilizing support from village government officials, community leaders and religious leaders to ensure that KPM PKH is prosperous and worthy of graduation.

**The formulation of the W-O strategy is as follows:**

1. Conducting training for PKH human resources related to KPM graduating techniques.
2. Unifying the perception of PKH human resources regarding independent prosperous graduation for the success of the program.
3. Utilizing government policies and local policies in carrying out independent prosperous graduations of KPM PKH.
4. Conduct regular coordination with the officer responsible for finalizing and validating KPM PKH data in the SIKS NG application.
5. Utilizing the support of existing resource systems to improve the graduation of independent prosperous KPM PKH.

**The formulation of the S-T strategy is as follows:**

1. Maximizing the ability, knowledge and skills of PKH human resources to overcome problems that arise with a humanist approach by
2. Maximizing the role of district coordinators in efforts to find advocacy for PKH social assistants who are intimidated by NGOs.

3. Propose to the local Social Office and the Indonesian Ministry of Social Affairs to hold workshops for village apparatus to support independent prosperous graduates.
1. Utilizing the already prosperous condition of KPM PKH and KPM self-awareness to provide understanding to village officials.

**The formulation of the W-T strategy is as follows:**

1. Improve the capability of PKH human resources to overcome problems that arise in the implementation of independent prosperous graduations.
2. Solidifying the vision and mission of PKH human resources.
3. Propose to the Indonesian Ministry of Social Affairs to implement a recertification instrument to encourage the fighting power of PKH KPM so that it is not dependent on social assistance
4. Fostering good relations with the local District Social Office for the success of PKH goals.

## **CONCLUSION**

Independent prosperous graduation is a benchmark for the performance of PKH social assistants and the program's goal in supporting the government to reduce poverty in Indonesia, so it requires the right strategy to encourage the success of independent prosperous graduates. Based on the results of research on strategies to increase independent prosperous graduations in Central Lampung Regency, it can be concluded that the formulation of strategies for increasing independent prosperous graduations in Central Lampung includes: holding regular meetings of all PKH Central Lampung human resources to unify perceptions about independent prosperous graduates; maximize the abilities and skills possessed by PKH social assistants to become facilitators, educators, motivators and advocates for PKH KPM; optimizing the role of PKH district coordinators in encouraging the success of independent prosperous graduates; maximizing the role of PKH social assistants to identify KPM business potential and empower according to existing potential; utilizing support from various resource systems to develop the potential of KPM PKH both in terms of business and education of KPM PKH children; conduct training to improve the skills of PKH social assistants on KPM graduating techniques; utilizing Family Improvement Meeting (P2K2) as a forum to change the mindset and behavior of KPM; and utilizing support from village government officials, community leaders and religious leaders to ensure that KPM PKH is prosperous and worthy of graduation.

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