Abstract

The problem of poverty and the high dependency of Beneficiary Families (KPM) on the Family Hope Program (PKH) social assistance remain challenges in community empowerment efforts. Although PKH is designed to encourage independence, in practice, there are still gaps between the program's objectives and conditions on the ground, particularly in West Limboto District. Therefore, a more effective intervention strategy from the Social Services Agency is needed. This study aims to analyze the Social Services Agency's intervention strategy in encouraging the transformation of independence among PKH recipients and identify supporting and inhibiting factors. The research method used is a qualitative approach with a descriptive approach. Data collection techniques were carried out through observation, interviews, and documentation. While data analysis used data reduction, data presentation, and conclusion drawing with validity testing through triangulation. The research results indicate that the intervention strategy implemented encompasses the Plan, Pattern, Position, Perspective, and Ploy aspects. However, its implementation has not been optimal due to resource limitations, a lack of program integration, and a low level of change in the mindset of beneficiary families (KPM). Furthermore, support from social assistants and empowerment programs are supporting factors in promoting independence. The study's conclusions confirm that the Social Services Agency's intervention strategy has not been fully effective in transforming beneficiary families' independence, necessitating the strengthening of more integrated, sustainable, and community-based programs.

Keywords: *Intervention strategy, Independence, Family Hope Program (PKH), Community Empowerment, Social Services.*

Abstrak

Permasalahan kemiskinan dan tingginya ketergantungan Keluarga Penerima Manfaat (KPM) terhadap bantuan sosial Program Keluarga Harapan (PKH) masih menjadi tantangan dalam upaya pemberdayaan masyarakat. Meskipun PKH dirancang untuk mendorong kemandirian, dalam praktiknya masih ditemukan kesenjangan antara tujuan program dan kondisi di lapangan, khususnya di Kecamatan Limboto Barat, sehingga diperlukan strategi intervensi yang lebih efektif dari Dinas Sosial. Penelitian ini bertujuan untuk menganalisis strategi intervensi Dinas Sosial dalam mendorong transformasi kemandirian penerima PKH serta mengidentifikasi faktor pendukung dan penghambatnya. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, sedangkan analisis data menggunakan reduksi data, penyajian data, dan penarikan kesimpulan dengan uji keabsahan melalui triangulasi. Hasil penelitian menunjukkan bahwa strategi intervensi yang dilakukan mencakup aspek *Plan, Pattern, Position, Perspective, Ploy*. Namun, implementasinya belum optimal karena masih terdapat keterbatasan sumber daya, kurangnya integrasi program, serta rendahnya perubahan pola pikir KPM. Di sisi lain, dukungan pendamping sosial dan program pemberdayaan menjadi faktor pendukung dalam mendorong kemandirian. Simpulan penelitian ini menegaskan bahwa strategi intervensi Dinas Sosial belum sepenuhnya efektif dalam mentransformasi kemandirian KPM, sehingga diperlukan penguatan program yang lebih terintegrasi, berkelanjutan, dan berbasis kebutuhan masyarakat.

Kata Kunci: *Strategi intervensi, Kemandirian, Program Keluarga Harapan (PKH), Pemberdayaan masyarakat, Dinas Sosial.*