

ABSTRACT

Poverty is still a problem that is felt by all underdeveloped countries and developing countries, including Indonesia. Poverty, which is multi-dimensional and a classic problem, has existed for a long time and has never disappeared from people's lives. Poverty that occurs in Indonesia really needs to be seen as a very serious problem, because currently poverty makes many people experience difficulties in making ends meet. In this case it is necessary to implement programs to overcome poverty.

This study aims to find out and explain how the implementation and form of the Family Hope Program (PKH) in Dirgahayu Village North Pulau Laut District Kotabaru Regency.

The research method used in this research is descriptive qualitative. This research was conducted in Dirgahayu Village North Pulau Laut District Kotabaru Regency. In the selection of informants, using key informants and key informants.

From the results of this study it can be obtained that the implementation and form of the PKH program in Dirgahayu Village North Pulau Laut District Kotabaru Regency has been maximized and some still needs to be improved.

Keywords: *Implementation, Family Hope Program.*