



Policy Implementation Of Family Welfare Empowerment Program (Pkk) In Improving Women's Empowerment In Sukamantri Village, Cisaat District, Sukabumi Regency

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Abstract

Building a development program in the community, in its implementation it is very important to pay attention to who the participants will receive empowerment. This is intended so that the reception of information becomes balanced and equal between participants who have different ways of thinking as a result of different life experiences. This is done so that the community development programs that are implemented can be implemented properly. DIn this case, the focus of the research focuses on the issue of implementing the Family Welfare Empowerment Program (PKK) policy in Sukamantri Village which is related to women's empowerment. In qualitative research, the problem brought by the researcher is still dim, even dark, complex and dynamic." Therefore, problems in qualitative research are still temporary, tentative and will develop or change after the researcher is in the field.

Keywords: qualitative, tentative, empowering family welfare.

A. Introduction

Building a development program in the community, in its implementation it is very important to pay attention to who the participants will receive empowerment. This is intended so that the reception of information becomes balanced and equal between participants who have different ways of thinking as a result of different life experiences. This is done so that the community development programs that are implemented can be implemented properly.

One of the participants in community development programs is women, because the success of a nation is determined by women. Women have great potential, women's potential will not run out to be realized into something that is actually ready to be taken into account by anyone. One form of government attention in activating women's participation in development is the Family Welfare Empowerment program (PKK). The movers of the PKK are community members, both men and women. However, in its implementation, this program does not involve many men. In addition, women have a big role in forming a dignified family. More than that, women also have a role.

Examples of activities from this program are training in sewing skills, cake making skills, even skills in making crafts from unused materials, and others. Family Welfare Empowerment (PKK) as a form of empowerment organization in which there are women who have the same goals and objectives, where the goals and objectives



are to be able to create a prosperous family. Family Welfare Empowerment (PKK) in an effort to increase women's empowerment has not been implemented optimally. The problems faced in this empowerment effort are, Some of the people still do not understand the PKK program. So that only some people participated in the activities carried out by PKK cadres, this was because the community, in this case women, did not know the purpose of the PKK program.

Lack of qualified and serious human resources in improving women's empowerment so that the response from the community is still low in participating in the Family Welfare Empowerment program. The tendency (disposition) of implementers who are less serious about a policy causes the public to not care about government programs.

Given the title, the researcher will use qualitative methods. According to Sugiyono (2014: 205): "In qualitative research the problems brought by researchers are still dim, even dark, complex and dynamic." Therefore, the problem in qualitative research is still temporary, tentative and will develop or change after the researcher is in the field. the following research questions are asked: How is the policy implementation of the Family Welfare Empowerment (PKK) program in Sukamantri Village implemented?

What are the factors that hinder the implementation of the Family Welfare Empowerment Program (PKK) policy in increasing women's empowerment in Sukamantri Village What efforts were made to overcome obstacles in the implementation of the Family Welfare Empowerment (PKK) program in increasing women's empowerment in Sukamantri Village. The objectives of the research on the Implementation of Family Welfare Empowerment Program Policies (PKK) are: To find out how the implementation of the Family Welfare Empowerment Program (PKK) policy in Sukamantri Village is implemented. To find out the inhibiting factors faced in implementing the policy of the Family Welfare Empowerment Program (PKK) in increasing women's empowerment. To find out the efforts made to overcome obstacles in the implementation of the Family Welfare Empowerment program (PKK) in increasing women's empowerment in Sukamantri Village.

The benefits of this research: The results of this study are expected to be a reference in the development of science, especially in the field of government science. Adding knowledge and insight for researchers and readers of the results of this study are expected to be used as references and materials. The results of the research are expected to be able to contribute ideas that are useful for the government, especially for the Sukamantri Village government so that they can better implement a policy properly, especially in implementing policies Family Welfare Empowerment Program (PKK).

B. Method

The research method used for this research is qualitative research using descriptive method. Basically this research tries to make a picture of a situation or object under study as it is. Qualitative research has two main objectives, namely to describe and reveal and describe and explain. Qualitative research is descriptive

because it provides descriptive information about complex situations and directions for future researchers.

2.1. Research Indicators

In this study, researchers will analyze the implementation of the policy of the Family Welfare Empowerment Program (PKK), so the indicators in this study are: The size and objectives of the policy, which include; Ideal at the citizen level; Clarity of purpose. Resources, which include, Human Resources, Cost Resources, Time Resources, The attitude/tendency of the implementers, which include, Community response, Community understanding.

2.2. Unit of Analysis and Setting of Informants

According to Sudjana (2013: 31) the unit of analysis shows who or what has the characteristics to be studied. In this research, which will be examined covers the scope of the Sukamantri Village environment, the unit of analysis in this study is village head, PKK leader. With the unit of analysis as mentioned above, the setting of informants in this study will use purposive sampling to determine key informants and snowball sampling. According to Sugiyono (2014: 218) what is meant by purposive sampling are: "The technique of sampling data sources with certain considerations."

2.3. The process of sampling data sources in qualitative, purposive and snowball research

In the research, the researcher has planned A as the first person as the data source. This initial informant should be chosen by someone who can "open the door" to recognize the entire field broadly (those who are gatekeepers and knowledgeable informants). Furthermore, by A suggested to B and C, from B and C have not obtained complete data, then the researcher to D and G, and if from D and G have not obtained accurate data, then the researcher goes to F, then to E, to H, to G, to I and finally to J. After arriving at J the data was saturated, so that the informants were sufficient and there was no need to add new informants. With this approach, researchers can explore information about the factors that influence the implementation of the Family Welfare Empowerment program policy.

2.4. Data collection technique

Researchers go directly to the field to get relevant information from informants. Human instrument is the main instrument in research, in research using tools including A notebook that serves to record all conversations with the data source, Voice Recorder which serves to record all conversations or conversations, Camera which serves to take pictures when the researcher is having a conversation with the informant/data source. With the validity of the research and it is more secure because the researcher actually does research on the data.

a. Observation

In qualitative research, observation is understood as direct observation of the object, to find out its truth, situation, condition, context, space and meaning in an effort to collect data in a study.

b. Interview

To facilitate the research, in this case the researcher uses semi-structured interviews because the interviews are conducted more freely than structured



interviews, but researchers still use interview guidelines so that the questions given are directed.

c. Documentation

In this study, researchers used documentation techniques with the aim of collecting secondary data in the form of documents, archives, laws and regulations, official records and report materials that support statements that researchers found in the field through interview techniques.

d. Data analysis

Activities in data analysis are data reduction, data display, and conclusion drawing/verification.

In this research, the researcher uses triangulation technique to test credibility, because the purpose of triangulation is to check the validity of the data by comparing it with data obtained from other sources, in various phases of field research, at different times and often using different methods. Thus, qualitative research may be able to answer the formulation of the problem mentioned from the beginning, but it may also not.

This is because the formulation of the problem or problem in qualitative research can change, is temporary and can still develop after the research is carried out. The conclusions that researchers take in this study will be expressed in the form of a description of the text based on the results of research in the field.

C. Results and Discussion

In this research, there are several stages that the researchers did, including the initial stage, the field research stage and the final stage of the research.

3.1 Initial Stage

This stage is carried out by the researcher by conducting a survey by looking for subjects who will be used as informants. Based on the method of obtaining the data, it is divided into primary data and secondary data.

a. Primary data is data obtained directly from informants which are more subjective in nature because they are formed from personal perceptions conducted through interviews and observations.

b. Secondary data is information collected by other parties. This data is used by researchers as a research guide because this data is obtained from relevant documents and information.

3.2 Field Research Stages

In the field research stage, the researcher uses the human instrument technique where the data collection technique is directly carried out by the researcher himself. Researchers go directly to the field to get relevant information from informants.

In this study the researchers used data collection techniques in the form of:

a. Observation

In this case, the researcher went directly to the field to observe the behavior and activities of individuals at the research site.

b. Interview

In this study, researchers used semi-structured interviews where interviews were conducted more freely, but researchers still used interview guidelines so



that the questions given were directed. This interview technique is used to determine key informants as resource persons to determine matters relating to the implementation of the Family Welfare Empowerment Program (PKK) policy in increasing women's empowerment.

c. Documentation

In this study, researchers used documentation techniques with the aim of collecting secondary data in the form of documents, archives, laws and regulations, official records and report materials that support statements that researchers found in the field through interview techniques.

3.3 Final stages of research

The final stage in this research is data analysis. Data analysis in qualitative research is carried out during data collection and after data collection is completed within a certain period. Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification.

a. Data Reduction(Data reduction)

From the results of research in the field, researchers obtained data in the form of answers to interviews submitted to Mr. Cecep Andi Rusmawan, S.IP as the Village Head, to Mrs. Rantie PM, S.IP as Chair of the PKK, to Mrs. Eli as Secretary of the PKK and to Mrs. Rinarti as Chair of Pokja II. And other data in the form of Sukamantri Village profile and organizational structure driving Family Welfare Empowerment (PKK). The data obtained are quite large so that the researchers conducted data analysis through data reduction. Researchers reduce data in the form of interviews, documentation when researchers are in the field and other secondary data so that researchers can determine data that is in accordance with research objectives.

b. Data Display (Data Presentation)

After being reduced, the next step is to display the data. The presentation of data from the results of this study is narrative but based on theories related to the research topic.

c. Conclusion Drawing/Verification

Drawing conclusions is the final step in the data analysis process. The conclusions in this study are written in a description based on the results of research in the field, which describe the data according to the interview guidelines, in order to strengthen the arguments of the informants.

3.4 Description of Research Results

Research on the implementation of the Family Welfare Empowerment Program (PKK) policy in increasing women's empowerment in Sukamantri Village, Cisaat District, Sukabumi Regency was conducted to describe the following:

- a. Describe the implementation of the policy implementation of the Family Welfare Empowerment Program (PKK) in Sukamantri Village.
- b. Describe the inhibiting factors faced in implementing the policy of the Family Welfare Empowerment Program (PKK).
- c. Describe the efforts made to overcome obstacles in the implementation of the Family Welfare Empowerment program (PKK).

3.5 Policy Implementation of Family Welfare Empowerment Program (PKK)



Policy implementation is also related to various interests that influence it, so that a policy in its implementation will involve many interests and the extent to which these interests have an influence on the implementation. In practice, every formation of a regulation must have an interest in it and have a basis for why the rule or policy must be made and determined.

Based on the results of interviews conducted by researchers with informants, namely Mr. Cecep Andi Rusmawan S.IP as the Head of Sukamantri Village, he said that: "When a regulation is made, it must have a basis or reason why the regulation must exist and must be made, such as the regulation on Family Welfare Empowerment (PKK). The background behind the enactment of regulations concerning Family Welfare Empowerment (PKK) is the existence of regulations governing Family Welfare Empowerment (PKK) itself, because PKK is a movement that grows from the bottom with women as the driving force. for the welfare of the family. Because the family is the smallest unit in society.

Then Mrs. Rantie PM S.IP as Chair of Family Welfare Empowerment (PKK), she said that "The background for the implementation of the policy on PKK is Minister of Home Affairs Regulation No. 1 of 2013 concerning Community Empowerment through the Empowerment and Family Welfare Movement. Because this regulation regulates the empowerment of the community, especially their families. Because the main target of this program is the family as the smallest unit of society. The same thing was expressed by another informant, namely Mrs. Teti, she said that: "The background is that because national development is to run and be effective, the main target is the family as the smallest unit of society."

Based on the three informants above, the researcher can conclude that the implementation of the PKK program policy has been implemented well in Sukamantri Village, this can be seen from the statements expressed by the two informants who said that the implementation of the policy in Sukamantri Village was implemented with several things such as holding recitations, education and skills by utilizing items that are no longer used such as coffee shells and others. In this study, researchers used the theory of Van Metter and Van Hord. According to Van Metter and Van Horn policy implementation is an action taken by the government and the private sector both individually and in groups intended to achieve goals. This theory reveals that policy implementation is carried out to achieve high policy implementation performance which takes place in the relationship of various variables. This theory also reveals that there are 6 variables that affect implementation performance, namely: size and policy objectives, resources, characteristics of implementing agents, attitudes/tendencies.

3.6 Policy Size and Purpose

A policy will determine the success of achieving the objectives of the implementation of the Family Welfare Empowerment program. In addition, the performance of policy implementation can be measured by the level of success if the size of a policy is realistic with the socio-culture that exists at the level of implementing the policy. Based on some of the statements from the informants above, the researcher can conclude that the implementation of the policy of the Family Welfare Empowerment Program (PKK) has a good goal, namely to prosper the family.



However, in reality, some of the people in the community do not know the purpose of the Family Welfare Empowerment program (PKK). This can be seen from the answers from informants who answered that they did not know the purpose of the PKK program. Whereas in this PKK program there are programs and activities in the field of skills that have benefits for the welfare of their families, especially the skills carried out by women so that in this case women do not always rely on their husband's income.

3.7 Resource

According to Permendagri Number 1 of 2013 concerning community empowerment through the empowerment and family welfare movement, article 18 explains that funding for community empowerment through the PKK movement comes from the Revenue Budget and the PKK is fairly large, starting from tidying up administrative books, procuring routine recitations, skills training that carried out every month and in terms of health where Sukamantri Village has participated in a competition in the field of welfare, 1st place at the sub-district level, 1st place at the district level at the PKK institutional level, and finally 3rd place in PKK welfare at the provincial level. This is in accordance with the statement expressed by Mrs. Teti as the head of working group IV.

In addition, the realization program of the PKK program is in the field of education and skills where in this field the community, especially women, is empowered through skills that have previously been taught by PKK cadres and in the field of education in Sukamantri Village itself there is an PAUD which was established to educate children. at an early age.

3.8 Attitude/Tendency of Implementers

Based on the opinion of the informants above, it can be concluded that the implementers, namely PKK cadres, in this case already have an understanding of the PKK program. The Family Welfare Empowerment (PKK) is well and there are also some people who do not respond to the PKK program.

3.9 Inhibiting Factors in the Implementation of Family Welfare Empowerment Program (PKK) Policies

In the implementation of the Family Welfare Empowerment Program (PKK) policy in increasing women's empowerment in Sukamantri Village, there are obstacles including:

a. Human Resources

In accordance with what was said by Mrs. Rantie PM S.IP as the head of Family Welfare Empowerment (PKK), she said that the inhibiting factors in implementing the PKK policy were: "The human resources are from the community itself because the community does not understand about PKK. Community understanding in this matter is still minimal which results in the level of participation to empower people That girl is low."

b. The limited budget allocated for the Family Welfare Empowerment Program (PKK).

The phenomenon that occurs regarding the policy problem of the Family Welfare Empowerment Program (PKK) still causes several problems in its implementation. One of them is the limited amount of budget given. This was expressed by Mrs. Teti, she said that: "...sometimes the funds are for



training cadres because sometimes we train cadres again.... and sometimes cadres to go directly to the field require funds. sometimes we also need to invite the community to invite the whole village, it can't be too many, so usually through posyandu-posyandu."

3.10 Efforts Made to Overcome Barriers to the Implementation of the Family Welfare Empowerment Program (PKK)

Based on the results of research in the field, the efforts made in overcoming obstacles in the implementation of Family Welfare Empowerment (PKK) include:

- a. Conduct outreach to the community.
- b. Conducting constructio
- c. Coordinate with the Village to handle budget problems provided by the Village Government.
- d. Approaching community leaders.

D. Conclusion

Based on the results of research related to the implementation of the Family Welfare Empowerment Program (PKK) policy in increasing women's empowerment in Sukamantri Village, Cisaat District, Sukabumi Regency, it can be concluded as follows: The background of the establishment of the regulation on Family Welfare Empowerment (PKK) is to build, nurture and form a family in order to realize family welfare as the smallest unit in society. The implementation of the Family Welfare Empowerment Program (PKK) has been implemented well in Sukamantri Village, but the implementation of the Family Welfare Empowerment (PKK) program has not been able to be carried out as expected because there are still obstacles in the implementation process. The policy implementation of the Family Welfare Empowerment Program (PKK) has a good goal, namely to prosper the family. However, in reality, some of the people in the community do not know the purpose of the Family Welfare Empowerment program (PKK).

The implementation of the Family Welfare Empowerment Program (PKK) policy in increasing women's empowerment in Sukamantri Village, Cisaat District, Sukabumi Regency experienced several obstacles including: Community understanding of Family Welfare Empowerment (PKK) is still minimal so that the level of participation to empower women is very low. The limited budget allocated for the Family Welfare Empowerment program (PKK). Efforts Made to Overcome Barriers to the Implementation of the Family Welfare Empowerment Program (PKK). The efforts made in overcoming obstacles in the implementation of Family Welfare Empowerment (PKK) include. Conducting outreach to the community.

Conducting training; c. Coordinate with the Village to handle budget problems provided by the Village Government and Conduct approaches to community leaders. Thus, researchers provide suggestions, among others. When a policy has been agreed upon and in the process of implementing it, it should be socialized, because the success of the policy implementation process is highly dependent on the ability to utilize the available resources. To the village government to pay attention to the Family Welfare Empowerment Team (PKK) in every activity carried out by the cadres so that the welfare in the community, especially for the welfare of the family, can be



as expected. Family Welfare Empowerment (PKK) cadres must socialize to the community about the importance of PKK activities for the welfare of the family, especially for women so that the community in this case women are able to participate in every program implemented by PKK cadres.

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