THE ROLE OF ASSISTANT PERFORMANCE MODERATION ON THE EFFECT OF THE FAMILY HOPE PROGRAM ON POVERTY ALLEVIATION IN TANJUNGBALAI CITY

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Abstract: Social welfare for all the poor in the city of Tanjungbalai is the main goal of the mayor of Tanjungbalai. One of the efforts of the Tanjungbalai City Government to achieve poverty alleviation in Tanjungbalai City is by presenting a central government program, namely the Family Hope Program, which is one of the flagship programs of the Ministry of Social Affairs of the Republic of Indonesia, which in its implementation still often experiences problems due to a lack of knowledge of the program so as to To overcome this, a social assistant is appointed to assist in applying this assistance program. The research approach used is quantitative supported by primary and secondary data. The type of data used is primary data obtained through distributing questionnaires to direct PKH recipients. The data analysis technique starts from collecting information through a questionnaire in the form of a statement and at the final stage by drawing conclusions. The results of the research show that the variable of the Family Hope Program significantly affects the Poverty Alleviation variable in Tanjungbalai City so that the Tanjungbalai City government must be able to maintain this assistance program so that the people of Tanjungbalai City can be helped. Meanwhile, according to the research results, the companion's performance shows that significantly the companion performance variable moderates the relationship between the Hope Family Program and Poverty Alleviation in Tanjungbalai City, which means that the companion's performance can strengthen the implementation of PKH activities in the city of Tanjungbalai.

Keywords: Family Hope Program, Companion Performance, Poverty Alleviation

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Introduction

One of the efforts of the Tanjungbalai Government in reducing poverty is through the Family Hope Program (PKH), which is an assistance program provided by the Ministry of Social Affairs, but at the district / city level in collaboration with local social agencies. PKH has a short-term goal to help reduce the burden on the expenses of the Beneficiary Family (KPM) of the people of Tanjungbalai City, while for the long-term goal is to break the chain of poverty through this PKH assistance (DISPENDA Kota Tanjungbalai 2019).

The Social Service is a government agency that overcomes and overcomes social problems that arise in the community in order to achieve social welfare for the community. The Social Service of Tanjungbalai City is located at Jalan Jendral Sudirman KM 1.5, Sirantau Village, Datuk Bandar District, Tanjung Balai City, North Sumatra 21332. The Tanjungbalai

City Social Service is a Regional Government Work Unit for the City of Tanjungbalai which has the task of carrying out regional government affairs in the social sector. based on the principle of autonomy which becomes the authority, deconcentration and assistance tasks given by the government to the Mayor as well as other tasks in accordance with the policies stipulated by the Mayor based on the prevailing laws and regulations.

The vision of the Tanjungbalai City Social Service is to realize the Social Welfare of the Tanjungbalai City Community. To be able to realize this vision, the Tanjungbalai City Social Service has the following missions: improving the quality of human resources for implementing social welfare, increasing the implementation of social empowerment as a poverty reduction method, increasing the implementation of social protection, social security and social rehabilitation in the form of social assistance, and or social assistance to ensure the basic fulfillment and restoration of the social functions of PMKS (People with Social Welfare Problems), to maintain and preserve the values of heroism and the spirit of struggle.

PKH recipients are expected to be able to help improve their lives to a better standard of living in terms of education and health, while for the Tanjungbalai city government this program is expected to be sustainable and able to contribute to accelerating the achievement of the millenium development goals (MDGs). There are at least 5 MDG components supported through PKH, namely reducing extreme poverty and hunger, achieving basic education, gender equality, reducing infant and under-five mortality, and reducing maternal mortality. So that the city government of Tanjungbalai is very welcome with the presence of this program in the city of Tanjungbalai which is designed to help the poorest population in the lowest cluster in the form of conditional cash assistance.

PKH in Tanjungbalai City began to be implemented for the first time at the end of 2015 but nationally PKH was present in 2007, providing financial assistance for two components, namely the health sector and also the education sector. The targets of this program are pregnant women, breastfeeding mothers, toddlers, pre-school children (APRAS), while for school-age children at the elementary school level (SD) and the equivalent, junior high schools (SMP) and the equivalent, and high school (SMA).) and Equal. so that children aged 6 (six) to 21 (twenty one) years must complete the 12 year compulsory education. Furthermore, in the implementation of PKH in 2016, there was an additional social welfare component with the inclusion of Persons with Severe Disabilities (GDP) and the elderly (elderly) to help poor people who are physically imperfect and must be assisted in carrying out their daily activities and for people who are already elderly people over 70 years old receive PKH assistance.

In addition, the purpose of implementing PKH in the long term is to break the chain of poverty, improve the quality of human resources, and change the behavior of poor families who are relatively less supportive of improving the welfare of the poor. This objective also supports efforts to accelerate the achievement of the Millennium Development Goals (MGDs). There are five MGDs components that PKH will indirectly assist, namely: Reducing the poor and hunger, basic education, gender equality, reducing infant and under-five mortality, and reducing maternal mortality. Specifically, the objectives of PKH are to improve access to education and health services, improve the education level of PKH participants, improve the health and nutritional status of pregnant / postpartum mothers and under five years of age, pre-school children RTM or PKH participants.

In the implementation of PKH, there are assistants who are important actors in the success of the PKH program. PKH Facilitators are human resources who are recruited and contracted by the Ministry of Social Affairs as implementing assistance at the sub-district level. The success of PKH is influenced by the implementation of empowerment for the poor (RTSM) and the role of facilitators. According to the Ministry of Social Affairs (2009), social assistance

is a process of social relations between companions and clients that aims to solve problems, strengthen support, utilize various resources and potentials in fulfilling life's needs, and increase client access to basic social services, employment opportunities, and other public service facilities.

Based on the definition, the role of a companion is a task or activity carried out by someone who is the liaison of the community with various related institutions and is necessary for development. Assistance is often associated with social workers and assistance activities are social work. There are several laws that directly recognize and regulate the existence of social workers. Among them are Law Number 11 of 2009 concerning Social Welfare.

Based on the problems and several theories as well as the existence of previous research that has been described above, it can be seen that how the actual effect of the Family Hope Program on poverty alleviation in the city of Tanjungbalai is moderated by the performance of assistants that have been established from 2015 to now which includes the implementation of PKH activities, problems / obstacles, and supporting factors for the community who become Beneficiary Families in Tanjungbalai City. Based on the description above, the researcher is interested in researching **"The Role of Companion Performance Moderation on the Effect of the Family Hope Program on Poverty Alleviation in the City of Tanjungbalai".**

Literature Review

The dimension of poverty which is so broad requires that every poverty reduction effort needs to be carried out in an integrated manner which includes various development programs both sectorally and regionally. The 1945 Constitution has mandated the state to protect the entire Indonesian nation and promote general welfare in the context of realizing social justice for all Indonesian people. In the National Medium-Term Development Plan (RPJM) document which is stipulated by Presidential Decree No. 5/2010, it is written that poverty alleviation policies are in the 4th place out of 11 national priority lists. The document sets a target to reduce the poverty rate to 8–10 percent by the end of 2014. Empowerment of the people's economy and poverty are the main problems and central issues of economic and social development which at this point in the next few years are still relevant to be studied in Indonesia . Community economic empowerment is the process of obtaining economic actors to obtain surplus value as a human right involved in production activities. This effort can be carried out through the distribution of control over the factors of production (through political and economic policies that are appropriate to the conditions and socioeconomic levels of the local community). The problems experienced by the poor show that poverty stems from the powerlessness and inability of the community to fulfill their basic rights as poor people. Because of this, the government always strives to coordinate between parties in efforts to reduce poverty in various aspects through strategic and systematic programs (Haryati, 2007).

From the many definitions of poverty, then it is reviewed and expanded based on the problems and factors that cause poverty. This study can be seen in the definition of poverty put forward by the following opinions: According to the White Paper, Poverty Reduction in Indonesia (2002: 2) states that "Poverty has become a chronic problem because it is related to inequality and unemployment. So the solution must also be related and comprehensive with the factors that influence it ". Meanwhile, according to Law no. 24 of 2004 states that "Poverty is the socio-economic condition of a person or group of people whose basic rights are not fulfilled to maintain and develop a dignified life". And According to Sadewo, FX Sri, et al, (2007: 28) stated that: "Poverty can also be seen as one of the consequences of the failure of (free) market institutions in allocating limited resources fairly to all members of society". From some of the

opinions above, it can be concluded that poverty is a condition of the inability to carry out productive business activities, access access to socio-economic resources, determine one's own destiny and always get discriminatory treatment, and free oneself from the mental and cultural poverty of a person or family to meet basic needs I have not been able to fulfill it.

PKH is intended more as an effort to build a social protection system for the poor in order to improve the social welfare of the poor as well as an effort to break the chain of poverty that has occurred so far by providing assistance that is more intended to be used to finance the health and education of their children. PKH is a social assistance and protection program that is included in cluster I of poverty reduction strategies in Indonesia related to education, health and basic fulfillment for the elderly and people with severe disabilities (PKH Guidelines 2019). According to the PKH Companion and Operator pocket book (Year 2015: 2). The Family of Hope Program (PKH) is a program of providing conditional cash assistance to very poor families (KSM) that meet the membership requirements and are determined by the Ministry of Social Affairs.

The Family Hope Program (PKH) is supported by a companion with relatively high education and a disciplinary background that supports changes in attitudes and behavior, besides that career development as a PKH companion is only in the form of work performance, therefore the performance of PKH facilitators is superior to weaknesses. contract system, support skills and consequences of mileage to the workplace. Some opinions about performance state that: According to Fadri Hayatul (2017: 418) "Performance is a combination of motivational factors, with effort, ability and accuracy of perception". Meanwhile, according to Rivai (2006: 309-310), states that: "Performance is the result of concrete work that can be observed and can be measured. Performance appraisal refers to a formal and structured system used to measure, assess and influence job-related attributes, behaviors and outcomes, including absenteeism rates". From some of the opinions above, it can be concluded that performance is an effort made to spur the ability to work in order to achieve concrete results in the world of work.

The Influence of the Family Hope Program on Poverty Alleviation.

The Family of Hope Program (PKH) is a social protection program that provides cash assistance to Poor Households (RTM) based on the terms and conditions that have been determined by carrying out their obligations. The long-term goal of PKH is to break the chain of poverty, improve the quality of human resources through improving the quality of education and health. Based on the Regulation of the Minister of Social Affairs of the Republic of Indonesia No. 1 of 2018 states that: "The Family of Hope Program is established to support the implementation of the distribution of planned, targeted and sustainable social protection programs in the form of the Family Hope Program (PKH) as conditional social assistance which aims to reduce the expense burden and increase the income of poor and vulnerable families. . The distribution of PKH social assistance as an effort to reduce poverty and inequality by supporting improved accessibility to health, education and social welfare services in order to improve the quality of life for poor and vulnerable families. "

The Family of Hope Program (PKH) in alleviating poverty according to Kartiawati (2017: 107) states that: "PKH in Bonglai Village which was started in 2014-2017 which aims to alleviate poverty, one of which is in Bonglai Village is not implemented effectively". Meanwhile, according to Saraswati Aprilia (2018: 118) states that: "The Family Hope Program (PKH) has a negative and significant effect on poverty alleviation in Pekon Pandansurat". However, this contradicts the results of the research by Firma Kusuma Indrayani (2014: 6), in his journal entitled "The Effectiveness of the Family Hope Program in Sugihwaras Village, Saradan

District, Madiun Regency" states that: "PKH in Sugihwaras Village, Saradan District, Madiun Regency is a program which is very effective in helping RTSM in the education and health sectors. This is due to the results of the subvariable percentage increase in access to education and health which reached 88%. From several research results and opinions that have examined PKH above, the researcher draws the conclusion that the Family Hope Program has an effect on poverty alleviation.

The Role of Companion Performance Moderation on PKH Activities

To provide assistance to PKH participants, the facilitator must divide them into several groups which facilitate the mentoring process so that the facilitator's performance will be more effective in assisting PKH participants and ensuring that the PKH program is a poverty reduction program in distributing PKH assistance to PKH participants. The role of the companion of the Harapan family program according to the Ministry of Social Affairs of the Republic of Indonesia in 2015 stated that "To provide assistance and advocacy to PKH participants so that they can obtain their rights as PKH participants and to obtain complementary program rights, which include the Smart Indonesia Program (PIP), the Healthy Indonesia Program (PIS), Prosperous Family Savings Program (PSKS), and poor rice assistance (RASKIN) as well as poverty reduction programs, including Joint Business Groups (KUBE), Productive Economic Enterprises (UEP), Liveable Homes ".

Based on the results of research (Utari 2018: 98) Regarding the Performance of PKH Implementers in Ujungberung District, it can be concluded that: "In the quality dimension, the District PKH Implementers already have good communication skills as evidenced by the enthusiasm level of PKH participants in listening to directions from PKH implementers. Districts. Not only that, the breadth of knowledge from PKH Sub-district Implementers can be seen from the answers given in the discussion forum ". Meanwhile, according to Suradi and Mujiyadi B (2018: 142) stated that "The performance of the Social Assistants in the Poverty Reduction Program and Vulnerable Groups in Tarakan City is in the moderate category. This is based on an assessment of: the implementation of activities (preventive, curative / rehabilitative and developmental) and the roles (source coordinators, motivators, educators and facilitators); network development / partnership with source systems; and problems that are still faced in implementing social assistance ".

Method

The research approach is a method or method used by researchers to obtain data related to the problem under study, and in this research the researcher will use a quantitative research methodology. "In quantitative research the problem is not determined at the beginning, but the problem is found after the researcher goes into the field and if the researcher gets a new problem then the problem is re-examined until all the problems are saturated and have been answered" (Juliandi & Irfan, 2013 p. 12). This research will describe the analysis of the role of moderating the performance of companions on the influence of the family hope program on poverty alleviation in the city of Tanjungbalai. Researchers will find a knowledge process that uses data in the form of numbers as a tool to find information about what you want to know. This is in accordance with the data used by researchers, namely numerical data. Researchers used quantitative methods with one dependent variable (Y), one independent variable (X), and one moderator variable (Z).

Operational Definition of Variables

Variable operations are intended to determine the effect of measuring the research variables. The author suggests three variables to be studied, namely the first variable is the dependent variable (variable Y), namely the alleviation of poverty in the city of Tanjungbalai, the second variable is the independent variable (variable X), namely the Hope Family Program, while the third is the variable moderator (Variable Z), namely Companion Performance.

Method of collecting

The data collection method used in this study is a questionnaire or questionnaire. Researchers will collect data by means of a questionnaire, namely by distributing questionnaires to respondents, in this case PKH facilitators and beneficiary families of the family hope program in Tanjungbalai City, made in the form of closed questions, each object is asked to choose one of the alternative answers that have been determined.

Normality Test

The normality test is used to test whether the regression model has a normal distribution or not. The assumption of normality is a very important requirement in testing the significance (significance) of the regression coefficient. A good regression model is a regression model that has a normal or near-normal distribution, so it is feasible to do statistical testing.

Heterokedacity test

Heteroscedasticity test is used to determine whether or not there are similarities in the variants of the residuals (error values) from "the value of one observation to another". This test is done by comparing the sig value with the error rate value ($\alpha = 0.05$). The heteroscedasticity test can also be done by observing the scatterplot graph from the analysis of the SPSS program. "Heteroscedasticity occurs when the points in the scatterplot have a regular pattern, either narrowing, widened, or wavy". Conversely, if the scatterplot points have a spreading pattern above and below the Y axis, then heteroscedasticity does not occur.

Analysis Method

This study analyzes the moderating role of the companion's performance on the effect of the hope family program on poverty alleviation in the city of Tanjungbalai. The method used in this research is the Moderated Regression Analysis (MRA) method using the Statistical Package for Social Sciences (SPSS) software program.

The data in this study have a numerical unit of measure. In order to equalize the unit of measure for each variable, it is necessary to standardize (transform) it into a z-score (standard score) before being analyzed. "The standard value or z-score is a number that indicates how far the raw value deviates from the average in the standard unit data distribution." "The Z-score is the difference between the raw score (original score) and the mean using units of standard deviation to measure the difference". The z-score data has an average value (mean) of 0 and a standard deviation of 1. The way to standardize in the form of a z-score using SPSS software is to use the "Analyze menu, Descriptive Statistic, Descriptive, move all research variables to the

Variable column. (s) and put a checkmark on Save standardized values as variables, then click OK.

The Moderated Regression Analysis (MRA) method is used to analyze the effect of moderating variables on the relationship between the independent variable and the dependent variable. The Moderated Regression Analysis (MRA) method is a regression model that uses moderator variables. "The moderating variable is a variable that will strengthen or weaken the relationship between the independent variable and the dependent variable". In order to determine whether or not a moderating variable exists, there are 2 methods that are often used, namely sub-group analysis and Moderated Regression Analysis (MRA).

Validity Test

To test this validity using the SPSS program. The testing technique that is often used by researchers to test the validity is to use the Bivariate Pearson correlation (Pearson Moment Product). This analysis is done by correlating each item's score with the total score. The total score is the sum of all items. Question items that are significantly correlated with the total score indicate that these items are able to provide support in revealing what they want to reveal à Valid. If r count ≥ r table (2-sided test with sig. 0.3) then the instrument or question items have a significant correlation to the total score (declared valid).

Reliability Test

Reliability, or reliability, is the consistency of a series of measurements or a series of measuring instruments. This can be in the form of a measurement from which the same measuring instrument (test with retest) will give the same result, or for a more subjective measurement, whether two raters give similar scores (inter-rater reliability). Reliability is not the same as validity. This means a reliable measurement will measure consistently, but not necessarily what it should measure. In research, reliability is the extent to which the measurement of a test remains consistent after being repeated on the subject and in the same conditions. Research is considered reliable if it provides consistent results for the same measurement. It cannot be relied on if repeated measurements give different results.

Result and Discussion

Heteroscedasticity Test

Heteroscedasticity test is used to determine whether or not there are similarities in the variants of the residuals (error values) from "the value of one observation to another". This test is done by comparing the sig value with the error rate value ($\alpha = 0.05$). The heteroscedasticity test can also be done by observing the scatterplot graph from the analysis of the SPSS program. "Heteroscedasticity occurs when the points in the scatterplot have a regular pattern, either narrowing, widened, or wavy". Conversely, if the scatterplot points have a spreading pattern above and below the Y axis, then heteroscedasticity does not occur. The following is a description of the research heteroscedasticity test From the output above, it appears that the two variables above have no symptoms of heteroscedasticity because Sig > 0,05.

Analysis Results

In this study, to see the effect of the Family Hope Program on Poverty Alleviation in the city of Tanjungbalai, researchers will use analysis using multiple linear regression analysis, namely as follows Based on the data above, the Sig value for PKH is equal to 0,000 (p<0,05) therefore the hypothesis is accepted, meaning that the PKH variable has a significant effect on poverty alleviation in the city of Tanjungbalai.

In addition, this study will also analyze the moderating role of the assistant's performance on the effect of the hope family program on poverty alleviation in the city of Tanjungbalai. In this analysis, it will be seen whether the companion performance variables can strengthen or weaken PKH activities in alleviating poverty in the city of Tanjungbalai. The method used in this study is the Moderated Regression Analysis (MRA) method using the Statistical Package for Social Sciences (SPSS) software program.

The first R Square output value is 0.412 or or 42.1%, while after testing the second R Square output value increases to 0.441 or 44.1%. By looking at the results above, it can be concluded that the presence of companion performance (moderator variable) will be able to strengthen the relationship between PKH and poverty alleviation.

From the results of the MRA process analysis output above, it can be seen that the picture above shows a moderating effect, seen in the int_1 section which is the multiplication between PKH and Companion Performance, because the int_1 effect is significant, namely 0.0448, meaning there is a moderating effect here because the int_1 value is smaller of 0.05, which means that the performance of assistants acts as a moderating variable for the relationship between PKH and poverty alleviation. From the output above, it can be seen that int_1 has tcount> ttable, namely 2.3451> 1.971 and p <0.05, which is 0.0194 <0.05. So it can be said that the companion performance variable acts as a moderator.

The influence of the Family Hope Program on poverty alleviation

Based on the hypothesis testing above, it can be concluded that the Family Hope Program has a significant effect on poverty alleviation in the city of Tanjungbalai with a regression coefficient value of 1.514. This means that every increase in the PKH 1 Unit results in poverty alleviation that can be carried out for 1.514. These results are in line with the results of research by Munawwarah Sahib (2016: 99) which states that "it is proven that the Family Hope Program has a significant effect on poverty reduction. This means that the Family Hope Program which is implemented very well by the government and all related elements can help alleviate poverty in Bajeng District, Gowa Regency.

Therefore, it can be concluded that the implementation of PKH in the city of Tanjungbalai is running well so that in the future this assistance program can continue and all the poor can get PKH assistance so that PKH's long-term goal of breaking the chain of poverty can be achieved.

Performance of Facilitators can Strengthen or Weaken PKH Activities

Based on the results of the hypothesis testing above, it shows that the first R Square output value is 0.412 or or 42.1%, while after testing the second R Square output value increases to 0.441 or 44.1%. By looking at the results above, it can be concluded that the presence of companion performance (moderator variable) will be able to strengthen the relationship between PKH and poverty alleviation. partially with the Moderated Regression Analysis (MRA) method, it is concluded that the performance of the assistants strengthens the implementation of PKH so that there is a moderate relationship with the influence of PKH on poverty alleviation in the city

of Tanjungbalai. From this conclusion, it is obtained from the results of the moderate variable β coefficient which has a positive and significant sign for α. The moderate variable is a new variable resulting from the interaction of the PKH value variable and the companion performance. This indicates that the facilitator's performance has an influence on the relationship between PKH and poverty alleviation in the city of Tanjungbalai.

The results showed that the performance of the assistant was a strengthening factor for the Family Hope Program on poverty alleviation in the city of Tanjungbalai so that it had a positive and significant effect. Even though it seems that the influence is not that big, for an effort to reduce poverty the results are not low but have been quite high and can be seen in reality the benefits of PKH participants are very much felt.And if the implementation of the Family Hope Program is continuously carried out well and improved then the result or its impact on poverty reduction will also be greater.

Conclusion

Based on the results of the research and discussion above, it can be concluded from this study that several things, among others:
1. The results showed that significantly the variable of the Family Hope Program (PKH) affected the poverty alleviation variable in Tanjungbalai City.
2. The results showed that the companion performance variable moderated the relationship between the Family Hope Program (PKH) and Poverty Alleviation in Tanjungbalai City.

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