

**EFFECTIVE COMMUNICATION OF FAMILY HOPE PROGRAM (PKH)
FACILITATORS TO BENEFICIARY FAMILIES (KPM)
(Study on the P2K2 Activities in Kandang Mas Village, Bengkulu City)**

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ABSTRACT

This research aims to understand the effective communication process of PKH assistants to KPM in the implementation of P2K2 activities in Kandang Mas Village, Bengkulu City. The research method used is qualitative descriptive. The theory applied is the 7 factors that make communication effective according to Scoot M. Cutlip and Allen (Jihan Afiza 2021), namely: Credibility, Context, Content, Clarity, Continuity and Consistency, Channels of Distribution, Capability of the Audience. The research results indicate that the communication process runs effectively through seven main indicators. The credibility of the assistants is strengthened by formal legality, namely the Ministry's decree and the emotional relationship built with KPM. The context of communication is supported by an inclusive atmosphere, appropriate learning media, and adjustments in the time and place of meetings. The content of the message is conveyed based on official modules using simple language and relevant real-life examples. Clarity of communication is achieved through systematic and easily understood delivery. Continuity and consistency are evident from the repeated and unchanging yet varied message delivery. Communication channels integrate digital media such as WhatsApp and face-to-face meetings for effective interaction. Furthermore, the capability of the audience is considered through adjustments in language and delivery methods according to KPM's background, encouraging active participation and thorough understanding of the material. The P2K2 activities in Kandang Mas Village successfully achieved their goals, marked by an increase in knowledge, skills, and awareness of KPM, as well as consistent active participation and attendance. This program is effective in conveying information and encouraging positive behavioral change.

Keywords: *Effective Communication, Family Skill Enhancement Meetings, Family Hope Program Assistants, Beneficiary Families*

