

ABSTRAK

KEZIA ENJELIA TUTKEY: Respon Keluarga Penerima Manfaat Program Keluarga Harapan Terhadap Graduasi Mandiri di Desa Karyawangi Kecamatan Parongpong Kabupaten Bandung Barat. Dosen Pembimbing: Wawan Heryana dan Ade Subarkah

Respon Keluarga Penerima Manfaat Program Keluarga Harapan terhadap Graduasi Mandiri merujuk pada tanggapan (*reaction*) atas kebijakan pemerintah yang mendorong kemandirian ekonomi bagi keluarga miskin. Penelitian ini bertujuan untuk memperoleh gambaran empiris mengenai: 1) karakteristik responden, 2) Respon responden secara kognitif, 3) Respon responden secara afektif, 4) Respon responden secara behavioral terhadap Program Graduasi Mandiri Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei deskriptif. Sumber data diperoleh dari data primer melalui angket dan observasi, serta data sekunder dari dokumentasi. Populasi penelitian adalah KPM PKH di Desa Karyawangi, dengan teknik pengambilan sampel menggunakan *cluster random sampling*. Instrumen penelitian divalidasi melalui uji validitas muka (*face validity*) dan diuji reliabilitasnya dengan Alpha Cronbach. Hasil penelitian menunjukkan bahwa secara umum respon KPM terhadap Program Graduasi Mandiri berada pada kategori rendah, khususnya pada aspek kognitif dan afektif. Namun, aspek *behavioral* memiliki sedang ke rendah yang menunjukkan bahwa kesiapan bertindak untuk mandiri masih rendah. Oleh karena itu, disarankan adanya program MANDIRI BERSAMA dengan metode *Community Development* melalui teknik komunikasi interaktif, penyuluhan sosial, dan pemberdayaan masyarakat. untuk memberi Pemahaman terkait graduasi mandiri, dan pembardayaan untuk meningkatkan kesadaran menuju kemandirian sosial ekonomi di Desa Karyawangi.

Kata Kunci: Respon, Keluarga Penerima Manfaat Program Keluarga Harapan, Graduasi Mandiri

ABSTRACT

KEZIA ENJELIA TUTKEY: *The Response of Family Hope Program Beneficiary Families to the Independent Graduation Program in Karyawangi Village, Parongpong Subdistrict, West Bandung Regency.*
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The response of Beneficiary Families of the Family Hope Program (PKH) to Independent Graduation refers to their reaction to the government's policy that encourages economic self-reliance among poor families. This study aims to obtain empirical insights regarding: (1) the characteristics of respondents, (2) cognitive responses, (3) affective responses, and (4) behavioral responses toward the Independent Graduation Program. The research uses a quantitative approach with descriptive survey techniques. Primary data were collected through questionnaires and observation, while secondary data were obtained through documentation. The population of this study includes PKH beneficiaries in Karyawangi Village, with samples selected using cluster random sampling. The research instrument was validated through face validity and tested for reliability using Cronbach's Alpha. The results show that, in general, the beneficiaries' responses to the Independent Graduation Program fall into the low category, particularly in the cognitive and affective aspects. However, the behavioral aspect was found to be in the low-to-moderate category, indicating limited readiness to act independently. Therefore, the study recommends a "MANDIRI BERSAMA" program using a Community Development approach through interactive communication techniques, social counseling, and community empowerment to enhance understanding of Independent Graduation and promote awareness toward achieving social and economic self-reliance in Karyawangi Village.

Keywords: Response, Beneficiary Families, Family Hope Program, Independent Graduation