



The Family Welfare Program's (Tim Penggerak Pemberdayaan Kesejahteraan Keluarga) Strategy For Enhancing Women's Empowerment in The Jatigono Village

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Abstract:

The condition of women in Jatigono Village is that there are still many who have low education, do not have jobs, have low economic status, lack knowledge about clean and healthy living behavior, and have families that are not harmonious or not yet prosperous. The Family Empowerment and Welfare Mobilization Team has an important role in empowering women, through 10 main programs. The aim of this research is to observe and analyze the Strategy of the Empowerment and Family Welfare Team in Increasing Women's Empowerment in Jatigono Village, Kunir District, Lumajang Regency. This research uses descriptive qualitative. Data collection techniques start from observation, interviews and documentation. The data analysis technique uses the Interactive Analysis Model from Miles and Huberman, namely data reduction, data display and Concluding Drawing. The research results show that the Implementation Strategy of the Family Empowerment and Welfare Mobilization Team in Increasing Women's Empowerment in Jatigono Village has been running and has been successful, but there are still several factors that are not appropriate in its implementation, namely the lack of awareness of women to take part in programs held by TP PKK. The efforts made by the Jatigono Village TP PKK are to provide education and training to improve the quality of women's knowledge, insight, science and experience and the Jatigono Village government allocates resources in the form of funds and facilities to support TP PKK activities.

Keywords: Strategy, Team for Empowerment and Family Welfare (TP PKK), Women's Empowerment

Introduction

The 1945 Constitution clearly states that all Indonesian citizens, both men and women, have equal rights, obligations and opportunities to live, however, there are still problems that are not in accordance with this. It is very urgent for women in development to be used as objects of development, not just as subjects or participants. The reality shows that women are still in the position of development subjects. Women are an important asset of a nation, because they not only act as subjects who encourage the success of national development, but also as objects whose rights must be empowered and protected. Women must be supported so that they can achieve optimal



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potential in national development, which in turn can contribute to Indonesia's progress.

Community organizations aim to improve and empower society. Family Empowerment and Welfare Mobilization Team (TP PKK) is one of the organizations in the village. It is an association of mothers who carry out various positive activities. The TP PKK movement is a popular movement that provides benefits to society. The presence of TP PKK among the community is used as a forum that is able to contribute and have a good influence on society, especially for women and the Village Government. This women-led movement has also been proven to significantly support the acceleration of development in empowering women through the TP PKK work program. The condition of women in Jatigono Village is that many people still have low education, do not have jobs, have low economic status, lack knowledge about PHBS (clean and healthy living behavior), and have families that are not harmonious or not yet prosperous. So, TP PKK has an important role in empowering these women.

TP PKK has 10 main PKK programs, namely: First, appreciation and practice of Pancasila. Second, Mutual Cooperation. Third, Food. Fourth, clothing. Fifth, Housing and Household Management. Sixth, Education and Skills. Seventh, Health. Eighth, Development of Cooperative Life. Ninth, Environmental Sustainability. Tenth, Healthy Planning. Efforts to implement the 10 PKK Main Programs, starting from the planning, implementation, training to mentoring stages, were carried out by 4 Working Groups in a flexible and coordinated manner, namely: Working Group I Managing the Pancasila Appreciation and Practice Program and the Gotong Royong Program, such as dasawisma associations, study, socialization and mutual cooperation. Working Group II Manages Cooperative Education, Skills and Life Development Programs, such as PAUD, UP2K, and Kopwan (Women's Cooperative) Education. Working Group III Manages Food, Clothing, Housing and Household Management Programs, such as clothing or catering. Working Group IV Manages Health, Environmental Sustainability and Healthy Planning Programs, such as the PSN Movement (eradication of mosquito nests), Posyandu, as well as outreach regarding PHBS (clean and healthy living behavior). The implementation of these working groups has been running and has been successful, however there are still obstacles and obstacles that affect its implementation, such as the participation and interest of members in registering as TP PKK members in Jatigono Village is still very minimal, many TP PKK cadres are not active, lack of enthusiasm and activeness of TP PKK RW and TP PKK RT to participate in and carry out tasks, education and training related to the TP PKK program is still not implemented, so that some cadres in Jatigono Village are less than optimal in carrying out activities and carrying out their mandated responsibilities. So from the problems above, the implementation of the working groups is less effective and efficient in achieving the goals of the Jatigono Village TP PKK.

Strategy comes from the Greek *strategia*. This term means "the art of the general" or the art of a commander which is usually used in warfare ([Pearce and Robinson, 2014: 4](#)). According to [Effendy, \(2014: 32\)](#) states that: Strategy is essentially planning and management to achieve a goal. However, to achieve this goal, strategy does not function as a road map that only shows direction, but must be able to show operational tactics. It can be concluded that strategy is a plan using effective methods to achieve a goal. According to [Suyono \(in Oos M. Anwas, 2014: 89\)](#) empowerment strategy is a movement from, by and for the community. A community empowerment strategy is a way to move the community to achieve a desired goal. According to

[Mardikanto and Soebianto \(2019:170\)](#), there are 5 (five) empowerment strategy programs consisting of: Human Resource Development, Group institutional development, Fertilizing public (private) capital, Productive business development and Providing appropriate information. According to [Oos M. Anwas \(2014: 48-50\)](#), conceptually, empowerment is related to power. The term power is often synonymous with an individual's ability to make himself or another party do what he wants. This ability is good for oneself and others as individuals or organizational groups, regardless of the needs, potential or desires of other people. Power makes other people the objects of one's influence and desires. Empowerment in its implementation means: encouragement or motivation, and guidance or assistance in increasing the ability of individuals or communities to be independent. Based on this, these are the stages of the empowerment process in changing behavior, changing old habits into new, better habits to improve the quality of life and welfare. In the large Indonesian dictionary, power means an individual's ability to do something that has the ability to act. Empowerment is essentially a process or effort to enable someone to do something with their abilities, and to increase and develop their potential.

According to [Dalimoenthe, \(2021\)](#) Gender is a cultural nature. The cultural nature referred to here is the nature and roles of men and women that are inherent to them and these roles are determined or shaped by the socio-cultural environment. So that societal culture has an important role in forming gender roles. Gender is the division of roles between men and women determined by society or based on social constructs, customs, norms and habits of society. Gender is different from sex (sex). Gender (sex) is biological and gender behavior is a social construct. Sex is a division of sex that is biologically determined and inherent to a particular gender. Based on Minister of Home Affairs Regulation Number 1 of 2013 article 1 concerning Community Empowerment through the Family Empowerment and Welfare Movement (TP PKK). The Family Empowerment and Welfare Movement (TP PKK) is a national movement in community development that grows from below and is managed from, by and for the community, towards the realization of a family that believes in and is devoted to God Almighty, has noble and virtuous character, is healthy and prosperous, advanced and independent, gender equality and justice as well as legal and environmental awareness. Family Empowerment and Welfare (TP PKK) is a community organization that empowers women to participate in Indonesia's development. The task of the village TP PKK is to assist the village government and become a partner in strengthening and improving family welfare. Women in a psychological and gender context are defined as traits that are inherent in a person to make them feminine. Meanwhile, the physical definition of women is a gender that has reproductive organs in the form of a uterus, egg cells and breasts so that women can become pregnant, give birth and breastfeed. Prof. Haryono ([in Supriyadi, 2016:92](#)) said that women's empowerment is often referred to as "improving the quality of women's life", namely an effort to empower women's lives in various fields, including economics, education, social, communication, information, etc. they are free from the shackles of poverty and backwardness.

Method

This research uses a qualitative descriptive research method. The qualitative descriptive method is used to describe or explain a problem object in this research, which aims to explain, reveal, and obtain a description that is appropriate to the

research object, namely the Implementation Strategy of the Family Empowerment and Welfare Driving Team (TP PKK) in Increasing Women's Empowerment in Jatigono Village, Kunir District, Lumajang Regency.

Result and Discussion

Activities of the Family Empowerment and Welfare Mobilization Team (TP PKK) in Increasing Women's Empowerment in Jatigono Village

The activities carried out by the Jatigono Village Family Empowerment and Welfare Mobilization Team (TP PKK) are as follows:

a. Working Group I (Pokja I)

Appreciating the practice of Pancasila and Mutual Cooperation, fostering family resilience through community, national and state awareness needs to be implemented in an integrated manner. The activities carried out by Working Group I of the Family Empowerment and Welfare Mobilization Team (TP PKK) of Jatigono Village are the Dasawisma association, counseling or socialization, and mutual cooperation which is attended by all cadres and members or the community (especially women) of Jatigono Village which aims to increase awareness live in building good cooperation between people (family, community, groups), as well as adding new knowledge and knowledge.



Figure 1. Working Group I (Pokja I)

Source: Profile of the Family Empowerment and Welfare Team (TP PKK) Jatigono Village (2023)

b. Working Group II (Pokja II)

Education and Skills and Cooperative Life Development. Providing education and training to improve the quality of human resources, increase knowledge and motivate families about the benefits of cooperatives as an effort to improve the family economy. The activities carried out by Working Group II of the Family Empowerment and Welfare Mobilization Team (TP PKK) of Jatigono Village are PAUD education, strengthening study groups (Kejar), sewing training, dancing training, training in making handicrafts, UP2K, and Women's Cooperatives (Kopwan).



Figure 2 Working Group II (Pokja II)

Source: Profile of the Family Empowerment and Welfare Team (TP PKK) Jatigono Village (2023)

c. Working Group III (Pokja III)

Manage food, clothing, housing and household management programs. The aim of Working Group III is to assist the community in processing empty land into useful land that can help with food needs. The activities carried out by Working Group III of the Family Empowerment and Welfare Mobilization Team (TP PKK) of Jatigono Village, namely, Pawon Urip as well as training in fashion or culinary design.



Figure 3 Working Group III (Pokja III)

Source: Profile of the Family Empowerment and Welfare Team (TP PKK) Jatigono Village (2023)

d. Working Group IV (Pokja IV)

Health, Environmental Sustainability and Healthy Planning. The activities

carried out by Working Group IV Family Empowerment and Welfare Mobilization Team (TP PKK) Jatigono Village are, Posyandu for the Elderly, Class for Pregnant Women, Posyandu for Toddlers, PSN, as well as outreach regarding PHBS. The aim of Working Group IV is to increase public awareness about health, make PHBS a habit in daily life, prevent disease and help improve public health.



Figure 4 Working Group IV (Pokja IV)

Source: Profile of the Family Empowerment and Welfare Team (TP PKK) Jatigono Village (2023)

Strategy of the Family Empowerment and Welfare Mobilization Team (TP PKK) in Increasing Women's Empowerment in Jatigono Village, Kunir District, Lumajang Regency

1. Empowerment Strategy in Human Resources Development

Based on the results of interviews regarding Human Resource Development in the Family Empowerment and Welfare Team (TP PKK) Jatigono Village, it was found that women can develop careers according to their abilities, get equal opportunities to develop existing resources, and can increase their knowledge and skills. insight by participating in activities held by the Jatigono Village Family Empowerment and Welfare Team (TP PKK). In the Empowerment Strategy in Human Resource Development, there are obstacles and obstacles, namely the community, especially women, still lacks awareness to take part in activities held by the Jatigono Village Family Empowerment and Welfare Mobilization Team (TP PKK) and the community finds it difficult to understand and know about health problems.

2. Empowerment Strategy in Group Institutional Development

Based on the results of interviews regarding Group Institutional Development in the Jatigono Village Family Empowerment and Welfare Driving Team (TP PKK), it was found that by approaching the community and inviting them to take part in the activities of the Jatigono Village Family Empowerment and Welfare Driving Team (TP PKK), collaboration who are kind to each other so that activities can run smoothly, as well as taking part in every activity held. In the Group Institutional Development Empowerment Strategy, there are obstacles or barriers, namely the lack of enthusiasm of TP PKK RW and TP PKK RT in participating in activities and

carrying out their duties, it is difficult to invite the community to take part in TP PKK activities, so information is difficult to obtain, and it is less effective and efficient in carrying out activities, there is a lack of awareness of cadres in carrying out their mandate and, people rarely want to take part in TP PKK activities.

3. Empowerment Strategy in Cultivating Public (private) Capital

Based on the results of interviews regarding Community Capital Cultivation (private) in the Family Empowerment and Welfare Mobilization Team (TP PKK) Jatigono Village, it was found that the existence of the Women's Cooperative (Kopwan) and UP2K can help the community to borrow capital, and the community can also save the results of their business. through the cooperative. Women have gained equal power in decision making in various fields and most women dare to voice their opinions.

4. Empowerment Strategy in Productive Business Development

Based on the results of interviews regarding Productive Business Development in the Family Empowerment and Welfare Team (TP PKK) of Jatigono Village, it was found that they held meetings with members of the Jatigono Village MSMEs to take part in village activities such as the MSME Product Bazaar and other major village events. Holding training and coaching on crafts or skills and culinary arts, and some women have been successful in developing their productive businesses. In the Empowerment Strategy in Productive Business Development, there are no obstacles or obstacles whatsoever.

5. Empowerment Strategy in Providing Appropriate Information

Based on the results of interviews regarding the Provision of Appropriate Information in the Jatigono Village Family Empowerment and Welfare Mobilization Team (TP PKK), it was found that the information provided to women was in accordance with the socio-cultural and economic conditions of the Jatigono Village Family Empowerment and Welfare Mobilization Team (TP PKK). It's been going well and is almost perfect.

Conclusion

The Strategy of the Family Empowerment and Welfare Mobilization Team (TP PKK) in Increasing Women's Empowerment in Jatigono Village, Kunir District, Lumajang Regency has been running and has been successful, but there are still several factors that are not appropriate in its implementation based on the empowerment strategy proposed by [Mardikanto and Soebianto \(2019 : 170\)](#). The obstacles and constraints faced internally are that women still lack awareness to take part in activities held by the Jatigono Village TP PKK, women find it difficult to understand health problems, the lack of enthusiasm of the RW PKK TP and RT PKK RT in participating in activities and carrying out their duties , there is a lack of awareness of cadres in carrying out their mandate and responsibilities. The efforts made by the Jatigono Village TP PKK are holding plenary meetings or internal meetings to find out women's needs and fighting for women's interests in village development plan deliberations, holding education and training to improve the quality of knowledge, insight, science and experience of women and the Jatigono Village government. allocate resources in the form of funds and facilities to support TP PKK activities.

Suggestion

The strategy for increasing women's empowerment in Jatigono Village is that

it is hoped that the Family Empowerment and Welfare Mobilization Team (TP PKK) can provide a broader understanding of the goals of organizing, it is hoped that it will be more optimal in providing awareness about health, and protecting inactive cadres so that women easier to be invited to take part in activities held by the Jatigono Village Family Empowerment and Welfare Team (TP PKK).

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