

EMPOWERMENT OF BENEFICIARIES OF THE PROGRAM KELUARGA HARAPAN (PKH) THROUGH MULTILITERATION STRENGTHENING

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ABSTRACT

Yogyakarta is often considered one of the most liveable areas with the highest happiness index on the island of Java. Behind that, there are fundamental problems, from low wages to poverty. The family hope program is one of the government's efforts to reduce poverty in Indonesia. This program is one of the empowerment efforts, because it is not only oriented towards providing assistance but more on efforts to change the mindset of the community. This study aims to map the multiliteracy needs of beneficiary families from the Harapan Family program. As mentioned above, the change in aid is not only a gift but an effort to increase empowerment. Qualitative online survey methods are one of the approaches in this research. Based on data collection conducted online and through Focus Group Discussion (FGD) activities. It can be understood together that the Family Development Session (FDS) is a form of non-formal education for families. The literacy ability of beneficiary families shows that there are still some insufficient understandings regarding child care and learning assistance, financial management and entrepreneurial motivation. Learning residents still have difficulty understanding the material presented. The results of the analysis show that the media and methods used are not all based on the adult approach. Ecoliteration is one of the strengths which, if enhanced, will have an effect on increasing the capacity for innovation which then has implications for increasing the independence and empowerment of a family. An ecological collaboration system that supports the concept of sustainable development where the number of poverty numbers is reduced due to the social economy running can be realized if the awareness and capacity of the community increases.

Kata Kunci: *needs analysis, multiliteration, Program Keluarga Harapan*