

## THE ROLE OF PKK IN DEVELOPING HOUSEWIVES' SKILLS IN GUNUNG KELUA VILLAGE, SAMARINDA CITY

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### Abstract

This study examines the role of the Family Welfare Empowerment Movement (PKK) in enhancing the skills and welfare of housewives in Gunung Kelua Village, Samarinda. The research is motivated by the importance of non-formal education in empowering women, particularly housewives with limited access to formal education. A descriptive qualitative method was employed, with data collected through in-depth interviews (PKK administrators and housewives), participatory observation, and document analysis. The findings reveal that the PKK acts as a facilitator, motivator, and mobilizer through three primary programs: (1) regular socialization to raise community awareness, (2) skills training such as tempeh chip production, handmade soap-making, and sewing (attracting 30 participants per session), and (3) provision of business support facilities through a savings and loans cooperative and a village shop. These programs successfully increased the income of 60% of participants. However, key challenges include low participation rates (40% of housewives declined due to domestic responsibilities) and limited human resources (only 22 active administrators out of 80 registered members). The study concludes that the PKK effectively enhances the economic independence of housewives but requires strengthened participation through inclusive approaches and improved human resource capacity. Practical implications highlight the need for collaboration with local governments to develop sustainable programs.

**Keywords:** family welfare, housewives

### Abstrak

Penelitian ini mengkaji peran Tim Penggerak Pemberdayaan Kesejahteraan Keluarga (PKK) dalam meningkatkan keterampilan dan kesejahteraan ibu rumah tangga di Kelurahan Gunung Kelua, Samarinda. Latar belakang penelitian didasari oleh pentingnya pendidikan nonformal untuk memberdayakan perempuan, terutama ibu rumah tangga yang memiliki keterbatasan akses pendidikan formal. Metode kualitatif deskriptif digunakan dengan teknik pengumpulan data melalui wawancara (pengurus PKK dan ibu rumah tangga), observasi partisipatif, serta analisis dokumen. Hasil penelitian menunjukkan bahwa PKK berperan sebagai fasilitator, motivator, dan penggerak melalui tiga program utama: (1) sosialisasi rutin untuk meningkatkan kesadaran masyarakat, (2) pelatihan keterampilan seperti pembuatan keripik tempe, sabun mandi, dan menjahit yang diikuti oleh 30 peserta per sesi, serta (3) penyediaan fasilitas penunjang usaha melalui koperasi simpan pinjam dan warung kelurahan. Program ini berhasil meningkatkan pendapatan 60% peserta. Namun, hambatan utama meliputi rendahnya partisipasi (40% ibu rumah tangga enggan bergabung karena kesibukan domestik) dan keterbatasan sumber daya manusia (hanya 22 pengurus aktif dari 80 anggota). Penelitian menyimpulkan bahwa PKK efektif dalam meningkatkan kemandirian ekonomi ibu rumah tangga, tetapi memerlukan penguatan partisipasi melalui pendekatan inklusif dan peningkatan kapasitas SDM. Implikasi praktisnya adalah perlunya kolaborasi dengan pemerintah setempat untuk pengembangan program berkelanjutan.

**Kata kunci:** kesejahteraan keluarga, ibu rumah tangga

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## INTRODUCTION

Kelurahan Gunung Kelua, Samarinda, is an urban area with complex socio-economic dynamics. Based on data from BPS Samarinda City (2023), this kelurahan has an area of 177 hectares and is inhabited by 14,778 people distributed in 38 Rukun Tetangga (RT). As many as 68% of the women in this area are housewives, 72% of whom only have basic education (primary and junior high school). The majority of their husbands work in the informal sector. This high financial dependency on their husbands creates economic vulnerability, especially in the event of layoffs or a decrease in income due to inflation. The researcher's initial field study showed that 65% of households in Gunung Kelua have no emergency savings, and 48% have difficulty meeting their children's education costs. In this context, non-formal education based on practical skills is a critical solution. Mooney (2020) asserts that structured training programs can increase women's economic participation by 45% through empowerment based on local potential.

Unfortunately, access to such programs in Gunung Kelua is still limited. Data from the Samarinda Nonformal Education Office (2023) recorded that only 15% of housewives had participated in skills training in the last 5 years, with the main reasons being: (1) the location of the training is far from the settlement (42%), (2) the schedule conflicts with responsibilities (35%), and (3) lack of information (23%).

However, behind these challenges lies great opportunity. Women have a central role in the family and community. If empowered through skills training that suits local needs, they can become the driving force of the household economy. The Gunung Kelua Village Family Welfare Empowerment (PKK) comes as a solution through skills training programs. However, the results of the researchers' initial survey revealed two crucial problems: (1) only 22% of housewives actively participate in the PKK program due to domestic busyness and the perception that the training "does not promise real income", and (2) the limited variety of programs, where 80% of activities focus on making tempeh chips without product diversification. In fact, local potential such as water hyacinth and agricultural products have not been optimally utilized. This study aims to: (1) Analyze in depth the specific role of PKK in improving housewives' skills through flagship programs (e.g. training on tempeh chips, soap, and savings and loans), (2) Identify structural barriers such as budget limitations, participation, and coordination with related agencies (Trade Office, Cooperative Office).

This study is important because it fills a gap in the literature on the effectiveness of the PKK in urban areas with heterogeneous economic dynamics such as Samarinda. The practical implications can serve as a reference for local governments in formulating local potential-based women's empowerment policies, while supporting SDGs points 5 (gender equality) and 8 (decent work).

## METHODS

This study uses a qualitative approach with descriptive methods to understand social phenomena in depth through contextual descriptions. Creswell (2016) states that a qualitative approach allows researchers to explore the meaning of social experiences in a particular context, while Moleong (2019) emphasizes that qualitative descriptive methods focus on presenting reality in its entirety. The main instrument of the research was the researcher himself

(human instrument) with the support of interview guidelines, participatory observation notes, and document studies. Informants were selected using purposive sampling techniques, involving PKK administrators and housewives in Gunung Kelua Village, Samarinda, who actively participated in the empowerment program. The research location was chosen because of the high level of PKK participation. Data analysis was conducted through data reduction, data presentation, and continuous conclusion drawing. Validity was strengthened by triangulating sources and methods so that the research results were valid and accountable.

## **RESULTS AND DISCUSSION**

### **Results**

The results of the study show that the role of PKK in Gunung Kelua Village is very significant in empowering housewives' skills. Based on the interview results, the majority of informants stated that the monthly routine activities organized by PKK serve as a space for learning together and exchanging experiences. A PKK administrator said, "We always try to bring in speakers who can provide new insights, such as how to manage family finances or techniques for making food products that can be sold." This is in line with the observation results, which show that each meeting is attended by around 25-30 people in an interactive atmosphere, where participants actively discuss and practice the skills they have learned.

The tempe chip making training program has proven to be one of the most effective activities in terms of delivering tangible results. From the interviews, several participants mentioned that they had successfully increased their family income after trying to market the product. One housewife said, "After participating in the training, I started making tempe chips to sell at the food stall. Alhamdulillah, now I have extra money for my children's school needs." Field observations also showed a variety of products being marketed in village stalls and bazaars facilitated by the PKK.

However, this study also found a number of obstacles. About 40% of housewives were reluctant to participate due to domestic responsibilities, while others admitted that they did not fully understand the benefits of the program. In addition, the limited number of active administrators (only 22 out of 80 registered) resulted in an uneven workload. Nevertheless, collaboration with cooperatives and the facilitation of product sales showed that the PKK was trying to overcome these obstacles through institutional support and program innovation.

### **Discussion**

The Family Welfare Empowerment Program (PKK) in Gunung Kelua Village plays a strategic role as a facilitator in improving the quality of life of housewives through a series of socialization activities, skills training, and institutional support. Monthly routine activities serve not only as an information forum, but also as a space for practice and social networking where participants gain technical knowledge (e.g., tempe chip processing), financial management training, and opportunities to market products through village bazaars and stalls. Field observations show an interactive atmosphere in the meetings—participants actively discuss, practice directly, and exchange experiences—which contributes to improving practical skills and social capital among members. These findings are in line with research findings that place the PKK as an important actor in community empowerment through facility capacity, training, and market access.

Although the program's output appears positive—for example, some participants reported an increase in income after training—participation is still constrained. About 40% of housewives reported difficulties in participating in activities due to domestic burdens, while others showed limited understanding of the program's benefits, resulting in low motivation to participate. Internal organizational conditions also pose obstacles: member fluctuations and a relatively small number of active administrators cause uneven workloads and reduce program continuity. Documentation and similar case studies in the context of home industries and MSME empowerment show that limited human resources and the need for flexible scheduling are common problems that require adaptive strategies.

Theoretically, this phenomenon can be analyzed through two relevant and up-to-date theoretical frameworks. First, Identity/Role Theory as formulated and developed by Stryker and Burke (2000) provides a framework for understanding how the social role of housewives—as domestic managers and potential microeconomic actors—affects their participation in collective activities. Role Theory emphasizes that dominant identities (e.g., domestic roles) and social expectation structures influence action priorities; when domestic roles consume time and energy, the transition to economic roles (as training participants or business actors) requires structural and symbolic support to reconstruct these priorities. Thus, flexible scheduling policies, social recognition of women's productive activities, and the role of local leaders in recontextualizing roles are crucial to increasing participation.

Second, Empowerment Theory at the psychological and community levels proposed by Zimmerman (2000) focuses on increasing capabilities, control, and collective participation as empowerment goals. This perspective emphasizes three important components: intrapersonal (self-confidence and competence), interaction (access to resources and networks), and behavior (collective action to access opportunities). The implementation of PKK, which provides technical training, access to capital through cooperatives, and marketing facilitation, reflects efforts to improve these three components; however, limited human resources and a low understanding of the benefits indicate that the intrapersonal and interaction dimensions are not yet fully optimal. Therefore, interventions aimed at strengthening participants' self-efficacy, building collective initiative, and facilitating broader access to formal resources need to be strengthened.

The integration of these two frameworks has practical implications: improving the institutional structure of PKK (the capacity of administrators and inter-agency collaboration) and strengthening the psychosocial aspects of participants (awareness of benefits, self-confidence, and productive identity) will synergistically increase participation. Role Theory explains why role changes require social legitimacy and time/structural adjustments; Empowerment Theory shows how increased capabilities and collective control can drive real transformation in family economic well-being. In practice, the recommended strategies include: (1) scheduling training that is responsive to domestic burdens (e.g., afternoon sessions or group rotation), (2) door-to-door outreach programs to increase understanding and motivation for participation, (3) capacity training for PKK administrators to expand reach and continuity, and (4) strengthening capital and market access mechanisms through partnerships with relevant agencies or NGOs (Zuhri, 2024).

## CONCLUSION

The PKK in Gunung Kelua Village, Samarinda City, plays a significant role in empowering housewives by improving their skills and family welfare. Flagship programs such as training in making tempe chips, soap, and sewing not only produce practical skills, but also have a real economic impact by increasing participants' income by up to 60%. Additionally, PKK activities serve as a forum for socialization and strengthening social networks, thereby building solidarity and active community participation. However, challenges remain, particularly low participation rates due to domestic responsibilities and limited human resources, with only 22 active administrators out of 80 registered members. Analysis using Role Theory shows that the PKK's role as a facilitator, motivator, and driver is highly relevant, but more adaptive strategies are needed, such as schedule adjustments, the use of social media, and ongoing education about the benefits of the program. Overall, the PKK has proven its effectiveness in promoting family independence and welfare, and has the potential to become a model for women's empowerment in other regions if supported by continuous innovation and synergy with the government and the private sector.

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