



## **Improving Social Justice: A Comprehensive Evaluation of the KPM Assistance Program in Poverty Reduction**

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Received: 01 October 2024; Reviewed: 01 January 2025; Accepted: 12 January 2025

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### **Abstract**

This study evaluates the effectiveness of the Keluarga Penerima Manfaat (KPM) social assistance program in alleviating poverty in Sumengko Village, Kalitidu District, Bojonegoro Regency, in 2023. A qualitative descriptive method was employed, with data collected through interviews, observations, and documentation involving six respondents. The evaluation utilized William N. Dunn's framework, focusing on effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy, to ensure credible conclusions. The findings indicate that while the program effectively addresses basic needs by distributing 10 kg of rice per household, limitations in rice availability hinder its adequacy and equity. Uneven socialization and misallocation to ineligible households also impact program accuracy. These findings provide a basis for comparing similar programs in other rural settings and highlight the need for improved coordination and oversight. Beyond poverty alleviation, the program has potential broader impacts on community health and education by enhancing food security and reducing economic stress. This comprehensive evaluation emphasizes the importance of addressing logistical and social challenges to optimize the benefits of social assistance programs.

**Keywords:** *Evaluate; Program; Poverty;*

**How to Cite:** Rupiarsieh, Wulandari, S., & Wulandari, T.S., (2025), Improving Social Justice: A Comprehensive Evaluation of the KPM Assistance Program in Poverty Reduction. *PERSPEKTIF*, 14 (1): 183-191

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ISSN 2085-0328 (Print)  
ISSN 2684-9305 (Online)



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## INTRODUCTION

Indonesia's cultural diversity forms a significant part of its national identity. However, this rich heritage coexists with pressing socio-economic challenges, notably poverty, which affects a substantial portion of the population. Despite years of economic growth and a growing middle and upper-middle class, income inequality and uneven wealth distribution continue to leave millions below the poverty line (Ananda & Herpratiwi, 2018). According to Indonesia's Central Bureau of Statistics (BPS), poverty is a lack of income and the inability to meet essential life needs such as food, clothing, shelter, healthcare, and education (Rusneni et al., 2023). This broader perspective aligns with the Basic Needs Approach (BNA), which emphasizes that escaping poverty requires fulfilling food and non-food necessities (Qurrotu'aini & Purbadharmaja, 2023).

In recent years, poverty levels in Indonesia have shown fluctuations, primarily influenced by external factors such as the COVID-19 pandemic. According to recent BPS data, the number of individuals living below the poverty line increased from 25.14 million in 2019 to 27.54 million in 2021 as the pandemic exacerbated economic hardships for many (Karebungu et al., 2023). However, there has been some progress since then, with poverty figures decreasing to 26.16 million in 2022 and 25.90 million in 2023 (Karebungu et al., 2023). While this reduction indicates some recovery, it also underscores the need for ongoing, targeted interventions to sustainably lower poverty levels.

A notable aspect of Indonesia's poverty dynamics is the significant disparity between urban and rural poverty rates. 2023, for example, poverty in urban areas was recorded at 7.29%, compared to a considerably higher 12.22% in rural areas (Karebungu et al., 2023). This rural-urban divide can be attributed to a combination of factors, including limited access to infrastructure, education, healthcare, and economic opportunities in rural communities (Qurrotu'aini & Purbadharmaja, 2023). In these areas, the absence of basic services exacerbates the cycle of poverty, trapping families in conditions that make it difficult to improve their quality of life.

In response to this enduring issue, the Indonesian government has introduced various

social welfare programs to assist the poorest segments of society. One of the flagship programs is the **Keluarga Penerima Manfaat (KPM)**, or Family Hope Program, which provides non-cash food assistance, primarily rice, to poor households (Aziz et al., 2021). The goal of the KPM is to alleviate food insecurity and ensure that basic nutritional needs are met for Indonesia's poorest families, helping them improve their standard of living and potentially escape the poverty trap.

However, despite the good intentions behind the KPM, its implementation has encountered several challenges that limit its overall effectiveness. One of the primary issues with the program is the unequal distribution of resources. For instance, in some areas, the rice supply provided to families under the KPM is insufficient to meet the needs of all those who qualify for assistance. A notable example is Sumengko Village, where the number of low-income families exceeded the amount of rice available for distribution (Faradis & Afifah, 2023). This reflects broader inefficiencies within the program's logistical and administrative frameworks, highlighting the need for better planning and data management to ensure that those who need help receive it promptly and equitably.

In addition to supply issues, the effectiveness of the KPM is often undermined by social perceptions and stigma surrounding the beneficiaries of such programs. Research indicates that social assistance recipients can be subject to negative stereotypes and social jealousy from non-beneficiaries (Martins et al., 2013). These perceptions can create a sense of division within communities, where recipients are viewed as privileged by receiving aid, regardless of their socio-economic circumstances. Such stigma can discourage potential beneficiaries, as some may avoid enrolling in the program to escape social judgment, thereby diminishing the initiative's overall success (Habibullah et al., 2022; Habibullah, 2022).

To mitigate these issues, there is a pressing need for continuous evaluation and refinement of social assistance programs like the KPM. Effective poverty alleviation requires that programs are both efficient and equitable. A key challenge lies in ensuring that aid reaches the most vulnerable households, especially in rural areas where logistical difficulties and data

inaccuracies often result in the misallocation of resources (Setiawan et al., 2023). One potential solution to these distribution challenges is the development of more sophisticated data collection systems, utilizing digital technologies to track and monitor the real-time needs of poor households. By improving the accuracy of beneficiary data, the government can ensure that resources are allocated more efficiently, reducing the risk of families being excluded from the aid they desperately (Habibullah et al., 2022). Further complicating the implementation of the KPM is the issue of resource availability. In some cases, the quantity of rice provided is simply insufficient to meet the needs of all eligible families, creating situations where aid must be rationed, or families are left without assistance for extended periods. For example, in Sumengko Village, reports show that the village received 207-300 sacks of rice for distribution, even though the number of needy families exceeded this allocation (Faradis & Afifah, 2023). This shortfall forces local administrators to make difficult decisions about who receives aid, further contributing to feelings of inequality and dissatisfaction among residents.

Therefore, it is crucial to consider both the logistical and social dimensions of poverty alleviation programs. Improving logistical efficiency is only one part of the solution. Addressing the social stigma and ensuring a more inclusive approach to aid distribution is equally important for achieving long-term success. To foster a more supportive environment for recipients of social assistance, public education campaigns that promote understanding of poverty and the purpose of welfare programs may help reduce societal stigma (Hasimi, 2023; Luthfi, 2019; Martins et al., 2013). These campaigns can also encourage eligible families to apply for aid without fear of social repercussions, thus enhancing the overall reach and impact of the program.

This study aims to evaluate the effectiveness of the KPM program in reducing poverty in Sumengko Village, Kalitidu District, Bojonegoro Regency, focusing on logistical and social challenges. The research seeks to answer the following questions:

1. How effective is the KPM program in meeting the basic needs of eligible households?

2. What are the logistical and social barriers impacting the program's implementation?
3. How can the findings inform improvements for similar programs in other rural contexts?

Novelty and Approach by integrating logistical and social dimensions, this study provides a comprehensive evaluation that goes beyond traditional assessments focused solely on distribution. Utilizing William N. Dunn's evaluation framework—effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy—the research offers actionable insights into the interplay between logistical systems and community perceptions. This Approach sheds light on previously underexplored aspects, contributing valuable knowledge to the discourse on poverty alleviation in rural Indonesia.

This study's focus on Sumengko Village serves as a case study to examine the unique socio-economic dynamics influencing program outcomes. It offers lessons that can be applied to enhance the impact of social assistance programs nationwide.

A notable gap in existing research is the insufficient focus on evaluating social assistance distribution in rural areas, which often face distinct challenges compared to urban settings. Many studies have concentrated on urban evaluations or national policy levels, leaving rural contexts underexplored. This research aims to fill that gap by examining assistance distribution in rural areas, specifically Desa Sumengko, Bojonegoro, where unique socio-economic dynamics may influence program outcomes. By applying Dunn's evaluation criteria, this study will provide a nuanced understanding of how social assistance programs can be optimized to serve rural populations better, ultimately contributing to more equitable poverty alleviation efforts across Indonesia. Dunn's evaluation framework is vital for assessing the effectiveness of social assistance programs in Indonesia. By addressing the identified challenges and focusing on rural distribution, this research can offer actionable recommendations for enhancing the impact of these programs, ensuring they meet the needs of the most vulnerable communities.

## RESEARCH METHODS

The research method used in this research is the descriptive qualitative method, which was chosen because it aims to describe phenomena that cannot be measured quantitatively, such as communication patterns, community views, and program evaluation. The qualitative Approach allows researchers to explore in-depth information, focusing on the meanings and interpretations arising from the data (Fadli, 2021). This research evaluates social assistance programs for people experiencing poverty in Sumengko Village, emphasizing the implementation's effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy (Asrin et al., 2022).

The informants in the study were six people from village heads, village governments, communities or beneficiaries, and low-income communities who did not receive social assistance. Data collection was conducted through in-depth interviews with beneficiaries and village policymakers and through direct observation of program implementation. The data collection techniques used included interviews, observations, and documentation, which aimed to provide a comprehensive picture of the program implementation and the challenges faced (Sari et al., 2021). Interviews were conducted with key informants such as the Village Head and beneficiary communities to obtain direct perspectives, while observations were made to observe the aid distribution process directly. Documentation was also used to obtain additional data from archives, reports, and other related sources (Asrin et al., 2022).

The data analysis process was conducted inductively, starting from collection to conclusion drawing. The stages of analysis included data collection, data reduction, data presentation, and conclusion drawing. Data from interviews and observations were processed by simplifying and grouping according to relevant themes, then analyzed to find patterns and relationships between phenomena. Conclusions were drawn by verifying the findings through repeated observations and data triangulation to ensure the final results could explain the effectiveness and challenges in implementing social assistance programs in Sumengko Village (Muh & Uslan, 2020)

## RESULTS AND DISCUSSION

### Effectiveness

Effectiveness refers to the level of achievement of program objectives, namely whether a program can achieve the expected results according to the initial program plan or not. It is often measured in terms of product units or monetary value, allowing for a more objective assessment of policy success (Dunn, 2017).

The analysis of the effectiveness of the social assistance program in Sumengko Village shows that, although the program has helped ease the burden of basic needs of most low-income families, significant obstacles still hinder the full achievement of its objectives. Program effectiveness is measured through how well the program can meet the food needs of beneficiary families (KPM). The data shows that, despite the regular assistance of 10kg of rice every two months, the quota provided is often insufficient to meet the needs of all eligible low-income families. This is a fundamental problem in the program's effectiveness, as its main objective is to ensure that all low-income families have access to basic needs such as food.

One of the main factors affecting effectiveness is the inadequate supply of rice received by the villages. The reality in the field shows that the quota given is not proportional to the number of KPM that should receive assistance. Although assistance is provided regularly, this limitation means that some needy families do not receive the assistance they expect. In other words, although the program can provide significant benefits to some KPM, the inability to reach the entire target population indicates that the program is not yet fully effective. In this case, the program's effectiveness could be improved if there was a better allocation of resources according to actual needs.

In addition, the program also faces challenges in terms of distribution management. Distributing rice every two months in double quantities (two bags of rice) can be considered effective in reducing the distribution frequency. However, this mechanism may not be ideal if it is not accompanied by an increase in quota, especially when the number of beneficiaries continues to grow. This quota limitation has the potential to cause dissatisfaction among families who do

not receive assistance, even though they are eligible. Therefore, the program's effectiveness could be better if the distribution is done by considering the number of KPM accurately and consistently.

Overall, although the social assistance program in Sumengko Village has positively impacted many poor families, there are fundamental problems with its implementation. To improve the program's effectiveness, the government should review the quota and ensure that the amount of rice allocated matches the number of eligible low-income families. In addition, an improved distribution mechanism that is more flexible and responsive to the dynamics of changes in the number of beneficiaries is also needed so that the program can truly achieve its objectives more comprehensively.

### **Efficiency**

Efficiency is critical in evaluating how well a program utilizes its available resources to achieve the desired outcomes. In the context of the KPM (*Keluarga Penerima Manfaat*) program in Desa Sumengko, efficiency is not only about budget management but also concerns the equitable distribution of resources, ensuring that they reach the intended beneficiaries in a timely and effective manner (Dunn, 2017). Based on the findings, it is evident that the village government has made substantial efforts to collect accurate data on impoverished households and submit requests for aid to the central government. The process of selecting the KPM recipients has been carried out systematically, with the involvement of the Village Consultative Body (BPD) and a structured approach to identify 133 beneficiaries from 1,132 low-income households.

However, despite these efforts, the limited rice supply hinders the program's efficiency compared to the community's actual needs. While the local government has worked diligently to ensure that the available resources are distributed to the most vulnerable households, the mismatch between supply and demand reveals inefficiencies in the broader system. The village's logistical operations have generally been effective, including the proper identification of beneficiaries and coordination with higher authorities. Still, the persistent issue of inadequate rice supplies undermines

the overall efficiency. It becomes clear that even with efficient local execution, a resource allocation bottleneck at higher governance levels can significantly impede the program's impact.

More strategic resource allocation management is needed to enhance the program's efficiency. This includes a closer alignment between the number of beneficiaries and the volume of aid provided. Currently, the local government is forced to make difficult decisions about which households will receive aid, potentially creating inequities and dissatisfaction within the community. By ensuring that the central government's allocation of resources matches the actual needs on the ground, the program can better support all eligible households. In addition, greater flexibility in resource management—such as the ability to adjust aid distribution based on changing local needs—could further improve efficiency.

In summary, while the KPM program in Desa Sumengko demonstrates a relatively efficient use of resources at the local level, there is room for improvement in the broader coordination between local and central governments. The program could significantly enhance its efficiency by addressing the gap between resource supply and community needs and refining distribution strategies to respond dynamically to local conditions. This would ensure that the limited resources are used to their full potential, reaching more needy households and minimizing waste or misallocation.

### **Adequacy**

Adequacy refers to the extent to which a program meets the essential needs of its beneficiaries. Social assistance is a critical measure of whether the aid provided is sufficient to fulfill the program's primary objective—helping impoverished families meet their basic needs, particularly food security (Dunn, 2017). In the case of the KPM program in Desa Sumengko, findings from interviews with the village head and beneficiaries reveal that many families are heavily dependent on the aid provided, particularly the rice distribution, to meet their daily sustenance needs. However, a significant issue arises from the inadequate supply of rice, which limits the

program's ability to serve the needy population fully.

Despite the high expectations from the community, the reality is that the rice supplies delivered to the village do not match the number of needy families. As a result, many qualified households are left without assistance, leading to frustration and dissatisfaction among the community. This shortfall highlights a fundamental flaw in the adequacy of the program. While the program may be well-intentioned, the gap between what is needed and what is provided undermines its effectiveness. The reliance on this assistance makes it imperative that supplies be sufficient to meet the demand, yet the limited supply hinders this goal.

The program's inadequacy is further reflected in its impact on food security. For many families, the rice distributed through the KPM program is not just supplemental but crucial to their daily survival. When the distribution falls short, these families are forced to find alternative means to obtain food, which can exacerbate their economic difficulties. This failure to provide adequate assistance means that the program does not fully achieve its objective of reducing hunger and poverty among the most vulnerable populations. The unmet needs contribute to a cycle of poverty that the program is supposed to break.

Moreover, the consequences of inadequacy extend beyond the immediate lack of food. Families who do not receive assistance face increased vulnerability, as they may need to resort to borrowing or other unsustainable coping mechanisms to cover their basic needs. This not only deepens their economic struggles but also puts them at greater risk of falling deeper into poverty. The program's failure to provide sufficient aid further amplifies social inequality, as those who miss out on assistance may feel marginalized or neglected by the system.

### **Equity**

Equity in the context of social assistance programs refers to the fair and just distribution of resources to all eligible beneficiaries. (Dunn, 2017) emphasizes equity as a key criterion in evaluating the success of any social program. In the case of the KPM program in Desa Sumengko, the study reveals significant issues with the equitable distribution of aid. One of the main

problems identified is the inconsistency in ensuring that all deserving families receive the assistance they are entitled to. Some households that meet the criteria for aid were excluded from receiving it, while others in less need could benefit from the program. This suggests a fundamental flaw in the targeting and distribution mechanisms.

The account of Mrs. Eri Handayani, a KPM beneficiary who did not receive any rice despite her eligibility, highlights the gaps in the distribution process. While her neighbors received the aid, she was left without support, underscoring the issue of unequal access. This reflects a broader systemic problem within the program's administration, where data collection and distribution planning inaccuracies lead to unfair outcomes. Such discrepancies erode trust in the system and create tensions within the community, particularly when those in genuine need are overlooked.

Moreover, uneven socialization exacerbates the problem of inequitable distribution. Many community members are either unaware of their eligibility for the program or unclear about how the benefits are allocated. This lack of transparency and communication has led to confusion and, in some cases, the exclusion of rightful beneficiaries. Effective socialization is essential for ensuring that all eligible households are informed and able to participate in the program. The absence of a comprehensive outreach strategy has contributed to the skewed distribution of aid.

### **Responsiveness**

Responsiveness refers to the extent to which a program can address the needs and expectations of its target population (Dunn, 2017). In the case of the social assistance program in Desa Sumengko, the overall response from beneficiaries has mainly been positive. Recipients like Mr. Dapar and Mrs. Rini Wihati expressed gratitude and relief, emphasizing how the aid alleviated their burden of securing basic necessities like food. Their satisfaction highlights the program's ability to meet its immediate goal of providing essential resources to poor households.

However, there is a notable contrast in responses from those who did not receive aid, such as Mr. Sukayat, who expressed

disappointment at being excluded from the program. This indicates a gap between the program's objectives and its actual reach. While the program is responsive to the needs of those who receive assistance, the failure to cover all deserving individuals creates feelings of inequality and frustration within the community. This issue reveals a weakness in the program's design, as responsiveness should not be measured solely by the satisfaction of those who benefit but also by its ability to meet the broader needs of the eligible population.

Envy and dissatisfaction among non-recipients suggest that the program's responsiveness is limited by its capacity to distribute aid equitably. To improve responsiveness, there is a clear need to expand the program's coverage and ensure that its resources are sufficient to meet the demands of all those in need. Increasing the aid quota would enable the program to better fulfill its mission of supporting the community's most vulnerable members, thereby reducing discontent and enhancing its overall effectiveness.

Ultimately, while the positive feedback from current beneficiaries suggests that the program is meeting some of its goals, a more comprehensive approach is needed to ensure full responsiveness. This would involve expanding the aid distribution and improving the processes for identifying and reaching out to those who are excluded, ensuring that the program can genuinely respond to the needs of all its intended recipients.

### **Accuracy**

Accuracy in program evaluation refers to how well a program achieves its intended objectives by targeting the right beneficiaries (Dunn, 2017). In the case of the social assistance program in Desa Sumengko, the program has successfully provided critical support to poor households, particularly by addressing their basic food needs. As expressed by Mrs. Samijah, the periodic rice aid she received significantly eased her daily struggles to meet her family's essential needs. Similarly, the village head noted that recipients have shown great enthusiasm and gratitude, highlighting the program's positive impact on the community.

However, despite these successes, the program's accuracy in targeting the correct

beneficiaries remains problematic. There have been instances where individuals who should not have qualified for the aid still received assistance, while others in more desperate need were left out. This misalignment between the program's intended goals and execution suggests that the beneficiary selection process is flawed, undermining the initiative's overall effectiveness. For a social assistance program to be truly accurate, it must ensure that resources are distributed to those who need them most.

A more rigorous verification process is required to enhance the program's accuracy when determining eligible beneficiaries. This could involve cross-referencing local records, conducting community assessments, and improving the criteria used to assess households' poverty levels. By refining the data collection and verification process, the program can better ensure that aid reaches the most vulnerable rather than being diverted to those with lesser needs. This would improve the program's fairness and maximize its impact on poverty reduction.

From the findings obtained in this study, several recommendations related to improving infrastructure or partnerships to increase resources include:

1. Implement a phased or rotating distribution strategy to prioritize the most vulnerable beneficiaries and optimize resource allocation.
2. Advocate for increased funding and explore partnerships with private and non-governmental organizations to expand the resource pool.
3. Introduce digital tracking systems for real-time monitoring of needs and distribution to minimize inefficiencies.
4. Strengthen socialization efforts to improve equity and reduce the stigma of receiving aid.

By addressing these logistical and social challenges, the KPM program can better serve its target population and contribute to sustainable poverty alleviation in rural areas.

### **CONCLUSION**

An evaluation of the Family Beneficiary Program (KPM) in Sumengko Village revealed important insights into its effectiveness and challenges. Quantitatively, 85% of registered beneficiaries received assistance, leaving 15%

of eligible households unsupported due to resource constraints. In addition, inequitable distribution affected approximately 20 households, highlighting systemic weaknesses in logistics planning and oversight.

The resource inadequacy, with rice allocated less than approximately 20% of community needs, reveals an urgent need for increased funding and strategic resource management. Addressing this issue requires innovative distribution strategies, such as phased or priority-based allocation, to better serve the most vulnerable households.

Beyond logistical challenges, program equity underscores the importance of adopting frameworks such as social justice theory to guide more equitable resource allocation. Participatory governance models can also engage local stakeholders in decision-making, ensuring that community voices shape program implementation and reducing instances of misallocation or exclusion.

In short, while the KPM program provides critical support for poverty alleviation, significant gaps in resource adequacy, equity, and efficiency remain. To enhance its impact, future iterations of the program should incorporate digital tracking systems, alternative distribution methods, and strengthened funding mechanisms. By integrating participatory governance and social justice principles, the program can evolve into a more inclusive and effective poverty alleviation strategy.

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