

ABSTRACT

Poverty is very influential on the sustainability of people's quality of life. The Government seeks to improve the quality and welfare of the community by implementing the Family Hope Program (PKH). According to Presidential Regulation No. 15 of 2010, Article 1 Paragraph 1, which reads Poverty Reduction Program, is an activity undertaken by the government, local government, business and society aiming to improve the welfare of the poor, through social assistance, community empowerment, empowerment of micro and small enterprises and other programs that have been determined, in order to improve the economic activities of the community. The program launched in 2007 is intended for the poor who meet certain components such as health, education and social welfare. The targets of the bantuan program are those that fulfill the health components (pregnant women, lactating mothers, under-fives), for the education component, consisting of (elementary, junior high and high school students with disabilities between 6-21 years old, for 12 years), and the new is a component of social welfare (severe disability and elderly over the age of 70). This study aims to be able to know the phenomenon of the implementation of Family Hope Program (PKH). The research method used is the type of qualitative research with descriptive approach. There are primary data obtained directly from resource persons and secondary data obtained from books, journals and internet. The location of the research was conducted in Sewon District, Bantul Regency consisting of 4 (four) villages. Then for the results of research is good enough to run in accordance with the implementation model consisting of communication, resources, disposition and bureaucratic structure.

Keywords: Policy Implementation, PKH, Quality of Life, Social Welfare.