

## ABSTRACT

This study investigates the impact of *Program Keluarga Harapan* (PKH), a conditional cash transfer initiative by the Indonesian government, on poverty alleviation. Utilizing a quantitative methodology, the research analyzes data to evaluate the program's influence on household expenditure, food and non-food expenses, and socio-economic conditions. The Socioeconomic Empowerment Theory underpins the analysis, emphasizing the multidimensional nature of poverty and the importance of addressing economic, social, and cultural aspects. Findings indicate that PKH significantly contributes to increased food expenditure and improved nutritional outcomes for beneficiaries. However, variability in expenditure and dietary adequacy reveals persistent challenges in ensuring equitable impact. Notably, although increased food expenditure correlates with enhanced socio-economic well-being, total expenditure and calorie intake do not consistently translate into improved quality of life, highlighting gaps in resource allocation and dietary diversity. The study underscores the necessity of integrating nutritional education, monitoring mechanisms, and local-context-specific interventions to optimize the program's effectiveness. It advocates for a shift from focusing solely on financial assistance to embracing sustainable habits that improve dietary quality, education access, and healthcare. The results aim to provide actionable findings for policymakers to enhance the efficiency of PKH and inform the design of future poverty alleviation initiatives in Indonesia.

**Keywords :** Program Keluarga Harapan (PKH), Conditional Cash Transfer, Poverty Alleviation, Socioeconomic Empowerment Theory, Food and Non-Food Expenses, Household Expenditure