

## **ABSTRACT**

The purpose of this study was to determine and analyze the implementation of PKH companion implementation in reducing poverty levels in Tanjung Pinang Village, Jambi City. The type of research is descriptive qualitative. Data collection using interviews and documentation. The results of the study indicate that the Task of PKH Companions, in reducing poverty levels in Tanjung Pinang Village, Jambi City. has been able to provide increased capacity and equal distribution of basic needs owned by the PKH recipient community, there has been an increase in the standard of living, education and income of the PKH recipient community has been met because it has caused the community to experience an increase in life evenly, experiencing an increase in income for KPM, who utilize PKH funds, and indicators of the success of PKH assistants can be seen from the independent graduation data, the increasing number of people who carry out independent graduation proves the success of the performance of PKH assistants in reducing poverty and increasing community welfare through assistance as PKH assistants, in Tanjung Piang Village, Jambi City has been achieved, where from the indicator of achieving the goal it can be said to be effective because the task of PKH assistants, these assistants are given training and skills that are trained in developing abilities in carrying out duties as PKH assistants, so that the assisted community can be retrained with the knowledge they already have to improve the quality of the performance of PKH assistants, who aim to improve the abilities of the KPM community, then for improve the economy of skills and knowledge through training taught to the assisted KPM community, and the Effectiveness of PKH Companions, this KPM Community, Wants the next task of PKH companions to continue in the future because it greatly helps the KPM community in Tanjung Pinang Village, Jambi City in improving welfare.

**Keywords:** Poverty, Welfare, PKH Companions