

FAMILY HOPE PROGRAM (PKH) EXTENSION WORKERS' EFFORTS IN ALLEGING POVERTY IN THE COMMUNITY IN KALIWUNGU SUB-DISTRICT, KENDAL REGENCY

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Abstract

Poverty remains a major issue in Indonesia. One of the government's efforts to alleviate poverty is the Family Hope Program (PKH). This study aims to describe the Extension Workers' efforts in implementing the Family Hope Program (PKH) to combat poverty in Kaliwungu District, Kendal Regency. Among the outcomes of the efforts made is 1) Socialization of the distribution of assistance through the provision of materials, business training, and assistance in resolving various problems in the field. 2) Increasing the group's economy through skill-based activities such as business partners. 3) Changes in behavior (knowledge, attitudes, and skills) where being in chronic poverty becomes temporary poverty because KPM (Benefit Recipient Families) has acquired business skills. 4) Empowerment of the Independent Community through Skill Training Activities such as making bags and brooches out of cloth that will later be made into saleable goods for the beneficiary families.

Keywords: *Extension Efforts, Poverty, Hope Family Program*

Abstrak

Kemiskinan saat ini masih menjadi permasalahan serius di Indonesia. Upaya yang dilakukan oleh pemerintah dalam menanggulangi kemiskinan salah satunya melalui Program Keluarga Harapan (PKH). Tujuan dari penelitian ini adalah guna mendeskripsikan upaya apa yang telah dilakukan penyuluh dalam melaksanakan program keluarga harapan (PKH) dalam menanggulangi kemiskinan di Kecamatan Kaliwungu Kabupaten Kendal. Adapun hasil dari upaya yang dilakukan diantaranya: 1) Sosialisasi Penyaluran Bantuan melalui pemberian materi, pelatihan

usaha, membantu menyelesaikan berbagai permasalahan yang terjadi di lapangan. 2) Penguatan Ekonomi Kelompok dengan kegiatan pemberian keterampilan seperti bermitra usaha. 3) Perubahan Perilaku (Pengetahuan, Sikap, dan Keterampilan) dimana pada kategori pendidikan serta berada pada kemiskinan kronis menjadi kemiskinan sementara, hal tersebut karena KPM telah mendapatkan keterampilan usaha. 4) Pemberdayaan Masyarakat Mandiri melalui kegiatan pelatihan keterampilan seperti pembuatan tas dan bros dari kain untuk nantinya bisa dikreasikan menjadi barang yang bernilai jual sehingga bisa menciptakan kesejahteraan bagi KPM.

Kata Kunci: *Upaya Penyuluh, Kemiskinan, Program Keluarga Harapan*

A. Introduction

Poverty is broadly classified into absolute, relative, and cultural. Absolute poverty is defined as a person who cannot meet the bare necessities of life, such as clothing, food, shelter, health, and education. Meanwhile, relative poverty occurs when a person lives above the poverty line but is still poorer than the surrounding community. Cultural poverty occurs when a person or group of people do not want to make changes in their lives. According to the Qur'an, poverty is a social problem that must be addressed and a disease that must be treated immediately by making changes.¹ This is also consistent with the goal of da'wah, which is to demonstrate activities aimed at bringing about positive changes in people.² Abu Na'im :

كَادَ الْفَقْرُ أَنْ يَكُونَ كُفْرًا

Meaning: "Poverty is close to kufr."³

Poverty is still a problem with long-term consequences for the community, as evidenced by research conducted by Darma Rika Swaramarinda in the Journal of Economic Education, the Central Bureau

¹Muhammad Istan, *Pengentasan Kemiskinan Melalui Pemberdayaan Ekonomi Umat Menurut Perspektif Islam*, Journal of Islamic Economics, 2.1 (2017), h. 82.

²Moh Ali Aziz, *Ilmu Dakwah* (Jakarta: KENCANA, 2004).

³Imam Ibnu Hajar, *Tabd'ibut Tabd'ib*.

of Statistics (2000), which found that scientific factors play a role in the occurrence of poverty. Someone experiences poverty because they were born into a low-income family; this poverty causes difficulties in meeting basic needs and developing their social status. In this sense, poverty is a chain that, if not broken, will ensure that poverty persists.⁴ Arius Jonaidi explained the same thing in the *Journal of Economic Studies*. According to the findings of this study, poverty is seen from an economic standpoint as a result of low human resource quality caused by a lack of education. So it can have the effect of a crisis, causing the number of poor people to rise again.⁵ Apart from causing difficulties in meeting basic needs and a persistently high poverty rate, Lisa Nursita et al., in the *Education Journal*, discovered that poverty significantly impacts education. When children reach their productive age, they should become a large capital as a quality resource in building a nation; however, if poverty impacts a child's education, the quality of these resources will suffer.⁶ As a result, poverty has an extraordinary impact on society, forcing people to suffer and grapple with life's difficulties.⁷

Given the persistence of poverty, it is necessary to implement programs to alleviate poverty; however, programs implemented in poverty alleviation efforts have yet to have much impact. As a result, the goal of national development related to equity and improving people's welfare remains a problem. As a result, the government launched the Family Hope Program (PKH), which was designed to help the poor through conditional assistance, according to the Director General of Assistance and Social Security. The Family Hope Program (PKH) is a component of poverty-reduction efforts. Conditional assistance efforts

⁴Darma Rika Swaramarinda, *Analisis Dampak Pengangguran Terhadap Kemiskinan di DKI Jakarta*, Fakultas Ekonomi Universitas Negeri Jakarta, *Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)*, 2.2 (2014), h. 63–70.

⁵Arius Jonaidi, *Analisis Pertumbuhan Ekonomi Dan Kemiskinan di Indonesia*, *Jurnal Kajian Ekonomi*, 1.April (2012), 140–64.

⁶Lisa Nursita and Bambang Sulistyo Edy P, *Pendidikan Pekerja Anak : Dampak Kemiskinan Pada Pendidikan*, *Jambura Economic Education Journal*, 4.1 (2022), h. 1–15.

⁷Mochamad Syawie, *Kemiskinan Dan Kesenjangan Sosial*, *Jurnal Informasi*, 16.03 (2011), h. 213–19.

are related to efforts to improve the quality of life in the fields of education and health; the assistance is in the form of cash given to Very Poor Households (RSTM) with family members consisting of children aged 0-15 years, pregnant women, the elderly, and people with severe disabilities. The primary goal of the PKH program is to reduce poverty and improve the quality of human resources, particularly in poor communities.⁸

According to the Central Statistics Agency (BPS), the percentage of people living in poverty in 2020 reached 9.78%, which rose 0.56% from the previous year.⁹ The failure to fulfill basic rights, such as limited adequacy and quality of food, limited access and low quality of health services, limited access and quality of educational services, limited employment and business opportunities, limited access to housing services, limited access to clean water, sanitation, and a sense of security, weak certainty of tenure and ownership of land, and weak community participation, causes poverty problems.¹⁰ Kaliwungu is one of the poorest areas in the country.

Kaliwungu is a sub-district in Kendal Regency, one of 20 sub-districts in Kendal Regency, with an area of 47.73 km², the majority of which is used for non-agricultural land (21.63 km²) and the remainder for paddy fields (6.52 km²). Kaliwungu has a population of 61,409, with 30,804 men and 30,605 women.¹¹ Because the workforce comes from the city of Kaliwungu, the strategic location of Kaliwungu, which borders the industrial city of Semarang, means that Kaliwungu's position is not directly affected in terms of the economy, and the people of Kaliwungu have not been fully affected economically and have received welfare.

⁸Dedy Utomo, Abdul Hakim, and Heru Ribawanto, *Pelaksanaan Program Keluarga Harapan dalam Meningkatkan Kualitas Hidup Rumah Tangga Miskin (Studi Pada Unit Pelaksana Program Keluarga Harapan Kecamatan Purwoasri, Kabupaten Kediri)*, Jap, 2.1 (2013), 29–34.

⁹Yusriadi and others.

¹⁰Arfriani Maifizar, *Karakteristik dan Fenomena Kemiskinan Keluarga Miskin Pedesaan di Aceh*, Jurnal, 02.03 (2016), h. 301.

¹¹Badan Pusat Statistik, *Kecamatan Kaliwungu dalam 2020* (Kendal, 2020).

The government carried out poverty alleviation efforts through the Ministry of Social Affairs in the Family Hope Program (PKH), one of which was carried out in the Kaliwungu community by PKH extension workers by guiding to assist individuals and groups in prospering their lives. PKH activities in Kaliwungu District are carried out once a month, according to interviews with PKH officers, by conveying some information and delivering modules on education, the economy, nutrition, disability and the elderly, and child protection (Interview with PKH officers in Kaliwungu District, 11.07, March 15, 2022). Furthermore, PKH extension workers must deal with various polemics from PKH participants in the field, such as cases where there was a struggle for ownership rights of the KKS (Prosperous Family Card) due to divorce, with two categories each following the father and mother. Furthermore, PKH beneficiaries often abuse the assistance provided, causing the intended assistance targets to fail. (Source: PKH social media in Kaliwungu District, 22.31, January 18, 2022). In this way, the implementation of PKH tasks cannot be separated from the instructor's efforts in carrying out the task, as is known by a person's professionalism for the ability of the extension worker to use the right method.

An extension worker assigns a series of activities to the beneficiary families to effect positive change. This is consistent with Rasulullah SAW:

من دَلَّ عَلَى خَيْرٍ فَلَهُ مِثْلُ أَجْرِ فَاعِلِهِ

Meaning: “Whoever guides someone to goodness will have a reward like one who did it” (H.R. Muslim no. 1893).

Apart from the hadith, calling for kindness is also found in Q.S AN-Nahl verse 125:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ
بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: "Invite 'all' to the Way of your Lord with wisdom and kind advice, and only debate with them in the best manner. Surely your Lord 'alone' knows best who has strayed from His Way and who is 'rightly' guided". (Q.S An-Nahls: 125)

Extension officers teach or invite the beneficiary families to real changes with the intention of da'wah, as in Irshad's da'wah, which is intended as a whole extension effort in inviting people, individually or in groups, to develop themselves and realize society within the framework of a better socioeconomic order and needs, emphasizing social problems such as poverty.¹²

According to this explanation, the obtained results are the efforts of the Family Hope Program (PKH) extension workers in tackling poverty in the community in Kaliwungu District, Kendal Regency, particularly for eligible participants. As a result, researchers should conduct a study titled "Efforts of the Family Hope Program (PKH) in Overcoming Poverty in Communities in Kaliwungu District, Kendal Regency."

B. Methods

This is qualitative research or research that seeks to comprehend the phenomenon of what research subjects experience, such as actors, perceptions, motivations, actions, and so on. Holistically and through natural descriptions in words and language, in a specific natural context, and through the application of various natural methods.¹³ The authors conducted a field study in Kaliwungu District, Kendal Regency, to obtain concrete data about the efforts of extension workers for the Family Hope Program (PKH) in tackling poverty in the community.

C. Result and Discussion

The Family Hope Program is a government-created cash assistance program for very poor households, with routine meetings held

¹²Akhmad Sagir, 'Dakwah Bil-Hal: Prospek Dan Tantangan Da'i', *Jurnal Ilmu Dakwah*, 14.27 (2015), 21.

¹³Lexy. J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: PT Remaja Rosdakarya Offset, 2010).

monthly at residents' homes. Because the problem of poverty persists, the government has implemented several policy programs to address it, one of which is the Family Hope Program.

Extension officers are individuals who have roles and responsibilities to provide guidance or information to the community to overcome various problems and provide information to achieve the goals that have been established.¹⁴ However, being an extension worker only sometimes goes as planned, especially when working directly with members of the beneficiary families in the field. Of course, there are many obstacles and problems that an extension worker must face, and it is hoped that the extension worker can understand the situation so that the assigned program can run smoothly. The presence of an extension agent in the family program is expected to help run the program so that what is expected can provide benefits and be mutually beneficial to both parties, the government, and the beneficiary families.

1. The Definition of Poverty

Al-Raghib al-Asfahani defined poor as "a person who does not have anything." Ibn Kathr elaborated, saying that the poor is "a person who does not have anything sufficient," whether it is food, clothing, or shelter.¹⁵

According to Niemietz in Maipita, poverty is the inability to purchase necessities such as food, clothing, shelter, and medicines. Poverty is also defined by the Central Bureau of Statistics as an economic inability to meet basic food and non-food needs as measured by knowledge.¹⁶ Levitan (1980) claims that poverty is defined as a lack of goods and services required to maintain a decent standard of living. Actually, poverty is more than just a lack of money for the necessities of life. The essence of the poverty phenomenon is the ability of a poor

¹⁴Siti Aminah, *Makna Penyuluhan Dan Transformasi Perilaku Manusia*, Jurnal Penyuluhan, 03.01 (2007).

¹⁵Abu Al-Fida, *Tafsir Al-Qur'an Al-'Azim*, 1 (2005).

¹⁶M. Irwan, *Indeks Kedalaman Dan Keparahan Kemiskinan Di Provinsi Nusa Tenggara Barat Dan Penanganannya Dalam Ekonomi Islam*, Jurnal Ekonobis, 03.02 (2017), h. 115.

person or family to carry out and develop a business at their standard of living.¹⁷

Poverty is defined by many factors, including a lack of money and low levels of income, as well as poor health, a lack of education, unfair legal treatment, powerlessness in the face of power, vulnerability in the face of threats, and often the inability to determine one's path.¹⁸

Poverty is a person's limited condition in daily life, making it difficult for a person to obtain various services such as education, health, and comfort.

2. Types of Poverty

According to Sumodiningrat (1999), there are five types of poverty:

- a) Absolute poverty. Poverty is defined by the fulfillment of basic living needs as well as the level of income required to meet these needs. A person is said to be poor if his income is below the poverty line (the minimum income level is the barrier between being called poor) or if his income is insufficient to meet basic needs such as food, clothing, health, housing, and education.
- b) Relative poverty. A person is said to be relatively poor if their income is lower than that of other groups, regardless of whether they are in the absolute poverty category.
- c) Structural poverty. This poverty refers to a societal attitude or a person who, due to cultural factors, does not want to improve his life despite efforts from outsiders to assist.
- d) Chronic poverty. This poverty is caused by some factors, including sociocultural conditions that encourage people's unproductive attitudes and behaviors, limited resources and isolation, low education and health, limited employment opportunities, and the community's powerlessness to follow the economic market.

¹⁷ Bagong Sumarto, *Kemiskinan Dan Pemberdayaan Masyarakat Miskin, Masyarakat, Kebudayaan Dan Politik*, Tahun XIV', 04, 2001.

¹⁸Chriswardani Suryawati, *Memahami Kemiskinan Secara Multidimensional*, Jurnal Manajemen Pelayanan Kesehatan, 08.03 (2005), h. 123.

- e) Temporary poverty. Poverty occurs due to changes in the economic cycle from normal to crisis conditions, seasonal changes, natural disasters, or the impact of something that reduces a community's level of welfare.¹⁹

As a result, poverty has several qualifications or classifications. Each of these classifications results from a lack of daily necessities, ranging from basic necessities to lower income, cultural factors, limited human resources, and temporary poverty. Poverty occurs as a result of a change in circumstances or as a result of a disaster.

3. Methods to Overcome Poverty

There are several ways to overcome poverty, according to Huraerah, including the following:

- a) Poverty alleviation should eradicate negative cultural values such as apathy, apolitical, fatalism, and helplessness. Economic poverty will be difficult to overcome if this culture is not eradicated.
- b) Increasing capabilities and encouraging productivity, the strategy chosen is to improve the basic capabilities of the poor to increase income through health and education improvements, business skills, technology, job expansion, and market information.
- c) Involving the poor throughout the poverty-reduction process, from planning to implementation, supervision, evaluation, and even decision-making.

Table : PKH Beneficiaries

No	Village	Total
1	Kumpulrejo	92
2	Karangtengah	77
3	Sarirejo	240
4	Krajankulon	292

¹⁹Reza Attabiurrobbi Annur, *Faktor-Faktor Yang Mempengaruhi Kemiskinan Di Kecamatan Jekulo Dan Mejobo Kabupaten Kudus Tahun 2013*, Jurnal Ekonomi Pembangunan, 02.04 (2013).

5	Kutoharjo	316
6	Nolokerto	327
7	Sumberjo	212
8	Mororejo	284
9	Wonorejo	307
	Total	2,147

Source: Kendal Regency PPKH Secretariat

4. Extension Activities (PKH) in Overcoming Poverty in Communities in Kaliwungu District, Kendal Regency

a) Determining the Location and Number of The Prospective beneficiary families

When calculating the Integrated Social Welfare Data (DTKS), information obtained and/or excluded for victims of natural disasters, social disasters, and remote indigenous communities (KAT) is used. Data from the Director of Family Social Security, Ministry of Social Affairs, Republic of Indonesia, is used to determine the beneficiary families candidates. As a result of the interview submitted by the PKH Extension Officer, namely the extensionist, the data of the beneficiary families candidate participants has been obtained, but it is necessary to re-match the data so that an error does not occur and a goal in PKH can be achieved.

b) Socialization to the Prospective Beneficiary Families

Extension workers engage in direct socialization by meeting with the beneficiary families in person. Some of the things conveyed by the instructor during socialization include:

- 1) Provide information about the mission of PKH.
- 2) Describe some of the requirements for becoming a PKH member and the completeness of the data required for opening a bank account.
- 3) Explain the consequences if PKH members fail to meet their obligations.
- 4) Explain the mechanism and procedure for putting PKH into practice.

- 5) Describe the rights and responsibilities of PKH members.
- 6) Providing a distribution schedule for PKH assistance.
- 7) Explain various components of PKH, such as health, educational, and welfare components.
- 8) Describe the procedure for channeling PKH assistance.

c) Validating

Validation activities at PKH are carried out by extension workers in Kaliwungu District, Kendal Regency, by matching the initial data of the prospective beneficiary families with current conditions:

- 1) The prospective beneficiary families who receive an invitation and attend the initial meeting can be subjected to validation activities. The validation activities for the beneficiary families candidates who are invited but do not attend the initial meeting are carried out with PKH extension workers visiting the beneficiary families candidate's homes.
- 2) Verify the completeness of the beneficiary families candidate's data. For the beneficiary families candidate to gain access to banking for the distribution of PKH assistance, the beneficiary families candidate must show their name, identification number (NIK), date of birth, birth mother's name, and address.

d) Assigning The Beneficiary Families Members

Beneficiary family members are determined by updating data from the validation process at the initial meeting, which is then re-matched with current conditions and following PKH membership criteria. Data still declared active would be determined as members of the beneficiary families via a letter from the director of family social security's decision.

In this case, extension workers in Kaliwungu sub-district, Kendal regency, will usually be presented with various questions by the beneficiary families because there are many cases where members of the beneficiary families who used to receive assistance but now cannot, causing social jealousy among the community. As a result, extension workers must be aware of the situation on the ground to provide

effective assistance to the beneficiary families. Meanwhile, beneficiaries who have passed will be required to attend group meetings regularly and fulfill the requirements based on the components they have, namely the health, education, or social welfare components.

e) Distributing the Aid

A person, family, or poor community designated as a PKH beneficiary through a Decree of the Director of Family Social Security receives PKH assistance in the form of money. According to the aid distribution scheme, aid is distributed in stages over one fiscal year. The amount of assistance received in each component varies; for example, pregnant women and toddlers will receive Rp. 750,000 in the health component. Elementary school graduates will receive Rp. 225,000 in education assistance, middle school graduates will receive Rp. 375,000, and high school graduates will receive Rp. 500,000. The social welfare component, which includes people with severe disabilities and the elderly, will receive Rp. 600,000.

The beneficiary families' assistance can be used for health, education, social welfare activities, business capital, and other needs that support the achievement of PKH goals.

f) Updating Data

Data updating aims to obtain the most up-to-date information on the beneficiary families members. Some of the information changes from the beneficiary families are as follows:

- 1) Changes in the eligibility status of the beneficiary families.
- 2) Changing the board's name due to death, divorce, legal issues, or memory loss.
- 3) Modifications to membership components.
- 4) Changes in health-care facilities used.
- 5) Alterations in educational facilities used.
- 6) Relocation of the beneficiary families.
- 7) Variations in data on administrators and family members based on population data.
- 8) Data changes on complementary program assistance, and
- 9) Changes in socioeconomic circumstances.

When there is a change in the condition of the beneficiary families found on each visit to the beneficiary families, extension workers implement data entry for updating data through e-PKH, and the results of updating data through e-PKH are sent to the Ministry of Social Affairs' Center for Data and Information (Pusdatin).

g) Commitment Verification

The family hope program requires the beneficiary families to fulfill obligations related to utilizing health services, educational services, and social welfare. To fulfill these obligations, the PKH implementation must ensure that all members of the beneficiary families are registered, present, and have access to health, education, and social welfare services. Furthermore, PKH extension workers use e-PKH to verify entry and commitment. Furthermore, the extension worker collects basic data for assistance distribution, suspension, and termination.

According to the findings of interviews with PKH extension workers in Kaliwungu District, Kendal Regency, namely in PKH, the attendance of children at school and the presence of toddlers and the elderly in the community was very much considered. The extension officers conducted direct verification to schools and health facilities to make parents who receive PKH assistance pay attention to the departure of school children and children's activities at the community health center. As a result of PKH, the number of children dropping out of school has decreased.

h) Mentoring Process

The mentoring process for beneficiary families is required to accelerate the achievement of one of the PKH goals, which is to create behavior change and independence for beneficiary families using health, education, and social welfare services. In terms of health service utilization, the emphasis is on the goal of pregnant women and toddlers wanting to attend the community health center so that the health conditions of the beneficiary families can be better monitored; in terms of educational services, an extension worker will come directly to schools to ensure the presence of PKH family members; The goal is for parents to always supervise their children to reduce dropout rates because the

higher the quality of education, the higher the quality of the nation, particularly in terms of preparing superior human resources.²⁰ Meanwhile, in terms of social welfare, people with disabilities and the elderly, beginning at 60, are eligible.

During the mentoring process, the Family Hope Program in Kaliwungu District, Kendal Regency, focuses not only on PKH individual assistance but also on group assistance to beneficiary families, which can be carried out at Group Meetings (PK) and Family Capacity Building meetings (P2K2), so that these activities are routinely carried out per village divided into three groups.

i) Membership Transformation

The transformation of PKH beneficiary participation takes six years. After the specified period, it is hoped that there will be changes in behavior toward PKH beneficiary families in the areas of health, education, and social welfare, as well as an increase in socioeconomic status. Furthermore, there is a process of termination for the PKH beneficiary families through recertification activities in the membership transformation process. During the recertification activity, PKH beneficiary families recollect data and evaluate their socioeconomic status after receiving PKH assistance. Beneficiary families will be recertified five years before their six-year PKH membership ends. The recertification results will determine the final status of PKH membership, namely graduation or transition. Transitions are PKH participants whose conditions still meet PKH requirements. During the transition period, PKH participants continue to receive assistance for three years. They must fulfill the obligations of PKH beneficiary families and be prepared to receive other poverty alleviation programs. While graduates are PKH participants who meet two requirements, namely:

- 1) Assumed still poor but did not have PKH requirements.
- 2) Not considered poor but meets the requirements to become a PKH member.

²⁰ Agus Samsul Bassar and Aan Hasanah, *Riyadhab: The Model of Character Education Based on Sufistic Counseling*, Jurnal of Advance Guidance and Counseling, 1.1 (2020), h. 24.

As a result of PKH's activities, it is hoped that the extension efforts will successfully alleviate poverty in Kaliwungu District, Kendal Regency. The following are examples of extension efforts:

5. Extension Efforts

a) Socialization of Aid Distribution

The beneficiary families are socialized during every routine meeting, which includes socialization and is very beneficial to the beneficiary families themselves. An instructor will first ask the beneficiary families if they have any questions or if something is unclear, and if not, an extension worker will begin the socialization process. Individuals and groups communicate socialization through media such as WhatsApp because PKH extension workers and members of beneficiary families usually have a WhatsApp group to facilitate faster information delivery. Beneficiary families attend group meetings to carry out activities recommended by PKH. Socialization was provided by validating prospective beneficiary families, distributing aid, verifying facilities, updating data, and other activities. Because new members of the beneficiary families, of course, do not understand the meaning of PKH, this is where the instructor explains in detail what PKH is so that members can find out the purpose of holding the gathering every month because it is not uncommon for members of the beneficiary families, particularly the elderly, to only attend the association but does not know the holding of the association. There was also a case where PKH members were encouraged to save sincerely during a group meeting. Still, most of the elderly would say that it was a deduction from PKH, which would have a fatal impact on PKH if the general public learned about it. Hence, it was very important once this socialization was provided to provide a clear understanding and avoid confusion among beneficiary families.

b) Group Economic Empowerment

PKH extension workers help to strengthen the group's economy by providing various skills such as business partnerships. Members of the beneficiary families in Kaliwungu District, Kendal Regency, are equipped with business skills, as conveyed by the beneficiary families

regarding the skills of business partners conveyed by extension workers. He stated that being a member of PKH is indeed fortunate because, apart from receiving financial assistance that can be used for daily needs, the beneficiary families also have a small grilled sausage business to make him more independent and not always feel dependent on PKH assistance.

c) Changes in behavior (knowledge, skills, and attitudes)

Members of the beneficiary families in Kaliwungu District, Kendal Regency, experienced behavioral changes after becoming PKH members. Attitudes, skills, and knowledge can all be used to demonstrate this. For example, if a beneficiary family member who was previously a housewife decides to run and try to own her own business after learning business skills. In this way, an extension worker can be said to have improved someone's behavior. As a result of interviews with members of the beneficiary families, he explained that after becoming a member of the beneficiary families, he was able to better manage previously wasteful finances and became more knowledgeable about saving for more important needs. He is now happier to save so that if you need emergency funds, you still have savings without continuing to expect PKH assistance. This makes a counselor very happy because the beneficiary families have already changed their knowledge and have an independent spirit of thinking about a prosperous future.

According to the findings of interviews with other beneficiary families, he emphasized that, while he is still a member of the beneficiary families, he does not want to continue to hope for PKH assistance because it is not good to have a mentality that continues to hope with the assistance that is uncertain how long it will last. This statement follows changes in behavior and attitudes, which can, of course, positively impact members around them, so they don't have to keep hoping for PKH assistance because it's better to stand alone and be independent. Of course, this is consistent with PKH's goal of providing change to beneficiaries and ensuring that beneficiaries have a strong sense of independence and do not have a mental expectation of receiving continuous PKH assistance.

The above description is undoubtedly consistent with Mardikanto's behavioral and social change theory. Extension activities

are an active process that necessitates interaction between the extension worker and the person being trained to develop "behavior change," which manifests as knowledge, attitudes, and skills.

d) Independent Community Empowerment

Empowering independent communities is an effort to provide opportunities and capabilities for the PKH group in Kaliwungu District, Kendal Regency, to participate, negotiate, influence, and control community institutions in a responsible manner for the betterment of their lives. Extension workers provide community empowerment at each group meeting in Kaliwungu District, Kendal Regency, held once a month, to create an independent community and provide welfare for members of the beneficiary families.

The activities provided by extension workers in the community empowerment process are by inviting the beneficiary families to always participate in community health and education services. It is intended that members of the beneficiary families can improve their health and education levels, besides that the beneficiary families in the sub-district Kaliwungu, Kendal Regency, were given skills such as making bags and brooches from cloth so that later they could be created into items of the sale value to create prosperity for the beneficiary families. In PKH, the beneficiary families are also invited to have a good influence on fellow members of the beneficiary families. That is, if a beneficiary family can be said to be prosperous in life, it is recommended to graduate independently and leave PKH. This certainly positively influences members of other beneficiary families to try to provide welfare in their lives and not continue to rely on PKH assistance. Based on this description, it can be concluded that extension workers have provided optimal empowerment for members of the beneficiary families because there have been changes in the empowerment process.

Based on the description above, it can be concluded that if PKH extension workers in Kaliwungu District, Kendal Regency, in providing efforts to overcome poverty are answered, the beneficiary families experience changes and have welfare compared to before. Five of them stated that they were no longer mentally dependent on PKH assistance. However, there was still one beneficiary family, which, although it had

changed, it turned out that the beneficiary families still had a mental dependence or always hoped for PKH assistance. From a series of efforts by PKH extension workers to help reduce the poverty rate in Kaliwungu District, Kendal Regency, it can be seen that the beneficiary families have increased from the previous form of poverty. So that way, an extension worker must always try to provide counseling, guidance, and direction to the beneficiary families so that they beneficiary families feel comfortable when participating in all the series of PKH so that they can receive directives more quickly and are expected to be willing to apply them in their daily lives.

D. Conclusion

Based on the research findings conducted through observation, interviews, and documentation, it is possible to conclude that the efforts made by extension workers in Kaliwungu District, Kendal Regency, to alleviate poverty by 1. Socialization of assistance distribution has proven to be capable of assisting in the reduction of absolute poverty to structural poverty through the provision of materials, business training, and assistance in the resolution of various problems that arise in the field. 2. Strengthening the group economy, namely providing poverty change to the beneficiary families education category, which was previously the beneficiary families was in temporary poverty, is now able to carry out independent graduation. It is all thanks to the efforts of PKH extension workers who provided several skills, such as business partnerships. 3. Changes in Behavior (knowledge, attitudes, and skills) experienced by members of the beneficiary families, Kaliwungu District, Kendal Regency after becoming PKH members. The beneficiary families are in the education category and have moved from chronic poverty to temporary poverty as a result of acquiring business skills. 4. Independent community empowerment, which has succeeded in reducing poverty where previously the beneficiary families were in relative poverty to become chronic poverty, due to the efforts of extension workers to invite the beneficiary families to conduct skills training such as making bags and brooches from cloth so that later they can be created into goods with a sale value so that the beneficiary families can create prosperity.

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