

ABSTRAK

Permasalahan kemiskinan yang dirasakan oleh keluarga miskin hingga saat ini belum mampu terselesaikan. Rendahnya kemampuan pendapatan bagi keluarga miskin menyebabkan tidak dapat terpenuhinya kebutuhan kehidupan sehari-hari. Kondisi ini diperparah dengan adanya pandemi covid-19 yang membawa dampak langsung pada semua sendi kehidupan mulai tata hubungan sosial, cara bekerja dan pola interaksi serta proses perekonomian wilayah. Saat pandemi covid-19, muncul banyak kebijakan pemerintah yang menghambat pekerjaan, sehingga banyak terjadi pemberhentian kerja karena alasan *force majeure* (keadaan memaksa) dan efisiensi. Kondisi ketidakmampuan secara ekonomi juga berdampak pada berkurangnya pemenuhan standar hidup rata-rata seperti standar kesehatan dan standar pendidikan. Menjawab isu kemiskinan tersebut, pemerintah dengan Program Keluarga Harapan (PKH) hadir sebagai upaya menyelesaikan permasalahan kemiskinan di Indonesia khususnya di Kalurahan Wonolelo. Program Keluarga Harapan (PKH) menyelesaikan masalah pangan, kesehatan dan pendidikan yang disesuaikan dengan karakteristik komponen penerimanya.

Penelitian ini bertujuan untuk mengetahui bagaimana *survival strategy* keluarga miskin penerima Program Keluarga Harapan (PKH) Kalurahan Wonolelo di masa pandemi Covid-19. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan pendekatan etnografi. Data penelitian dikumpulkan menggunakan teknik wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa bagi Keluarga Penerima Manfaat (KPM) di Wonolelo, Program Keluarga Harapan (PKH) dapat membantu pemenuhan konsumsi pangan keluarga di masa pandemi covid-19. Selain itu, Keluarga Penerima Manfaat (KPM) dapat mengakses layanan kesehatan untuk seluruh anggota keluarga berupa jaminan kesehatan BPJS. Dibidang pendidikan, Keluarga Penerima Manfaat (KPM) yang aktif terdaftar dan memiliki komponen anak yang sedang menempuh pendidikan baik pada jenjang SD, SMP, atau SMA sederajat akan secara langsung mendapatkan bantuan. Perlindungan sosial bagi keluarga miskin juga diiringi dengan upaya promotif (penyadaran/awareness campaign) tentang pentingnya kesehatan dan pendidikan agar kehidupan dan penghidupan keluarga lebih baik melalui kegiatan Pertemuan Peningkatan Kemampuan Keluarga (P2K2). Kehadiran Program Keluarga Harapan (PKH) dinilai dapat membantu mengurangi beban pengeluaran keluarga miskin dan mampu menciptakan perubahan perilaku Keluarga Penerima Manfaat (KPM) dalam mengakses layanan kesehatan, pendidikan dan kesejahteraan sosial sehingga menghasilkan generasi yang lebih sehat dan cerdas.

Kata kunci: Program Keluarga Harapan (PKH), Kemiskinan, Pandemi Covid-19, *Survival strategy*

ABSTRACT

The problem of poverty felt by poor families until now has not been able to be resolved. The low ability of income for poor families causes it to be unable to fulfill the needs of daily life. This condition is exacerbated by the COVID-19 pandemic which has a direct impact on all aspects of life, starting from social relations, ways of working and patterns of interaction as well as regional economic processes. During the COVID-19 pandemic, there were many government policies that hampered work, resulting in many job terminations due to force majeure and efficiency reasons. The condition of economic incapacity also has an impact on reducing the fulfillment of average living standards such as health standards and education standards. Answering the poverty issue, the government with the Family Hope Program (PKH) is here as an effort to solve poverty problems in Indonesia, especially in the Wonolelo Village. The Family Hope Program (PKH) solves food, health and education problems that are tailored to the characteristics of the recipient components.

This study aims to find out how the survival strategy of poor families receiving the Family Hope Program (PKH) Wonolelo Village is during the Covid-19 pandemic. The method used in this study is a qualitative method with an ethnographic approach. The research data were collected using interview, observation, and documentation techniques. The results showed that for Beneficiary Families (KPM) in Wonolelo, the Family Hope Program (PKH) could help fulfill family food consumption during the COVID-19 pandemic. In addition, Beneficiary Families (KPM) can access health services for all family members in the form of BPJS health insurance. In the field of education, Beneficiary Families (KPM) who are actively registered and have a component of children who are currently studying at the elementary, junior high, or high school levels will receive assistance directly. Social protection for poor families is also accompanied by promotional efforts (awareness campaign) about the importance of health and education so that family life and livelihoods are better through Family Capacity Building Meetings (P2K2) activities. The presence of the Family Hope Program (PKH) is considered to be able to help reduce the burden of spending on poor families and be able to create behavioral changes for Beneficiary Families (KPM) in accessing health, education and social welfare services so as to produce a healthier and smarter generation.

Keywords: *Family Hope Program (PKH), Poverty, Covid-19 Pandemic, Survival strategy*