



## Implementation of the Family Capacity Building Meeting Policy (P2K2) in Changing the Behavior of Families Benefiting from the Family Hope Program

Fikri Zainul Muttaqin, Mukarto Siswoyo\*

Universitas Swadaya Gunung Jati, Indonesia

Email: [fikrizainulm2@gmail.com](mailto:fikrizainulm2@gmail.com), [mukarto.siswoyo@ugj.ac.id](mailto:mukarto.siswoyo@ugj.ac.id)\*

---

### ABSTRACT

In order to provide social security to underprivileged families impacted by structural poverty, the government created the Family Hope Programme (PKH). The Family Capacity Building Meeting (P2K2), a crucial component of the PKH, aims to encourage beneficiary families to improve their behavior. This study's goal is to analyze the implementation of the P2K2 policy in encouraging behavioral change among KPM and to identify the supporting and inhibiting factors, especially in Taraju Village, Sindangagung Subdistrict, Kuningan Regency. The study uses a descriptive qualitative method with data collection techniques of in-depth interviews, observation, and documentation. The analysis was conducted using George C. Edward III's policy implementation theory, which includes the variables of communication, resources, disposition, and bureaucratic structure. The results show that P2K2 has been quite effective in encouraging behavioral change among KPM in the areas of child care, financial management, and awareness of education and health. The positive disposition of facilitators and KPM was the most dominant variable, while limited infrastructure was the main obstacle. It is recommended that the government increase the availability of learning facilities to optimize the implementation of P2K2.

**Keywords:** Policy\_Implementation; Family\_Hope\_Program; Behavioral\_Change; Family\_Independence; Beneficiary\_Families

---

### INTRODUCTION

Many governments continue to emphasize social protection, particularly for the underprivileged (Bierbaum & Schmitt, 2022; Javed & Mumtaz, 2024; Patel & Midgley, 2023; Rustamova et al., 2025). In low-income nations, as well as many developing and even developed countries, social protection is an essential strategy for reducing poverty and improving the socioeconomic well-being of the impoverished. Poverty remains a universal challenge that affects almost all countries, though its severity varies depending on the context. In Indonesia, a country undergoing development, economic limitations are a constant concern, hindering many citizens from achieving well-being in terms of food, clothing, shelter, education, and access to health facilities (Nurjanah et al., 2022).

According to Wijaya (2019), Permensos No. 1 of 2018 concerning the Family Hope Program indicates that poverty alleviation efforts have been carried out through various community empowerment-based programs. According to Gita Somantri (2018), the regulations governing the Family Hope Program (PKH) are set forth in Minister of Social Affairs Regulation (Permensos) No. 1 of 2018. This regulation defines PKH as a conditional cash assistance program aimed at poor and vulnerable families, helping to improve community welfare by providing access to learning facilities, medical services, and public services.

Poverty is a complex social issue and remains a key concern in Indonesia's national development agenda. According to Agusriani et al. (2022), the strategy for assisting the lower-middle class does not only focus on distributing cash assistance. This effort also emphasizes the empowerment and behavioral transformation of the poor to help them achieve independence. One of the government initiatives aimed at achieving this goal is PKH, a community empowerment program through the distribution of conditional cash transfers, which seeks to improve the welfare of low-income communities by encouraging them to access education, medical services, and welfare for underprivileged families.

The PKH social protection program provides welfare support to low-income households, requiring each family member to meet certain eligibility criteria. According to Imama & Yulistiyono (2020), the beneficiaries of this program are not only poor families with health and education needs but also households with elderly members or persons with disabilities. The primary objectives of PKH are to break the cycle of vulnerability in families, improve their quality of life, and encourage behavioral change among underprivileged families. According to Permatasari & Prasetyawan (2024), PKH aims to improve the welfare of underprivileged communities through education, health insurance, and community services.

The implementation of the Family Hope Program (PKH) goes beyond the distribution of financial assistance. The government has introduced Family Development Activities (P2K2) as an important component of the PKH policy. P2K2 serves as an educational and empowerment activity facilitated by social workers for beneficiary families. Through this series of activities, KPM receive guidance and learning materials on topics such as child care, family health, financial management, household budgeting, and strengthening social values. The main objective of P2K2 is to raise awareness and support behavioral transformation among KPM, so they become more independent and productive.

According to Agus et al. (2019), PKH targets families who are in dire need of government assistance due to extreme poverty, known as Beneficiary Families (KPM). Eligibility to participate in PKH is determined by health dimensions.

One of the main challenges to P2K2 adoption is low local participation among Beneficiary Families (KPM). In Taraju Village, Sindangnung District, Kuningan Prefecture, many participants do not fully understand the significance of the program activities, with some perceiving P2K2 as offering little to no immediate value. Furthermore, the course material is often difficult to understand, particularly for those with less formal education. Training techniques are sometimes boring or not tailored to the learners' needs, making the materials designed for family life difficult to comprehend.

The lack of regular monitoring and evaluation is another significant problem that makes it difficult to determine the actual impact of P2K2 on changing the attitudes and behaviors of Beneficiary Families (KPM) in Taraju Village. However, it is crucial to consider both the appropriate distribution of social support and the extent to which the program promotes autonomous and fruitful actions when evaluating the success of P2K2 implementation. This suggests that P2K2 has not yet been fully successful in creating sustainable change in families in

Taraju Village, Sindanggung District, Kuningan Prefecture. Therefore, it is essential to evaluate the implementation of the P2K2 policy to assess how well it aligns with the anticipated objectives and outcomes.

The Family Hope Program (PKH) has primarily focused on the social achievements and economic conditions of the families it supports. While few studies exist on this, this research examines how the P2K2 program is implemented and how it affects beneficiaries' behavior. In addition to offering financial support, the government's P2K2 initiatives help low-income households overcome their reliance on social assistance by promoting independence, enhancing family skills, and increasing awareness.

This study is crucial for filling the research gap. It examines how the P2K2 policies are implemented, how they lead to behavioral shifts toward greater independence, and what influences their efficacy. The results of this study are expected to aid in the development of social policies focused on behavior and empowerment, providing the government with useful data for assessing and improving the effectiveness of PKH.

The urgency of this research is underscored by the persistent implementation challenges observed in the field. In Taraju Village, Sindangagung District, Kuningan Regency, preliminary observations indicate that many participants do not fully appreciate the significance of P2K2 activities, with some perceiving limited immediate value. Comprehension gaps are particularly pronounced among participants with lower formal education, and training methodologies often fail to adequately address the needs and circumstances of diverse learner populations. Furthermore, irregular monitoring and evaluation make it difficult to assess P2K2's actual impact on beneficiary attitudes and behaviors. These challenges threaten to undermine the program's transformative potential and warrant systematic investigation.

This study aims to examine how the Family Hope Program's (PKH) Family Capacity Building Meeting (P2K2) policy is being implemented. Beneficiary Families (KPM) are encouraged to alter their behavior through P2K2, with the study also examining the factors that facilitate and impede the policy's successful implementation. This research is expected to provide a clear picture of the implementation of the Family Capacity Building Meeting (P2K2) policy in the Family Hope Program (PKH), particularly in encouraging behavioral change among Beneficiary Families (KPM).

## **METHOD**

This study uses a descriptive qualitative method that aims to gain an in-depth understanding of the implementation of the P2K2 policy in efforts to change behavior among beneficiary families of the Family Hope Program (PKH). The qualitative method was chosen because this study aims to understand the phenomenon comprehensively through a natural data collection process, with the researcher as the primary tool (Sugiyono, 2013, in Collins et al., 2021). Qualitative research approaches are used to study objects in their natural state, with researchers playing an important role as instruments. Data collection methods are carried out through triangulation, and data

analysis uses inductive methods. Qualitative research results focus more on meaning than generalization.

Qualitative research is a method that uses the natural environment to interpret phenomena, and it is conducted using various existing methods. Common methods used in qualitative research include interviews, observations, and the use of documents. This research method is called qualitative research because it does not involve quantitative calculations (Gumanti et al., 2020).

Based on this, the qualitative method is considered the most appropriate for exploring in-depth the process of implementing the PKH policy in the context of P2K2, the assistance strategy carried out by PKH facilitators, and the factors that influence changes in P2K2 activities. Through this approach, the researchers seek to understand how the Family Hope Program (PKH) policy is implemented in P2K2 activities at the local level, how beneficiary families (KPM) respond to and perceive P2K2 activities, and to what extent this program has an impact on changing the behavior of beneficiary families (KPM).

This research was conducted in Taraju Village, Sindangagung Subdistrict, Kuningan District, West Java Province. The research activities included field observations, interviews with informants, and data analysis. The application of the Family Hope Program (PKH) recommendations within the context of P2K2 activities was investigated in this study. It examined how PKH social workers implemented the recommendations, how beneficiary families (KPM) perceived the measures, and how their behavior changed after participating in P2K2, as well as the factors that facilitated or impeded implementation.

The two main participant groups in the study were social workers from the Family Support Program (PKH) and recipient families (KPM). Participants were divided into two groups: primary informants and supporting informants. PKH social workers with extensive experience who actively participate in FSP and Family Capacity Building (P2K2) meetings were considered primary informants. Supporting informants included recipient families participating in P2K2 activities to receive training and support from PKH social workers.

In this study, targeted sampling—the deliberate selection of informants based on predefined criteria—was employed. This strategy was chosen because the selected informants were thought to have the necessary knowledge and experience, and were actively involved in conducting P2K2 operations and implementing the recommendations of the Family Hope Program (PKH).

PKH facilitators and KPM who actively engaged in P2K2 activities served as informants in this study. Beneficiary Families (KPM) were chosen because they are the program's primary targets and directly experience the effects of policy implementation, while social facilitators were included because they bear direct responsibility for policy implementation.

In this study, researchers acted as the primary instruments, actively collecting, interpreting, and analyzing data. The researcher interacted directly with informants to gain an in-depth understanding of the policy implementation process and the behavioral changes that occurred. Additionally, the researcher used research tools such as interview guides, observation sheets, and

voice recorders to maintain the accuracy and validity of the data obtained during the research process.

The data obtained was then analyzed using a qualitative descriptive approach. The data analysis process was carried out in several stages, following the model proposed by Sugiyono (2013:244, in Collins et al., 2021). These stages include data reduction, data presentation, and drawing conclusions or verification. Data reduction involves grouping, simplifying, and focusing on data considered relevant. Data presentation is carried out in the form of descriptive narratives to comprehensively describe the research phenomenon. At the same time, conclusions are drawn to identify the meanings, relationships, and patterns that emerge from the analyzed data.

## **RESULTS AND DISCUSSION**

### **Implementation of the Family Capacity Building Meeting Policy (P2K) in the Family Hope Program**

#### **1. Communication**

Communication in the implementation of the P2K2 policy under PKH in Taraju Village is carried out through a systematic and multi-level mechanism. The process of disseminating information about P2K2 activities begins with PKH facilitators, who, as the main actors in policy implementation, determine the schedule and meeting materials in advance. Information is distributed via digital communication platforms, with WhatsApp groups acting as the main avenue for messages pertaining to the program. Additionally, the group leader serves as a go between, sending information to underprivileged families in each hamlet from the PKH coordinator. The KPM poor citizens, who are the program intended beneficiaries, are informed more rapidly and efficiently thanks to this hierarchical communication approach, which also facilitates effective coordination.

The use of WhatsApp as a communication tool has proven to be very effective, as it fits the social context of the local community, where mobile phones are commonly used for daily communication. A hierarchical communication flow between PKH moderators, group leaders, and participants makes it simple for the majority of participants to learn about the schedule, location, and P2K2 materials.

Effective communication depends not just on how well the material is presented but also on how well the audience understands the message. The results of the interviews show that some participants still have trouble understanding P2K2's material, particularly when it is delivered verbally and lacks adequate visual aids. Misunderstandings frequently result from this, especially among people with less education,

Communication must be clear and precise in order for people in charge of implementation to obtain a thorough understanding and complete tasks and activities in a goal oriented way. Effective communication, therefore, concentrates not only on the message's accuracy but also on making sure the recipient comprehends its substance and purpose in order to guarantee a seamless and successful implementation process (Ramadani, 2019).

The use of video material has not been maximized, as visibility constraints caused by seating arrangements and distance prevent some participants from seeing the content clearly. These results show that communication in the P2K2 program's implementation has not been adequately optimized, especially when it comes to making sure the target audience can understand the program's message.

The clarity of the material presented during the mentoring activities revealed several issues that need to be addressed. Based on observations in the field, the delivery of the material was considered inadequate due to the limited methods and media used. Several KPM participants said that they had difficulty understanding the explanations given verbally by the mentors, mainly due to the lack of visual aids to clarify the material.

Hierarchical communication patterns according to (Hasanah, 2023) Communication via digital media such as WhatsApp is very effective in disseminating PKH information in rural areas. On the other hand, some beneficiary families (KPM) admitted they still had difficulty understanding the material when the facilitator only delivered it verbally. This situation was also found in the study. (Rachma et al., 2022) which confirms that the factors inhibiting implementation do not always run smoothly because there are various obstacles that influence the effectiveness of the policy.

## **2. Resources**

Resources are a crucial factor for successful policy implementation. Research results indicate that the availability of human resources for the implementation of the P2K2 program in Taraju village is generally adequate. PKH facilitators have received formal training conducted by the Ministry of Social Affairs through authorized institutions and training centers, such as the Indonesian Child Protection and Social Welfare Agency (BBPPKS) in Bandung. This training aims to improve facilitators' competency in implementing the P2K2 module and strengthen their ability to effectively deliver the material to the intended beneficiaries. Through this capacity-building process.

PKH facilitators are equipped with the essential knowledge and skills needed to implement the P2K2 program based on approved policies and regulations. These results align with the findings of the study (Wahyudi, 2024) PKH facilitators involved in the program require additional training before they can implement interventions aimed at reducing barriers to growth. This capacity building is facilitated through training conducted by the Education and Training Center (Pusdiklat) and the main training institution under the Indonesian Ministry of Social Affairs, at the BBPPKS Bandung.

Limited material and organizational resources are a major challenge in implementing this policy. P2K2 activities currently make relatively little use of learning resources. Instructors usually use laptops alone to teach text-based content in the absence of other visual aids like projectors, flip charts, posters, or other learning modules. The efficacy of material delivery is directly impacted by this limitation because not all Beneficiary Families (KPM) can comprehend spoken explanations on their own.

In order to accelerate behavior change, (Umasugi, 2023) asserts that having access to instructional resources such as module books, interactive manuals, flip charts, posters, brochures, and other aids utilized for P2K2 activities is essential.

Additionally, the P2K2 venues, facilities, teachers, and course materials are insufficient to provide a fruitful learning environment. The sites of meetings are always changing and may not provide adequate room for everyone. Participants' ability to focus and communicate during sessions may be hampered by uncomfortable and small spaces. The time of P2K2 events may also be impacted by the receiving families' other responsibilities, such as housework or their kids' religious activities. These circumstances demonstrate how a lack of time and insufficient facilities continue to seriously impede the P2K2 program's implementation in the community of Taraju.

The success of P2K2 implementation in different locations is largely dependent on the availability of support services. Implementation is difficult due to the procedures' complexity. Furthermore, inadequate infrastructure typically makes PKH adoption at the village level extremely difficult (Andi et al., 2025).

### **3. Disposition**

A key factor in the success of individuals putting policy into practice is their mindset. According to a survey, Taraju village's P2K2 coordinators exhibit a high level of commitment and a strong willingness to ensure the success of the P2K2 activities. They view P2K2 as a significant social initiative to improve the abilities of the beneficiary households, rather than only an administrative measure. The frequency of the monthly P2K2 meetings and the coordinators' readiness to adapt program execution to local needs and circumstances are examples of this commitment.

The PKH support staff consistently shows a high level of commitment to carrying out the P2K2 program. They manage administrative duties and are fully aware of the significance of this action for the families in need. This encourages them to give the families clear explanations of all the facts they are given.

This study's intriguing finding is that when instructors successfully impart useful information to students, they feel satisfied. They like teaching more than just carrying out their responsibilities. They are inspired by this feeling of accomplishment, which enables them to happily finish the P2K2 program every month. When instructors discover purpose in their work, the quality of their work improves, which has a favorable effect on how the material is delivered and alters the participants' attitudes.

Hope was also expressed by the recipient families, who are the program's primary target group. The majority of participants reported real benefits from the P2K2 program, particularly in areas like child care, household management, and a better understanding of the importance of family health and education. The beneficiaries' increasing openness, confidence, and willingness to ask questions and share their experiences during meetings are further indicators of their shift in viewpoint. Previously passive participants now participated more actively in group discussions.



**Figure 1. Family Capacity Building Meeting Activities (P2K2)**

This change in perspective demonstrates that P2K2 is a community-building initiative that promotes gradual shifts in the perspectives and actions of the beneficiary families rather than only a means of assisting and clarifying educational materials. Because of this, the P2K2 program's implementation in Taraju village may be considered incredibly effective and has helped achieve the program's objectives.

#### **4. Bureaucratic Structure**

Standard operating procedures (SOPs) are the foundation of Taraju Villages' P2K2 program's bureaucratic framework and govern each phase of program implementation. The SOPs provide PKH coordinators with precise instructions for carrying out their responsibilities by outlining the processes for organizing, executing, and reporting on P2K2 activities. This framework helps guarantee that programs are conducted uniformly across different sites and facilitates efficient monitoring and evaluation procedures.

Because P2K2 operations follow standard operating procedures, they have been successfully implemented. These rules are necessary to provide program consistency across all areas and consistent KPM service needs.

The course instructors demonstrated their ability to adapt to these circumstances by making technical modifications to the implementation while maintaining the fundamental principles of the pertinent standards. This competence, which not only showed their expertise in managing real-world situations and regulatory criteria, is crucial to the program's successful operation despite regional obstacles.

According to (Wonodadi et al., 2025) Detailed Standard Operating Procedures (SOPs) facilitate the timely implementation of guidelines. These work instructions, known as SOPs, also provide guidance to those implementing the guidelines on the tasks to be performed, the reasons for their implementation, and how to implement them.

Reporting on P2K2 program activities is carried out routinely through a system established under the Family Hope Program (PKH), which shows that administrative procedures and accountability mechanisms are in accordance with applicable regulations. However, the results of

interviews indicate that the implementation of Standard Operating Procedures (SOPs) in the field is not always fully optimal.

According to Edward in (GFallis, 2013) SOPs or basic work procedures were created as an internal response to the time and resource constraints faced by implementers. Variations in local social and geographical conditions, resource constraints, and differences in the characteristics of beneficiary families (KPM) often require adjustments in the implementation of activities.

### **Family Capacity Building Meetings (P2K2) Encourage Behavioral Change in Beneficiary Families (KPM)**

The results of research in Taraju Village show that Family Capacity Building Meetings (P2K2) significantly encourage behavioral transformation in beneficiary families of the Family Hope Program. These positive impacts encompass various dimensions of family life, ranging from how to educate and care for children, increased awareness of the importance of education, the ability to manage family finances, to the growth of self-confidence when interacting in social environments. According to (Wahyudi, 2024) The implementation of socialization needs to be strengthened through effective communication, adaptability, and good cooperation so that families and communities can fully understand the objectives of the activities.

P2K2 activities are carried out consistently every month with reference to officially established modules. The material provided covers three main areas, namely child care and education, family health, and household financial management. The interviews revealed that the majority of KPM felt the direct impact of the program. One of them was Rini Indriani, who stated that her participation in P2K2 activities had brought meaningful changes, particularly in terms of educating children, managing finances, and teaching family members at home. This claim shows that the participants' understanding goes beyond theory and improves their daily lives.

Ms. Lisnawati expressed a similar attitude, according to the findings of her interviews with KPM, saying that the P2K2 program had a big influence on her life, especially on raising children and handling household finances. Her parenting style was the most obvious shift. The KPMs prioritized discipline in their children's development, became more patient with their kids, and realized the value of good communication within the family.

These behavioral shifts were known to the PKH course teachers. According to PKH course instructor Ms. Dian Widianingsih, some participants who were first less involved are now self-assured enough to actively participate in the sessions by asking questions or sharing personal anecdotes. This shift is a reflection of the participants' growing self-assurance and eagerness to participate in the educational process. This shows that P2K2 helps individuals build their social and emotional abilities in addition to imparting educational material.

P2K2 affects family income in addition to parenting practices. Members of KPM are starting to understand how important it is to discern between needs and wants and to concentrate on spending aid funding for children's health and education needs. To encourage the immediate application of what has been learnt and to make sure that learning occurs not just in forums but also in the participants' daily life, the course instructors provide activities like making financial

## Implementation of the Family Capacity Building Meeting Policy (P2K2) in Changing the Behavior of Families Benefiting from the Family Hope Program

agreements within the family. This supports the notion that P2K2 has developed into a self-empowerment tool that affects users directly and is more than just a forum for information sharing.

KPM gains from shifts in daily behavior as well as improvements in thinking and social awareness. Frequent gatherings have been beneficial in motivating participants to be more forthcoming, to bravely voice their opinions, and to behave confidently in social settings. This accomplishment is crucial since real behavioral change needs to be founded on a change in one's own viewpoints. Actually, some KPM have already attained self-reliance, which means they are now financially independent and do not need on PKH help. This emphasizes P2K2's strategic significance for its beneficiaries' long-term independence.



**Figure 2. Independent graduation of beneficiary families (KPM)**

Based on interviews with PKH facilitators, behavioral changes did not occur uniformly among all KPM participants. Some elderly participants faced difficulties in digesting the material presented, especially when the delivery process was supported by inadequate media. Factors such as age, educational background, and the social conditions of each individual played a role in determining the extent to which the material could be accepted and understood properly. This condition indicates that the process of behavioral change basically takes place gradually and cannot be separated from the characteristics and personal backgrounds of each participant.

According to (Wijaya, 2019) shows that the P2K2 program has a significant impact through the material sessions delivered during P2K2 activities. In terms of attitude and behavior, KPM can change among beneficiaries who need continuous learning efforts that emphasize the values of education and child care, health awareness, household financial management, child protection, and proper care for the elderly and people with disabilities.

According to data from interviews based on George C. Edward III's policy implementation theory analysis, the success of P2K2 in driving behavioral change cannot be separated from the influence of four main variables. In terms of communication, information dissemination to participants was carried out consistently through various channels, such as WhatsApp groups and intergroup coordination, using modules and educational videos as supporting media. Although there were still a number of technical obstacles in its implementation, such as limited projectors and speakers, the communication process was still able to run in a two-way manner. This was

possible because the KPM were given enough space to ask questions and actively participate in discussions during the meetings.

PKH facilitators have been provided with formal training so that they have sufficient skills to deliver the material to participants. Although supporting facilities are still limited, the dedication of the facilitators has proven to be able to maintain the sustainability of the program. Disposition variables are the most dominant factor, reflected in the strong commitment of the facilitators and the positive attitude of KPM towards the P2K2 program. If KPM is not genuinely ready to adapt, the required content won't have much of an impact. However, the regularity and durability of the P2K2 processes are also facilitated by the bureaucratic structure's standard operating procedures and regular reporting systems.

The results of the study show that P2K2 is a social empowerment instrument that can have a beneficial effect on the behavior of recipient families, rather than merely an administrative task in the context of child benefit implementation. Increased social independence, improved family financial planning, and a greater understanding of the value of education are some of these changes. P2K2 has generally been successful in achieving its policy aims of encouraging more autonomous and productive families among benefit recipients, despite some ongoing technological difficulties and differences in participants' comprehension.

### **Supporting and Hindering Factors Affecting the Successful Implementation of Family Capacity Building Meeting Policies (P2K2)**

Interviews with PKH facilitators and beneficiary families (KPMs) in Taraju hamlet revealed that a variety of enabling and hindering factors influence the effectiveness of the Family Capacity Building Strategy (P2K2). George C. Edward III's four features of strategy implementation—communication, resource availability, implementers' attitudes, and the relevant bureaucratic structure—can be used to further analyze these interconnected components. The study's conclusions demonstrate that PKH facilitators and the KPM typically communicate well.

The interviews' findings show that a key element of P2K2's effectiveness is regular, well-coordinated communication. Dian Widianingsih explained that information on the schedule and execution of activities was communicated via a WhatsApp group to ensure that all KPMs received the same information. The members in each hamlet were then informed of this information by the group leader. Rini Indriani added that the material presented was easy to understand because it was organized systematically based on existing modules. This demonstrates how effective the communication component of P2K2 implementation has been and how it supports the program's success.

PKH facilitators stated that formal standards and standard operating procedures (SOPs) governing scheduling, material delivery, attendance, and monthly reporting via the PKH online system were accessible for P2K2 activities. This ensures reliable and meticulous implementation. Additionally, Rini Indriani said that participants can easily comprehend and adhere to the rules, especially those pertaining to attendance and completing attendance lists. This condition shows that a well-organized bureaucratic structure is one of the factors supporting the successful implementation of the P2K2 policy.

Interviews with PKH facilitators also revealed several factors that hindered the effectiveness of P2K2 implementation, one of which was the limited facilities and infrastructure to support activities. PKH facilitator Milchatun mentioned that the available learning media were still very limited, as evidenced by the absence of projectors, flipcharts, and loudspeakers during activities. This condition has a direct impact on the suboptimal delivery of material to participants. KPM Mamah Munawaroh agreed, acknowledging that the lack of sound equipment frequently led to unclear content presentations. These infrastructure limitations demonstrate that there aren't enough facilities at the moment to guarantee P2K2 implementation.

The smooth running of P2K2 was also impacted by time and space constraints. The lack of a permanent meeting venue and its limited capacity often posed problems for participants. Lisnawati said that the room used was sometimes not large enough to accommodate all participants. This situation shows that location and scheduling are still challenges that need to be addressed in the implementation of policies in the field. This reinforces the findings of Ramadani (2019), which stated that, without an office building as a place for coordination and the availability of equipment and supplies, it is highly likely that the implementation of policies will not run optimally.

Individual behavior is shaped by three key factors: first, predisposing factors, including knowledge, values, norms, and psychological characteristics; second, enabling factors, related to environmental conditions and the availability of resources or facilities that support or hinder such attitudes, such as coaching and operational protection measures; and third, reinforcing factors, including legal regulations, supervision, and other influences that affect individual behavior (Permana et al., 2023).

The gap in comprehension abilities among participants was also a hindering factor. According to Dian Widianingsih and Milchatun, a number of elderly KPM participants often have difficulty following and understanding the material presented. This situation shows that the background and capacity of individual participants have an influence on the effectiveness of the program in encouraging behavioral change. The beneficiaries' varying capacities may make it difficult to fully accomplish the goals of the policy in terms of its execution.

According to evidence from interviews based on George C. Edward III's theoretical analysis, P2K2's efficacy depends on a well-organized bureaucratic structure, strong implementer commitment, and continuous communication. Lack of resources, including insufficient infrastructure and various on-site technical limitations, is the root cause of most issues. The program's viability hinges on the facilitators' and KPM's optimistic approach despite current obstacles.

According to research findings, both motivating and inhibiting factors affect the P2K2 method's use in Taraju Village. However, poor infrastructure, time and space limitations, and participants' differing levels of comprehension make implementation difficult. Conversely, the implementation mechanism's clarity, the facilitators' commitment, and good communication serve as motivators. Despite these challenges, the advantages continue to outweigh the disadvantages,

allowing the P2K2 programs to be maintained and effectively promote positive behavioral changes among significant healthcare professionals.

## CONCLUSION

This study concludes that the implementation of the Family Capacity Building Meeting (P2K2) policy within the Family Hope Program (PKH) in Taraju Village has been reasonably effective in encouraging behavioral change among beneficiary families, particularly in areas such as child care, family financial management, and awareness of the importance of education and health. Analysis through George C. Edward III's policy implementation framework reveals that communication mechanisms function adequately through multi-level digital and interpersonal channels. Human resources demonstrate satisfactory competency through formal training, and implementer disposition emerges as the most dominant supporting variable, with strong facilitator commitment and positive beneficiary attitudes. The bureaucratic structure provides clear procedural guidance through established SOPs. Behavioral transformations observed include improved parenting practices, enhanced financial management capabilities, and increased social confidence among participants.

However, significant infrastructure limitations—including the absence of projectors, flip charts, adequate meeting spaces, and audio equipment—constrain optimal implementation and material comprehension, particularly affecting elderly participants and those with limited formal education.

Based on these findings, several recommendations are proposed for future research and practice. Future studies should employ mixed-method designs that combine qualitative insights with quantitative measurements of behavioral change outcomes to strengthen the evidence regarding P2K2 effectiveness. Comparative research across multiple villages with varying infrastructure conditions would enable a systematic analysis of how facility availability moderates implementation success. Longitudinal studies tracking beneficiary families over extended periods would reveal whether behavioral changes persist beyond active program participation and translate into sustainable poverty reduction. Investigation of differentiated facilitation strategies for diverse participant groups—particularly elderly and less-educated beneficiaries—would inform the development of more inclusive implementation approaches. Finally, research examining the cost-effectiveness of various infrastructure investments would guide resource allocation decisions to maximize program impact. These research directions would address the limitations of the current study while contributing to the continuous improvement of social protection programs aimed at genuine family empowerment and sustainable poverty reduction.

## REFERENCES

- Agus, S., Cahyono, T., Siti, D., & Iryani, W. (2019). Gerak langkah program keluarga harapan: Kontribusi program keluarga harapan terhadap kesejahteraan keluarga penerima manfaat. *Jurnal Penelitian Kesejahteraan Sosial*, 17(4), 401–414. <https://ejournal.kemsos.go.id/index.php/jpks/article/view/1608>
- Agusrini, T., Adib, M. A., & Sarbanum, A. (2022). Strategi pertemuan peningkatan kemampuan

- keluarga (P2K2) dalam perubahan perilaku keluarga penerima manfaat (KPM) PKH di Kelurahan Korpri Jaya Kecamatan Sukarame Kota Bandar Lampung. *Unisan Journal*, 1(3), 943–952. <https://journal.an-nur.ac.id/index.php/unisanjournal>
- Andi, E. T., Andi, A. K., Hanafie, N. K., Makassar, U. N., Artikel, I., Harapan, P. K., Rembon, K., Toraja, K. T., & Education, J. (2025). Efektivitas program keluarga harapan dalam perspektif Permensos Nomor 1 Tahun 2018 bagi keluarga penerima manfaat. *13*(2), 494–499.
- Bierbaum, M., & Schmitt, V. (2022). *Investing more in universal social protection: Applying international social security standards in social protection policy and financing* (Issue 43). ILO Working Paper.
- Collins, S. P., Storrow, A., Liu, D., Jenkins, C. A., Miller, K. F., Kampe, C., & Butler, J. (2021). *Metode penelitian kuantitatif kualitatif dan R&D*.
- Gfallis, A. (2013). Teori kebijakan implementasi. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Gita Somantri. (2018). *Peraturan Menteri Sosial Republik Indonesia Nomor 1 Tahun 2018 tentang program keluarga harapan*, 1–35.
- Gumanti, L., Permana, I., & Sutarjo, M. (2020). Implementasi kebijakan program pembinaan anak jalanan di Dinas Sosial Kabupaten Cirebon. *Jurnal Ilmiah Publika*, 8(1), 9–15. <https://doi.org/10.33603/publika.v8i1.4169>
- Hasanah, F. F. (2023). Communication patterns in information dissemination of the Family Hope Program (Program Keluarga Harapan): Study case in Sumberdadap Village, Pucanglaban District, Tulungagung Regency. *8*(2), 370–383.
- Imama, W. N., & Yulistiyono, H. (2020). Pola perilaku konsumsi keluarga penerima manfaat PKH (Program Keluarga Harapan) di Kelurahan Pejagan Kecamatan Bangkalan Kabupaten Bangkalan. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 5(2), 221–232. <https://doi.org/10.29407/nusamba.v5i2.14899>
- Javed, W., & Mumtaz, Z. (2024). South Asia's unprotected poor: A systematic review of why social protection programs fail to reach their potential. *PLOS Global Public Health*, 4(6), e0002710.
- Nurjanah, Ghozali, B., & Saifuddin, M. (2022). Implementasi program pemberdayaan masyarakat pada keluarga penerima manfaat dalam meningkatkan kualitas sumber daya manusia. *JCI Jurnal Cakrawala Ilmiah*, 1(10), 2565–2574. <http://bajangjournal.com/index.php/JCI>
- Patel, L., & Midgley, J. (2023). The social development approach to social protection and social welfare. In *Handbook on social protection and social development in the global South* (pp. 12–27). Edward Elgar Publishing.
- Permana, O. D., Apsari, N. C., & Taftazani, B. M. (2023). Pengaruh terapi perilaku kognitif dalam modifikasi perilaku kesehatan pada penerima program keluarga harapan (PKH). *30*(2), 152–164.
- Permatasari, G., & Prasetyawan, A. (2024). Implementasi kebijakan program keluarga harapan (PKH) di Kabupaten Kediri (studi pada Desa Pandansari). *Jurnal Inovasi Administrasi Negara Terapan*, 3(4), 162–174.
- Rachma, M., Hidayat, Y., Azkia, L., & Keguruan, F. (2022). Hambatan pelaksanaan program keluarga harapan (PKH) dalam peningkatan kesejahteraan sosial masyarakat di Kelurahan Pelambuan Kota Banjarmasin. *4*(2), 93–104.
- Ramadani, T. (2019). Implementasi kebijakan pengelolaan komunikasi publik di Kementerian Energi dan Sumber Daya Mineral. *15*(1), 1–18.
- Rustamova, N., Sharifzoda, S., Burxanxodjaeva, X., Rahimqulova, L., Turdialiev, M., Nurullaev,

- F., & Eshchanova, D. (2025). Social protection in developing countries: Legal, economic, and social trends. *Qubahan Academic Journal*, 5(1), 118–149.
- Umasugi, M. (2023). Implementasi pertemuan peningkatan kemampuan keluarga (P2K2) melalui program keluarga harapan (PKH) di Kecamatan Pulau Hiri. *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan*, 17(3), 1512. <https://doi.org/10.35931/aq.v17i3.2111>
- Wahyudi, A. (2024). Kontribusi pelatihan pendamping sosial PKH di Balai Besar Pendidikan dan Pelatihan Kesejahteraan Sosial Bandung untuk pencegahan dan penanganan stunting, 173–189.
- Wijaya, S. (2019). Gerakan literasi dalam pertemuan peningkatan kemampuan keluarga (P2K2) masyarakat pra sejahtera. *Sastra Wijaya*, 4(2), 131–145.
- Wonodadi, P., Gadingrejo, K., & Pringsewu, K. (2025). Implementasi program keluarga harapan (PKH) dalam upaya penanggulangan kemiskinan di Pekon Wonodadi Kecamatan Gadingrejo Kabupaten Pringsewu. 7(1), 42–55.