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Communication Patterns in Information Dissemination of the Family Hope Program (Program Keluarga Harapan) (Study Case in Sumberdadap Village, Pucanglaban District, Tulungagung Regency)

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Abstract

Poverty is a persistent and widespread social problem worldwide, including in Indonesia. The Family Hope Program (PKH) is a government initiative in Indonesia aimed at reducing poverty by providing conditional social assistance to eligible poor families identified as beneficiaries of the PKH. Effective dissemination of information is crucial in achieving the program's objectives. This research aims to answer questions regarding the communication patterns, barriers, and ways to overcome them in the dissemination of information for the PKH program. The research method employed is qualitative case study. The researcher collected, reduced, and presented informant responses, supported by observations to interpret the data and draw conclusions. The findings of this study indicate that: 1) The communication pattern in the dissemination of PKH information in Sumberdadap Village involves three direct parties, namely the district coordinator, facilitators, and residents, with the village providing support. 2) Barriers in the dissemination of the PKH program in Sumberdadap Village include technical, semantic, and behavioral barriers. 3) All of these barriers have been overcome through coordination among the district coordinators, facilitators, and PKH beneficiary families.

Keywords: Dissemination, Information, PKH, Poverty.

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1. INTRODUCTION

Poverty is a persistent and widespread social issue globally, including in Indonesia. Data shows that around 9.57% of Indonesia's population, or approximately 26.36 million people, live below the poverty line (Fiscal Policy Agency of the Ministry of Finance of the Republic of Indonesia, 2023). This poverty issue is still experienced by a significant portion of society in various regions of Indonesia, especially in areas with limited access to information. Poverty has broad negative impacts, such as increased crime rates, high mortality rates, and limited access to education. To address this issue, there's a need to focus on social issues and efforts to improve community welfare, including better access to education, basic needs fulfillment, and fair employment opportunities.

The Family Hope Program (Program Keluarga Harapan or PKH) is an Indonesian government initiative program aimed at reducing poverty. The Family Hope Program provides conditional social assistance to poor families identified as beneficiaries of PKH (Directorate General of Social Protection and Social Security, 2019)

To achieve the goals of PKH, can be divided into three stages and roles. First, the program is planned by the government and relevant authorities, then conveyed to the second party for implementation, which involves PKH facilitators, these facilitators play a role in raising community awareness, conveying information, sharing knowledge and experiences, and conducting verbal presentations. The last, involves community involvement or the participation of Beneficiary Families (KPM) in both the implementation and benefit utilization phases. Based on these stages, the communication pattern for delivering information about the PKH program and its implementation can be formulated. It starts from the Central Government to Regional Governments, then narrows down to the Village Government, followed by PKH facilitators who directly interact with PKH Beneficiary Families (KPM). However, in the process of delivering this information, there are likely to be several obstacles. (Sari, Sholihah, & Kusuma, 2022)

Sumberdadap is one of the villages located in the Pucanglaban Subdistrict of Tulungagung Regency, East Java Province, Indonesia. The Pucanglaban Subdistrict has a geographical location in a highland area with an elevation of 225 meters above sea level and covers an area of 463 square kilometers. Despite Pucanglaban Village being the administrative center of the subdistrict, Sumberdadap Village holds the highest population and serves as the primary trading and commercial center within the subdistrict (Sumberdadap Village Government, 2018). Considering this geographical location, the information dissemination

conditions in Sumberdadap Village can be considered relatively limited compared to other areas in Tulungagung. Moreover, the majority of PKH Beneficiary Families in this area lack familiarity with information technology, evident from their complaints about the delay in aid disbursement without understanding the reasons. Additionally, some do not own phones. These circumstances necessitate an enhanced communication process for information dissemination. From this standpoint, the author aims to study the communication dissemination pattern within the Family Hope Program (PKH) in Sumberdadap Village.

This research is conducted to answer questions about the communication patterns that occur in the information dissemination of the Family Hope Program in the village of Sumberdadap, Pucanglaban Subdistrict, Tulungagung Regency, how obstacles arise and how to overcome them. The results of this study are expected to contribute thoughts and recommendations for government and non-government institutions, as well as the human resources of the Family Hope Program, serving as a reference for evaluating the implementation of the Family Hope Program.

2. LITERATURE REVIEW

2.1 Communication Pattern

Communication patterns are a simplified representation of the communication process, illustrating the relationship between different communication components. The following is a classification of communication process and distribution patterns: Primary Communication Pattern, Secondary Communication Pattern, Linear Communication Pattern, and Circular Communication Pattern (Romadhoni, 2017).

i.a. Primary Communication Pattern

The primary communication pattern is a fundamental model developed by Aristotle, who was interested in exploring the most effective means of persuasion in speeches. In this pattern, communication symbols are divided into two forms: verbal and non-verbal symbols. Verbal symbols, or language that has been established and mastered by many people and non-verbal symbols include gestures using body parts. By combining both verbal and non-verbal symbols, the communication process becomes more effective (Thabroni, 2022)

ii.b. Secondary Communication Pattern

Secondary communication pattern is the process of conveying a message from a communicator to a recipient using a tool or medium as the second channel after employing a symbol as the first medium.

In this secondary communication process, over time, it becomes increasingly effective and efficient, largely due to the advancements in communication technology (Thabroni, 2022)

c. Linear Communication Pattern

By Shanon and Weaver, In the context of communication, the linear communication pattern is the process of delivering a message from a communicator to a recipient as the endpoint.

The linear (one-way) model used here moves from one place to another. The transmission perspective emphasizes the role of the media and the time used in conveying information (Thabroni, 2022)

d. Circular Communication Pattern

A circular pattern developed by Osgood and Schramm is used to illustrate the communication process. This pattern represents communication as a dynamic procedure where messages are conveyed through encoding and decoding steps. Encoding refers to the translation conducted by the message source, while decoding is the translation executed by the message receiver, stemming from the original source (Thabroni, 2022)

The concept of feedback in the communication process is extremely crucial, as through feedback, the communicator gains insight into whether their communication has been successful or unsuccessful (Lestari, Dewi, & Shinta, 2023).

2.2 Information Dissemination

Information dissemination is a planned, directed, and managed process of spreading information (Ibrahim, 1988). It involves the activity of distributing information within the community environment. Tulung (2014) explains that information dissemination includes the distribution of information and communication messages. This process can take place when individuals internalize the messages, implying that they receive information that meets their expectations and requirements, leading to advantages for them. Additionally, Tulung clarifies that information management is a component of government public relations activities and should be overseen by well-trained, experienced bureaucratic professionals with scholarly capabilities and proficient PR skills (Setyanto & Winduwati, 2017) (Rodiah, Budiono, & Rohman, 2018)

2.3 PKH (Family Hope Program)

The Family Hope Program, commonly known as PKH, is one of Indonesia's government initiatives under the Ministry of Social Affairs. It has been in operation since 2007 with the dual purpose of accelerating poverty eradication and fostering social protection policies. The program aims to provide social assistance to impoverished citizens.

Through this program, beneficiary families are encouraged to access and utilize basic social services such as healthcare, education, food and nutrition, care, and support. This includes gaining access to various other social protection programs that complement each other in a sustainable manner (Fauziah & Wulandari, 2019)

2.4 Noise or Obstacle

During the implementation of the dissemination process, challenges or obstacles inevitably arise. Communication barriers encompass all forms of disruptions that occur during the transmission and reception of messages between individuals (communicator - recipient) and can be caused by environmental, physical, and psychological factors of the individual. According to Wursanto (2005), barriers in the communication process are divided into three parts: technical barriers, semantic barriers, and behavioral/human barriers (Damayanti & Purnamasari, 2019)

This research also seeks to understand how to overcome these obstacles in the Family Hope Program in the village of Sumberdadap, Pucanglaban Subdistrict, Tulungagung Regency.

3. METHODS

This research employs a qualitative method with a case study approach. In line with Nawawi's perspective (2003), data for a case study can be obtained from all relevant parties, meaning that data in this study is collected from various sources (Nawawi & Martini, 2003). The research object is the communication pattern in disseminating information about the Family Hope Program in Sumberdadap Village, Pucanglaban Subdistrict, Tulungagung Regency. The subjects were selected using purposive sampling, involving 5 informants: the PKH District Coordinator of Tulungagung Regency, PKH Facilitator of Sumberdadap Village, the Head of Sumberdadap Village, and 2 individuals from PKH Beneficiary Families in Sumberdadap Village.

Data for the research were obtained through interviews with informants, observations, and documentation. Data validity was ensured through source and technique triangulation. The researcher collected, reduced, and presented informant responses supported by observations to interpret the data and draw conclusions.

4. RESULTS AND DISCUSSION

Sumberdadap Village is located in the Pucanglaban Subdistrict. This village can be regarded as a center, particularly in terms of economics and shopping activities within the Pucanglaban Subdistrict. It has been classified as an advanced village based on the Village Development Index. The implementation of the Family Hope Program in Sumberdadap

Village, Pucanglaban Subdistrict, Tulungagung Regency, is active and follows its implementation structure. There are 122 PKH Beneficiary Families (KPM PKH) divided into 5 groups. Here is the data on the components of PKH Beneficiary Families in Sumberdadap Village, Pucanglaban Subdistrict, Tulungagung Regency.

Table 1. Component of PKH Beneficiary Families in Sumberdadap Village

PKH Components	Quantit y
Pregnant	0
Toddlers	3
Elementary Student	18
Junior High School Student	26
High School Student	7
Elderly	107
Person with Disabilities	3

In the process of interviews and observations, the researcher selected 5 interviewees to address the research problem. The characteristics of these informants are as follows:

Table 2. Informants Characteristic

No.	Nama Narasumber	Peran
1.	Nur Azizah, SE.	Coordinator of PKH in Tulungagung Regency
2.	Endik Waskito, S.Pd., M.Pd.	PKH Facilitator of Sumberdadap Village
3.	Slamet Riyanto	Head of Sumberdadap Village
4.	Budiasih (Mak Guntur)	Resident 1 - PKH Beneficiary and Group Leader
5.	Landep	Resident 2 – PKH Beneficiary

Information dissemination refers to the planned, directed, and managed process of spreading information. In this research, information about the Family Hope Program is disseminated through various levels, starting from the Social Affairs Office or the Tulungagung Regency Coordinator as the implementer of PKH at the district level. The district coordinator leads the PKH secretariat and is responsible for PKH facilitators. Their tasks include providing information and PKH data in each sub-district, supervising and mentoring PKH facilitators at the sub-district level, and handling issues that arise during program implementation.

Next, the PKH Facilitator plays a primary role as a companion while also taking on the roles of a facilitator, implementer, and supervisor since they directly engage with and are responsible for the PKH Beneficiary Families (KPM). Interestingly, similar to the district coordinator, the PKH facilitator can also be referred to as a social worker or facilitator, as their role encompasses not only the PKH program but also various programs from the Ministry of

Social Affairs. Moving on to the village, in the process of disseminating PKH information, the village is not directly involved but serves as the source and updater of data for PKH Beneficiary Families. Lastly, the recipients of benefits, the residents, are the receivers of information, acting as the recipients or communicators in this process.

In the dissemination of information about the Family Hope Program (PKH) in Sumberdadap Village, Pucanglaban Subdistrict, Tulungagung Regency, there is a communication flow between the government and the PKH recipients. Information about the availability of PKH assistance is initially provided by the Social Affairs Office or the district coordinator to the PKH facilitator. The PKH facilitator then conveys this information to the group leader through WhatsApp (WA) groups or direct communication.

The group leader then informs the PKH beneficiary residents in the village, again through WA groups or direct communication. Residents who are part of the WA group quickly receive this information, while those who are not part of the group receive it through the group leader or by observing other residents who receive the assistance. The group leader plays a vital role in conveying information to residents who are not yet part of the WA group, ensuring they remain aware of the availability of PKH assistance.

Communication Pattern

The Primary Communication Pattern, the primary communication pattern employs symbols as the fundamental medium or channel of communication. In this study, the primary communication pattern occurs between the district coordinator and facilitator, as well as between the facilitator and the PKH beneficiary residents. The district coordinator, as the main communicator, holds authority, responsibility, and serves as an information source in the implementation of PKH at the district/city level. The relationship between the district coordinator and PKH facilitator is well-observed, characterized by close interaction and smooth communication. The female District Coordinator creates a comfortable and friendly atmosphere, aiding in building a trusting relationship.

When communicating with the community, the facilitator uses relaxed and familiar Javanese language. They are capable of effectively leading meetings, employing simple language, and engaging in productive communication with the PKH Beneficiary Families (KPM PKH). The facilitator enjoys their work and exhibits genuine dedication in assisting the KPM.

"Regarding the reception of information by KPM, some find it difficult while others find it easy, but if averaged out, the results fall somewhere in the middle to lower range. This is due to factors like elderly beneficiaries and varying educational backgrounds, which require facilitators to be adept at adapting their communication during the

information delivery process. Nonetheless, despite these challenges, KPM in this area can be categorized as enthusiastic about receiving information and they are open to learning." (Interview with PKH facilitator on 27/05/2023).

In this communication pattern, the communication process flows continuously between the facilitator, the group leader, and the PKH beneficiary residents.

Secondary Communication Pattern, The communication pattern for disseminating information about the Family Hope Program employs various types of media or channels. The first of these is communication through mobile phones and WhatsApp groups.

"I don't limit consultations with me to working hours; I'm available to take calls at any time. Technically, we're not supposed to, as per our official working hours designated by the Social Services Department, which is Monday to Friday from 08:00 to 16:00. However, if there's a task or directive from the ministry, it must be carried out regardless of the day or time." (Interview with District Coordinator on 23/05/2023).

Same goes for the facilitator to the PKH Beneficiary Families. Mrs. Budiasih, who is a recipient of PKH benefits from Sumberdadap Village and also serves as the group leader, mentioned:

"We all communicate through WhatsApp, there's a group with Mr. Endik and the village group leader in Sumberdadap. As for our group members, I have a separate group that I created." (Interview with Mrs. Budiasih as PKH beneficiary on 27/05/2023).

In the working process of implementing PKH or social workers, PKH human resources receive information, programs, and more through an application accessible on Android smartphones called "SIKS Mobile." This application contains information about programs from the Ministry of Social Affairs. There's also "SIKS NG" for data updates and "E-SDM PKH" for PKH human resources or implementers. The latter includes data, reporting locations, transactions, and monitoring, all designed to streamline the Family Hope Program's operational processes.

Apart from communication media for interaction, facilitator also delivering the P2K2 (Parenting Education and Family Capacity Building) materials consisting of 5 modules, the facilitators are provided with modules. These 5 module topics include Child Rearing and Education, Child Protection, Financial Management and Business Planning, Social Welfare, and Health and Nutrition. In delivering these modules, PKH Beneficiary Families receive smartbooks tailored to the subject matter for learning purposes. These smartbooks are given to

the group leader, photocopied, and then distributed to all PKH Beneficiary Families members in Sumberdadap.

Linear Communication Pattern, aligns with the PKH implementation process or approval levels, information is conveyed directly from the highest-level coordinator, then down through each level until it reaches the PKH Beneficiary Families as the final communicans. This communication dissemination pattern accurately depicts this flow. In the research conducted on the PKH program in Sumberdadap Village, Pucanglaban Subdistrict, Tulungagung Regency, this pattern illustrates the communication transmission from the district coordinator to the facilitator, and subsequently from the facilitator to the PKH beneficiary residents.

Circular Communication Pattern, This pattern shows the implementation process of disseminating the PKH program. For the program to run as planned, there must be a continuous exchange of feedback. This pattern illustrates the process of monitoring and evaluating the PKH program's implementation, wherein each communicator and recipient provide feedback to one another. The communication feedback loop in the circular pattern within the dissemination of PKH information in Sumberdadap Village, Pucanglaban Subdistrict, Tulungagung Regency, is as follows:

1. PKH Beneficiary Families (KPM PKH) contact the facilitator if they have issues or complaints regarding the information they receive.
2. The PKH facilitator receives information from the KPM and is obliged to provide reports and reconciliations to the district coordinator.
3. Similarly, the district coordinator receives reports and reconciliations from the facilitator, which are then reported to the regional coordinator.

This process continues all the way to the central level, where all processes must circulate to ensure the program is running smoothly as planned. Below is the Flowchart of the Receipt and Facilitation of the PKH Program in Tulungagung Regency:

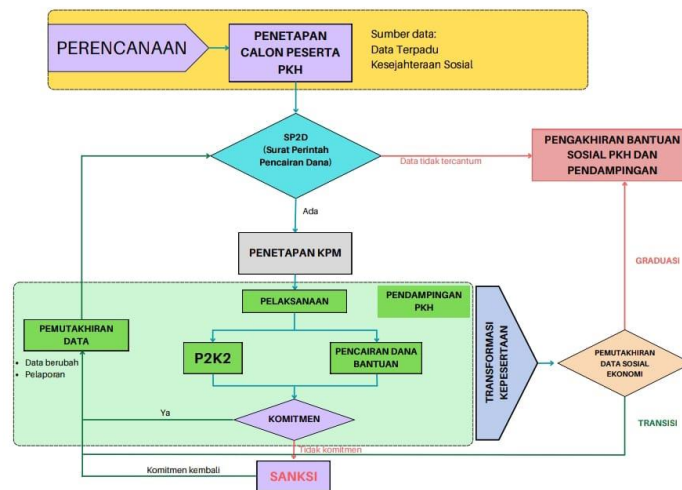


Figure 1. Flowchart of Receipt and Facilitation process of PKH Program in Tulungagung Regency

Communication Noise/Barriers

Here are some barriers identified within the process of disseminating information about the Program Keluarga Harapan (PKH) in Desa Sumberdadap, Kecamatan Pucanglaban, Kabupaten Tulungagung:

a. Technical Barriers

Technical barriers occur when there are disruptions in the communication tools used, leading to the distortion of the transmitted message or information. The following technical barriers were found in the research on the communication pattern of disseminating information about the PKH program in Desa Sumberdadap, Kecamatan Pucanglaban, Kabupaten Tulungagung:

- 1) The first encountered barrier was the inconsistency or errors in the data listed in the Surat Perintah Pencairan Dana (SP2D) for the Keluarga Harapan program (PKH). Not all data listed in the SP2D directly lead to fund disbursement. This could be due to errors or inaccuracies in the data of KPM (Keluarga Penerima Manfaat) registered in the system.
- 2) Another barrier is related to technical issues, such as errors or maintenance in the applications used in the PKH program (SIKS Mobile, SIKS NG, and ESDM). This can hinder the process of disseminating information because the PKH facilitators may not be able to access or use the required applications to transmit information to KPM.

b. Semantic Barriers

Semantic barriers in this research arise when PKH facilitators use terms or technical language that is unfamiliar or difficult for KPM to understand. This can lead to misunderstandings in interpreting the conveyed message or information. Additionally, differences in understanding between the koordinator kabupaten, PKH facilitators, and KPM can also lead to semantic barriers. This was expressed by Mr. Endik as follows:

"We need to adapt our language since most of them are elderly and live in remote areas with traditional backgrounds. Some of them don't understand Bahasa Indonesia and can't read or write. So, we use Javanese language to make it familiar. For KPM with intellectual disabilities, we understand the situation and try our best to help them understand using specific strategies." (Interview with PKH facilitator on 25/05/2023).

c. Behavioral Barriers:

- 1) The facilitators have a tendency to procrastinate and miss deadlines. PKH facilitators tend to delay or often choose to submit tasks right before the deadline, which becomes a constraint in disseminating information about the Program Keluarga Harapan in Desa Sumberdadap. In this case, this behavior hampers the flow of reports that should be submitted on time to the koordinator kabupaten.

"Because our tasks have deadlines, let's say the deadline is on Wednesday. But these individuals (referring to the facilitators) sometimes send it only on Wednesday at midnight." (Interview with the district coordinator on 23/05/2023).

The impact is that it slows down the circular flow of information, and delays can disrupt the process of fund disbursement or access to available programs.

- 2) Challenging conditions for Elderly KPM. There are several elderly KPMs who have difficulty engaging in daily activities due to their advanced age. The consequence is an information gap between the government or facilitators and elderly KPMs, leading to missed opportunities for them to access assistance or offered programs. Lack of understanding about the program and difficulties in following instructions or procedures can also occur.

How to Overcome The Barriers

1. To overcome the barrier of data inconsistency in disbursement, PKH facilitators play a crucial role in analyzing and verifying KPM data in more detail. Facilitators conduct a recheck of the data entered into the system and effectively communicate with the district coordinator to correct or update inaccurate data. Facilitators also provide guidance and

direction to KPM to ensure the accuracy and completeness of the data they provide. In this context, facilitators act as mediators between KPM and the responsible parties in the fund disbursement process, allowing data errors to be resolved quickly and efficiently.

2. When errors or maintenance issues occur with applications, PKH facilitators wait until the problem is resolved or obtain stable access to operate the application again. To overcome this barrier, as maintenance and routine repairs are the responsibility of those in charge of the applications, PKH facilitators in Tulungagung resort to alternatives. They prepare data in Excel format before application errors or maintenance, and utilize communication methods that are not dependent on digital applications. This includes in-person meetings or using communication channels like text messages or phone calls.
3. To address semantic barriers, communicators such as the district coordinator and facilitators use clear, simple, and easily understandable language for the beneficiaries of the PKH program. Facilitators also need to ensure that the messages conveyed can be received and understood correctly by the recipients. Open communication, mutual questioning, clarification, and the use of concrete examples can help reduce semantic barriers and ensure better understanding among all parties involved in disseminating information about the Keluarga Harapan program in Sumberdadap Village.
4. To overcome behavioral barriers related to missing deadlines, it's important for PKH facilitators to raise awareness of their responsibility in meeting deadlines and respecting established timelines. The coordinator assists them in developing self-discipline to ensure that work processes align with plans and information is conveyed to KPM according to set schedules. Facilitators also need to enhance communication and coordination with the relevant teams or parties to ensure the smooth flow of information dissemination. By addressing these behavioral issues, it's expected that communication and information dissemination for the Keluarga Harapan Program can operate more effectively and timely, maximizing the benefits for the beneficiaries.
5. In dealing with behavioral barriers related to elderly beneficiaries, PKH facilitators adopt a communication approach that suits their needs and characteristics. Facilitators also collaborate with family members to assist in the process of disseminating information. With such support and cooperation, it's anticipated that information can be better delivered to elderly beneficiaries, enabling them to utilize the program more effectively.

5. CONCLUSION

1. The communication pattern in disseminating PKH information in Sumberdadap Village involves three main parties directly: the district coordinator, facilitators, and

beneficiaries, with the village playing a supporting role. The communication pattern is divided into primary and secondary, supported by various media. The process of information distribution follows a linear and hierarchical approach, while the work process involves a circular communication pattern. At each level, feedback is essential to ensure the successful execution of information dissemination and program implementation as planned.

2. Barriers in disseminating the PKH program in Sumberdadap Village include technical challenges related to disbursement data and occasional errors or maintenance of applications. Semantic barriers involve using simple and understandable language to adapt to the recipients' understanding. Behavioral barriers manifest as facilitators occasionally missing deadlines in their tasks.
3. All these barriers are addressed through coordination among district coordinators, facilitators, and PKH beneficiaries. To overcome data inconsistency barriers: Verify KPM data, communicate with coordinators, and provide guidance to KPM. For technical barriers related to applications: Await repairs or use alternative communication methods. Addressing semantic barriers: Utilize simple language, maintain open communication, and provide concrete examples. Overcoming the deadline behavior barrier: Enhance awareness and coordination in meeting deadlines. Addressing the elderly behavior barrier: Involve family members, explain the importance of attendance, and the consequences of non-attendance.

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