

# WOMEN EMPOWERMENT THROUGH FAMILY WELFARE EMPOWERMENT COMMUNITY (PKK) IN JAWA SAMARINDA ULU VILLAGE

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## Abstract

The problem studied in this research is that the efforts of women's empowerment programme managers in Java village have not been maximised. The purpose of this research is the talent and independence of women in order to improve the standard of living of women in Java village. Researchers used a qualitative descriptive approach. The subjects consisted of 2 people, 1 PKK Secretary and 1 resident of Java Village. Data was analysed by data collection, data collection techniques in the form of observation, interviews and documentation. Data analysis techniques through data reduction, data presentation, and source extraction, triangulation of methods and theories. The results of the study show: 1) Access to resources 2) Control over decisions 3) Opportunity to participate

**Keywords:** women empowerment, family welfare

## Abstrak

Permasalahan yang dikaji pada penelitian ini adalah belum maksimalnya upaya pengelola program pemberdayaan perempuan di Kelurahan Jawa. Tujuan penelitian ini adalah bakat dan kemandirian perempuan guna meningkatkan taraf hidup perempuan Kelurahan Jawa. Peneliti menggunakan pendekatan deskriptif kualitatif. Subjek terdiri atas 2 orang, 1 Sekretaris PKK dan 1 warga kelurahan Jawa. Data dianalisis dengan pengumpulan data, Teknik pengumpulan data berupa observasi, wawancara dan dokumentasi. Teknik analisis data melalui reduksi data, penyajian data, dan penarikan sumber, triangulasi metode dan teori. Hasil penelitian menunjukkan: 1) Akses terhadap sumber daya 2) Kontrol terhadap keputusan 3) Kesempatan untuk berpartisipasi

**Kata kunci:** pemberdayaan perempuan, kesejahteraan keluarga

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## INTRODUCTION

The 1945 Constitution of the Republic of Indonesia explicitly states that every citizen, both male and female, has the same rights, obligations, and opportunities to obtain a decent life. In this context, women have a strategic role not only as the primary educators in the family, but also as important actors in the formation of dignified families and agents of social change in society. Furthermore, the role of women is also significant in poverty alleviation efforts through group and community empowerment activities. Thus, women's empowerment is not only a normative discourse but also an urgent need to promote family welfare and sustainable development.

One community organization that plays an active role in empowering women at the village and city levels is the Family Welfare Empowerment (PKK). This organization aims to empower women to become independent, capable individuals who play a role in advancing their families

and communities. Through its 10 basic programs, PKK consistently strives to provide guidance, education, and skills improvement for women. These programs, particularly in the areas of education and skills, have a direct impact on strengthening the role of women in maintaining family resilience, managing household finances, and improving living standards. In line with the empirical findings revealed by Nurfatimah's (2021) research, the active participation of women in PKK activities has been proven to encourage an increase in literacy, skills, and household entrepreneurship, thereby improving family welfare.

From a theoretical perspective, women's empowerment can be understood through Kartasasmita's (1996) framework, which emphasizes that empowerment is a process of building community capacity to make decisions and control resources to improve lives. In the context of PKK, this means equipping women with skills and knowledge so that they can stand on equal footing in decision-making, both within the family and the community. In line with this, Suyanto (2018) asserts that empowerment is a process that not only emphasizes the improvement of technical skills, but also the strengthening of critical awareness, so that individuals or groups are able to transform from the position of "objects of development" to "subjects of development."

However, the issue of the effectiveness of PKK programs still leaves room for further study. The fundamental question that arises is to what extent these empowerment programs have truly impacted women's economic, social, and political independence. Therefore, this research is important to analyze the effectiveness and success of women's empowerment programs through the PKK, both in terms of process, results, and their impact on family and community welfare.

## **METHODS**

This study uses a qualitative approach with a descriptive method. A qualitative approach was chosen because this study seeks to gain an in-depth understanding of the social dynamics, behavior, and experiences of women in Family Welfare Empowerment (PKK) activities. According to Moleong (2019), qualitative research aims to obtain a comprehensive understanding of the meaning behind social actions and interactions, not merely to measure visible symptoms. Thus, this method is appropriate for assessing the effectiveness of women's empowerment programs in the natural context of their daily lives.

The descriptive method was chosen because this study focuses on describing phenomena as they are, without manipulating variables. The researcher acts as the main instrument directly involved in the data collection process, supported by auxiliary instruments in the form of interview guidelines, observation sheets, and documentation. The respondents in this study are PKK administrators and members at the village/sub-district level who are actively involved in empowerment programs, with the number of respondents determined purposively according to data requirements.

Data collection techniques were carried out in three ways, namely participatory observation to directly observe PKK activities, in-depth interviews to explore women's experiences and perceptions regarding the effectiveness of the program, and documentation in the form of activity archives, reports, and organizational administrative records. The data obtained was then analyzed using Miles and Huberman's (1994) interactive qualitative analysis model, which

includes data reduction, data presentation, and conclusion/verification. In line with Sugiyono's (2017) view, qualitative analysis emphasizes the inductive thinking process, resulting in contextual and meaningful findings.

With this approach, the study is expected to provide an in-depth picture of the extent to which the PKK program contributes to the empowerment and improvement of women's welfare in the community.

Based on the results of the study for the above research methods, the framework for this research can be described as follows:

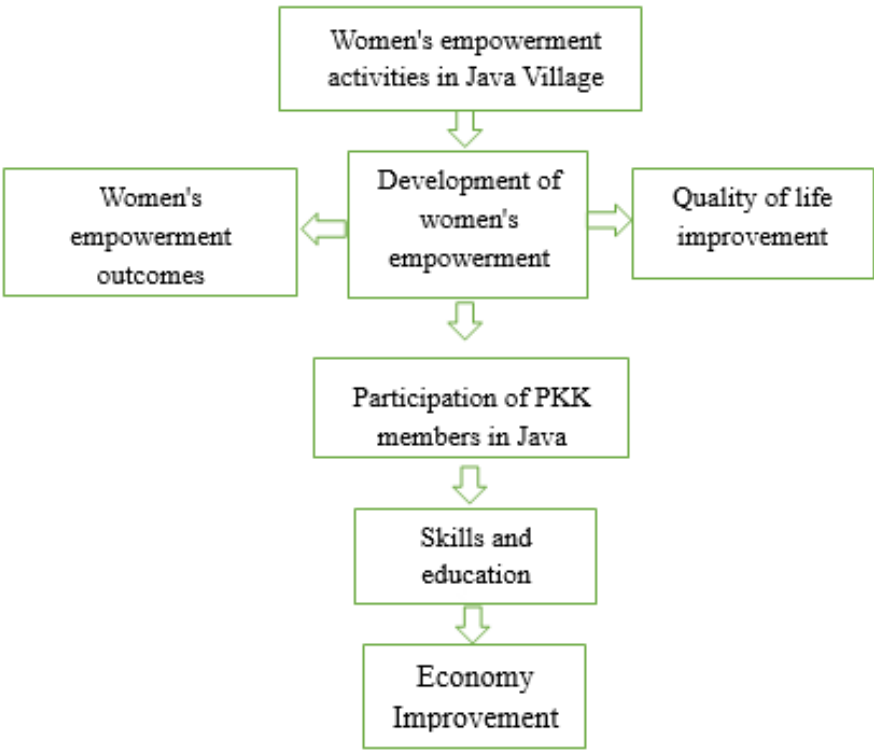


Figure 1. Frame of Mind

RESULTS AND DISCUSSION

Results

The results of the study show that the women's empowerment program implemented through PKK activities in Java Village has a significant impact on improving the skills and socio-economic participation of its members. Based on the results of observations, the dominant activities are training in sewing skills, food processing, and an introduction to entrepreneurship. These activities are carried out on a scheduled basis and are attended by most housewives who previously had no productive activities outside the domestic sphere. Observations also showed that the activities took place in an interactive atmosphere, where participants exchanged experiences and supported each other in developing their businesses.

An interview with one of the respondents, a 37-year-old housewife, revealed that her participation in PKK activities provided her with new experiences and opened up opportunities for small businesses at home. She stated, "Before joining PKK activities, I only took care of the house. After receiving training in making cookies, I tried selling them to my neighbors and they sold well. From there, I felt more confident and was able to help the family economy." This statement shows a transformation of roles, from being passive in the domestic sphere to being active in productive activities.

Another respondent, a 42-year-old PKK member, added that PKK activities not only improve skills but also expand social networks. She said, "Through PKK, I got to know many other women. We often share tips on managing household finances, and some even invite me to collaborate on small businesses." These findings show that empowerment also increases solidarity and social networks among women.

Overall, the results of the study confirm that PKK activities can improve skills, strengthen self-confidence, and provide space for women to contribute more broadly to the socio-economic life of the community.

## **Discussion**

Research results in Jawa Village show that the empowerment strategy implemented through the PKK has had a tangible impact on improving women's capacity, both in terms of economic skills, social participation, and strengthening their role within the family. Women who previously only played a role in managing domestic affairs now have the opportunity to develop themselves through entrepreneurship training, potential development, and more productive social activities. This is in line with the concept of empowerment, which is understood as a process of transformation from dependence to independence, where women are no longer positioned as mere "beneficiaries" but become active subjects of development.

According to Kartasmita (1996), empowerment is essentially an effort to build community capacity by encouraging, motivating, and fostering awareness of existing potential, then developing it into real strength in everyday life. In the context of PKK, women who were previously unaware of their potential in the economic and social fields are given the opportunity to recognize and develop that potential through training programs. This not only results in economic independence but also fosters greater self-confidence to participate in community life.

Furthermore, the gender role theory proposed by Moser (1993) explains that women have three main roles, namely reproductive, productive, and social roles. The empowerment of women through PKK has proven to be able to integrate these three roles in a more balanced manner. Women continue to carry out their reproductive role as household managers and educators of children, but at the same time they gain space to carry out productive roles through economic and entrepreneurial activities, as well as social roles by actively participating in community activities. The integration of these roles confirms that empowerment does not mean abandoning domestic responsibilities, but rather expanding opportunities for women to contribute in various areas of life.

The findings of this study also reinforce Suyanto's (2018) view, which emphasizes that women's empowerment is not only interpreted as an improvement in technical skills, but also includes strengthening critical awareness so that women are able to make important decisions in the family and community. This can be seen from the increased involvement of women members of the PKK in determining the direction of the family's economic endeavors, as well as their ability to build social networks that support the sustainability of the small businesses they have started.

Thus, it can be concluded that the empowerment strategy through PKK in Jawa Village has contributed to significant changes in women's lives, especially in terms of economic independence, social empowerment, and strengthening their role in decision-making. The PKK program has not only improved the quality of life of women and their families, but has also strengthened social cohesion and community resilience. This success shows that women's empowerment is an important strategy in sustainable development, because in addition to improving family welfare, it also encourages the creation of a more independent, fair, and inclusive society.

## CONCLUSION

Women in Java village play an active role in participating in training held by the PKK so that the training runs smoothly without obstacles, even though training activities are only carried out every two to three months, but it is very helpful and communicative by not hesitating to ask PKK members and provide responses or suggestions so that they are not only the object of activities but really as partners in the implementation of training. Indicators of success after the implementation of this activity programme can provide independence and skills for women who are married so that they can open their own business opportunities, develop their self-confidence with the development of potential and can help them play a role or actively participate in social and economic life, therefore women's empowerment strategies are important to be positioned in public places in every development strategy. Women's empowerment in increasing women's capacity, especially related to increasing knowledge, skills is something that needs attention from various parties. So that the large number of human resources in Indonesia, especially in Java Village, can be empowered.

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