



Factors Underlying the Graduation of Beneficiary Families of the PKH Program in Sukaluyu Village, Pangalengan District

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Abstract: The Family Hope Program (PKH) plays a strategic role in poverty alleviation through graduation, particularly independent prosperous graduation, which indicates an increase in independence and welfare of the Beneficiary Families (KPM). This research aims to identify the internal and external factors underlying independent prosperous graduation in Sukaluyu Village, Pangalengan District. By using a descriptive-qualitative approach, this study seeks to explore the factors that cause PKH KPM to want to achieve independent prosperous graduation amidst the low level of such graduation present in Sukaluyu Village. The results are expected to provide recommendations to enhance the effectiveness of the PKH program, particularly in regions with unique local characteristics. The research results indicate that there are internal and external factors consisting of effort motivation, self-awareness, family support, and business opportunities.

Keywords: PKH, Prosperous Independent Graduation, Internal Factors, External Factors, Sukaluyu Village.

Introduction

The alleviation of poverty has become a focal point of development programs by the government. This can be seen from the numerous programs initiated by both the central and local governments to address poverty issues. One of these programs is the Family Hope Program, abbreviated as PKH. This program is aimed at poor and vulnerable families registered as Beneficiary Families (KPM). The PKH program is expected to reduce the expenditure burden and increase the income of KPM, thereby fostering self-reliance in accessing services, minimizing poverty, inequality, and social disparity (Ferizone, et al., 2023). The aim of this program is to improve the living standards of the Beneficiary Families (KPM) through access to education, health, and social welfare services. Thus, the Family Hope Program (PKH) not only serves as financial assistance but also as a strategic step in empowering poor families to escape the generational cycle of poverty. This program ends when the KPM reaches the

graduation stage, indicating that they are capable of being self-sufficient and no longer dependent on social assistance (Kamariani, 2024).

Graduation is closely related to the development of the KPM conditions as recipients of the program (Sukesi, 2020). This condition is related to the alignment of program prerequisites, which include prosperous independent graduation and natural graduation. The independent prosperous graduation of KPM PKH is a participant of the Family Hope Program (PKH) who has experienced economic and welfare improvement. They consciously and voluntarily choose to exit from PKH participation. This independent prosperous graduation is a positive achievement for the PKH, as it shows that the program has succeeded in achieving its objectives (Setiawan et al., 2021). Meanwhile, PKH Natural Graduation is defined when a family no longer meets the requirements or eligibility criteria to remain a participant (Syamsulhakim & Nurzanty, 2020). However, according to Indrasawarni et al., (2023), graduation is not just the fulfillment of requirements but

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a condition where the Beneficiary Families (KPM) have independence and empowerment, resulting in an improved quality of life. Thus, graduation is the final stage for PKH participants, indicating that the participants' quality of life has improved and they are no longer in a state of economic poverty. And because they are deemed to be independent, their participation status is also terminated (Yanti & Adi, 2020).

Based on the results of the prosperous independent graduation household survey of PKH, in 2020 the number of families that successfully graduated from PKH reached 1,321,372 families out of a total of ten million KPM PKH, or about 13.2 percent. However, from that number, only 26.7 percent of families were declared to have passed as prosperous independent graduates, while the rest were natural graduations (Syamsulhakim & Nurzanty, 2020). This indicates that the graduation performance figures do not fully reflect 100 percent of successful independent graduations, as most are included in natural graduations. The ability of KPM to achieve lower independent successful graduations compared to natural graduations shows that there are still challenges in achieving the main objectives of the PKH program, which are to foster independence and welfare among participants. The success of families receiving the PKH assistance to live independently is a tangible proof of the effectiveness of the PKH program. As Sukesu (2020) stated in his research, the indicators of PKH success are the increased independence and welfare of the KPM, which then becomes the basis for the implementation of graduation.

KPM PKH in Sukaluyu Village itself shows an uncertain graduation trend every year. Although this program started in 2007 in Bandung Regency, PKH only entered Pangalengan District in 2009. After roughly 15 years of operation, there have been about 9,000 KPM recorded dispersed across 12 villages in Pangalengan District. As one of the villages in Pangalengan, Sukaluyu Village has a total of 708 PKH beneficiaries spread across 16 neighborhood groups (RW) in the village. This number is tentative, following the dynamics of natural graduations and independent prosperous graduations that occur. In 2024, only 2 beneficiaries were recorded to achieve independent prosperous graduation. This presents a significant challenge for the stakeholders directly involved in the implementation of PKH in Sukaluyu Village, especially for the village PKH facilitators.

Based on these facts, the researchers consider that there is a need for a specific form of research that discusses the underlying factors of prosperous independent graduation for KPM PKH in Sukaluyu Village. In this case, there are quite a few researchers who discuss the factors of prosperous graduation for KPM PKH, which are divided into internal and external

factors. Internal factors include social concern, feelings of shame, entrepreneurial motivation, and self-awareness (Ferizone et al., 2023, Firmansyah 2023). Meanwhile, external factors include family support, P2K2 activities, and innovative policies such as labeling for KPM PKH (Ferizone et al., 2023). However, the researchers argue that there is also a need for studies specifically addressing internal and external factors in the context of KPM PKH in Sukaluyu Village.

Research conducted based on specific locations is also necessary to address the issues being studied within a local context that adds significance to the research. Moreover, each region has particular characteristics influenced by the conditions of livelihoods, geography, and social cultural values that are inherent. Therefore, it is hoped that researchers can identify the underlying factors of the prosperous independent graduation of KPM PKH Desa Sukaluyu. To support this research, the researchers also reflect on previous studies that have diverse results in explaining the factors that influence or underlie sustainable independent graduation, as done by Ferizone et al. (2023) and Firmansyah (2023). In addition, research on the responses of KPM PKH (Household Beneficiary Program) towards achieving independent prosperous graduation, the role of PKH companions in achieving independent prosperous graduation, and the analysis of motivating factors for mothers in KPM PKH to achieve independent graduation also underpins this research (Gumbira et al., 2022; Komalasari, & Nugroho., 2023; Armalid, et al., 2020 n.d.). Thus, the researchers are interested in conducting a study titled **Factors Underlying the Graduation of Beneficiary Families from PKH in Sukaluyu Village, Pangalengan District.**

Method

Sukaluyu village was chosen as the research location because there is a phenomenon of an insignificant level of prosperous independent graduation in the last year. It was recorded that in 2024, only 2 beneficiaries of the Family Hope Program (PKH) achieved prosperous independent graduation in Sukaluyu village. Furthermore, the purpose of choosing this village is so that the results of this research can be beneficial in improving the quality of the existing PKH program in Sukaluyu village itself.

In selecting informants, the researcher used Purposive Sampling and Snowball techniques. The main informants consist of one facilitator from the PKH of Sukaluyu Village, four leaders of the KPM PKH groups from RW 01, RW 10, RW 02, and RW 16 of Sukaluyu Village, and two KPM PKH who have already undergone and will undergo the independent prosperous graduation. The researchers assess that the

informant is very relevant to the issue being studied. The village PKH KPM facilitator is considered to have data and local knowledge about the KPM in Sukaluyu village. Meanwhile, the head of the KPM PKH group and the KPM PKH members who have already graduated or will graduate to independent prosperity are chosen because they can provide representation of the views or perspectives of the KPM PKH members in Sukaluyu village regarding the independent prosperity graduation.

The data collection techniques were obtained through observation, in-depth interviews, focus group discussions, and literature studies. The data produced from this study is presented according to what happens in the field without any manipulation or additional treatments. The observations made by the researcher are focused on the PKH KPM located in the areas of RW 01, 10, 02, and 16, by recording data or information obtained to complete and augment the necessary data for the

research. In-depth interviews were conducted with PKH KPM who have undergone and wish to achieve independent prosperous graduation in order to understand the driving factors they feel when undergoing independent prosperous graduation. Meanwhile, group interviews were conducted using the Participatory Rural Appraisal (PRA) approach to understand the perspectives of facilitators and group leaders regarding the KPM PKH who have already and wish to achieve independent welfare graduation. The selection of scientific writing in the documentation study was also carried out by aligning with the topic being researched and still related.

This research is also based on a framework formulated from the results of observations and documentation studies that have been conducted. The framework that serves as the foundation of our research is as follows:

Determining Factor	Definition
Business Motivation	The motivation for entrepreneurship is the inner drive of a person that moves the soul and mind to start a business, as experienced by the KPM in the PKH assistance program who achieved prosperous independence because they were motivated by the efforts they have undertaken (Ferizone et al., 2023).
Self Awareness	Self-awareness is the ability of an individual to understand situations, feelings, thoughts, and evaluations of themselves. Individuals with good self-awareness are able to understand the situations and conditions of others, making it easier to adapt to their surroundings (Ferizone et al., 2023).
Family Support	Family support is a form of influence, motivation, or command given by family members, such as a husband, to persuade or encourage important decisions in the household. This support plays a crucial role by providing reassurance that the family's needs can still be met even without such assistance. (Ferizone et al., 2023).
Government Social Support	Although it is not directly part of the PKH, government social support significantly influences the graduation of PKH beneficiaries to independent prosperity. This is because beneficiaries who register to achieve independent prosperity feel they will receive assistance from the government.

Result and Discussion

Based on the results of research and interviews with informants, several findings were obtained that align with the research framework. These findings were derived from interviews with four representatives of the

RT PKH village chairs, one PKH village facilitator who assisted all KPM PKH in the village while registered in the program, and two PKH beneficiaries with two classifications: those who have achieved independent prosperous graduation and those who intend to graduate to independent prosperity.

	Ibu A	Ibu K	Ibu N	Ibu W	Ibu S
Jobs	Daily laborer	Daily laborer	Housewife	Housewife	Village PKH Companion
Position	Group leader RW.01	Group leader RW.10	Group leader RW.02	Group leader RW.16	Companion of PKH Sukaluyu Village
Number of KPM assisted	50 KPM	31 KPM	34 KPM	41 PKM	708 KPM (all KPM already)

The four individuals consisting of one village PKH companion and three heads of PKH KPM groups at the neighborhood level were chosen as informants because they were deemed capable of providing data and perspectives regarding KPM PKH that have already and will undergo independent prosperous graduation. Meanwhile, the two KPMs were chosen as informants because they personally have already and wish to exit from PKH participation or undertake independent prosperous graduation.

	Mother I	Mother R
Jobs	Trading	Trading
Position	KPM PKH	KPM PKH
Status	Already graduated prosperous independent	Want to do independent prosperous graduation

The research results were then analyzed based on the interview results adjusted to the framework found in the research method. Based on documentation studies and matching our findings in the field, it was found that there are internal and external factors underlying the decision of PKH beneficiary families (KPM) to achieve independent prosperous graduation. Internal factors are those that originate from within a PKH beneficiary family. Meanwhile, external factors are those that come from outside the PKH beneficiary family and contribute to influencing the decisions they wish to make.

Internal factor

Internal factors are factors that arise from within an individual KPM PKH. These factors encourage the mother to achieve independent prosperous graduation. From interviews with PKH companions, the chairman of the PKH group, and PKH beneficiaries, two factors were found that motivate the pursuit of independent prosperous graduation, namely entrepreneurial motivation and self-awareness.

Business Motivation

Business motivation is one of the internal factors that affects the success of PKH beneficiaries in achieving independent prosperous graduation. This motivation is an inner drive that makes the beneficiaries enthusiastic about running and developing their business. This is evident in the case of Mrs. I, a PKH beneficiary in Sukaluyu Village, who successfully achieved prosperous graduation in 2020. This success was based on her desire to focus on developing the furniture business that she had run with her husband, even before becoming a PKH aid recipient. This was expressed by Mrs. I in the following statement.

"My husband already had a furniture business before receiving the PKH assistance. At that time, my husband's and my business had also been surveyed by Ms. Safira," said Mrs. I. This shows that having a stable business can be a strong motivator in making the decision to graduate.

The motivation for business is also evident in the case of Mrs. R, a KPM PKH who has registered for graduation even though she does not yet have sufficient business capital. With her strong desire, she plans to start a business in the coffee and pumpkin garden she owns.

"I have registered for graduation, but I'm still waiting for Mr. Rizky. I plan to register for independent prosperous graduation because I want to start a business in the coffee plantation and pumpkin that I own," he expressed. This shows that a strong motivation to develop a business can be one of the key factors in encouraging the success of KPM PKH in achieving graduation.

In addition to having the spirit to run and develop a business, Mrs. R's decision to register for independent prosperous graduation is also driven by information from the PKH companion about the business capital that will be provided for the business to be run and developed. This was expressed in the following statement.

"I want to register for independent prosperous graduation because the PKH companion said there will be business capital assistance that I will eventually carry out. The capital that comes is Rp.2,300,000. This statement makes me want to quickly graduate independently so that the capital can be used to develop my coffee and pumpkin business." This shows that the motivation to develop a business supported by information and capital assistance is an important factor in encouraging PKH aid recipients to achieve independent prosperous graduation.

Self-Awareness

Self-awareness is one of the internal factors that encourages beneficiaries to achieve independent prosperous graduation. Self-awareness leads to an understanding of one's condition, especially regarding their improved economic situation. The independent prosperous graduation of KPM that has this factor is Mother I. Mother I is self-aware of her condition as she already has a business, which has led to an improvement in the economy of her family. Thus, with the improving economy, Mrs. I feels adequate in meeting her daily needs. As stated by Mrs. I.

"Yes, because thankfully, the trading business that I am currently running has improved my family's economy, so I feel sufficient to meet daily needs, especially for my

child's needs, which is why I decided to pursue a prosperous and independent graduation" (Mrs. I).

The statement made by Mrs. I indicates that her condition has begun to improve due to the success of her business, which has led to an increase in her economic status and awareness that she can now meet her daily needs, especially those of her child, prompting her to decide to achieve independent prosperous graduation. This is supported by the statement from the head of the PKH group in RW 02, Mrs. N, who is also Mrs. I's group leader. She explained that it was indeed Mrs. I's improved business and economy that motivated her to pursue independent prosperous graduation. This is evident from Mrs. N's statement as follows.

"This Mother I indeed has a business selling in the junior high school canteen, and because her sales have increased, she decided to graduate with independent prosperity" (Mother N). Then Mother N also stated, "Before receiving PKH, this Mother I already had a business, which was the furniture business owned by her father" (Mother N). From this statement, it reinforces Mother I's assertion that one of the factors driving independent prosperous graduation is indeed because Mother I has a growing business and an improving economy, allowing her to feel sufficient in meeting her daily needs. Furthermore, the self-awareness experienced by Mother I is not only due to the economic improvement, but also because she feels embarrassed that elderly citizens do not receive much assistance from the PKH, while young individuals like Mother I still receive PKH aid from the government. This is as stated by the Madam. "Then I also feel uncomfortable and ashamed in front of the elderly neighbors who do not receive PKH assistance, while I, who am still young, still receive PKH assistance."

The statement made by Mother I became one of the reasons for Mother I to achieve independent graduation, which was due to feeling ashamed of elderly neighbors who do not receive PKH assistance. Furthermore, the independent prosperous graduation experienced by Mother I was also based on spiritual beliefs that sustenance is already arranged by God, which further strengthened her conviction to end the PKH assistance she has received for a long time. This is in accordance with the statement made by Mrs. I.

"Yes, I believe that fortune won't go anywhere, fortune is definitely already arranged, dear."

Spiritual beliefs strengthen the self-awareness of KPM PKH to achieve independent graduation, which is one of the success indicators of the Family Hope Program.

External Factors

External factors are factors that arise from outside a Beneficiary of the Family Hope Program (KPM PKH). In this case, external factors are those that come from

outside a KPM PKH who has already and will graduate to become self-sufficient. The external factors identified in this study come from family and the opportunity to establish a business.

Family Support

One of the external supports that encourages a KPM (Beneficiary Family) to achieve independent prosperous graduation is the support from the KPM's family. Family support here refers to motivation and input from one of the KPM family members, particularly the husband. In this case, the husband plays a role in convincing a housewife to exit from PKH (Family Hope Program). As expressed by Mrs. I while she was still a KPM in PKH, at that time she admitted that her husband asked her to withdraw from participation. This made Mrs. I's confidence in achieving independent prosperous graduation even stronger.

The statement was also supported by the heads of the KPM PKH group such as Mrs. A and Mrs. K while they were conducting PRA activities simultaneously. In this case, they did not deny that family support has a significant influence on the motivation and desire of KPM to achieve independent prosperous graduation. However, Mrs. A and Mrs. K also mentioned that there are still some families that do not provide support to KPM to graduate. Thus, it can be concluded that the presence or absence of support from family members towards PKH is considered to fundamentally influence a KPM PKH's decision to achieve independent prosperous graduation.

Social support from the government

Another external factor that encourages PKH beneficiaries to achieve prosperous independence graduation is the social support from the government in the form of business opportunities and access from the Ministry of Social Affairs as the organizer of the PKH. In this case, business opportunities are considered to provide sufficient motivation and desire for a PKH beneficiary to establish a business and be able to graduate from PKH participation. As expressed by Mrs. S, a PKH village facilitator, she mentioned that there are business assistance programs such as the PENA program from the Ministry of Social Affairs specifically intended for PKH beneficiaries who want to start a business for prosperous independence graduation.

As also explained by Mrs. W, the head of the KPM PKH group RW 16, if there are KPM PKH members who wish to apply for independent prosperous graduation, they will be given a capital of two million rupiah for their business. However, Mrs. S also added that the form of assistance received by a KPM PKH member in building their business is not in the form of cash, but rather in the form of business necessities worth the same as two

million rupiah. Mrs. S also emphasized that the main requirement for a KPM PKH member to receive this assistance is that they must already have a business that they are running.

One of the reasons that Mother I chose to graduate to independent prosperity is because she sees business opportunities that can be obtained from achieving independent prosperity graduation. In addition to the motivation factor, Mother I also hopes to obtain business capital from her decision to graduate to independent prosperity. This can be seen from the statement made by Mother I: "I have reported to the PKH companion, but the capital has not been released yet," she expressed. This shows that Mother is expecting business capital assistance provided by the Ministry of Social Affairs and is also one of the reasons why Mother I chose to graduate to independent prosperity.

Based on the explanation above, it is known that business opportunities in the form of business prospects from the Ministry of Social Affairs (Kemensos) also serve as a driving factor for PKH beneficiary families (KPM) to stop their participation in PKH. Business opportunities provide motivation and the chance for KPM that by leaving PKH, they can still meet their living needs by running a business. This factor is considered to fundamentally underpin the decision of PKH KPM to graduate to a self-sufficient prosperous status, because if no business opportunities were provided, then PKH KPM would not likely propose to discontinue their participation in PKH.

Conclusion

This research found the underlying factors for the KPM PKH in Sukaluyu village to achieve independent prosperous graduation, which are internal and external factors. The internal factors consist of entrepreneurial motivation and self-awareness, while the external factors include family support and social support from the government. These two factors reinforce each other in encouraging KPM PKH to achieve independent prosperous graduation. Findings in the field show that internal drives such as shame about conditions and the desire for economic independence align with the motivations previously outlined in prior research. On the other hand, external program support, such as business opportunities, has not fully reached all KPMs or is not always suited to their specific needs.

This research also found that although these factors have been identified, the graduation rate for self-sufficient prosperity in Sukaluyu Village is still very low, with only one KPM graduating in 2024. This indicates significant challenges, both in terms of the internal KPM and the effectiveness of external support programs.

These findings highlight the need for improvements in the PKH program strategy, both through increased effectiveness of mentoring and more adaptive policy innovations to local needs. This conclusion reinforces that the success of achieving self-sufficient prosperity graduation requires synergy between individual motivation, family support, and precise government policies.

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