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Community Response to Change of Social Assistance Scheme Family Hope Program During the COVID-19 Pandemic

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Abstract: The scheme for the disbursement of social assistance through the Family Hope Program (PKH) during the COVID-19 pandemic changed, originally once every three months; now, it is carried out every month from April to December 2020. This change in the scheme has resulted in various responses from Beneficiary Families (KPM). PKH. This research is a qualitative descriptive study. Data collection in this study was conducted through in-depth interviews and direct observation in the field. In order to determine the informants, this study uses a sampling technique with purposive sampling. The results showed that the response of KPM PKH in Nagari Gunung Rajo in terms of perception, attitude, and participation aspects showed a positive response. This can be seen from the PKH KPM. They have understood the purpose of changing the PKH program assistance scheme, the terms, methods, and timing of aid distribution, and are actively participating in PKH activities. Researchers recommend the government consider changing the PKH assistance scheme because it will reduce the amount of assistance received by KPM and increase transportation costs. Besides that, it also has a big impact, especially for those whose assistance is of small value. The most important thing is that clear public communication and definite regulations are needed so that KPM is not confused by sudden changes in the scheme, and it is necessary to carry out synergies because the key to the success of this program lies in multi-stakeholder communication, cooperation, and coordination.

Keywords: Gunung Rajo; Family Hope-Program (PKH); response; pandemic; COVID-19

1. Introduction

In handling the COVID-19 pandemic related to social protection, the government chose the sub-category of social assistance. In general, social assistance is the provision of assistance in the form of money and goods from the government to individuals, families, groups, or communities that aims to protect the community from possible social risks and improve social welfare (Barbier & Burgess, 2020; Djalante et al., 2020).

The program was implemented by the government during the COVID-19 Pandemic through Government Regulation in Lieu of Law Number 1 of 2020 concerning State Financial Policy and Financial System Stability for Handling the COVID-19 Pandemic to face threats that endanger the national economy and the financial system stability. President Joko Widodo conveyed the details of the policy in a press statement on March 31, 2020 (Febty et al., 2022; Yuda et al., 2021). The programs announced by President Joko Widodo generally consist of special social assistance, emergency response assistance, and regular social assistance (Rulandari et al., 2022).

Special social assistance is temporary social assistance aimed at overcoming risks and vulnerabilities given to individual/household recipients during an emergency (Nugroho et al., 2021; Rulandari et al., 2022). Meanwhile, emergency response assistance is assistance to meet basic needs during a disaster emergency (Guo et al., 2021).

Regular social assistance is aimed at tackling risks and vulnerabilities based on a life cycle. It is given to recipient individuals/households based on the type of vulnerability they face on an ongoing basis (Bassier et al., 2021; Yuda et al., 2021). This social assistance was implemented before COVID-19 with the hope that the poor, underprivileged, and vulnerable groups could live decently. The Family Hope Program (PKH) is an example of this social assistance.

The Regulation of the Minister of Social Affairs of the Republic of Indonesia, Number 1 of 2018 concerning the Family Hope Program, defines the Family Hope Program (PKH) as a program of providing conditional social assistance to poor and vulnerable families registered in the integrated data of the poor handling program which is processed by the Center for Social Welfare Data and Information and determined as PKH beneficiary families. As a conditional assistance program, all family members of the Beneficiary Families (KPM) must fulfill their PKH membership obligations (Lee & Hwang, 2016). The obligation is in the form of KPM who are pregnant, and they must check their contents at a health facility at least four times during pregnancy (Kusuma et al., 2017; Nasrudin et al., 2020). In addition, when delivery, you must go to a health service facility and check the health of postpartum mothers four times for 42 days after delivery (Kusuma et al., 2016).

KPMs who have children under five must take them to the posyandu every month, while KPMs who have school-age children have to send their children to school and ensure their attendance rate is above 85% per month (Berliana et al., 2019; Kusuma et al., 2016). In addition, KPM must also participate in meeting activities. If they are not present, the KPM will be subject to sanctions in the form of delaying social assistance until they are removed from their participation in PKH.

Fulfillment of obligations by KPM PKH will have an impact on social assistance and other participation rights. KPM who fulfill their obligations will get rights according to the program provisions. Meanwhile, KPMs that do not fulfill their obligations are subject to suspension or termination of aid funds (Jakimow, 2018). Since being implemented in 2007, PKH has continued to innovate so that it continues to experience program development from generation to generation. Currently, PKH is entering its fourth generation, which began in 2019. The direction of PKH policy in this fourth generation is no longer about targeted assistance and helping the smooth distribution of social assistance, but how to eradicate poverty by producing KPM PKH Graduation, not only because it does not meet the membership requirements, but because KPM PKH can also be empowered.

In 2020 PKH took justice in handling the COVID -19 outbreak by increasing the number of KPM PKH from 9.2 million families to 10 million KPM. In addition, the government also raised the aid index by 25%, namely the budget, which was originally Rp29.1 trillion to Rp37.4 trillion (Coordinating Ministry for Economic Affairs, 2020). The government's aim in increasing the aid index is to keep the Economy of the lower classes of society from being disrupted due to the COVID -19 pandemic (Akbar, 2020).

In the aid disbursement scheme, there has been a change, which was initially once every three months. During the COVID-19 emergency response period, disbursement is carried out every month from April to December 2020 with a note that old participants will receive 15 months of assistance and new participants will receive nine months. In its implementation, the monthly disbursement only takes place from April to September 2020, while for October, November, and December, it returns to the initial scheme, namely once every three months, which is disbursed in October 2020. The change in the PKH assistance scheme during the COVID-19 pandemic caused a response that varies from KPM PKH.

The response is a psychological term used to describe reactions to stimuli received by the five senses. The response was caused by the presence of a subject in the form of an assistance scheme that attracted the attention of the communicant, namely KPM. According to Chaplin (2006), a response is any muscular or glandular process elicited by a stimulus or means an answer, especially an answer to a test question or a questionnaire, or it can also mean any behavior, either overtly visible or outwardly or externally hidden or disguised.

To find out KPM's response to the change in the social assistance scheme, researchers are interested in conducting a study entitled KPM's response to changes in the PKH assistance scheme issued by the government during the COVID-19 pandemic. The location chosen by the researchers in this study was Nagari (village) Gunung Rajo, Batipuah District, Tanah Datar Regency, West Sumatra Province. The research location is based on the view that the Nagari (village) of Gunung Rajo was one of the first Nagari (villages) in Tanah Datar Regency to receive PKH social assistance. Based on data from the Department of Social Affairs, Women's Empowerment, and Child Protection in Tanah Datar Regency, PKH entered Nagari Gunung Rajo in 2013 with a total of 52 KPMs. This number continued to increase in 2017, 2018, and 2020. In addition to KPM PKH every year, some KPMs leave PKH because of the Natural Graduation and Independent Prosperity Graduation (Social Service PPPA Tanah Datar, 2020). To date, the number of KPM PKH in Nagari Gunung Rajo is 192 KPMs.

The 192 KPMs are divided into nine joint business groups (KUBe) spread over two jorongs (hamlets), namely Jorong Ganting and Jorong Gunuang Rajo Utara (Tristanto, 2021). The type of KUBe business varies from livestock to agriculture (Khairuddin & Komaini, 2020). KUBe aims to increase the income and business capacity of KPM PKH to meet their needs independently and increase social solidarity (Tristanto, 2020b).

In looking at the KPM response, the researcher refers to the behaviorism communication theory. This theory was developed by a scientist from the United States named John B. Watson (1878–1958). According to this theory, behaviorism includes all behavior, including retaliation or response to a stimulus or stimulus. This means there is always a link between the stimulus and the response to human behavior. If a stimulus or stimulus received by a person has been observed, it can also be predicted the response of that person (Ahmadi, 2003). The things that support and underlie the size of response are perceptions, attitudes, and participation (Sobur, 2016).

Therefore, the researcher's initial hypothesis in this study was that the change in the PKH assistance scheme during the COVID-19 pandemic was a form of a stimulus that caused a response motivated by the attitudes, perceptions, and participation of the PKH KPM. According to the researcher, this is important to investigate further because, with the change in the assistance scheme, the KPM will display a different response than before. Through this response, it can be seen whether this assistance scheme has a positive or negative impact on KPM.

The novelty of this research can be seen from three aspects. First, confirm or confront several research results related to the community's response to PKH assistance during the pandemic. [Jatmiko et al. \(2021\)](#) stated that the percentage of PKH assistance provided to community groups affected by COVID -19 only reached 38.9%, meaning that based on the category being in the interval <60% according to the provisions, it can be said to be ineffective. Meanwhile, [Arapah \(2020\)](#) in his research, explained that PKH had a very significant effect ($\alpha = 1\%$) on improving the welfare of beneficiary households during the COVID-19 pandemic in North Barito Regency.

Second, sudden policy changes are not easy to apply universally or homogeneously to all regions of Indonesia, so research or study on these policies is needed locally. Third, there has been no research related to changes in the previous PKH aid disbursement scheme as input and consideration for policymakers in formulating various future policies related to social assistance.

Based on this, the formulation of the initial question of this research is: "how is the KPM response to changes in the PKH assistance scheme issued by the government during the COVID-19 pandemic?". The formulation of these questions includes problematic sub-problems, including 1) how does the perception of KPM relate to changes in the PKH assistance scheme? 2) what is the attitude of KPM regarding changes to the PKH assistance scheme? 3) How does KPM participation related to changes in the PKH assistance scheme?

In general, this study aims to provide an overview of KPM PKH Nagari Gunung Rajo's response to changes in the PKH assistance scheme issued by the government during the COVID-19 pandemic. The research results are expected to provide benefits in terms of developing social assistance in the future.

2. Methods

In this research, the researcher uses a qualitative method with a descriptive approach, more commonly known as qualitative descriptive research. This qualitative descriptive research interprets and describes the existing data and the current situation. This study also reveals attitudes, contradictions, relationships, and views that occur in the scope of respondents. This study emphasizes the meaning of the results ([Moleong, 2009](#)).

The term explanation is an explanation of factual formal definitions related to everything in the field to clarify the understanding further and limit the scope of the concepts used in research ([Siyoto & Sodik, 2015](#)). To avoid misunderstandings in interpretation, here are some explanations of the terms used in this study.

- a. The response is a reaction or answer that depends on the stimulus or the result of the stimulus ([Azwar, 1995](#)).
- b. The Family Hope Program (PKH) is a program that provides conditional social assistance to poor and vulnerable families registered in the integrated social welfare ([Rasyid & Dulkihah, 2020](#)).
- c. Social assistance is a form of social security program in the form of allowances for money, goods, or welfare services which are generally given to the most vulnerable populations who do not have a decent income for humanity ([Suharto, 2011](#)).

Data collection in this study was carried out using in-depth interview techniques and direct observation in the field. Because the COVID-19 pandemic is unprecedented, researchers need to implement health protocols while conducting this research. Researchers did this by conducting in-depth interviews with informants through online media. In this case, the social media used is WhatsApp. The choice of social media is because it has a simple interface and is easy to reach many people. In addition, with its simple interface and does not contain many images (other than files that are downloaded or shared), this WhatsApp application is fairly light, saves battery, and can save internet data when running.

Informants in this study consisted of main informants and supporting informants. The main informants in this study were five people, all of whom were KPM PKH Nagari Gunung Rajo. In contrast, the supporting informants in this study amounted to one person, namely the social assistant of PKH Nagari Gunung Rajo. The five informants were selected using a purposive sampling technique based on the provisions determined in advance by the researcher. These provisions are:

- a. They are administrator of each PKH group in Nagari Gunuang Rajo.
- b. They are active in every PKH activity in Nagari Gunung Rajo.
- c. They have been a member of PKH for more than three years.

The detailed description of the informants in this study, based on the provisions set by the researcher, can be seen in the following table:

Table 1. Main Informant List

No.	Initials	Sex	Age	Highest Education	Main Activity	Participation Year
1	MN	F	37	Senior High School	Farmer	2013
2	RH	F	40	Senior High School	Farmer	2016
3	YS	F	46	Senior High School	IRT	2017
4	DS	F	39	Senior High School	Farmer	2017
5	EV	F	35	Senior High School	Farmer	2018

Source: Results of research data processing, 2021

Table 2. List of Supporting Informants

No.	Initials	Sex	Age	Highest Education	Main Activity	Year
1	AT	M	27	S2	Social Companion	2020

Source: Results of research data processing, 2021

Based on the table above, it is known that most of the informants work as farmers. This is because Nagari Gunung Rajo has good natural resources, especially for plant development. After all, it has fertile soil. One plant that is very abundant in Nagari Gunung Rajo is the bitter plant, *tithonia diversifolia*, one of the best plants to improve compost quality. Another plant that is also easy to find is the durian plant. This study's results align with the study of [Khairuddin and Komaini \(2020\)](#), which said that Nagari Gunung Rajo is a very large Nagari with a very beautiful landscape where the majority of the population are farmers.

Each KPM PKH in Nagari Gunung Rajo receives a different nominal amount of assistance according to the components and categories selected. This applies nationally and is regulated in the Minister of Social Affairs Regulation related to PKH social assistance in 2020. The three components and seven categories are: 1) The health component includes the category of pregnant/breastfeeding women and the category of children aged 0 to 6 years; the amount of assistance is Rp300,000/year, and it becomes Rp during the COVID-19 emergency response period. 3,750,000/year. 2) The education component includes children in elementary school (SD) with adequate assistance Rp900,000/year to Rp1,125,000/year during the COVID-19 emergency response period. While children who are in junior high school (SMP) and - children in high school (SMA) will receive Rp1,500,000/year to Rp1,875,000/year and Rp2,000,000/year to 2,498,000/year respectively, during the COVID-19 emergency response period. 3) The social welfare component includes the category of severe disability and advanced age 70 years and over, which initially received Rp2,400,000/year to Rp3,000,000/year during the COVID-19 emergency response period ([Tristanto et al., 2022](#)).

In addition to receiving assistance in the form of money, the payment of which is made in non-cash through direct bank transfers to the beneficiary's account, KPM PKH in Nagari Gunung Rajo also received assistance related to meeting basic needs through the basic food program. This program transformed into The Rice Prosperous Food Social Assistance Program (Rastra), which became Non-Cash Food Assistance (BPNT) in 2017. In 2018, Rastra as a whole again transformed into a Food Social

Assistance Program, which was distributed through non-cash schemes and Rastha Social Assistance. At the end of 2019, the Food Social Assistance Program in all districts/cities was implemented with a non-cash scheme (BPNT), and in 2020, it was developed into the Basic Food Program (Tristanto, 2020a).

The value of assistance from the Sembako Program received is Rp200,000.00 per month, channeled through banks and appointed agents to be spent at the specified place. In general, KPM PKH Gunuang Rajo spends the aid money at the Electronic Joint Business Group Warung (e - KUBE Warung), which KPM PKH manages. The goods spent by KPM are food needs that contain carbohydrates, animal protein, vegetable protein, and sources of vitamins and minerals.

This study uses three data validity checks, namely: 1) credibility through triangulation and peer checking; 2) dependence is carried out by conducting an audit of the entire research process starting from determining the problem, conducting data analysis, checking validity, and drawing conclusions; 3) an auditor carries out certainty to obtain objective research results that are in accordance with the researchers' expectations.

3. Results and Discussion

3.1. Results

In anticipation of the weakening of people's purchasing power due to the COVID-19 outbreak, the government made several changes to the PKH social assistance scheme as a national security network. The changes include the distribution of funds every month and an increase in the number of benefits. There are four stages of disbursement of PKH funds in a year, namely in January, April, July, and October each year. However, for disbursement of funds in April accelerated to March. The acceleration of disbursement of PKH funds is expected to maintain the purchasing power of KPM PKH and be utilized properly by KPM to improve family nutrition so that it can avoid spreading.

Changes in the PKH assistance scheme during the COVID-19 pandemic caused mixed responses from the PKH KPM. To find out the community's response to changes in the PKH social assistance scheme issued by the government during the COVID-19 pandemic can be seen from the perceptions, attitudes, and participation shown by KPM.

3.1.1. Perception

In understanding the community's response to the implementation of PKH, it is necessary to know the community because if there is no knowledge/perception about PKH, then the answer will not appear (Damanik, 2013). Meanwhile, according to Dakir (1995), perception is the process of knowing the objects around using the senses.

KPM's perception of information on changes in the PKH program assistance scheme referred to in this case is about KPM's understanding of changes in the PKH program assistance scheme itself. Therefore, the indicators in this study are seen from the understanding of KPM related to the objectives, terms, methods, and timing of aid distribution. Regarding this, the responses from RH and DS are as follows:

We are very pleased to know there has been a change in PKH assistance from the accompanying father by telephone. In the call, he said that the purpose of the change was to improve family nutrition during a pandemic, in addition to the requirement that aid takers must implement health protocols.

Similar information was also conveyed by RH, who was the 2013 PKH KPM:

When I received information regarding the change in the PKH program assistance scheme by telephone from the companion, I was happy because I could help the economy during a pandemic because the information from the assistant, the

government's aim to increase the aid index was to keep the economy of the lower classes from being disrupted due to the COVID-19 pandemic.

YS and EV, the heads of the PKH group, also conveyed similar things:

As PKH members, we were very happy when the assistant told us that starting April 2021, there would be a change in the PKH assistance scheme, which was initially the disbursement of PKH funds in four stages a year, but during this pandemic, the disbursement of PKH funds will be carried out every month on condition that continues to adhere to health protocols.

Related to KPM's perception of information on changes in the assistance scheme of the PKH social assistance program, PKH for Nagari Gunung Rajo argues as follows:

I think KPM responded well to the information I provided, even though I conveyed this by telephone to each group administrator because they had to pay attention to the government's advice regarding studying, working, and worshiping from home. This good response can be seen at the time of aid disbursement when KPM still prioritizes the applicable health protocols.

3.1.2. Attitude

Attitude is a person's tendency or willingness to behave in a certain way in the face of a certain stimulus. The attitude, according to Krech and Cruthchfield (1954, as cited in [Walgito, 2003](#)), is "as we have already been indicted, attitude lies behind many significant and animatic instances of man's behavior. It is for this reason that many psychologists regard the study of attitudes as the central problem of social psychology." The community's attitude towards implementing PKH is a condition that allows the emergence of actions or behavior from the community and the tendency to act and react to PKH. The community's attitude towards changes in the PKH assistance scheme can be observed through the assessment of the community running the program. Regarding this matter, DS and EV are of the following opinion:

We are grateful that the government still cares for us during the pandemic by changing the aid scheme, but unfortunately for members who only have one component of elementary school children, for example, the assistance they receive is only Rp75,000 per month. This value is much smaller when compared to other social assistance to mitigate the impact of the COVID-19 pandemic, such as the Cash Social Assistance (BST), which assists Rp600,000 per month.

RH also said the same thing:

Alhamdulillah, PKH assistance allowed me to be sure of receiving cash every month, unlike other aids that had to be recorded again, but in my opinion, it did not provide additional benefits, especially for members whose assistance was small.

MN and YS have almost the same views as other informants, namely:

The assistance provided by the government per month is more helpful for members to meet their daily needs. However, disbursement once a month results in a reduction in the amount of assistance received due to an increase in the administrative fee for taking assistance at e-Warong by Rp5,000. If you collect it at an ATM, it cannot be full because there is a nominal limit for fractions.

Regarding this matter, the PKH social assistant for Nagari Gunung Rajo has the following opinion:

In my opinion, although there is an assumption from KPM PKH that the increase in PKH assistance by 25% does not reflect the principle of justice for KPM, especially for those whose aid value is small, in general, KPM PKH Nagari Gunung Rajo agrees with the implementation of PKH, because they have felt the direct impact the positives of changing aid schemes in their daily lives. Therefore, the community considers this to be following the community's needs and useful in improving the community's welfare during the pandemic.

3.1.3. Participation

Participation also means that groups recognize their problems, examine their options, make decisions, and solve problems. Community participation in implementing PKH is a mental process when the community actively contributes creativity and initiatives to improve their quality of life through PKH (Damanik, 2013). PKH KPM participation was observed by researchers on how people enjoy, implement, maintain, and assess the quality of the PKH program.

Research reveals that in every aid disbursement activity, KPM consistently implements health protocols. In addition, if one member experiences a problem while participating in PKH, the others provide solutions to the problem.

When new habits were adapted so that the monthly meeting was allowed again, KPM PKH Nagari Gunung Rajo actively participated in the meeting activities. During the meeting, when the KPM did not understand what was said by the facilitator, the KPM enthusiastically asked questions to minimize errors that might occur. Group meetings are held regularly according to the direction of the PKH social assistant.

According to observations, even during the KPM PKH pandemic, Gunung Rajo still fulfilled their obligations as participants of the Family Hope Program related to education and health. This can be seen from the KPM PKH, which has family members consisting of toddlers and pregnant women who routinely check their health at the Puskesmas assistant (Pustu) Nagari Gunung Rajo. While concerning education, KPM, which has school-age children continue to support their children to continue to follow distance learning (PJJ) by ensuring that children learn online safely and actively engage with teachers at school.

3.2. Discussion

In order to deal with the impact of COVID-19, the government increased the number of KPM PKH from 9.2 million to 10 million KPM, increased the value of assistance by 25%, and changed the disbursement scheme to the previous monthly, quarterly. The adjustment was carried out from April–December 2020. Regarding this matter, there were various responses from KPM PKH. To find out the response to changes in the PKH social assistance scheme can be seen from the perceptions, attitudes, and participation shown by KPM.

Public perception of the PKH disbursement scheme during the pandemic is a cognitive process experienced by everyone in understanding information about the environment, either through sight, hearing, appreciation, feeling, or acceptance. However, perception is a unique interpretation of the situation and is not a true record.

KPM's perception of the implementation of the PKH program after research has almost entirely indicated that KPM PKH had received information on the introduction of the PKH program because it has previously been socialized and given an explanation by PKH social assistants so that KPM PKH understands the purpose of changing the PKH program assistance scheme as well as the terms, methods, and aid distribution time.

The public's perception of the implementation of the PKH program goes through four stages: the understanding stage, the program acceptance stage, the feeling stage, and then enjoying the results stage. This is almost the same as the stages of perception from (Walgito, 2003), which states that the occurrence of perception is something

that occurs in several stages, namely: 1) nature; 2) physiological, 3) psychological, 4) the results obtained in the form of responses and behavior. Although in practice, the stages are not quite the same, the researchers looked at KPM PKH through these stages in this study.

In addition to perception, the response in the process is preceded by a person's attitude because attitude is a person's tendency or willingness to behave when faced with a certain stimulus. Therefore, the response is defined as a behavior or attitude that is tangible either before a detailed understanding, research, influence or rejection, likes or dislikes, and the use of a particular phenomenon.

KPM's attitude towards implementing the PKH program after the research was almost entirely showed a very agreeable attitude. However, there was an assumption from PKH KPM that the 25% increase in PKH assistance did not reflect the principle of fairness for KPM, especially for those whose assistance value was small. This is in line with the results of a study by [Widyaningsih et al. \(2020\)](#) related to the implementation of PKH and the basic food program in the context of mitigating the impact of COVID-19, which stated that the adjustment of PKH policies during the pandemic was unfair to KPM with small aid values – indicated the need for setting values. Total social assistance from PKH and the Sembako Program, a minimum of IDR 600,000 per month or at least equivalent to the value of assistance in other programs for handling COVID-19.

Meanwhile, the determination of the frequency of assistance from quarterly to monthly needs was followed by other policies that allowed KPM to take assistance according to their needs without being burdened with administrative costs and the need to disburse assistance immediately. Even so, KPM PKH remains satisfied with the implementation of the PKH program and still feels the benefits.

From the aspect of participation, the results of data analysis show that the community has positive participation. Judging from the involvement and activeness of the community in every monthly meeting activity carried out with a companion. The community is also active in providing feedback or suggestions in the activities of the meeting and in carrying out their obligations as participants of PKH.

The increased motivation of KPM to participate in the end positively affects the success of PKH. This is reinforced by the research of [Nurwan and Hasan \(2020\)](#), which states that the higher the facilitator's skills and the participants' level of participation, the more maximal the achievement of PKH goals will be. Therefore, since KPM involvement and participation are very important in determining the success of PKH, one way to grow KPM involvement and participation is to strengthen the roles and skills of PKH social assistants.

Based on this explanation, the theoretical framework of this research can be described as shown below:

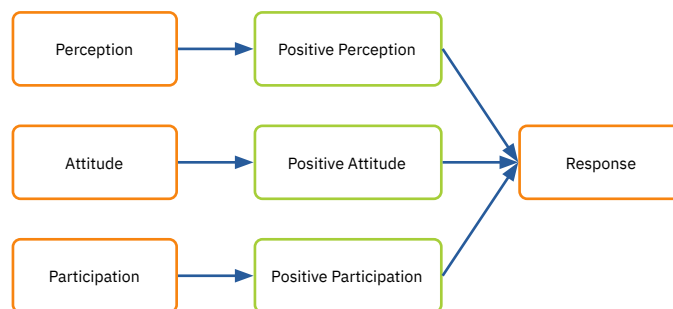


Figure 1. Theoretical Framework

Source: Results of research data processing, 2021

4. Conclusion

The change in the PKH social assistance scheme during the COVID-19 pandemic caused many responses from the PKH KPM, especially in Nagari Gunung Rajo. The response is a reaction to rejection or approval from a person after receiving a message.

The emergence of response is caused by the presence of a subject that attracts the attention of the communicant. The response only arises when the individual is faced with a stimulus that requires an individual reaction. In order to find out the response to changes in the PKH social assistance scheme, it can be seen from the perceptions, attitudes, and participation shown by KPM.

Based on data analysis, research results can be formulated as conclusions, namely responses from aspects of perception. It is known that people have i. perceptions positive about the change in the PKH social assistance scheme.

This can be seen from the PKH KPM that has understood the purpose of changing the PKH program assistance scheme, the terms, methods, and timing of aid distribution. Meanwhile, from the aspect of attitude, the results of data analysis can be seen that the community has a positive attitude. KPM PKH provides a good assessment of changes in the PKH assistance scheme. The community feels the positive direct impact of PKH assistance in their daily lives, which helps improve community welfare.

From the aspect of participation, the results of data analysis show that the community has positive participation. Judging from the involvement and activeness of the community in every monthly meeting activity organized by the facilitator. The community is also active in providing feedback or suggestions at the meeting, and the community is active in carrying out their obligations as participants of PKH.

Based on the results of the research that has been done, the researcher gives two recommendations. First, the government should consider changing the PKH assistance scheme from once every three months to every month because monthly disbursement results in a reduction in the amount of assistance received by PKH KPMs due to the increase in administrative costs for collecting assistance at e-Warong by Rp5,000, each time it is collected. In addition, if the distance between the KPM's house and the collection place is far, it will cause high transportation costs.

Second, the government also needs to consider the policy of changing the aid scheme because it will have a big impact, especially for those whose aid value is small. Third, clear public communication and definite regulations are needed, so KPMs are not confused by sudden changes in the scheme. Fourth, as with the implementation of the PKH social assistance program, the Indonesian Ministry of Social Affairs and provincial and district/city governments need to synergize because the key to the success of this program lies in multi-stakeholder communication, cooperation, and coordination.

The researcher notes that this research is limited to the response of KPM PKH in Nagari Gunung Rajo, especially those who are respondents. Therefore, in the future, it is possible to conduct research on the response of people who receive PKH assistance, with larger respondents and more areas being studied to see the differences in community responses in each region and the consequences or satisfaction felt from the existence of PKH.

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