

Analysis of Communication Patterns for Expectation Family Program

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ABSTRACT

Program Keluarga Harapan also known in English as Family Hope Program (PKH) is a government policy program to empower the community. PKH is given to the community aiming to make the community living independently in their daily and future lives. This study aims to determine the communication patterns of PKH companions in carrying out the PKH assistance process. This research was conducted in Sukaraja District, Seluma Regency, Bengkulu Province. The technique of determining the Informant used was Purposive Sampling one. Data analysis was conducted using an interactive model. The results showed that the confirmed PKH companion's communication pattern was still one way, so that the message conveyed did not hypnotize the KPM and the way of conveying the message also did not arouse the needs of the KPM. The communication running between PKH facilitators and the KPM Community is passive. The average KPM community does not know the true purpose of PKH. The improvement of PKH companion communication patterns should be done by means of message content that can touch emotions, attract and match what the KPM community wants. In addition, PKH facilitators provide education to KPM about PKH goals, and guidance patiently and continuously.

Keywords: *Communication Patterns, Family Hope Program (PKH), Independent Community*

1. INTRODUCTION

Based on the release of the Bengkulu Province Central Bureau of Statistics, the poverty rate in Bengkulu Province has decreased the percentage of the poverty rate. Nationally, the poverty rate in Indonesia in March 2017 the poverty rate has decreased, for the period March 2016 the number of poor people was 14.11%. A year later in March 2017, BPS recorded that the poor totaled 13.93%. From March 2016 to March 2017, the number of poor people in rural areas decreased by 181.29 thousand people, while the number of poor people in urban areas increased by 188.19 thousand people. [16]

The development of Seluma Regency is quite worrying, as the poverty rate is still in the range of above 20% during 2013-2018. Another indicator, community welfare based on its Human Development Index (HDI), in 2013 Seluma Regency was ranked 11th out of 11 districts / cities in Bengkulu Province [3], in 2015 the HDI level of Seluma Regency was still the lowest position of the regency / cities throughout Bengkulu Province. To overcome the poverty rate in an area, the central government makes policies for empowerment programs, one of which is the Family Hope Program (PKH).

The success of PKH really depends on the capacity of PKH facilitators. This means that strengthening the capacity

of PKH facilitators is very important so that PKH goals can be realized. In line with the opinion [5]; [9]; [12]; [14], that strengthening institutional capacity is important in order to achieve organizational goals. The most dominant element of strengthening institutional capacity is strengthening the capacity of human resources [7]. The success of the program is important because of the capacity for careful planning [6].

In the context of implementing PKH policy programs, one of the capacities that a facilitator must have is the ability to communicate. With good communication it will affect a person's attitude (character). In the context of this research, how PKH facilitators are able to communicate persuasively so that they can influence the attitudes, behavior and even character of the KPM community.

Based on the description above and several previous studies which confirm that conveying messages both verbally and non-verbally by means of persuasive communication patterns can affect a person's attitude. Therefore, this research is important to do, to overcome the problem of the tendency for KPM to depend on PKH. The author believes that research activities with the theme of strengthening persuasive communication patterns for PKH facilitators can influence the attitude and character of KPM, so the results of this study will provide benefits for PKH policies as well as realizing PKH policy objectives.

2. LITERATURE REVIEW

Studies related to strengthening the capacity or ability of a person to carry out their duties and obligations as a member of an organization have been carried out by various parties, both abroad and domestically. Abroad research related to capacity building has been carried out by (Bourgeois & Cousins, 2011; Khristina&Puatu, n.d .; Matachi, 2006; Morgan, 2006). The results of the study emphasize that in managing an organization it is imperative that institutional capacity be strengthened continuously and continuously. In line with the results of domestic studies, it is confirmed that strengthening elements in the organization is important to do [1]; [8]; [10]; [11]. All of these studies recommend that in managing an organization, it is imperative that the strengthening of various elements be carried out systematically and continuously.

The element most responsible for managing an organization is its human resources. Therefore, the fundamental thing to do first is strengthen human resources. In the context of this research, the first capacity strengthening is PKH facilitators who have full responsibility for the success of PKH policies, so that PKH policies can have benefits / values for the KPM community.

An element that deserves to be improved or strengthened for PKH facilitators is the pattern of communication made to the KPM community. Several studies have explained that the delivery of something or a message carried out with a persuasive approach is believed to be able to influence the attitude and character of a person [4]; [13]; [15]; [17]. From some of the studies above, no one has conducted research on strengthening the capacity of human resources (PKH Facilitators) in terms of communication patterns. The link between previous research and the research that will be carried out is how to strengthen PKH companion human resources to communicate with a persuasive approach so that the KPM community can change their mindset to struggle and avoid a poor life. Thus the KPM community does not have dependence on PKH assistance.

The concept of PKH is the same as Empowerment or empowerment, according to Friedmann, empowerment is an alternative concept of development which essentially emphasizes autonomy in decision-making based on personal, participatory, democratic resources and social learning through direct experience. Empowerment is one of the government's strategies in reducing poverty in society.

One of the empowerment programs is the Family Hope Program (PKH). In general, the implementation of PKH in Indonesia is almost the same as other community empowerment programs. There are various obstacles. Research conducted by Ahfan [2], found that problems in community empowerment are 1) Approach methods for villages with mobilization and participatory approaches that tend to be generalized; 2) The involvement of village government institutions in structural empowerment is still weak; and 3) Participation in community empowerment is still lacking.

Other problems that can arise as explained by Sumaryadi as quoted by Ahfan are: 1) fear, this fear will

later make it more difficult for individuals to take risks; 2) Role Clarity, namely the inconvenience of a job that the individuals feel uncomfortable due to confusion regarding the new role they get after empowerment; 3) Resistance to change, namely the tendency to cling to existing and comfortable methods so that it is difficult to accept change.

The seriousness of the central government in implementing PKH can be seen from the high allocation of PKH funding. For Bengkulu province in 2019 received assistance of Rp. 109.6 billion or as many as 91,944 KPM residents (Bengkulu Province Social Service, 2019). Seluma Regency received a funding allocation of Rp. 13.7 billion or 10,856 people, see the table below.

Table 1. Total Budget Allocation for PKH Bengkulu Province in 2019

Nu	Regency / City	Number of Souls	IDR
1	Bengkulu Selatan	8.135	10.5 billion
2	Bengkulu Tengah	4.557	5,7 billion
3	Bengkulu Utara	15.535	19,5 billion
4	Kaur	6.500	8,5 billion
5	Kepahiang	5.916	7,29 billion
6	Mukomuko	6.700	9,02 billion
7	Seluma	10.856	13,7 billion
8	RejangLebong	12.682	15,3 billion
9	Lebong	4.917	6,1 billion
10	Kota Bengkulu	10.481	13,77 billion

Source: Bengkulu Province Social Affairs, 2019.

The table above explains that Seluma Regency received the 3rd largest budget allocation out of the nine districts in the Bengkulu province. The aims and objectives are that the poverty level and in Seluma Regency will decrease from year to year.

To overcome problems in PKH management, PKH facilitators are important to strengthen their capacity in terms of communication patterns. Strengthening the capacity of PKH facilitators in terms of communication patterns with the aim that the KPM community is willing to sincerely, want to pay attention to what PKH facilitators are talking about and informing so that they are interested in the offer, then have the desire to improve discipline and finally make the decisions that are offered. Based on the AIDDA theory, attention is an effort that communicators must be able to raise to their communicants both through speaking styles with stimulating words and through appearance so that the communicants feel attracted. If attention has been successfully generated, now there is an effort to cultivate interest, which is a higher degree of attention.

Interest is a continuation of attention which is the starting point, then the emergence of a desire (desire) to

carry out an activity that is expected by the communicator. If there is only desire in the communicant, then for the communicator this does not mean anything, because it must be followed by the arrival of a decision, namely a decision to carry out an activity as expected by the communicator.

The concept of AIDDA when used by PKH Facilitators will result in the effectiveness of delivering messages by attracting attention. taking into account: 1) The message must be designed and conveyed so that it is attractive; 2) The message must use symbols aimed at the experience between the communicator and the communicant, so that it is understood; 3) The message must evoke the personal needs of the communicant; 4) The message must suggest a way to get the communicant's needs.

3. METHODS

This research was conducted in 19 villages in Sukaraja District, Seluma Regency, Bengkulu Province. This area is a new autonomous region in the category of underdeveloped regions based on the Decree of the Minister of Underdeveloped Regions Number 001 / KEP / M-PDT / I / 2005, almost 50% of the area has underdeveloped villages.

PKH Facilitators can collaborate with the KPM community and develop the motto values - sejoanserasan which means one bond and one unity to achieve common goals carried out by way of deliberation and consensus. The slogan becomes a force in the Serawai community (Seluma Regency) in executing every decision taken and becomes an opportunity for PKH Facilitators as well. Serasansejoan is local knowledge, a form of relationship that emphasizes the values of togetherness and community trust and has collective resources that rely on local communities that have long been formed in the community of Seluma Regency.

These values contained as social capital can be used as a basis for PKH facilitators so that PKH goals and ideas can run effectively and efficiently and KPM members do not have dependence on other government programs. It is hoped that KPM residents can have independence in carrying out their lives in the future. Stages and research approaches to increase the capacity of PKH facilitators by strengthening the persuasive communication patterns used to the KPM community. The first stage is to identify problems and opportunities both internally and externally in implementing PKH policies.

Every PKH Facilitator and every KPM Village resident will be the object of research. The research informants were PKH facilitators and the KPM community. The technique of taking informants by means of purposive sampling. Secondary and primary data sources, data analysis techniques are carried out by means of interactive models (data collection, data condensation, data presentation, and data verification).

4. RESULTS AND DISCUSSIONS

PKH is a government program that aims to reduce numbers and break the chain of poverty, improve the quality of human resources, and change the behavior of the family hope program participants who are relatively less supportive of increasing welfare. In addition, PKH aims to improve the standard of living of Beneficiary Families through access to education, health and social welfare services, reduce expenditure burdens and increase the income of poor and vulnerable families, create behavioral changes and independence of Beneficiary Families in accessing health and education services and social welfare. , reducing poverty and inequality, and introducing the benefits of formal financial products and services to Beneficiary Families.

PKH is a program of giving cash to Very Poor Households (RTSM) and RTSM family members are required to implement the terms and conditions that have been set. Such a program is known internationally as the conditional cash transfers (CCT) program. These requirements can be in the form of attendance at educational facilities (for example for school age children), or attendance at health facilities (for example for children under five, or for pregnant women). PKH targets are poor and vulnerable families and are registered in the integrated data program for handling the poor, having components of health, education, and / or social welfare.

PKH criteria include criteria for components of health, education and social welfare. The health component includes pregnant / nursing mothers and children aged 0 (zero) to 6 (six) years. The criteria for the education component include SD / MI or equivalent children, SMP / MTs or equivalent children, SMA / MA or equivalent children; and children aged six to 21 (twenty one) years who have not completed the 12 (twelve) year compulsory education. The criteria for the social welfare component include elderly people starting from 60 (sixty years) and people with severe disabilities.

Meanwhile, to achieve this goal, dedicated people provide assistance to the community. Therefore, the family hope program companion is recruited to carry out the tasks that have been determined by the government. Likewise, a PKH facilitator is a person appointed to help the successful implementation of PKH from the government to the KPM community. According to Rogers and Shoemaker, as quoted by Dilla, PKH assistants are also called change agents / development extension agents, which are professional duties that influence a decision on innovation in the direction it wants. This term or name basically indicates a terminology of community development efforts in various ways, a companion to the family hope program that is an important part of the development effort of rural communities.

The role of PKH Social Facilitators is very useful in assisting the government in overcoming poverty problems. As a PKH Social Assistant, of course, you must be ready to accept the consequences that will occur in the field. It is also necessary to know together, that as PKH Social Assistants work full time, where we are required to be mentally and

physically ready at any time to carry out our duties wholeheartedly and responsibly.

The implementation mechanism for the Family Hope Program (PKH) is carried out by the stages of Planning, determining PKH beneficiaries, Validating data on potential PKH beneficiaries, determining PKH Beneficiary Families, distributing PKH Social Assistance, PKH assistance, Family Capacity Building, Verification of PKH Beneficiary Family commitments, Updating of PKH Beneficiary Family Data and PKH Participation Transformation. To carry out the family hope program a coordination team was formed consisting of a technical coordination team from the central, provincial, district / city levels and the implementing unit for the family hope program in the sub-district. The unit implementing the family hope program at the sub-district level is the spearhead of this program because there is a chairperson as a coordinator to the district / city level as well as a companion who is directly tasked with the process of mentoring the community.

The communication made by the companion must be in accordance with the objectives of the Family Hope Program. It is hoped that the communication carried out by the companion of the Hope Family program will have an impact on the community, especially in the Sei Tuan percut area in improving the quality of life of the community. Therefore, the authors feel the need to examine more deeply about the communication carried out by the companion of the Hope Family Program through this research.

The role of the companion of the Family Hope Program in Sukaraja Sub-district, Seluma Regency in improving the quality of life of the community. First, as a mobilizer is a person who generates motivation and stimulation. The facilitators of the Harapan Family Program should be able to influence the community to move towards a better direction in improving the economic conditions of their families. In addition, PKH pendmping also acts as an intermediary and liaison. As an intermediary, PKH facilitators are tasked with conveying information to the KPM community regarding what rights and obligations must be carried out by beneficiary families or the assistance process carried out to achieve the goals to be achieved in the mentoring process. While the role as a liaison serves to bridge the interests of various parties.

Other roles of PKH facilitators are as organizer, evaluator, and who determines the results. Organizing function is carried out so that activities can be carried out. Meanwhile, the evaluator holds a coordination meeting to evaluate activities and discuss problems that arise in the field. Establishing results is to draw conclusions on whether or not it went well during the year. The quality of life of the KPM community in the family hope program consists of components of health, education and social welfare. The health component includes a clean and healthy lifestyle and routine health checks. The education component follows the 12 year compulsory education and the welfare component by fulfilling the nutritional intake for the family.

PKH assistance is carried out to KPM, namely beneficiary families. One of the rights of PKH participants or known as KPM is to get assistance to improve family capacity. By attending meetings held by PKH facilitators.

The importance of carrying out the Family Capacity Building Meeting, which is a stimulant for PKH participants in changing behavior towards daily habits, increasing knowledge, understanding of education, health, family financial management and increasing the ability of participants to better understand their own potential which can be used for improve family welfare.

The meeting between PKH Facilitators and KPM is held once a month, usually as a form of routine activity to discuss materials from PKH Facilitators and answer questions from KPM. In accordance with the statement of Mrs. IH:

“Our meeting is usually once a month, at the house of one of the PKH participants, because our system is arisan, so who can mean the meeting next month at home who got earlier. But now it is being held, so our meeting is also postponed, right, the government doesn't allow us to get together and be busy. But if there is information, usually the assistant informs the group leader, so the group leader will contact us. What was discussed when we held the meeting was about children, education, health, and economic problems”.

During the meeting the Facilitators not only conveyed information but also invited PKH participants to carry out their obligations. The chaperone's invitation is clear and concise. Steps taken by the companion to achieve the goal of the message by maximizing meetings each month face to face. This is to make it easier for PKH participants to understand the message. As a result of the Covid-19 pandemic, PKH assistants cannot carry out routine meetings once a month. However, they still only provide information that is considered important to the PKH group head in the assisted area so that later the information can be forwarded to the group leader.

The facilitator also included motivation such as PKH participant children being diligent in going to school, not to give up, reminding PKH participants to regularly go to the posyandu, to buy milk, etc. These beneficiary families have also experienced changes after the Family Hope Program (PKH) was introduced. They began to realize the importance of education and health. Acting as parents, they encourage their children to go to school if they do not enter they must be allowed, not without information. PKH Facilitators use a mixture of Indonesian and local languages in delivering the material. Because the majority of PKH participants are mothers and elderly, the assistants adjust the daily language of PKH participants so that all PKH participants understand.

Persuasive communication is a message that is intended to arouse human understanding and awareness that what is conveyed will change the attitude of the recipient of the message. This change is accepted not because of coercion but out of awareness and openness [4]; [13]; [15]; [17]. The purpose of persuasion is to invite the target to be influenced by the communicator's invitation, so that the purpose of the message is fulfilled.

PKH Facilitators in Sukaraja District use persuasive techniques in conveying their messages to Beneficiary Families (KPM) in order to change their attitudes or

behavior, namely by participating in activities and practicing them. In practice, a communicator must be very influential and able to change the mindset if the message wants the message to reach the communicant. There are important factors in the communicator when he launches a communication message, namely source attractiveness and source credibility.

Based on these two factors, PKH Facilitators as messengers in dealing with communicants must be empathic (empathy), namely the ability of a PKH facilitator to project himself to others. PKH facilitators as communicators must be empathetic when they communicate with communicants who are busy, angry, confused, sad, sick, disappointed and so on. When the communicator has a sense of empathy the target will feel comfortable and trust a communicator. A successful communicator in communication is one who is able to lead opinions and change the target mindset.

PKH Facilitators in Sukaraja District are trying to lead opinions and change the mindset of KPM. The perspective of PKH participants began to change for the better. PKH participants believed that their facilitators began to think that it was important to go to posyandu every month, to encourage children to be diligent in going to school, to think that health and education were the assets for a decent life. With high education PKH participant children will get a job in accordance with their education. Health is also very important when PKH participants are sick and cannot work to meet their daily needs. This statement was conveyed by Mrs. HJ as a PKH participant:

“Indeed, after attending the meeting, we were given the materials, although not all we understand, at least we know a little about the importance of children's education, health and so on”.

The escort of KPM community opinion by PKH facilitators is carried out with steps that have been considered previously in order to achieve the desired target. Meanwhile, the communication patterns used by the companion of the family hope program in improving the quality of life of the community, especially in the Sukaraja sub-district, can be classified into one-way communication patterns, two-way communication patterns and multi-way communication patterns. The one-way communication pattern is carried out at the meeting of all the beneficiary families of the Harapan family program with all the companions of the Harapan family program. The two-way communication pattern occurs during the companion dialogue with the beneficiary family of

5. CONCLUSION

The government's efforts to reduce poverty in Indonesia are carried out by creating the Family Hope Program (PKH). Where the government provides assistance to poor people to make them independent. Opening own business opportunities and can improve economic conditions. However, in reality the PKH program does not make the community independent but becomes dependent, and even hopes more for the assistance provided.

the family program. The hope is to find out about developments or problems that arise during the mentoring process. Meanwhile, the multi-way communication pattern occurs when the activities carried out by the companion at the family capacity building meeting.

Although, the communication pattern is good, the response from the community is not enough, causing the communication that exists between PKH facilitators and the KPM community to be less effective. So that there is no meaningful emotional closeness between them. It is known that every PKH facilitator resides outside the assisted village so that his house is far away indirectly makes the KPM community lose the opportunity to question their problems all the time. Even though there are regular meetings a month, since the Covid-19 pandemic all activities have been postponed so that PKH assistants do not provide direct assistance but through Whatsapp media. KPM assistance through Whatsapp is certainly not as effective as directly so that KPMs who on average don't have a smartphone / android and are clueless about not being able to experience assistance. This has led to an increase in the tendency to depend on PKH assistance coupled with the current economic conditions of the KPM recipient community and are always waiting for PKH assistance to drop again. This was felt by RH mother who felt very dependent on PKH assistance:

“actually I depend on PKH assistance for nothing, but my family's economy is very minimal, except if I am a rich person, it's natural if I don't depend, if like this what else can I do so I hope and depend very much on this PKH assistance.”

This trend must be overcome by PKH facilitators. Indeed, this condition is a formidable challenge for PKH facilitators, but in order to realize the government program so that it is in accordance with the goals and reaches the target, inevitably PKH Facilitators must work more optimally. To improve the relationship between PKH facilitators and the KPM community, PKH facilitators can get to know in depth the family conditions of PKH participants so that it is easier to communicate, strengthening communication patterns with the KPM community in Sukaraja sub-district, Seluma Regency can be done by providing education to the community about PKH goals, provide direction and guidance patiently and sustainably so that the KPM community is encouraged to lead an independent life..

The role of PKH facilitators in this case is very much needed to educate the community and encourage them to live independently. However, the traditional condition of the community and not in accordance with what was expected made it difficult for PKH facilitators to achieve the goals of the PKH program itself. There are many community misunderstandings about PKH assistance. The community does not know the purpose of the government in providing assistance to them so that in educating and motivating the KPM community, village assistants need persuasive communication, it is necessary to pay attention to the communication patterns to be used so that what is

conveyed can be received and understood well. The solution to the various problems experienced by PKH Facilitators in facing the various characteristics of the conservative and traditional KPM recipient community is to study the family life of KPM participants and patiently provide ongoing direction and guidance until the KPM community is encouraged to lead an independent life.

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