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## Effective Communication by The Family Hope Program (PKH) Facilitators in Resolving Conflicts Misdirected Social Assistance

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### ABSTRACT

#### KEYWORDS

Effective,  
Communication,  
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The distribution of social assistance that does not reach its intended targets often triggers conflicts at the village level, such as jealousy, dissatisfaction, and a decline in public trust in government programs. This study was conducted in Matangaji Village with the aim of analyzing the role of effective communication by Program Keluarga Harapan (PKH) facilitators in overcoming conflicts that arise due to social assistance that does not reach its intended targets, identifying barriers to communication faced by PKH facilitators, and identifying efforts to resolve social assistance conflicts. This qualitative descriptive study includes a literature review, field observations, and case analysis of the Program Keluarga Harapan (PKH) in Matangaji Village. The results show that PKH facilitators can resolve social disputes through open, empathetic, and persuasive communication. A dialogical and deliberative approach involving the community proved effective in easing tensions and building a common understanding of the mechanisms and criteria for aid recipients. In addition, the facilitators' ability to convey information clearly, listen to complaints, and remain neutral and fair plays a significant role in building community trust. Thus, effective communication by PKH facilitators not only serves as a means of conveying information but also as a strategy for resolving social conflicts in Matangaji Village. Strengthening the communication skills of facilitators and ensuring transparency in the distribution of assistance are important factors in the sustainability of the PKH program.

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### INTRODUCTION

The Indonesian government provides the Family Hope Program (PKH) to assist economically disadvantaged families under specific conditions. Through this program, the government delivers direct cash assistance to families with school-age children, pregnant women, toddlers, people with disabilities, or the elderly. The PKH program demonstrates the government's commitment to poverty reduction through conditional social assistance. PKH facilitators serve as an important link between the government and beneficiary households during program implementation. They review and validate data on prospective recipients and initiate aid distribution procedures to ensure compliance with applicable laws and regulations. They act as liaisons between the government and the community and serve as field supervisors to ensure that the program operates transparently and accountably. However, various problems often arise in the implementation of this program, one of which is the misdirected distribution of aid (Yunita & Amalliah, 2021).

According to Fathimah & Nulhaqim (2020), it is necessary to study existing conflict situations because such analysis can help reveal possible actions that can be taken. Each person and group has certain opportunities, depending on their position in the situation and their capabilities. In various regions, including the village of Matangaji, the phenomenon of social

assistance distribution that is considered inappropriate remains a serious problem. Many families who are economically stable are registered as beneficiaries, while families who are more in need do not receive assistance. This has led to social conflict due to assistance that is perceived as misdirected. People who have not received assistance feel envious of those who have. Understanding and explaining the regulations of the Ministry of Social Affairs can help reduce these disputes, as does the role of PKH facilitators who consistently collaborate and coordinate with the Matangaji Village Social Welfare Center and the Matangaji Village Government. Thus, these conflicts can be mitigated and prevented from continuing. This situation causes public dissatisfaction, resulting in the program being ineffective in reducing poverty. These conflicts may be triggered by a lack of community understanding of the process for determining aid recipients, ineffective communication between PKH facilitators and residents, and negative perceptions of the facilitators' performance. According to Devito (1991), PKH facilitators must be able to communicate effectively with others, as well as with themselves, in order to de-escalate situations, explain policies with empathy, and help resolve disputes within the community. By communicating openly, assertively, and with a focus on solutions, facilitators can resolve problems peacefully and maintain harmonious social relationships. Social workers play a crucial role in government social initiatives (Alfi & Saputro, 2019). Their role is diverse and constantly evolving, as they interact with individuals from various backgrounds. Social workers must stay abreast of developments and be prepared to implement government programs wherever they are needed.

PKH facilitators, as field implementers, play an important role in maintaining social harmony and resolving issues arising from the distribution of assistance. In this context, effective communication skills are essential for creating mutual understanding, calming the community, and identifying solutions that are fair and acceptable to all parties.

Guidance from leaders to PKH facilitators is crucial for the program's effectiveness (Sahem et al., 2021). Servant leadership is considered one of the most humanistic and practical forms of leadership because it emphasizes service. This differs from traditional leadership, which typically views subordinates as tools rather than as individuals with needs, desires, and aspirations. Leadership challenges include empowerment issues, such as a lack of involvement and insufficient guidance regarding field challenges faced by PKH facilitators. For example, short working periods can make it difficult for leaders to take the initiative to provide timely information, resulting in tasks not being completed on schedule.

The urgency of this study lies in understanding effective communication strategies that can be used by Family Hope Program facilitators in resolving conflicts caused by misdirected social assistance. According to Alfi & Saputro (2019), PKH facilitators play an important role in delivering the Child Protection Module to KPM (Keluarga Penerima Manfaat) using effective communication approaches. Their task is not only to provide information but also to ensure that families truly understand and apply the material presented. The communication strategies used are a crucial component in shaping families' awareness of the importance of child protection. This research is important because it seeks to identify effective communication methods that can be used by Family Hope Program facilitators to resolve conflicts arising from misdirected social assistance. According to Amiruddin (2024), PKH facilitators play a significant role in delivering child protection modules to beneficiary families through effective communication. Facilitators not only provide information but also ensure that families

understand and apply it. Communication is key to educating families about child safety.

In this context, PKH facilitators must communicate effectively to resolve social problems. They can clearly explain government policies, listen to community concerns, and build trust and collaboration with local residents through open and empathetic communication. In addition to providing information, PKH facilitators can also mediate disputes between residents. The conflict in Matangaji Village regarding problematic social assistance indicates that PKH facilitators need to improve their communication practices. Therefore, this study is necessary to understand the communication strategies used by PKH facilitators in resolving social conflicts, the factors influencing the effectiveness of such communication, and the obstacles encountered in the field. The results of this study are expected to contribute to improving the performance of PKH facilitators and strengthening social relations within the community.

The purpose of this study is to determine the effectiveness of communication by Family Hope Program facilitators, identify the communication barriers faced by PKH facilitators in resolving conflicts caused by misdirected social assistance, and examine efforts to address such conflicts.

Theoretically, this study is expected to contribute to scholarly work in the field of social communication, as well as provide input for PKH facilitators, social service agencies, and local governments in improving communication quality with the community and strengthening mechanisms for resolving conflicts arising from misdirected social assistance. Practically, this research is useful for PKH facilitators as material for evaluating and improving communication skills, for the government in enhancing the assistance system, and for the community in understanding the processes and regulations of social assistance more objectively. Misallocation is not only an administrative issue but is also related to social dynamics such as jealousy, suspicion, negative stigma, and even disputes between residents. Some community members feel they have not received assistance despite being eligible, while others are considered ineligible but still receive aid. In such circumstances, PKH facilitators act not only as program implementers but also as key communicators who must provide clear, empathetic, and persuasive explanations to defuse conflicts.

Various studies indicate that ineffective communication by facilitators can lead to misunderstandings between the community and program administrators, increasing tensions and even triggering horizontal conflicts. Unclear information, lack of transparency, and one-way communication are often the primary causes. In the context of PKH, communication involves not only the delivery of technical information but also the management of emotions, interests, and community perceptions of social justice.

This aligns with DeVito's (2013) concept of effective communication, which emphasizes that communication should produce shared meaning and foster positive interpersonal relationships. PKH facilitators are required to build empathy, use simple language, maintain communication ethics, and adapt their approach to the social characteristics of the community. When communication is ineffective, conflicts resulting from misdirected assistance can spread and disrupt the social stability of the village. Although the phenomenon of conflict due to misdirected assistance has been examined by several researchers, most studies focus on policy aspects, data verification, or program evaluation. There remains a lack of research specifically examining how PKH facilitators' communication contributes to conflict resolution and how

communication strategies are used to build understanding, trust, and community awareness. In fact, PKH facilitators are at the forefront, directly interacting with the community and playing a decisive role in the success of social interactions within social assistance programs.

## **RESEARCH METHOD**

This research is qualitative and descriptive in nature. Descriptive research was used to systematically, factually, and accurately describe the phenomenon of effective communication carried out by PKH facilitators, including communication strategies, obstacles encountered, and efforts to resolve conflicts resulting from misdirected social assistance.

This research was conducted in Matangaji Village, Sumber Subdistrict, Cirebon Regency. This location was chosen because, based on initial observations, social conflicts often arise in this area due to the inaccurate distribution of social assistance, such as jealousy among residents, differences in perception, and accusations of unfairness in the beneficiary verification process. The research was conducted from November 2025 to January 2026, covering the stages of preparation, data collection, analysis, and preparation of the research report.

The subjects in this study were PKH facilitators in Matangaji Village who played a direct role in the process of facilitating and resolving social conflicts. Meanwhile, the research informants were determined using purposive sampling, which is the selection of informants based on the consideration that they have a direct understanding of the issues being studied.

The informants in this study were::

1. Matangaji Village PKH Facilitator (1 person) as the main informant who provides key data on communication strategies and their experiences in the field because they have a direct understanding of the facilitation process, are actively involved in resolving social conflicts caused by misdirected social assistance, and can also explain communication strategies, challenges, and real experiences in the field.
2. Beneficiary Families (KPM) (2–4 people) as accompanying informants to determine the community's perception of the accompanying communication pattern and its effectiveness in reducing conflict because they are the parties directly affected by PKH accompanying activities. They can provide views, perceptions, and assessments of the effectiveness of accompanying communication in resolving problems as well as provide comparative data to see whether the PKH accompanying communication strategy is considered effective by the community.
3. Head of Social Welfare Center (1 person) as an additional informant because they are not directly involved in the assistance process, but have administrative and supervisory roles, can provide information about policies, aid distribution procedures, and mechanisms for resolving social conflicts at the village level. The views of village officials are also important to see the extent to which the synergy between the village government and PKH assistants is effective. The technique for selecting informants uses the purposive sampling method, which is a specific consideration by Sugiyono (2019) where informants are considered to have relevant experience and knowledge related to the research focus. This is because this research is descriptive qualitative with an in-depth focus.

According to Sugiyono (2019), This study collected data through in-depth interviews, field observations, and documentation. This study uses triangulation, member checking, and credibility validation to ensure data accuracy, in accordance with Lincoln & Guba (1985),

Husnullail et al. (2024), Miles & Huberman (1994), Moleong (2017), and Sugiyono (2019). Triangulation uses multiple sources, methods, and time periods. Miles and Huberman (1994) state that triangulation compares data from different perspectives, while Sugiyono (2019) states that it ensures data consistency. This study was triangulated by comparing interviews with PKH facilitators and beneficiaries, integrating interview, observation, and documentation methods, and maintaining data over time. Member verification ensures that the researcher's interpretations are consistent with the informants' actual experiences. Member checking is the most important method for ensuring the legitimacy of qualitative research.

## **RESULTS AND DISCUSSION**

The framework of this study stems from social phenomena occurring in Matangaji Village related to the misdirected distribution of social assistance under the Family Hope Program (PKH). In the field, it was found that there are still families who are economically well-off but remain registered as Beneficiary Families (KPM). Conversely, there are also families who are actually more in need of assistance but are not listed as recipients. This misallocation has led to social jealousy, misunderstandings, and conflicts within the community. This situation shows that the issue of social assistance is not only an administrative problem, but also a problem of social communication between PKH facilitators and the community.

The issue was then analyzed through a communication process carried out by PKH facilitators using Harold Lasswell's social communication theory as a basis. In this process, communication was not only understood as the mere delivery of information, but as an effort to build mutual understanding between facilitators and the community. PKH facilitators acted as communicators who had to be able to convey information clearly and in an easily understandable manner regarding social assistance mechanisms, beneficiary criteria, and the reasons for changes in beneficiary data.

The communication stages implemented cover several important aspects. First, clarity of information, where assistants strive to explain in detail and transparently the rules and mechanisms of social assistance. Second, openness in communication, which is demonstrated by the assistants' openness to questions, complaints, and protests from the community. Third, empathy and a personal approach, where facilitators not only convey information formally, but also take a humanistic approach, understanding the psychological condition of the community who feel aggrieved. Fourth, the ability to minimize conflict, namely by calming the situation, avoiding heated debates, and directing the conversation towards solutions. Fifth, diplomatic delivery of solutions, which involves providing explanations and alternative solutions without offending the community.

This communication process then produced an output in the form of the discovery of effective social communication patterns in influencing community responses. These communication patterns show that the success of communication is greatly influenced by the way facilitators convey messages and the approaches they use. In practice, there are two possible responses from the community. First, the communication carried out by PKH facilitators may be well received, so that people who feel they are no longer eligible for assistance are willing to return the social assistance they have received. This shows that there's growing awareness because of the understanding provided through effective communication.

However, on the other hand, there are also situations where the communication hasn't been completely successful. There are still some aid recipients who don't realize that they're actually no longer eligible for social assistance. This situation isn't just because of rejection, but also because of factors like understanding, educational background, and different perceptions of social assistance itself.

Despite these differences in response, overall the communication process produced positive outcomes for the community and the implementation of the PKH program. These outcomes included increased community trust in facilitators and the PKH program, the establishment of healthier two-way communication between facilitators and residents, a reduction in conflict and social resistance due to misunderstandings about assistance, and increased community understanding of the mechanisms and criteria for receiving social assistance.

Ultimately, this entire process forms a very important feedback loop. The results of the communication that has taken place become material for evaluation by PKH facilitators to improve communication strategies in the future. This feedback helps facilitators understand which approaches are more effective, which situations require special approaches, and how to manage social conflicts that arise due to the inaccuracy of social assistance targets. Thus, this process of continuous evaluation and improvement of communication is expected to support the creation of more targeted social assistance distribution and more harmonious social relations in the community. Communication by Family Hope Program facilitators.

Communication among Family Hope Assistance Program facilitators is crucial for social implementation, especially in resolving social problems caused by the misallocation of aid. Research in Matangaji Village revealed that Family Hope Assistance Program facilitators act as program information providers and social mediators who connect the interests of the government and the community. According to interviews, Family Hope Program facilitators also serve as social educators. They explain regulations, assistance quota limits, community economic data trends, and official complaint methods. This approach is in line with the Masannang *et al.* (2023)'s findings, which emphasizes that an effective communication strategy for the Family Hope Program prioritizes a personal and empathetic approach to create mutual trust. Thus, communication by the Family Hope Program facilitators in Matangaji Village can be said to have played a significant role in resolving conflicts caused by misdirected social assistance. PKH facilitators and PUSKESOS heads communicate with residents.

PKH facilitators in this case act as communicators, According to Wahyuni (2019) Defining communicators as the bearers of an organization's communication. Communicators require ideas, intentions, facts, and goals. They may be dominant or submissive. Communicators share information with others.

Based on the results of interviews on cases of conflict caused by misdirected social assistance in Matangaji Village, PKH facilitators and heads of social welfare centers act as key communicators who hold important and vulnerable positions. The credibility of facilitators depends not only on their understanding of PKH policies, but also on their ability to understand the social and psychological conditions of residents. The results of the study show that facilitators who are empathetic, calm, and non-defensive are more easily accepted by the community, even when conveying information that could cause disappointment. PKH facilitators not only convey policies, but also represent the government at the village level.

Therefore, misperceptions by the community are often directed at the facilitators. In such situations, professionalism, consistency of attitude, and the ability to maintain neutrality are important factors in maintaining community trust. This shows that the success of communication is not only determined by its content, but also by who delivers it.

PKH facilitators convey messages to residents during gatherings. Messages in communication are information, ideas, thoughts, feelings, or meanings conveyed by the sender to the receiver through various symbols such as words, gestures, or signs, with specific intentions such as conveying something, changing minds, or entertaining. For communication to run smoothly, messages must be understood correctly.

Based on the interview results, the messages conveyed by PKH facilitators related to sensitive issues, namely the completeness and eligibility of aid recipients. Therefore, clarity, honesty, and accuracy of the message are very important. The results of the study show that conflicts often arise not because of the policy itself, but because the message is not fully understood by the community. PKH facilitators strive to simplify information regarding DTKS, DTSEN, PKH membership periods, and the criteria for education, health, and social welfare components. Delivering messages accompanied by concrete examples and repeated explanations has proven effective in reducing community resistance. In addition, messages that encourage deliberation and peaceful problem-solving serve as a tool to calm social conflicts.

PKH facilitators use media or communication channels to convey messages. Media or communication channels are the means, tools, or methods used to send, receive, and disseminate messages from the sender to the recipient. Based on the interview results, the choice of communication media affects the effectiveness of message delivery. Research shows that face-to-face communication through village meetings, block meetings, and family visits is more effective than written or digital media. Interpersonal media allows facilitators to observe residents' emotions and respond directly. However, digital media such as WhatsApp groups also play a supporting role in disseminating further information and official announcements. The combination of direct and indirect media helps to expand the scope of communication, although direct clarification is still needed to avoid misunderstandings due to message distortion in digital media.

In this case, citizens are the communicants, while the communicating parties are the public, the target audience, the recipients, the translators, and the audience. The communicating parties receive the message. The communicating parties are the communicators' communication partners. The communicating parties receive the news. The communicating parties interpret the message.

Based on the results of interviews during the communication process involving beneficiary families (KPM) and non-beneficiary communities, facilitators adjusted their language and communication approach to the characteristics of the communicants / residents so that the message could be well received by all levels of society.

When the PKH facilitators themselves received feedback from the community, according to Baihaqi & Martino (2021), feedback is the influence of communication activities carried out by the communicator on the communicant, so that changes can be seen in the communicant.

Based on the interview results, it appears that there has been an increase in public understanding of the PKH assistance mechanism and the creation of a more harmonious relationship between facilitators and residents. Generally, the public tends to be more accepting

of program decisions when communication is conducted openly and humanely.

Interviews with Family Hope Program facilitators revealed that communication was interpersonal, dialogical, and persuasive. Facilitators sought to explain directly to the community the mechanism for determining beneficiary families, the criteria for receiving assistance, and the procedures for validating and verifying data sourced from the DTKS. Communication was conducted through various channels, such as face-to-face meetings, home visits, and informal discussions with residents.

In line with the research of Sutra *et al.* (2020) which states that direct and repeated interpersonal communication can build trust between facilitators and beneficiary families. Facilitators who are able to show empathy, openness, and equality tend to be more easily accepted by the community, thereby minimizing the potential for conflict. In the perspective of Devito's (1991) interpersonal communication theory in the study (Anggraini *et al.*, 2022), the communication of the Family Hope Program facilitators in Matangaji Village has fulfilled the elements of effective communication, namely understanding and feedback. The community not only receives information unilaterally, but is also given space to convey complaints, objections, and questions related to social assistance. This creates two-way interaction that helps relieve social tension.



**Figure 1. PKH facilitators hold meetings per block**

### **Communication barriers for Family Hope Program facilitators**

Based on the results of interviews, Family Hope Program facilitators have attempted to implement effective communication, but research shows that there are a number of communication barriers that affect the process of resolving conflicts caused by misdirected social assistance. These barriers stem from structural, social, and cultural factors within the community. One of the main barriers is the low level of information literacy among the community regarding the social assistance data collection system. Many residents do not understand that the determination of aid recipients is not entirely determined by the village government or the Family Hope Program facilitators, but rather through the DTKS system, which is managed centrally.

PKH facilitators, as communicators, often encounter obstacles when providing information. These obstacles often arise when facilitators are perceived as being indecisive, unresponsive, or inconsistent in conveying information. Differences in communication styles among facilitators can also influence the community's perception of the program's fairness.

Based on the interview results, this situation often leads to negative perceptions and

suspicion towards the Family Hope Program facilitators. When information is not fully understood, the community tends to blame the facilitators or village officials as the parties closest to them. Another obstacle is the emotions and social jealousy that arise within the community. The relatively small economic differences between residents often trigger horizontal conflicts. People who feel they are more deserving of assistance but are not registered as beneficiary families show protest, anger, and even reject the facilitators' explanations. This condition is reinforced by research by Rahma et al. (2025), which states that social jealousy due to social assistance data collection can trigger conflicts between residents and reduce trust in the government. In such emotional situations, communication messages are often not received rationally by the community. In addition, communication barriers also stem from the time constraints and workload of the Family Hope Program assistants. Assistants must handle many beneficiary families with diverse social backgrounds, so not all problems can be resolved quickly and thoroughly. This is in line with the findings of Alfi & Saputro (2019), which state that social workers often face work pressure and resource constraints in carrying out their communication duties in the field.

Based on the interview results, limited access to communication is an obstacle, especially for people who are not active on social media such as WhatsApp or who rarely attend community meetings. Information that is only conveyed through one channel often reaches all levels of society. Residents feel that there is injustice in social assistance policies. In this case, residents are the communicants who receive information from facilitators. Communicants are people who receive messages in the communication process, such as individuals, groups, or communities targeted by the sender of the message. The communicant's task is to understand, interpret, and respond to the message given. Their role is very important because they interpret the message received and provide feedback, and can influence the outcome of the communication itself.

Based on interviews with communicants, this study found diversity in terms of education, economic conditions, and experience in receiving social assistance. These differences affect how people understand the messages conveyed by PKH facilitators. People who do not receive assistance tend to be more emotional, while KPM who have been receiving assistance for a long time experience a dilemma between gratitude and concern about losing their rights. PKH facilitators adjust their communication style to suit each communicant's character, such as using easy-to-understand language and a personal approach to the elderly or people with low literacy levels. The involvement of community leaders and village officials as communicants and mediators also helps the community to better accept the message and reduces the potential for internal conflict.

From the perspective of Lasswell's communication theory, these obstacles indicate a disruption in the element of who says what to whom. The credibility of communicators (facilitators) is often questioned not because of their abilities, but because of public perceptions formed by a lack of understanding of the social assistance policy system.

Based on the interview results, the effects that arise include misunderstandings, dissatisfaction, and even social conflicts that are considered misdirected. If communication barriers are not managed properly, the potential for conflict can become even greater.

### **Resolution of conflicts resulting from misdirected social assistance**

The Family Hope Program facilitators in Matangaji Village implemented several

communication strategies to resolve social conflicts caused by misdirected social assistance. These strategies were adaptive and contextual in nature, tailored to the characteristics of the local community. The first strategy was a direct interpersonal communication approach. The facilitators preferred face-to-face dialogue to one-way communication through written media. This approach was considered more effective because it allowed the facilitators to read the emotions of the community and respond appropriately.

Based on the interview results, facilitators strive to be neutral communicators or mediators who are trusted by all parties. Empathy, patience, and professionalism are key to calming the emotions of communities affected by conflict.

Based on interviews, messages often become a source of obstacles due to incomplete, changing, or misinterpreted information by the community. Technical terms related to PKH assistance criteria are sometimes difficult to understand, leading to negative assumptions and suspicions of injustice. However, PKH facilitators strive to understand the circumstances or situations at hand, and often ensure that the information conveyed is understandable.

Based on the interview results, limited access to communication is an obstacle, especially for people who are not active on social media or rarely attend community meetings. Information that is only conveyed through one channel often does not reach all levels of society. In this case, the facilitators strive to ensure that everyone can ask for any information, but this is coordinated by the group leader in each block.

Based on the interview results, differences in the educational levels of residents or communicants, economic backgrounds, and the emotions of the community, especially residents who feel aggrieved, pose a particular obstacle. Defensive attitudes and social prejudices make it difficult to accept messages objectively. However, various efforts have been made by facilitators to quickly overcome these obstacles.

PKH facilitators themselves experience the effects of the efforts that have been made. The effect of communication is the change that occurs as a result of the message received. This effect of communication can be positive, such as increased knowledge and positive attitudes, or negative, such as misunderstandings and negative behavior. These changes occur in various contexts, including mass media and direct human interaction.

The effects of communication can be seen in changes in people's attitudes and perspectives after communication has taken place. The results of the study show that consistent and empathetic communication can increase people's understanding of the PKH mechanism and reduce suspicion towards facilitators and village officials. In addition, the intensity of open conflict has decreased, the community is more willing to participate in re-registration, and there is a growing awareness that social assistance is dynamic and limited. Although conflict cannot be completely eliminated, effective communication from PKH facilitators has succeeded in reducing tensions and maintaining social stability at the village level.

The same as Nandini *et al.* (2022)'s research which emphasizes that the role of facilitators as social mediators is highly effective when communication is conducted directly and persuasively. The second strategy is empathetic and persuasive communication. Facilitators try to understand the feelings of disappointed communities and do not immediately blame or reject their complaints. This empathetic attitude helps reduce emotional tension and opens up space for more constructive dialogue. This is in line with Devito's (1991) concept of effective communication, which emphasizes the importance of empathy and openness in

interpersonal communication. The third strategy is the involvement of village and social service agencies in the communication process. The Family Hope Program facilitators do not work alone, but synergize with the social welfare center to provide collective explanations to the community. This collaboration increases the legitimacy of the message and strengthens community trust. The fourth strategy is continuous education for the community. Facilitators not only explain when conflicts arise, but also conduct regular socialization regarding the Family Hope Program mechanism, policy changes, and the importance of data updates. This education aims to prevent recurring conflicts and build long-term understanding. Thus, the resolution of conflicts caused by misdirected social assistance in Matangaji Village does not only depend on administrative policies but is largely determined by the quality of communication from the Family Hope Program facilitators. Empathetic, open, and participatory communication strategies have proven effective in resolving conflicts and maintaining social harmony in the community.

Based on the interview results, it was found that the facilitators informed the public about the new policy of the Ministry of Social Affairs of the Republic of Indonesia, as outlined in the Decree of the Director General of Social Protection and Security No. 28/3/HK.01/5/2025, which targets poor and vulnerable families and/or individuals registered in the National Education System, to resolve conflicts caused by the misdirected distribution of social assistance. PKH participation is only allowed for five years.

PKH members require education, health, and/or social welfare. In the Health Component, PKH targets pregnant women until the birth of their second child and early childhood aged 0-6 years and under 7 years who are not yet registered in Basic Education Data (Dapodik)/Education Management Information System (EMIS) schools. The second component is the Education Component, which targets PKH participants and includes elementary school/Islamic elementary school children and religious education units or equivalent registered in the Basic Education Data (Dapodik)/Education Management Information System (EMIS), junior high school/Islamic junior high school children and religious education units or equivalent, and children in senior high school/Islamic Social Welfare are in third place. The PKH social welfare component targets the elderly, older individuals, and/or families listed on a single Family Card or alone on a family card. Persons with disabilities: Individuals with disabilities and/or families listed on a family card, whether they have a family relationship or are alone.

PKH facilitators stated that this was intended to encourage those who had received social assistance for more than five years to stop or face reductions or re-registration. These rules and various other policies were expected to better focus PKH social assistance.

## CONCLUSION

This study demonstrates that PKH facilitators play a crucial role as liaisons and mediators in mitigating conflicts related to misdirected social assistance, with their ability to communicate empathetically, openly, and professionally contributing to increased community trust, mutual understanding, and social harmony at the village level. However, communication effectiveness is still hindered by challenges such as limited public understanding of social assistance data systems, social jealousy, and the time constraints and heavy workloads faced by facilitators, indicating that successful communication is shaped not only by individual competencies but also by broader social conditions and community structures. To address these issues, PKH facilitators employ interactive, empathetic, and participatory strategies—such as direct dialogue, collaboration with village authorities and social welfare centers, and continuous community education—which have proven effective in reducing conflict intensity, improving public understanding of program mechanisms, and fostering more equitable acceptance of policies. Future research is recommended to explore the long-term impact of these communication strategies across different regional contexts and to examine how digital communication tools or data transparency systems can further enhance the effectiveness of PKH facilitators in conflict resolution.

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