

Interpersonal Communication in Mentoring Changes in Community Behavior in The Program Keluarga Harapan (PKH)

Komunikasi Interpersonal dalam Pendampingan Perubahan Perilaku Masyarakat pada Program Keluarga Harapan (PKH)

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ABSTRACT

Sukamarga Village in Suoh District, West Lampung Regency, is where the PKH program was implemented. This program aims to improve beneficiaries' welfare through a holistic approach. However, to achieve changes in the behavior of PKH recipient communities, aspects of interpersonal communication that influence the effectiveness and success of this program are yet to be widely researched. The research problem formulated in this study is how the interpersonal communication of PKH facilitators influences changes in the behavior of PKH beneficiary families, and how the behavior of PKH beneficiary families in Sukamarga Village changes after receiving PKH. This research aims to understand the interpersonal communication of PKH facilitators regarding changes in the behavior of families who receive PKH benefits in Sukamarga Village after PKH assistance. This type of research used qualitative field research. The data sources were PKH companions and recipients. Data collection techniques included observations, interviews, and documentation. Conclusions can be drawn: First, PKH facilitators help create positive changes in beneficiary communities with empathy, guidance, and support, building trust and open communication, which are the characteristics of interpersonal communication. Second, the assistance provided was able to change the behavior of PKH recipients.

Keywords: *interpersonal communication, community behavior, mentoring PKH*

ABSTRAK

Desa Sukamarga di Kecamatan Suoh, Kabupaten Lampung Barat, merupakan tempat pelaksanaan program PKH. Program ini bertujuan untuk meningkatkan kesejahteraan keluarga penerima manfaat PKH melalui pendekatan holistik. Namun dalam upaya mencapai perubahan perilaku masyarakat penerima PKH, aspek komunikasi interpersonal yang mempengaruhi efektivitas dan keberlanjutan program ini masih belum banyak diteliti. Permasalahan penelitian yang dirumuskan dalam penelitian ini adalah bagaimana komunikasi interpersonal pendamping PKH mempengaruhi perubahan perilaku keluarga penerima manfaat PKH di Desa Sukamarga, Kecamatan Suoh, Kabupaten Lampung Barat, dan bagaimana perubahan perilaku keluarga di Desa Sukamarga setelah menerima bantuan PKH. Tujuan penelitian ini adalah untuk memahami komunikasi interpersonal pendamping PKH mengenai perubahan perilaku, dan untuk memahami perubahan perilaku keluarga di Desa Sukamarga setelah menerima bantuan PKH. Jenis penelitian ini menggunakan penelitian lapangan (*field study*) dengan pendekatan kualitatif. Sumber data dalam penelitian ini adalah pendamping PKH dan penerima PKH. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Berdasarkan hasil penelitian dapat diambil kesimpulan; pertama, pendamping PKH membantu perubahan positif pada masyarakat penerima manfaat dengan empati, bimbingan, dan dukungan, membangun kepercayaan dan komunikasi terbuka yang merupakan ciri-ciri komunikasi interpersonal. Kedua, pendampingan yang dilakukan telah mampu mengubah perilaku penerima PKH.

Kata kunci: komunikasi interpersonal, perilaku, penerima PKH

INTRODUCTION

Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2018 concerning the Program Keluarga Harapan/Family Hope Program (PKH) was implemented to reduce the burden of expenses and increase the income of poor and vulnerable families. The distribution of PKH social assistance is an effort to reduce poverty and inequality by supporting improved accessibility to health, education, and social welfare services to improve the quality of life for poor and vulnerable families (Peraturan Menteri Sosial Nomor 1 Tahun 2018 tentang Program Keluarga Harapan). Social welfare can be defined as organized activities to improve welfare in the social sector by assisting people in meeting needs in several areas such as family and child life, welfare, and social adjustment (Castellacci, 2023).

Various policies and programs continue to be developed to overcome poverty, both by the Central Government, Regional Government, the business world, and society by paying attention to the complexity of poverty problems from time to time, by replacing or improving programs innovatively, starting from the approach, regulations, targets, and implementation. , to improve it so that it becomes the government's flagship program.(Sofianto, 2020) One of the leading programs for poverty alleviation is the Family Hope Program (PKH) (Hidayah, 2022).

As a conditional social assistance program, the PKH opens access to low-income families, especially pregnant women and children, to utilize various health service facilities (health facilities) and educational service facilities available around them. PKH benefits are also starting to include people with disabilities and older people while maintaining their level of social welfare. Through PKH, low-income families are encouraged to have access to and utilize basic social services such as health, education, food, nutrition, care, and assistance, including access to various other social protection programs, which are complementary programs on an ongoing basis. The PKH is directed to become the epicenter and center of excellence in poverty alleviation that synergizes different national social protection and empowerment programs (Rahayu, 2012). Apart from Indonesia, neighboring countries, such as Malaysia, have social welfare services similar to PKH. In Malaysia, these services include cash assistance, social work services, counseling, home assistance services, community services, and more than 300 community-based rehabilitation centers for disability funders (Ashray, 2018). Thailand has similar services. The concept of aid and social services in Thailand assists certain groups in specific problems. They are divided into three categories: cash assistance programs, aid programs in kind, and income-increasing programs. Therefore, the PKH concept is appropriate but needs development, especially in its accompanying role (Pongsapich et al., 2002).

PKH Facilitators play a crucial role in conveying government policies and interacting directly with the community, especially people with low educational backgrounds and minimal levels of understanding. In this context, development and communication are two inseparable factors because successful development cannot come up without communication as a strategy to realize community welfare (Anto, 2021). Good interpersonal communication skills are essential because they can help reduce distrust and build trust so that the receipt of information is easier to accept, such as information related to money, which has a higher level of community sensitivity, especially with many news reports related to the issue of social assistance fraud committed by PKH assistants.

According to (DeVito, 2019), interpersonal communication focuses on verbal and non-verbal communication, especially in terms of openness, empathy, supportiveness, equality, and positive attitudes, which are indicators of a credible communicator. Credibility is generally related to the communicator's expertise and trust. Therefore, a companion with credibility is indispensable. PKH beneficiaries can recognize problems and their solutions through social coaching and guidance. Increased knowledge related to problems and changes in perception raise awareness to solve the problem (Masannang & Akbar, 2023). Interpersonal communication is a crucial ability possessed by PKH assistants as the government's spearhead in changing the behavior of low-income families to escape poverty and inequality by supporting improvements in accessibility to health, education, and welfare services to improve the quality of life of the poor and vulnerable (Suleman, 2019).

The PKH has a community empowerment program with assistance through Family Development Session (FDS) activities. FDS is a behavioral change intervention design in the form of a structured learning process carried out by trained PKH Facilitators to Beneficiary Families (KPM) on a scheduled basis. Aspects of behavior change targeted by FDS are in the element of care, such as in the education sector, namely increasing knowledge and skills; the health sector; and the economic sector, namely

strategies to improve living standards, child protection, and social welfare. The success of PKH is influenced by the implementation of FDS for people with low incomes and the role of social assistants. Although PKH social assistance is directly received by the Beneficiary Family (KPM) through a bank account, the community also needs guidance and education regarding utilizing the social assistance funds provided. To carry out this task, the government places PKH Facilitator officers (Kementerian Sosial RI, 2018) in Sukmarga Village, Suoh District, and West Lampung Regency.

FDS activities in PKH social assistance must ensure that aid with health, education, and social welfare components is targeted. Training essentially contains elements of coaching and education, so that it can form a harmonious Islamic family, *sakinah, mawaddah, and grace*. In addition, FDS can also help people act independently. A change in behavior for the better in the KPM PKH will encourage an increase in their level of welfare in life and increase their self-awareness to transform their participation in the program. The transformation in question is an independent increase in stage graduation as a step towards program termination. (Edi & Djuni, 2017)

The FDS process by PKH Social Assistants must be carried out using good communication techniques, especially when delivering material and responding to questions from PKH aid recipients (Asmorowati et al., 2022). This success cannot be separated from PKH facilitators, who play an important role in helping the community welfare by communicating with PKH recipient communities (Arfiani & Raharjo, 2020). Sukamarga Village, Suoh District, West Lampung Regency, consists of eight hamlets, with 805 family cards. Each community from each hamlet received PKH assistance, and 138 families who received PKH and participated in family development sessions in Sukamarga Village regularly received PKH assistance from the Ministry of Social Affairs. There is one PKH facilitator in Sukamarga Village. The assistant oversees several hamlets in Sukamarga Village, Suoh District, and the PKH assistant has the responsibility to ensure the distribution of aid to families receiving PKH assistance in Sukamarga Village through P2k2 activities (Family Capacity Building Meetings) (Data Penerima PKH di Desa Sukamarga Kecamatan Suoh Kabupaten Lampung Barat).

Experts say that interpersonal communication is effective in influencing communicants (DeVito, 2011). However, the communicator needs to properly apply the elements of interpersonal communication to ensure communication effectiveness can be created (Berger & Roloff, 2019). The effectiveness of interpersonal communication depends on the PKH facilitator's ability to use all aspects of interpersonal communication appropriately, which is adjusted to the character of the communicant, especially when providing material that must be adjusted to the character of the community so that they can accept and digest the material delivered by the PKH facilitator.

Interpersonal communication refers to communication between two or more people connected individually face-to-face (dyadic importance), which prioritizes a coalition of interests of both (dyadic coalition), sometimes forming small or large groups. Interpersonal communication also includes relationships that can be built through face-to-face interactions (Cangara, 2008).

Behavior results from all kinds of experiences and interactions between humans and their environment, which are manifested in the form of knowledge, attitudes, and actions. Behavior is an individual's response to stimuli originating from outside or within the individual (Notoatmodjo, 2010). Meanwhile, according to A. Wawan and Dewi M, behavior is an action that can be observed and has a specific frequency, duration, and purpose, whether conscious or not. Behavior is a collection of various factors that interact with each other (Wawan & Dewi, 2018). In addition to interpersonal communication, this study adopts social cognitive theory as a supporting theory to analyze learner behavior in society (Abdullah, 2019). In several publications, Bandura has described the social learning process, which involves cognitive and behavioral factors that influence culture in the social learning process (Mubin, 2021). The process of acceptance and change in community behavior, which is feedback from PKH companion activities, is considered very relevant to explore using this theory

Several previous studies are similar to this research. The first research is an article entitled Policy Impact Analysis of the Harapan Family Program to Improve Poor Household Welfare in Pardomuan Village Onanrunggu District Samosir Regency (Pramana et al., 2022), in which the Family Hope Program (PKH) is proven to be able to improve the welfare of the Very Poor Households (RTSM) community in Pardomuan village, especially in helping to meet children's educational needs, supporting the health of pregnant women and toddlers, and meeting the needs of elderly people over 70 years or people with severe disabilities. What this article shares with previous research is the subject and object, namely the Family Hope program (PKH). The difference is that Pramana researches from an administrative approach, whereas this article examines it from a communication studies perspective.

The following review is an article entitled " Analysis of Communication Patterns for Expectation Family Programs. In the 6th International Conference on Social and Political Sciences by Ayuh et al., (2020) this article focused on strengthening the capacity of human resources (PKH Facilitators) in terms of communication patterns, and confirmed that the communication pattern of PKH companions was still one-way, so that the message conveyed did not impact KPM, and the way the message was delivered also did not arouse KPM's needs. Communication between PKH facilitators and the KPM Community is said to be passive What this article has in common with Eceh Trisna et al.'s research is the communication study approach studied, namely strengthening human resources for PKH companions to communicate with a persuasive approach so that the KPM community can change their mindset to fight and avoid a life of poverty (Ayuh et al., 2020). Meanwhile, this research focuses on the communication process between PKH and PKM, while previous research has focused on improving human resources, namely PKH.

The following research is an article entitled Effectiveness of the Family Hope Program (PKH) on Community Welfare During the Covid-19 Pandemic (Case Study of Tangan-tangan District, Southwest Aceh Regency) by (Abrizal et al., 2022), in this article, The PKH program has been effective because this program has met several effectiveness indicators criteria such as PKH participants' good understanding of the program, program objectives, time and target recipients have also been achieved. More importantly, this program has improved the standard of living for low-income families in Tangan Tangan District during the COVID-19 pandemic. However, several obstacles to its implementation include the need for coordination between the village head and the community. The latest research is an article titled Family Hope Program (PKH) as a Social Investment (Murah, 2016), and the Family Hope Program (PKH) is one of the social policies that provides social services by the government in the form of cash to Very Poor Households with the provision of having children under five, school children, and pregnant women and families with the hope that in the future they will be able to improve their quality of life and get out of poverty, which is a form of social investment to reduce poverty. From a developmental perspective, the Family Hope Program seeks to provide resources to people who are less talented or have abilities that are more or less equal to those of other members of society.

After observing the similarities and differences with previous research, this research is considered important for evaluating government programs. Researchers have observed that the implementation of FDS carried out by the government so far has been limited to looking at the percentage of PKH participants who take part in FDS and the number of PKH assistants at each session in a district/city/province; only a few previous studies have highlighted the credibility of the quality of PKH facilitators. Therefore, this research seeks to explore the interpersonal communication of PKH companions as an indicator of the credibility of the companion's quality towards changes in the behavior of beneficiary families.

METHODS

This type of research used field research (field research), and in this qualitative research, the sample used was snowball sampling. The data sources used in this research were primary and secondary data. The objective of this research is to examine the interpersonal communication of PKH companions to change PKM behavior in Sukamarga, Suoh District, West Lampung Regency. Researchers collaborate with PKH social assistants as well as related stakeholders. Furthermore, this research is participatory because researchers are directly involved in assisting PKH facilitators in the process of assisting, educating, training, and monitoring participants' progress in efforts to increase competency, and KPMs are asked to actively participate in conveying problems that they often encounter and feel in their families. This study is oriented towards increasing KPM's intellectual abilities in terms of cognitive, verbal, and practical aspects through FDS activities.

The subjects chosen as informants in this research were PKH companions Syarifsyah, Eko Windarto, Anton Aliza, AL Imron and the Sukamarga Village community, who were registered as KPM. This research was carried out in April-July 2023, This research was carried out in April-July 2023 to obtain as complete data as possible on a problem. This research was conducted using an ethnographic design because of its characteristics. This research design is suitable for research purposes related to empowerment to help describe the efforts of PKH assistants towards certain groups in society, as explained by Creswell. Ethnography becomes relevant because research is conducted on a site where the group will provide an understanding of broader problems (Creswell & Creswell, 2017).

Data collection techniques included observations, interviews, and documentation. Data analysis techniques include data reduction, data presentation, and conclusions. This study uses qualitative data analysis. Data were collected through snowball sampling techniques, starting with interviews with key persons who were considered to have the most influence on the implementation of PKH at the research location, namely PKH assistants, and then continued with informants in the beneficiary community. Other supporting data were obtained from various sources such as the main module of the Family Capacity Building Meeting (P2K2), several news pages, and the official PKH website. Research data processing was conducted by coding the concepts and principles of women's empowerment, specifically, gender construction and the empowerment process carried out by female puppeteers to strengthen their potential and develop themselves. Other findings were collected and used as complementary data to better understand problems related to community empowerment activities initiated by the Ministry of Social Affairs in Indonesia. There are three flows in conducting qualitative data analysis: data reduction, data presentation, and conclusions (Sugiyono, 2017).

RESULTS AND DISCUSSION

Interpersonal Communication of PKH Companions on Changes in Behavior of PKH Recipient Families in Sukamarga Village, Suoh District, West Lampung Regency

Interpersonal communication carried out by PKH facilitators regarding changes in the behavior of PKH recipient families in Sukamarga Village, Suoh District, West Lampung Regency is a crucial aspect in achieving positive results. PKH facilitators show great concern for PKH recipient communities using an empathetic and supportive approach. In every interaction, they try to create a safe and open environment, so that PKH recipients feel comfortable talking about the problems they face and their aspirations.

Interpersonal communication through active listening helps PKH facilitators understand the situation, needs, and hopes of the PKH recipient community. Using open questions, PKH facilitators can explore information thoroughly and identify issues that must be addressed. Through continuous face-to-face interactions, PKH facilitators also create strong relationships with PKH recipient communities, build trust, and increase openness in communication.

PKH facilitators act as facilitators direct PKH recipient communities toward positive behavioral changes. They provide relevant and supportive information, helping people understand the benefits of the PKH program and how this assistance can be optimally utilized to improve family welfare. In addition, by providing examples of successful cases from other families, PKH facilitators offer inspiration and motivation to PKH recipient communities to pursue positive changes in their lives.

PKH facilitators assisting changes in community behavior use a solution-oriented approach. They work together with PKH recipient communities to formulate concrete steps that can be taken to overcome obstacles and achieve desired goals. PKH facilitators also provide continuous support and encouragement, so that people feel supported and motivated to face challenges with new enthusiasm.



Figure 1. Cultivating Trigona Honey Bees “Lembah Klanceng”. Source: observation results, 2023

The positive behavioral changes in PKH recipient communities resulted from collaborative efforts between PKH facilitators and PKH recipient families. People are becoming more aware of the importance of managing finances wisely and prioritizing urgent needs. They learn to set aside a part of their income to save or develop small businesses to create financial stability.

In terms of education, PKH recipient communities are more motivated to send their children to school and participate in skills training programs such as cultivating Trigona Honey Bees and business guidance so that PKH recipient families can develop various micro and small businesses such as grocery stores and craft businesses. Palm fiber palm brooms, soto, and pecel food stalls. PKH facilitators help increase awareness of the importance of education and skills for growing economic opportunities in the future.

Evaluation and monitoring carried out regularly by PKH facilitators helped measure the success of the interpersonal communication approach. Through this evaluation, PKH facilitators can determine whether the steps taken are practical or need to be adjusted to achieve better results. PKH facilitators also involve PKH recipient communities in the evaluation process so that they feel they have an active role in the changes that occur.

“Kesuksesan dalam mencapai perubahan perilaku masyarakat penerima PKH dapat diukur dengan melihat tingkat partisipasi mereka dalam kegiatan pengembangan diri, peningkatan pendapatan keluarga, dan perubahan positif dalam pola hidup sehari-hari. Melalui monitoring dan evaluasi secara berkelanjutan, saya dapat melihat dampak dari pendekatan komunikasi interpersonal yang saya gunakan dan menilai sejauh mana perubahan perilaku yang telah tercapai. Selain itu, saya juga berusaha untuk melibatkan masyarakat penerima PKH dalam proses evaluasi, sehingga mereka merasa memiliki peran aktif dalam perubahan yang terjadi.”(Notoatmodjo, 2010) (PKH companion Sarifsyah, 2023)

Overall, effective interpersonal communication from PKH facilitators plays an essential role in helping PKH recipient communities achieve positive behavioral changes. Through an empathetic, supportive, and solution-oriented approach, PKH facilitators have succeeded in assisting people in changing behavior in various aspects of their lives, including economy and education.

It is hoped that collaboration between PKH facilitators and PKH recipient communities as a whole will continue and have an even more significant impact on the welfare and independence of the community in Sukamarga Village and the surrounding area. Continuous collaboration between PKH facilitators and the community is the key to achieving sustainable results and providing a positive impact on the community.

PKH facilitators continue to strive to create mutually beneficial and sustainable relationships with PKH recipient communities. By prioritizing empathetic and supportive communication, PKH facilitators can provide appropriate and relevant support to help people overcome challenges and achieve positive life changes.

For example, through good interpersonal communication, a PKH recipient mother overcame shyness and built self-confidence in starting a small business. Support and guidance from PKH facilitators motivates the mother to develop her potential and take positive steps for change. As a result, this small business has a positive impact on the welfare of the family. PKH facilitators have also succeeded in changing the perception of PKH recipient families about the importance of education and skills. They help familiarize themselves with the benefits of education and training in improving the quality of life and future economic opportunities.

However, the challenges faced in communicating interpersonally with PKH recipient communities are the differences in social and cultural backgrounds. To overcome this, PKH facilitators try to understand the uniqueness of each individual and respect these differences. They continue to develop interpersonal skills to communicate effectively in various backgrounds and social contexts. PKH facilitators also maintain good relationships and trust with PKH recipient communities through consistent, honest communication and respect for privacy. They are always present and respond promptly if the PKH recipient communities face questions or problems.

“Pertemuan dengan pendamping PKH berlangsung cukup teratur. Biasanya kami bertemu setiap bulan untuk melakukan update data keluarga dan membahas kemajuan program yang kami ikuti. Namun, ketika ada perubahan atau kebutuhan mendesak, kami dapat menghubungi pendamping PKH kapan saja melalui telepon atau pesan singkat WA maupunpun SMS.”(Notoatmodjo, 2010) (PKH companion Sarifsyah, 2023)

To ensure the continuation of positive results, PKH facilitators regularly hold meetings with recipient communities to discuss developments and changes. Through this communication, PKH facilitators can easily identify the issues faced by the community and identify their needs and hopes more precisely.

Furthermore, in the process of changing behavior, PKH facilitators face challenges and difficulties. However, they consider this challenge an opportunity to learn and better understand the PKH recipient community. With determination and enthusiasm, PKH facilitators try to give their best to help people change their behavior to be more positive.

PKH companions to achieve more optimal results, namely continuing to develop themselves and interpersonal communication skills. They attend training and receive support from relevant agencies to improve their ability to communicate effectively and empathically. This enthusiasm for learning has a positive impact on PKH recipient communities because PKH facilitators become more skilled in helping them achieve positive change. PKH facilitators also continue to strive to improve the effectiveness of interpersonal communication by applying information and communication technology. By utilizing social media and other digital platforms, they ensure that information and assistance are delivered in a timely and targeted manner.

Based on the explanation above, the author concludes that interpersonal communication carried out by PKH facilitators is the core of the process of positive behavior change among PKH recipient communities in Sukamarga Village, Suoh District, and West Lampung Regency. Using an empathetic, supportive, and solution-oriented approach, PKH facilitators can understand the needs and expectations of PKH recipient communities in depth. As a result, PKH recipient communities become more aware of and motivated to change behavior in various aspects of life, including the economy and education. Sustainable collaboration between PKH facilitators and the community is key to achieving sustainable change and providing a positive impact on the welfare and independence of local communities. With determination and enthusiasm, PKH facilitators strive to deliver their best to help people change their behavior to be more positive and move towards a brighter future.

Independence of PKH Recipient Families in Sukamarga Village After PKH Assistance

PKH assistance in Sukamarga Village, Suoh District, and West Lampung Regency has had a significant impact on increasing the involvement of PKH recipient communities in productive economic activities. Through skills training such as cultivating Trigona Honey Bees and business guidance so that PKH recipient families can develop various micro and small businesses, such as basic food shops, handcrafted palm fiber broom businesses, and soto and pecel food stalls, PKH recipient families can develop skills and knowledge in that field. PKH facilitators actively organize training and provide support in accessing financing sources to build their businesses. Thus, PKH recipient communities become more independent in creating sources of income and strengthening the local economy.

With the training and guidance of PKH assistants, PKH recipient communities have developed various micro and small businesses. Some succeeded in opening grocery stores, handicraft businesses, and food stalls. These businesses not only provide additional income for PKH recipient families but also contribute to local economic growth. As an increasing number of small businesses develop, local employment opportunities increase, and community involvement in economic activities strengthens. PKH facilitators also act as facilitators in introduce local products and assist PKH recipient communities in marketing these products. By collaborating with other agencies or organizations, PKH facilitators open the door to access a broader market for local products. This helps increase the sales of these products and opens up opportunities to further develop the business. Through assistance and guidance in marketing, PKH recipient communities can develop effective strategies for marketing their products.

When facing interpersonal communication challenges due to differences in social and cultural backgrounds, PKH facilitators continue to strive to overcome them by prioritizing empathy and concern. They realize that PKH recipient communities have diverse backgrounds and life experiences and try to understand these differences. By being open and respecting the privacy of PKH recipient families, the relationship between PKH facilitators and recipient communities became stronger and more sustainable. The emotional and social support PKH facilitators help recipient communities feel heard and are encouraged to make positive changes.

In addition, PKH facilitators pay attention to gender and social justice issues in their approach. They pay special attention to the needs and aspirations of women in PKH recipient communities, and strive to create equal opportunities for all family members. The support and guidance provided by PKH

facilitators covers all family members, including children and women, so that they can participate in economic and social activities. PKH facilitators also act as mediators and facilitators in dealing with potential conflicts in PKH-recipient families. Sometimes, changes in economic behavior and welfare can cause tension and conflict in the family. In this case, PKH facilitators use a sensitive approach to help families overcome differences in their views and reach consensus in decision-making. Thus, PKH facilitators focus not only on economic changes, but also on broader social changes and family dynamics.

The success of positive behavioral changes in PKH recipient communities can be measured by several indicators such as participation in productive economic activities, increased family income, and positive changes in spending patterns that focus more on basic needs. Through continuous monitoring and evaluation, PKH facilitators can identify achievements and obstacles, and recommend further improvements. Continuous evaluation allows PKH facilitators to understand the extent of behavioral change that has been achieved and identify areas that need improvement.

The success of PKH assistance has influenced its image and role of PKH assistance in the PKH recipient community. Recipient communities recognize the important role of PKH facilitators in helping them achieve positive changes in their lives. They felt heard, encouraged, and supported by PKH companions to strengthen their enthusiasm for change. In their view, PKH assistants are not only carriers of information or providers of financial assistance, but also partners and mentors who help them reach their best potential. By looking at the success of PKH assistance in Sukamarga Village, efforts need to be made to expand and improve other programs.

Factors that have proven successful, such as an empathetic interpersonal communication approach, skills guidance, and support in accessing markets, should be integrated into PKH programs across the country.

“Komunikasi langsung pendamping PKH memiliki dampak yang sangat positif dalam membantu masyarakat merubah perilaku positif. Melalui pendekatan yang ramah dan terbuka, pendamping PKH mampu menginspirasi dan memberikan motivasi kepada kami untuk melakukan perubahan yang lebih baik. Mereka juga turut memberikan pemahaman tentang pentingnya perubahan perilaku yang positif untuk kesejahteraan keluarga.” (Notoatmodjo, 2010) (PKH recipients Arsanah, 2023)

Apart from this, there needs to be an effort to involve more stakeholders in PKH assistance. The involvement of local governments, community organizations, and the private sector can help expand the reach of programs and increase the sustainability of the behavioral changes achieved. With strong collaboration among various parties, the PKH assistance program can become more holistic and integrated to achieve the welfare goals of the recipient community. Therefore, it is necessary to increase the capacity and quality of the PKH assistants. Training and development of interpersonal communication skills, social analysis, program management, and other skills must be regularly provided to PKH facilitators. By improving the quality of companions, they will be more effective in helping PKH recipient communities achieve positive behavioral changes.

PKH facilitators also need to strengthen their networks and collaborate with various related parties. Collaboration with financial institutions, training institutions, community organizations, and the private sector can provide additional resources, market access opportunities, and broader technical support for PKH-recipient communities. Close collaboration with related parties will help to increase the effectiveness of the PKH mentoring program and create a more sustainable impact.

The government also plays an important role in ensuring the sustainability and success of PKH mentoring programs. Strong policy support and adequate budget allocation are vital for expanding the program and achieving its long-term goals. Increased community participation in program planning and implementation must also be encouraged so that programs are more responsive to local needs. In addition, transparency and accountability must be prioritized in PKH mentoring programs. PKH recipient communities must have easy access to information regarding the program, selection criteria, and reporting mechanisms. In this way, the community feels more motivated to participate and actively provide input in the program process.

Overall, the results show that PKH assistance successfully created positive behavioral changes among recipient communities. These changes are evident in the increased awareness of the importance of managing finances wisely, participation in productive economic activities, increased access to education and skills training, and increased focus on basic family needs. PKH facilitators with an empathetic, supportive, and open interpersonal communication approach play an essential role in achieving this

behavioral change. Financial support, skills training, increasing access to education, and strengthening the local economy are some of the results of this programme. By maintaining good communication and involving the community in the change process, it is hoped that this positive behavioral change will continue and have a broader impact on the welfare of PKH recipient communities.

CONCLUSION

Interpersonal communication carried out by PKH facilitators in Sukamarga Village, Suoh District, West Lampung Regency, plays a crucial role in achieving positive behavioral changes among PKH recipient communities. PKH facilitators show deep concern for recipient communities with an empathetic and supportive approach. Through continuous communication, PKH facilitators create a safe and open environment, build trust, and increase openness when discussing community problems and aspirations. Using this communication approach, PKH facilitators direct recipient communities toward positive behavioral changes by providing relevant information, support, and guidance.

PKH assistance in Sukamarga Village, Suoh District, and West Lampung Regency has had a significant impact on increasing the involvement of PKH recipient communities in productive economic activities. The allowances provided can be used as capital for various businesses to empower the community, and through empathetic communication, PKH facilitators can bring about positive changes in family relationships. The success of the PKH mentoring program can be seen in the active participation of recipient communities in productive and improving economic activities and the overall quality of life.

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