

Use of Communication Media for Assisting the Family Hope Program in Family Development Sessions (FDS) to Improve the Quality of Beneficiary Families in Polewali Mandar Regency

Kaharuddin¹, Muhammad Saleh²

¹Pascasarjana Institut Agama Islam Negeri Parepare

²Institut Agama Islam Negeri Parepare

¹alsyinkahar@gmail.com

²muhammadsaleh@iainpare.ac.id

Abstract

This study discusses the use of complementary communication media for the Family Hope Program in the Family Development Session to Improve the Quality of Beneficiary Families in Samasundu Village, Polewali Mandar Regency. The purpose of this study is to obtain empirical data on the communication media used by the Family Hope Program Facilitator in Improving the Quality of Beneficiary Families in the Family Development Session in Samasundu Village, Polewali Mandar Regency. This type of study is empirical research. The research paradigm is naturalism. Primary data sources are companions of community leaders, village government and community beneficiaries of the Family Hope Program, Samasundu Village, Polewali Mandar Regency, while secondary data are scientific books, journals and theses. The research instrument was the researcher himself and was assisted by data collection methods, namely observation guidelines, interview guidelines, documentation tools and field notes. Data collection techniques are observation, interviews, and documentation. Data processing and analysis techniques include data collection, data reduction, data presentation, and drawing conclusions. The data validity testing technique uses triangulation technique. The results of this study are: (1) The use of communication media in the FDS material in the form of videos and flipcards and in the FDS material makes it easier for beneficiary mothers to receive material from the companion. (2) The quality of the families receiving the Program Keluarga Harapan Benefits in the health, education and economy pieces of this high quality is because the assistance provided by the central government through the Ministry of Problems is used appropriately so as to result in a healthy family and towards a prosperous family. (3) With the existence of the Family Development Session material, it is able to help the beneficiaries of the Keluarga Harapan Program to be advanced and independent and have broad knowledge and abilities so that they can take an effective role in building an independent prosperous family.

Keywords: *Communication media, Family Hope Program, Quality of Beneficiary Families*

1. Introduction

Islam is a religion of *rahmatan lilalamin* which always teaches its people to do good. Islam teaches the values of life that have existed for a long time and developed following the flow of human life. This means that the existing religious teachings must be able to control and filter the development of human life so that they do not get out of the teachings of their religion. When a family does not create a sense of love between husband and wife and their children, and does not want to share joys and sorrows, then

the goal of the household, namely achieving tranquility and creating peace will not be realized. Regarding its relationship with the Islamic family community, it is the pillar that forms the ideal society that gives birth to pious offspring. Furthermore, in the Islamic family will give birth to a very strong offspring, because in it created a sense of affection, love, responsibility, mutual respect and mutual respect for each other.

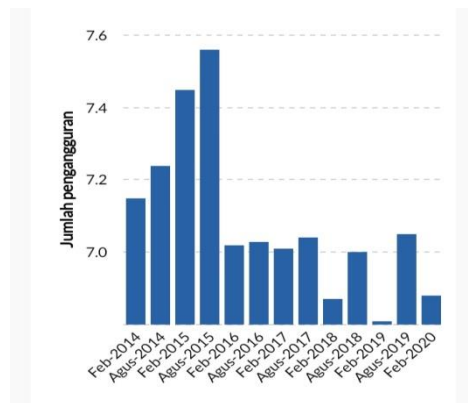
A family based on these values will be the best place for their descendants in the future, so they can grow and develop optimally This is in line with placing religious and moral practices in everyday life which will have implications for a good future for their children. A person who as a child never received religious education, then in his adulthood, he will not feel the importance of religion in his life. It is different with people who in their childhood have had good religious and social experiences, will have a tendency to live according to religious rules, are accustomed to worshipping, are afraid to step over religious prohibitions and can feel the pleasures of religious life. As described by Allah SWT in the Qur'an Surah Ar-Rahman 55: verse 60, "There is no reward for good but good (too)".

Families change with the changing times. Desired changes usually lead to well-being and happiness, but the reality is often different. This fact is often denied so that the problems that arise become bigger than they should be. Prosperity and happiness are not only family goals, but broader than that, namely life goals. Many efforts have been made to achieve this, including increasing the level of education and getting a good job. Family religiosity also needs to be re-fertilized to increase and strengthen the inner self of family members.

Problems in a family is a necessity that cannot be avoided, so it does not cause greater losses or problems. Everyone wants to have a *sakinah* family. A *sakinah* family will be able to provide good emotional feelings for family members, such as feeling happy, safe, loved, and protected. Having a family cannot be separated from the problems experienced in the family itself, from small or large problems, the problems experienced are usually about unmet needs, or not maintaining the values desired and liked by both parties (al Farisi, 2008).

Problems around family or family life are usually caused by inadequate family economic factors, differences in education, temperament and personality differences that are too sharp between husband/wife, dissatisfaction in sexual relations, saturation of routines and parenting patterns that need synergy between partners.

Poverty is a phenomenon and social problem that is always interesting to study and pay attention to the government both at the central and regional levels. Poverty will have a very large impact, especially social impacts. The high poverty rate in Indonesia is mainly due to the large number of people who fall into the category of unemployment. Unemployment occupies a sizeable portion of Indonesian society, so that many Indonesian families still experience difficulties in meeting their needs, even though they



are in working status and position but are not productive (Kusmanto, 2017). This graphic table depicts the number of unemployed in Indonesia in 2016-2020.

The number of Indonesians aged 15 years and over who are unemployed in February 2020 is 6.88 million people. This number has increased by 60 thousand people compared to a year ago, February 2019. For the last five years since February 2014, the number of unemployed people in Indonesia has reached its highest in August 2015 of 7.76 million people. However, this number has been successfully reduced by 510 thousand people in August 2019.

The Government of Indonesia is fully aware that there is a need to build a Social Safety Network Program to cover the decline in purchasing power of the majority of the population who are classified as poor and directly assist people in need, such as a social protection education program to maintain services for poor families with exemptions from paying school fees. . In the health sector, the social safety net program includes four main activities, namely: provide basic health services for poor families, provide assistance in pregnancy, birth and delivery services, child care or it also provides additional food for infants as well as for school children from poor families (Sitompul, Rizal, & Hamdan, 2019).

This program aims to help people from economically disadvantaged and poor groups to get access to proper health and education services so that they can change the level of their social

life based on Law No. 40 of 2004 concerning social security which was followed up by Presidential Decree No. poverty reduction, which is further supported by the Minister of Social Affairs Regulation no. 10 of 2017 concerning the Family Hope Program. The target recipients of this program are Beneficiary Families (KPM) if they meet the requirements related to efforts to improve the quality of life in the fields of education and health.

In response to this problem, the government since 2007 has implemented the Family Hope Program (PKH). This program aims to accelerate the handling of problems in the family. The Kecamatan Family Hope Program is a social assistance and protection program. This program is a conditional cash transfer related to education and health requirements. Participants of the Sub-district Family Hope Program The Sub-District Family Hope Program are Very Poor Families (KSM) represented by mothers in the family. The specific objective of the Kecamatan Family Hope Program is to improve the quality of Indonesian people through access to better health and education. The Subdistrict Family Hope Program (PKH) is not the same and is not a continuation of the Cash Direct Assistance (BLT) program that has been going on so far. To implement the Family Hope Program, the Ministry of Social Affairs of the Republic of Indonesia forms a coordination team consisting of a central, provincial, district/city technical coordination team and a Sub-district Family Hope Program implementation unit. The Implementing Unit for the Family Hope Program at the sub-district level is the spearhead of this program in which there is a structure that is directly in charge of the community development process.

In carrying out their duties, an assistant must use a strategic communication pattern that is in accordance with the objectives of the Family Hope Program. The communication strategy used by an assistant for the Family Hope Program must have an impact on the community, especially those in the assisted locations.

The Family Hope Program is a social protection program that is included in the first cluster of poverty reduction strategies in Indonesia. The sustainability of this program will contribute to accelerating the achievement of the Millennium Development Goals (MDGs). There are at least five components of the MDGs goals that are supported through PKH, namely reducing extreme poverty and hunger, achieving basic education for all, gender equality and empowering women, reducing child mortality, and improving maternal health. Running and practicing the Family Hope Program, the Family

Development Session program is also implemented to increase the capacity or ability of families to live their lives through the learning process. Family Development Session activities are learning activities with various practical materials, namely health, education, economy, and family welfare. Each material is summarized in a module with successive sessions. Materials for Family Capacity Building (FDS) include: health, education, economy and child protection. Health itself includes: nutrition, services for pregnant and maternity mothers, services for postpartum and breastfeeding mothers, services for infants and young people, and clean and healthy living behavior (PBHS). Education includes: being a great parent, understanding early childhood behavior and learning, improving children's good behavior, playing as a way for children to learn, improving children's language skills, and helping children succeed in school. While in the economic field, the FDS program includes: family financial management, savings and credit, micro, small and medium enterprises, entrepreneurship, and marketing. As for the field of child protection, it includes: child protection, children's rights including children with special needs, preventing domestic violence, protecting mothers. Seeing the material in the FDS module, it can be hoped that a harmonious family will be formed.

Given that PKH has been implemented for 10 years, the mechanism has changed from the form of cash social assistance to a form of non-cash social assistance since 2017. Therefore, the implementation of the Sub-District Family Hope Program needs to be proven empirically to determine the effectiveness and real impact of the Sub-District Family Hope Program implementation. in poverty alleviation. In this regard, the District Family Hope Program needs to be evaluated in order to obtain an overview of the effectiveness of the implementation and impact of the District Family Hope Program social assistance on the social welfare of KPM.

Running and in practice the Family Hope Program is also implemented with the Family Development Session program to increase the capacity or ability of families to live their lives through the learning process. Family Development Session activities are learning activities with various practical materials, namely health, education, economy, and family welfare. Each material is summarized in a module with successive sessions. The Family Development Session or FDS basically has the following objectives: 1) Increase practical knowledge about health, education, economy, and family welfare; 2) Increase awareness of rights and obligations as members of the community; 3) Maintain and strengthen positive behavioral changes related to education, health, economy, and

family welfare; 4) Improving the skills of parents in the fields of education, health, economy, and family welfare; 5) Increase the ability of participants to recognize the potential that exists in themselves and their environment so that they can be used in improving the welfare of their families and communities, and 6) Provide understanding to participants to find local potentials so that they can be developed economically.

The Ministry of Social Affairs in the PKH General Guidebook describes the implementation of PKH using a transformation strategy. In the fifth year of PKH participation, recertification will be carried out, namely data collection and evaluation of the socioeconomic status of PKH participants. PKH participants who do not meet the requirements are declared graduation and their membership period ends. PKH participants whose condition is still poor and meet PKH requirements, will enter a transition period. During the transition period, PKH participants are required to attend the Family Capacity Building Meeting (P2K2) or more popularly called the Family Development Session (FDS). FDS is an effort to increase the capacity or ability of families in living their lives through the learning process. FDS activities are learning activities with various practical materials, namely health, education, economy, and family welfare. Each material is summarized in a module with successive sessions.

The FDS module was developed by the Central Implementing Unit for the Family Hope Program (UPPKH). FDS activities are carried out once a month with a duration of 2 hours. The facilitator in FDS activities is PKH assistant. Before conducting FDS facilitation, PKH facilitators must first attend FDS training. The FDS activity is a learning activity for PKH participants that will encourage the creation of a community who likes to learn PKH assistants must first attend FDS training. The FDS activity is a learning activity for PKH participants that will encourage the creation of a community who likes to learn PKH assistants must first attend FDS training. The FDS activity is a learning activity for PKH participants that will encourage the creation of a community who likes to learn.

Materials for Family Capacity Building (FDS) include: health, education, economy and child protection. Health itself includes: nutrition, services for pregnant and maternity mothers, services for postpartum and breastfeeding mothers, services for infants and young people, and clean and healthy living behavior (PBHS). Education includes: being a great parent, understanding early childhood behavior and learning, improving children's good behavior, playing as a way for children to learn, improving children's language skills, and helping children succeed in school. While in the economic field, the FDS

program includes: family financial management, savings and credit, micro, small and medium enterprises, entrepreneurship, and marketing. As for the field of child protection, it includes: child protection, children's rights including children with special needs, preventing domestic violence, protection.

The implementation of the PKH FDS program in Samasundu Village is one of the central government's efforts to take a multidimensional approach to poverty reduction. Moreover, the people of Samasundu Village are considered normal in terms of economy, education and health are also not given much priority. The importance of this FDS is a structured and systematic step taken to create a community about the importance of aspects of life, both education, health, equality, tolerance with various differences in society, especially coastal communities who are identified with slums. This is also in accordance with religious guidance that we learn starting from the swing to the grave, giving benefit to anyone, especially family and various other religious guidance. The existence of FDS is certainly very beneficial not only for PKH participants, but more than that, it can be used to raise awareness of the community, the surrounding environment and towards themselves. Exchange experiences and self-introspection that in life we must learn to accept input.

Referring to the background of the research, the problem is formulated as a research problem about how to use the communication media used by PKH Facilitators in Samasundu Village, Kab. Polewali Mandar? How is the quality of PKH beneficiary families in Samasundu, Polewali Mandar Regency? How is the implementation of the Family Development Session for the Family Hope Program in Samasundu Village, Polewali Mandar Regency?

2. Method

This research is a type of empirical research using a qualitative descriptive approach. Researchers use this approach for several reasons (Moleong, 2021) as follows: First, adapting qualitative methods is easier when dealing with realities. Second, this method presents directly the nature of the relationship between the researcher and the resource person. Third, this method is more sensitive and more adaptable to many sharpening shared understandings and to the value patterns encountered. The instruments used in this study can be seen from the data collection techniques used in this study are as follows, namely as follows: observation, interview using a recording device in the form of a cellphone. Documentation using instruments in the form of cellphones/cameras etc.

Collecting data related to research to answer the problems posed in the formulation of the problem. Data reduction consists of collecting data and information from notes from interviews and observations, looking for things that are considered important from every aspect of the research. Data Presentation consists of make a descriptive and systematic summary related to the data obtained at the research location, give meaning to each summary by taking into account the suitability of the research focus. If it is not sufficient, then research is carried out back to the field to get the data needed and in accordance with the research flow.

Drawing conclusions or verification. At this stage, the researcher conducts an assessment of the conclusions that have been drawn with comparative data on certain theories, conducts a re-checking process starting from conducting interviews, observations and documentation, and makes general conclusions to be reported as a result of the research that has been done.

Triangulation technique Researchers use to analyze the data obtained. This triangulation technique uses natural methods at the micro level, namely how to use several methods of data collection and data analysis at the same time in a study, including using informants as a tool to test the validity and analyze research results (Bungin, 2007). The triangulation technique used by researchers is a process of strengthening evidence taken from different individuals and the information obtained by researchers through observations, interviews and documentation will be more accurate (Emzir, 2012).

3. Result and Discussion

The Family Hope Program (PKH) is a program of providing conditional cash assistance to Very Poor Families who meet the membership requirements and are determined by the Ministry of Social Affairs. In this business activity of the Family of Hope program, there are Family Development Session activities that must be attended by participants of the Beneficiary Families of the Family of Hope Program, Family Capacity Building Meetings are held monthly by the Facilitator of the Family Hope Program, Family Development Sessions (FDS) or Family Capacity Building Meetings are The learning process of the Family Hope Program participants is in the form of providing and discussing information on the pieces of education, health, economy and family welfare which are packaged in monthly meetings. In the Family Development Session, Beneficiary Families will be taught many things that have been arranged in the module, to make it easier for assistants in providing material, use tools for using communication

media where this communication media is very helpful for Hope Family Program Participants in receiving and understanding Family material.

Development sessions, communication media in the form of videos, flipcards and Smart Books have been proven to have an effect on the participants of the Family Hope Program where PKH participants are very enthusiastic and not bored in receiving the FDS material brought by the Facilitator. On the other hand, this Family Development Session material contains information about the quality of family life in the fields of education, health and economy. To make it easier for assistants in providing material, tools are used to use communication media where this communication media is very helpful for Family Hope Program Participants in receiving and understanding Family Development Session materials.

Communication media in the form of videos, flipcards and Smart Books have been proven to have an effect on the participants of the Family Hope Program where PKH participants are very enthusiastic and not bored in receiving the FDS material brought by the Facilitator. On the other hand, this Family Development Session material contains information about the quality of family life in the fields of education, health and economy. To make it easier for assistants in providing material, tools are used to use communication media where this communication media is very helpful for Family Hope Program Participants in receiving and understanding Family Development Session materials. Communication media in the form of videos, flipcards and Smart Books have been proven to have an effect on the participants of the Family Hope Program where PKH participants are very enthusiastic and not bored in receiving the FDS material brought by the Facilitator.

On the other hand, this Family Development Session material contains information about the quality of family life in the fields of education, health and economy. flipcards and Smart Books have been proven to have an effect on the participants of the Family Hope Program where with this media PKH participants are very enthusiastic and not bored in receiving the FDS material brought by the Facilitator. On the other hand, this Family Development Session material contains information about the quality of family life in the fields of education, health and economy. flipcards and Smart Books have been proven to have an effect on the participants of the Family Hope Program where with this media PKH participants are very enthusiastic and not bored in receiving the FDS material brought by the Facilitator. On the other hand, this Family Development Session material contains information about the quality of family life in the fields of education, health and economy.

The subject matter of the Family Development Session consists of modules whose basic materials are modules on family health, care and education, the development of productive economic businesses that can be run independently by the family and family health. The Family Development Session program is able to solve problems faced by families so that family life and family living standards can improve. The Family Development Session (FDS) or Family Capacity Building Meeting (P2K2) aims to provide awareness to KPM to act independently in terms of overcoming problems in the family, such as child care and education, economic management and business planning, Family Development Session materials include: health, education, economy and child protection. Health itself includes: nutrition, services for pregnant and maternity mothers, services for postpartum and breastfeeding mothers, services for infants and young people, and clean and healthy living behavior (PBHS).

Education includes: being a great parent, understanding early childhood behavior and learning, improving children's good behavior, playing as a way for children to learn, improving children's language skills, and helping children succeed in school. While in the economic field, the Family Development Session program includes: family financial management, savings and credit, micro, small and medium enterprises, entrepreneurship, and marketing. Meanwhile, in the field of child protection, it includes: child protection, children's rights including children with special needs, preventing domestic violence, maternal health and nutrition protection, child protection and knowing about social welfare.

It can be seen that the community in Samasundu Village is very enthusiastic and supports the Family Hope Program, so this shows that the implementation of the Family Hope Program in Samasundu village, Limboro sub-district is going well. Meanwhile, data in the field shows that there has been a decrease in the number of Family Hope Program participants from 2012 to 2019. If we look at the decline in the number of Family Hope Program participants from year to year, this shows that the implementation of the Family Hope Program in Samasundu village is going well. resulting in reduced poverty and a better quality of family.

4. Conclusion

Berbased on the results of the research discussion above, the authors can conclude that the use of communication media for assisting the Family Hope Program (PKH) in Family Development Session (FDS) to improve the quality of families in Samsundu Village, Polewali Regency is as follows: The use of communication media used by PKH

Facilitators in Samasundu Village, Kab. Polewali Mandar has a very high influence in receiving the material because the existence of communication media in the form of videos, flipcards and smart books in the FDS material will make it easier for mothers who receive benefits to receive materials from companions. Each of the media used by the companion has advantages in this material and this has a good impression for the mothers of the hopeful family program participants in Samasundu Village.

Quality of PKH beneficiary families in Samasundu, Polewali Mandar Regency. The quality of the beneficiary families of the Family Hope Program in the fields of health, education and economy are able to form PKH Beneficiary mothers who are qualified, advanced and independent and have the ability and knowledge insight so that they can take a role in married life towards independent prosperous families. Impact of the Family Development session of the Family Hope Program in Samasundu Village, Polewali Mandar Regency. With the existence of the Family Development Session, they are able to mobilize individual Beneficiary Families from things that can improve their standard of living from various aspects and are able to add insight and knowledge in managing their household life in terms of child care and education, Family Financial Management and Social Protection (Protection and violence against children).

References

- al Farisi, Z. (2008). *When I Love You*. Gema Insani.
- Bungin, B. (2007). *Analisis data penelitian kualitatif*. 203.
- Emzir, S. (2012). *Metode Penelitian Kualitatif Analisis Data*. Jakarta: Raja Grafindo Perss (p. 82)..
- Kusmanto, T. Y. (2017). Gerakan Sosial Keagamaan pada Komunitas Urban: Studi Kasus Gerakan Pengajian Ahad Pagi Bersama di Palebon, Pedurungan, Kota Semarang. *JSW (Jurnal Sosiologi Walisongo)*, 1(1), 79–98.
- Moleong, L. J. (2021). *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya.
- Sitompul, A., Rizal, F., & Hamdan, A. (2019). Pola Komunikasi Pendamping Program Keluarga Harapan Dalam Meningkatkan Kualitas Hidup Masyarakat di Kecamatan Percut Sei Tuan. *AL-BALAGH: Jurnal Komunikasi Islam*, 3(1), 1–17.