

ABSTRAK

Sri Diana. NIM: 7182240011. Efektivitas Implementasi Program Keluarga Harapan (PKH) Dalam Meningkatkan Kesejahteraan Masyarakat Kurang Mampu Di Kelurahan Titi Papan Kecamatan Medan Deli. Skripsi Jurusan Ekonomi, Program Studi Ilmu Ekonomi, Fakultas Ekonomi Universitas Negeri Medan 2022.

Penelitian ini bertujuan untuk menganalisis bagaimana efektivitas implementasi Program Keluarga Harapan (PKH) dalam meningkatkan kesejahteraan masyarakat kurang mampu di Kelurahan Titi Papan Kecamatan Medan Deli. Sumber data dalam penelitian ini adalah data primer dengan pengumpulan data melalui observasi, wawancara dan kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan menggunakan perangkat lunak SPSS Versi 23.

Tingkat efektivitas PKH di Kelurahan Titi Papan dalam masing-masing variabel, dimana pada setiap variabel ketepatan sasaran, sosialisasi program, dan pemantauan program PKH di Kelurahan Titi Papan dikatakan cukup efektif, Adapun menurut standar ukuran efektivitas berdasarkan acuan Litbang Depdagri bahwa 79,60% dinyatakan cukup efektif. Dengan demikian dapat ditarik kesimpulan bahwa implementasi atau pelaksanaan PKH di wilayah Kelurahan Titi Papan berjalan dengan baik dan efektif dan dapat meningkatkan kesejahteraan masyarakat kurang mampu di wilayah Kelurahan Titi Papan Kecamatan Medan Deli.

Hasil persamaan pada penelitian yaitu $Y = 2,059 + 1,05X_1 + 0.236X_2 + 0.443X_3 + 0.525X_4 + e$. Berdasarkan persamaan tersebut dapat disimpulkan bahwa variabel ketepatsasaran program, sosialisasi program, tujuan program dan pemantauan program secara bersama-sama berpengaruh terhadap kesejahteraan. Secara parsial variabel ketepatsasaran program memiliki pengaruh positif dan tidak signifikan terhadap terhadap kesejahteraan. Sedangkan variabel sosialisasi program, tujuan program dan pemantauan program memiliki pengaruh positif dan signifikan terhadap kesejahteraan masyarakat kurang mampu di Kelurahan Titi Papan Kecamatan Medan Deli. Koefisien Determinasi (R^2) bernilai 0,851 yang mengartikan bahwa variabel ketepatsasaran program, sosialisasi program, tujuan program dan pemantauan program mampu meningkatkan kesejahteraan masyarakat sebesar 85,1% sedangkan sisanya sebesar 14,9% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Efektivitas. Program Keluarga Harapan (PKH), Kesejahteraan.*

ABSTRACT

Sri Diana. NIM: 7182240011. Effectiveness Of The Implementation Of The Family Hope Program (PKH) In Improving The Welfare Underprivileged In The Titi Papan Sub-District Medan Deli District. Thesis Department of Economics, Economics Study Program, Faculty of Economics, State University of Medan 2022.

This study aims to analyze how the effectiveness of the implementation of the Family Hope Program (PKH) in improving the welfare of the underprivileged in Titi Papan Village, Medan Deli District. Sources of data in this study is primary data with data collection through observation, interviews and questionnaires. The data analysis technique used is multiple linear regression analysis using SPSS Version 23 software.

The level of effectiveness of the Family Hope Program (PKH) in Titi Papan Village in each variable, where in each variable the accuracy of targeting, program socialization, and monitoring of the Family Hope Program (PKH) in Titi Papan Village is said to be quite effective enough. Meanwhile, according to the standard of effectiveness measurement based on the R&D reference of the Ministry of Home Affairs, that 79.60% is declared quite effective. Thus, it can be concluded that the implementation or implementation of the Family Hope Program (PKH) in the Titi Papan Village area is running well and effectively.

The results of the equation in the study are $Y = 2.059 + 1.05X_1 + 0.236X_2 + 0.443X_3 + 0.525X_4 + e$. Based on these equations, it can be concluded that the variables of program targeting, program socialization, program objectives and program monitoring jointly affect welfare. Partially, the program targeting variable has a positive and insignificant effect on welfare. While the variables of program socialization, program objectives and program monitoring have a positive and significant impact on the welfare of the underprivileged in Titi Papan Village, Medan Deli District. The coefficient of determination (R^2) is 0,851 which means that the variables of program targeting, program socialization, program objectives and program monitoring are able to increase community welfare by 85,1% while the remaining 14,9% is explained by other variables not examined in this study.

Keywords : *Effectiveness, The Family Hope Program (PKH), Welfare.*