



## Effective Communication of Family Hope Program (PKH) Facilitators to Beneficiary Families (KPM): A Study of P2K2 Activities in Kandang Mas Village, Bengkulu City

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**Abstract.** This research aims to examine the effective communication practices employed by facilitators of the Family Hope Program (PKH) in delivering Family Capacity Building Meetings (P2K2) to Beneficiary Families (KPM) in Kandang Mas Village, Bengkulu City. Using a descriptive qualitative method, the study applies the communication effectiveness model by Cutlip and Allen, which includes seven key indicators: Credibility, Context, Content, Clarity, Continuity and Consistency, Communication Channels, and Audience Capability. Findings reveal that communication is effective across all seven indicators. The facilitators' credibility is supported by formal recognition from the Ministry of Social Affairs and emotional bonds with the KPM. The communication context is enhanced through inclusive atmospheres, appropriate teaching media, and flexible scheduling. The content is delivered using official modules in simple language and practical examples. Clarity is achieved via structured messaging, while consistency is maintained through repeated but varied messages. Communication channels include a blend of digital tools like WhatsApp and face-to-face interactions. The facilitators also tailor their approach based on the educational and social background of the KPM, ensuring comprehension and active participation. Ultimately, P2K2 activities have succeeded in raising awareness, improving knowledge and skills, and encouraging behavioral change among KPM. This study underscores the critical role of tailored, multi-dimensional communication strategies in optimizing the impact of social programs like PKH.

**Keywords:** *Effective Communication; PKH Facilitators; P2K2 Activities; Beneficiary Families; Social Program Outreach.*

### INTRODUCTION

Poverty remains one of the most persistent and complex social issues faced by Indonesia. In response to this challenge, the Indonesian government, through the Ministry of Social Affairs, initiated the *Program Keluarga Harapan* (PKH), or the Family Hope Program, as a conditional cash transfer (CCT) scheme aimed at alleviating poverty and improving human capital among low-income families (World Bank, 2018). PKH represents a shift from passive welfare programs to active investment in the quality of life, especially in the areas of education, health, and social welfare. According to the Ministry of Social Affairs Regulation No. 1 of 2018, PKH provides financial assistance to families classified as extremely poor, contingent upon their participation in accessing education, health, and other essential social services (Kementerian Sosial RI, 2018). In line with global best practices, conditional cash transfer programs like PKH do not merely function as financial support but also aim to generate long-term behavioral changes among recipients. These changes are encouraged through structured educational interventions such as *Pertemuan Peningkatan Kemampuan Keluarga* (P2K2) or Family Capacity Building

Meetings. These monthly sessions are facilitated by PKH assistants, who are responsible for disseminating essential knowledge on child-rearing, financial planning, and health awareness—including critical topics like stunting prevention (Aribowo & Sutiaputri, 2019). In this context, the communication approach used by facilitators plays a central role in ensuring that information is not only transmitted but also understood and internalized by the Beneficiary Families (*Keluarga Penerima Manfaat* or KPM).

Effective communication in social assistance programs is more than just the delivery of information; it is about creating mutual understanding, fostering engagement, and motivating change. As defined by Mulyana (2008), effective communication occurs when messages are clearly understood, positively received, and acted upon voluntarily by the recipient. It requires trust, clarity, consistency, and contextual awareness—all of which are particularly crucial when engaging with vulnerable populations who may face barriers in literacy, access, or comprehension. Furthermore, communication effectiveness in this context has direct implications for program success: when recipients misinterpret or disengage from the messages conveyed, the intended outcomes of poverty reduction and social empowerment may be compromised (Cutlip, Center, & Broom, 2006). The theory of communication effectiveness proposed by Cutlip and Allen, known as the 7C Model, provides a useful framework for analyzing the quality of facilitator–beneficiary interactions in PKH. This model outlines seven essential factors that ensure message effectiveness: Credibility, Context, Content, Clarity, Continuity and Consistency, Channels of Communication, and Capability of the Audience (Afiza & Kholik, 2021). These factors acknowledge that communication is both a technical and human-centered process—one that must be adjusted to fit the socio-cultural realities of its target audience. In the specific case of Kandang Mas Village, located in the Kampung Melayu District of Bengkulu City, the implementation of PKH involves two facilitators responsible for assisting 420 KPMs across 54 neighborhood units (RTs). These KPMs include diverse categories such as early childhood, primary and secondary school-aged children, the elderly, and people with disabilities. This demographic diversity introduces layers of complexity into the communication process, requiring facilitators to be highly adaptive and empathetic in their approach (Hamzani, personal communication, September 26, 2024). Given this context, several issues arise that justify academic exploration. First, with only two facilitators managing communication and guidance for hundreds of KPMs, the effectiveness of information dissemination and behavioral guidance may be at risk. Second, the diverse backgrounds of KPMs—ranging in age, education level, and literacy—necessitate communication strategies that are both inclusive and differentiated. Third, the facilitators must navigate between formal communication protocols set by the Ministry of Social Affairs and the everyday realities of working-class families, which may involve resistance, miscommunication, or apathy.

Understanding how these facilitators navigate such challenges through effective communication can offer insights not only into the success of PKH in Kandang Mas but also into best practices for other similar programs nationwide. Moreover, exploring this issue through qualitative analysis allows a more nuanced understanding of how communication is perceived, experienced, and responded to by both facilitators and recipients. Previous studies have examined the role of communication in social programs, with findings consistently underscoring the importance of interpersonal trust, contextual relevance, and participatory messaging (Hardjana, 2016; Tubbs & Moss, 2010). A study by Afiza and Kholik (2021) emphasized the practical application of the 7C Model in public service communication, finding that credible communicators using appropriate channels and clear language significantly increased public understanding and satisfaction. These findings support the hypothesis that facilitator communication within PKH must be evaluated not just by frequency or volume but by its alignment with recipient needs, expectations, and capabilities.

The goal of this study is to analyze the effectiveness of communication strategies used by PKH facilitators during P2K2 activities in Kandang Mas Village. Specifically, it seeks to examine how each of the 7C components is applied in real-world interactions, what challenges are encountered, and how facilitators respond to these challenges to maintain communication quality. By focusing on this micro-context, the study aims to contribute to the broader discourse on how social policy implementation is deeply shaped by the quality of human communication at the grassroots level. The significance of this study is multi-faceted. Theoretically, it adds to the growing body of knowledge in development communication and public relations by applying a tested communication model in a field setting. Practically, it offers recommendations for program implementers, particularly in how they can improve training, monitoring, and evaluation for PKH facilitators. Finally, for the beneficiary families themselves, the findings can inform how their voices and feedback are better integrated into the communication design of future program activities. In conclusion, as Indonesia continues to expand its social protection agenda, the role of effective communication cannot be overstated. Programs like PKH depend on facilitators who are not just implementers, but also educators, motivators, and cultural translators. Without strong, adaptable, and empathetic communication, even the most well-designed policies risk falling short of their transformative potential. This study, therefore, serves as a timely contribution toward understanding—and strengthening—the communicative backbone of poverty alleviation efforts in Indonesia.

## **LITERATURE REVIEW**

### **Effective Communication in Social Programs**

Effective communication is a crucial element in the success of any public or social initiative, particularly those that involve direct interaction with beneficiaries. Tubbs and Moss (2010) argue that effective communication is characterized by mutual understanding, clarity, and responsiveness, leading to positive behavioral outcomes. In the context of social assistance programs, effective communication plays a transformative role, as it ensures that the target group not only receives information but also understands, internalizes, and acts upon it. Mulyana (2008) further emphasizes that communication becomes effective when the message is received, understood, and voluntarily followed by the audience. In implementing communication strategies in poverty alleviation programs, facilitators must account for various barriers including illiteracy, language differences, technological limitations, and socio-cultural dynamics. Therefore, it is not enough for messages to be disseminated; they must be contextualized, relatable, and inclusive.

### **The 7C Model of Communication Effectiveness**

The theoretical foundation of this study is the 7C model developed by Cutlip and Allen, as cited in Afiza and Kholik (2021). This model outlines seven interrelated factors that influence communication effectiveness: Credibility, Context, Content, Clarity, Continuity and Consistency, Channels of Communication, and Capability of the Audience. Each factor serves as a diagnostic tool for evaluating and improving communication in organizational and programmatic settings.

- a. Credibility refers to the communicator's trustworthiness and authority, which directly impacts how the message is received (Cutlip et al., 2006).
- b. Context includes environmental, social, and cultural elements that shape how messages are interpreted.
- c. Content focuses on the accuracy, relevance, and appropriateness of the message itself.
- d. Clarity emphasizes the need for simple, understandable language, especially when working with vulnerable populations.

- e. Continuity and Consistency address the importance of repeated messaging to reinforce key information.
- f. Channels of Communication involve both traditional and digital methods, tailored to the audience's access and preference.
- g. Capability of the Audience highlights the necessity of aligning message delivery with the audience's educational and cognitive level.

This model is highly relevant in PKH activities, where facilitators must communicate complex information about health, education, and financial planning to diverse groups of beneficiaries.

### **Role of Facilitators in PKH Implementation**

Facilitators in the PKH program act as the primary link between government policies and the lived realities of the KPM. According to Huraerah (2008), facilitators function not only as information providers but also as agents of social change who empower individuals through mentoring, motivation, and capacity building. Their responsibilities go beyond technical assistance; they must also establish interpersonal trust and empathy with families. The Ministry of Social Affairs Regulation No. 1 of 2018 mandates that facilitators organize monthly group meetings (P2K2) with KPM, guiding them through structured modules covering child development, financial management, and health awareness. Rahmawati and Kisworo (2017) stress that facilitators must be able to communicate effectively with a wide variety of stakeholders, including children, elderly individuals, and persons with disabilities, requiring both skill and flexibility.

### **Family Capacity Building Meetings (P2K2)**

P2K2 is an integral component of the PKH framework aimed at stimulating behavioral change and increasing knowledge among KPM. These structured group sessions are designed to address practical topics such as parenting, budgeting, and health. Aribowo and Sutiaputri (2019) note that the main objectives of P2K2 are to improve family decision-making, encourage responsible parenting, and promote the importance of education and healthcare.

P2K2 sessions are particularly dependent on communication dynamics, as they rely heavily on dialogue, peer interaction, and facilitator guidance. Poor communication can result in disengagement, misinterpretation of content, or resistance to behavioral change. Hence, the success of P2K2 is closely tied to how well facilitators can apply effective communication principles in real-world interactions.

### **Communication Challenges in Vulnerable Communities**

Communicating with low-income or marginalized communities presents a unique set of challenges. These include low levels of formal education, limited access to information technologies, cultural sensitivities, and in some cases, distrust of government programs. According to Hardjana (2016), communicators must understand the emotional and social contexts of their audience to ensure message acceptance. Moreover, media selection is critical. While digital tools like WhatsApp are widely used, face-to-face communication remains more effective for sensitive or complex information, especially in rural or semi-urban communities (Sastropetro, as cited in Riswandi, 2018). This is particularly important in P2K2 activities where facilitators must communicate abstract concepts such as child nutrition or long-term financial planning.

### **Previous Research on Effective Communication in Social Programs**

Several studies have explored how communication influences the effectiveness of social programs. Afiza and Kholik (2021) analyzed how the 7C model applies to public service

communication and found that when all seven components are met, public engagement and program comprehension improve significantly. Paramitha (2019) found that in community literacy programs, effective communication increases participation and learning outcomes among children. Both studies highlight the universality of communication principles across different sectors of public service and community engagement. These findings reinforce the importance of viewing communication not as an afterthought but as a central component of program design and delivery. In the PKH context, this means equipping facilitators with not only technical training but also soft skills in communication, empathy, and cultural sensitivity.

## METHODS

This research employs a qualitative descriptive method to explore the effectiveness of communication by Family Hope Program (PKH) facilitators in the implementation of Family Capacity Building Meetings (P2K2) for Beneficiary Families (KPM) in Kandang Mas Village, Bengkulu City. The qualitative approach is deemed appropriate for understanding complex social interactions and capturing the depth of participant experiences, particularly in the context of government-sponsored social assistance programs (Sugiyono, 2016). The key objective of the research is to describe and analyze how communication is carried out by PKH facilitators and how this communication is perceived and understood by KPM members. The study applies a post-positivist interpretive framework, emphasizing the natural setting of the phenomenon and the researcher as the main instrument for data collection and analysis. The primary data collection techniques used in this study are observation, interviews, and documentation. Observations were conducted during actual P2K2 meetings to examine the interaction patterns between facilitators and KPM participants. Interviews were semi-structured and directed at two categories of informants: *key informants* (the two official PKH facilitators) and *main informants* (selected KPM members from different household groups). Documentation included photographs, attendance records, official PKH modules, WhatsApp screenshots, and government-issued guidelines relevant to the PKH program. Informants were selected using purposive sampling, a technique that allows for the deliberate selection of individuals who possess specific knowledge or experience relevant to the research topic (Rustanto, 2015). The two key informants—facilitators named Hamzani and Monica Pransisca—were chosen due to their direct involvement in the delivery of P2K2 sessions and their responsibility over 420 KPM across 54 neighborhood units. Six main informants were selected from the KPM population, with criteria including: minimum education of junior high school, active PKH membership for at least one year, and regular attendance at P2K2 activities.

To ensure data validity, this study applied triangulation, comparing data obtained from different sources and methods to identify consistent patterns and validate findings (Moleong, 2004). For example, statements from facilitators were cross-checked with observations and responses from KPM participants. The data analysis technique follows the interactive model by Miles and Huberman (1994), which includes three components: data reduction, data display, and conclusion drawing/verification. First, raw data from interviews and field notes were reduced through coding and categorization based on the 7C communication framework (Credibility, Context, Content, Clarity, Continuity & Consistency, Channels, and Capability of the Audience). Then, data were organized thematically to display emerging patterns. Lastly, conclusions were drawn and continuously verified throughout the research process to ensure credibility and trustworthiness. This methodological approach allows the researcher to deeply understand the effectiveness of facilitator communication within a real-life social program, highlighting both challenges and best practices in delivering structured community education to vulnerable populations.

## **RESULTS**

This section presents the findings of the study on the effectiveness of communication carried out by the facilitators of the Family Hope Program (PKH) in delivering P2K2 (Family Capacity Building Meetings) to Beneficiary Families (KPM) in Kandang Mas Village, Bengkulu City. The analysis is structured using the seven dimensions of effective communication proposed by Cutlip and Allen (in Afiza & Kholik, 2021): credibility, context, content, clarity, continuity and consistency, communication channels, and audience capability.

### **Credibility**

Credibility plays a vital role in establishing trust between facilitators and KPM. The study found that the facilitators, officially appointed through ministerial decrees, carried a sense of legitimacy that helped reinforce their authority among the KPM. Beyond legal status, credibility was enhanced through emotional rapport. KPM participants reported that they felt “comfortable” and “appreciated” because the facilitators consistently showed up, remembered personal stories, and demonstrated patience in answering questions. Facilitators’ education background also contributed to credibility. One facilitator held a bachelor’s degree in social work, and the other an associate degree in public health. Their ability to explain technical modules in simplified language built a sense of reliability among participants.

### **Context**

The context of communication refers to both physical and social environments that influence message reception. The study observed that P2K2 meetings were held in accessible community spaces, often in coordination with local leaders to ensure cultural appropriateness and community participation. The facilitators showed adaptability in adjusting schedules to accommodate working mothers and elderly KPM. They also considered the social norms of the community—for example, avoiding sensitive topics in mixed-gender sessions and using humor to ease tense discussions. This culturally grounded approach created a sense of safety and belonging for participants. Additionally, the use of local dialects (Bengkulu Malay) proved effective in reducing language barriers, allowing participants to relate more easily to the message content.

### **Content**

Message content in P2K2 sessions followed standardized modules provided by the Ministry of Social Affairs. These modules covered topics such as child development, nutrition, stunting prevention, financial planning, and hygiene practices. Facilitators, however, customized the delivery based on the audience’s daily context. The study found that facilitators frequently supplemented official content with local examples—such as budgeting for traditional market shopping, or child-rearing practices in extended families. This localized adaptation helped bridge the gap between policy design and lived experience. Moreover, participants reported that practical examples helped them “visualize” solutions and apply knowledge at home. The use of real case studies and testimonials during sessions was particularly appreciated and considered more effective than abstract theories.

### **Clarity**

Clarity was achieved through careful simplification of language, visual aids, and repetition. Facilitators used everyday language instead of bureaucratic or academic jargon. For example, instead of saying “nutritional deficiency,” they would refer to it as “anaknya kurang makan sehat.” Visual aids such as posters, infographics, and videos were used to explain topics like stunting and child hygiene. Demonstrations—such as handwashing techniques or preparing healthy meals—were particularly helpful. During interviews, KPM members noted that they could

“understand everything without feeling stupid,” which shows the importance of communicators matching the delivery to audience literacy levels.

### **Continuity and Consistency**

Consistency in messaging was one of the strongest aspects observed in this study. Facilitators adhered to a regular monthly schedule for P2K2 sessions, and content was revisited through reminders sent via WhatsApp groups. Facilitators also maintained consistency in values—emphasizing the importance of health, education, and family communication in every session. Despite repeating core messages, the facilitators used varied techniques—interactive discussions, group games, Q&A sessions—to maintain engagement. Participants expressed appreciation that although the messages were “the same,” the delivery always felt “fresh and different.” This approach supports the idea that message consistency does not require monotony but should be accompanied by creative variations to reinforce understanding without boredom.

### **Channels of Communication**

Facilitators employed both direct and digital communication methods. Direct communication occurred through face-to-face meetings during P2K2 activities. However, during times of social restrictions or scheduling conflicts, facilitators turned to WhatsApp and voice messages to reach out to participants. The research found that the most effective communication happened in person, especially for elderly or less literate KPMs. However, WhatsApp was instrumental for reminders, visual materials, and coordination of logistics. Group chats also fostered peer support and served as informal forums for discussing parenting and health issues. One facilitator explained that “WhatsApp helps us maintain continuity and answer small questions in between sessions,” suggesting the importance of channel integration.

### **Capability of the Audience**

Understanding the capabilities of the audience was central to message adaptation. The KPM population in Kandang Mas Village varies in terms of age, education level, and economic background. The facilitators acknowledged that not all participants learn in the same way. Therefore, they used multiple methods: visual explanation for those with limited literacy, verbal storytelling for elderly KPM, and peer-led discussions for more educated participants. Facilitators also made efforts to observe and adjust during sessions—for example, slowing down the pace if confusion was detected or providing follow-up support after sessions to answer remaining questions. This responsiveness contributed to participants feeling “respected” and “cared for,” which in turn enhanced message retention and behavior change.

### **Behavioral Outcomes and Participation**

As a result of effective communication practices, several positive behavioral outcomes were observed. First, KPM members reported improved practices in child nutrition, financial planning, and school attendance. Second, regular participation in P2K2 increased, with some groups reporting over 85% attendance for consecutive months. Moreover, participants began to take initiative—forming small groups to cook together, helping illiterate neighbors understand instructions, and reminding one another about health check-ups. These indicators demonstrate that communication has moved beyond transmission into transformation. One key informant stated, “They used to come just to get the money. Now they come because they want to learn.” This shift reflects the success of a communication strategy grounded in empathy, adaptation, and consistency.

## **DISCUSSION**

The findings of this study reveal that effective communication within the PKH program is not only essential but also achievable when facilitators strategically adapt their methods to the characteristics and needs of the target audience. Using the 7C framework by Cutlip and Allen as a theoretical lens, the study confirms that each component plays an indispensable role in shaping positive communication outcomes. Firstly, the facilitators' credibility emerged as a central pillar in building trust with KPM. This finding aligns with Mulyana (2008), who emphasized that trust is the foundation of effective communication. The presence of formal authority, coupled with personal empathy and consistent interaction, positioned the facilitators not merely as government representatives but as community allies. The participants' willingness to engage, ask questions, and follow recommendations reflects a high level of interpersonal trust, which is often absent in top-down program implementations.

The contextual adaptation of the communication process also proved crucial. Facilitators who recognized local socio-cultural dynamics—such as language use, gender sensitivity, and local schedules—were more successful in engaging participants. This supports the claim by Hardjana (2016) that context-sensitive communication increases the audience's receptivity and reduces resistance to information. In rural or semi-urban communities such as Kandang Mas, these adjustments are not minor details but rather determinants of participation and message acceptance. The content of the communication, although derived from nationally standardized modules, was enriched and localized by the facilitators. This strategy illustrates the value of "translation" not just linguistically, but culturally and practically. When facilitators used relatable examples (e.g., how to manage household income during traditional market days), they made abstract policy messages tangible. This supports the perspective of Tubbs and Moss (2010), who argue that relevance and resonance are critical to successful message transmission.

Clarity, as another key component, was achieved not just through simplification but also through multimodal delivery—visual aids, demonstrations, and structured repetition. This approach proved particularly effective among participants with low literacy levels. The combination of oral explanation and visual demonstration is consistent with previous research, which suggests that communication tailored to cognitive ability increases retention and comprehension (Sastropoetro in Riswandi, 2018). Furthermore, the continuity and consistency of messaging built routine and reinforced behavioral norms. By holding monthly meetings and utilizing digital follow-ups via WhatsApp, facilitators ensured that key messages were not forgotten. Repetition, in this case, was not redundancy but reinforcement. This supports the assertion by Cutlip et al. (2006) that consistent messaging over time helps internalize values and foster long-term behavioral change. The study also highlights the importance of multi-channel communication, especially the integration of face-to-face and digital interaction. While face-to-face sessions remained the most effective for in-depth learning, WhatsApp provided continuity and convenience. This finding resonates with modern communication theory, which acknowledges the increasing role of hybrid communication in public outreach, particularly in post-pandemic contexts.

Perhaps most critically, the facilitators' attention to the capability of the audience was what elevated the communication from transactional to transformational. By observing reactions, asking for feedback, and adjusting their tone and pace, the facilitators engaged in what Mulyana (2015) refers to as dialogical communication—a two-way process grounded in mutual respect and learning. This responsiveness turned passive recipients into active participants, which is the very essence of empowerment-based social programs. Taken together, the results suggest that communication in PKH is not just about delivering information but about creating relationships, fostering understanding, and guiding behavior. The success in Kandang Mas Village demonstrates that when facilitators are equipped with proper training, empathy, and flexibility, even a highly standardized national program can be implemented in a way that respects local

complexity and encourages community ownership. However, the discussion also surfaces certain challenges. The burden placed on only two facilitators for hundreds of KPM poses risks of burnout and reduces the time available for individualized attention. Moreover, while WhatsApp has helped bridge some logistical gaps, it is not equally accessible or effective for all KPMs, particularly the elderly. These limitations point to a need for policy support in the form of increased facilitator-to-KPM ratios, investment in visual-based modules, and supplemental community-based volunteers. In conclusion, this study contributes to the growing literature on communication in social welfare programs by offering practical insights into how structured, adaptive, and empathetic communication strategies can enhance the effectiveness of poverty reduction efforts. The success of PKH facilitators in Kandang Mas should not be viewed merely as a local achievement but as a replicable model for other regions seeking to maximize the social impact of government assistance programs through communication.

## **CONCLUSION**

This study concludes that effective communication plays a fundamental role in the successful implementation of the Family Hope Program (PKH), particularly in the delivery of Family Capacity Building Meetings (P2K2) to Beneficiary Families (KPM). Utilizing the 7C framework by Cutlip and Allen, the research demonstrates that when communication is credible, contextualized, clearly delivered, consistent, and adapted to the audience's capabilities, it significantly enhances knowledge transfer, participation, and behavioral change among KPM members. Facilitators in Kandang Mas Village successfully fulfilled these components by building emotional rapport, customizing message delivery to local culture and language, utilizing visual aids, and maintaining regular contact through both face-to-face and digital channels. Their responsiveness to the diverse literacy levels, learning needs, and socioeconomic backgrounds of the KPM strengthened engagement and comprehension, ultimately contributing to increased awareness and improved family practices in areas such as nutrition, education, and financial management.

Moreover, the study highlights that communication in social programs must be seen not merely as information dissemination but as a continuous process of relationship-building, motivation, and empowerment. While the case in Kandang Mas shows promising outcomes, the challenges of limited human resources and unequal digital access remain and require institutional attention. Thus, this research reinforces the importance of equipping facilitators with both technical knowledge and interpersonal communication skills to ensure that national programs like PKH reach their intended goals at the community level. Effective communication is not just supportive—it is essential to the sustainability and success of social development interventions.

## **LIMITATION**

Despite offering valuable insights into the dynamics of effective communication within the PKH program, this study is not without its limitations. First, the scope of the research is geographically limited to a single location—Kandang Mas Village in Bengkulu City. As such, the findings may not be generalizable to all regions implementing PKH, particularly areas with different cultural, linguistic, or socioeconomic conditions. Second, the sample size, while purposively selected to capture depth, remains relatively small. Only two facilitators and six KPM members were interviewed, which may limit the diversity of perspectives, especially regarding variations in experience across different household categories such as the elderly, people with disabilities, or single-parent families. Additionally, the reliance on qualitative methods, while appropriate for exploratory understanding, inherently carries subjectivity in interpretation. The researcher's presence during observation may also have influenced

participants' responses or behaviors (observer bias). Furthermore, the study did not include direct assessment of behavioral changes in KPM (e.g., nutritional outcomes or financial decisions), which could have offered a stronger empirical foundation for claims about the impact of communication effectiveness.

Lastly, while digital tools like WhatsApp were mentioned as useful channels, this study did not explore the technological literacy or access barriers in detail—an area that may affect the scalability of digital communication strategies in other settings. These limitations suggest that future research should involve broader locations, larger samples, mixed-method approaches, and longitudinal tracking to strengthen both validity and applicability of findings.

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