

Effectiveness Program for Women Head of Family (PEKKA) In Sukabumi City

Annisa Ratu Fauziah¹, Dine Meigawati^{2*}, Andi Mulyadi³

¹²³Program Studi Administrasi Publik, Universitas Muhammadiyah Sukabumi, Indonesia

Email: nnsaratu@gmail.com ; dinemegawati@ummi.ac.id ; andimulyadi@ummi.ac.id

Abstract. One effort to empower a woman with a special to woman head family is the PEKKA program. The PEKKA program began with many activity themes, including microfinance institutions, micro, small businesses, and strengthening the law for justice, lifelong education, the right to strengthen a political position, and the right to public health. In implementing family development policies by implementing efforts to eradicate poverty, especially for women heads of families, empowerment of women is carried out, one of which is the holding of a program for women heads of families or commonly called PEKKA. The purpose of this study was to determine how far the effectiveness of the Women Heads of Family Program in Sukabumi City has been. There are 4 dimensions in the theory used, namely the accuracy of program targets, program socialization, achievement of program goals, and program monitoring. the method used in this study is a qualitative method using a descriptive approach. With interview data collection techniques, observation and documentation. The results showed that the effectiveness of the women-headed household empowerment program was not yet effective because it had not yet maximally achieved the success objectives of the female-headed household empowerment program (PEKKA), it was still not optimal in achieving program targets, and the socialization carried out to the wider community was not evenly distributed. Lack of improvement in the behavior of both knowledge and ability in-group members.

Keywords: Effectiveness; Program; Woman; PEKKA

Received:17-07-2022 **Revised:**26-09-2022 **Accepted:**23-06-2023

INTRODUCTION

With the status of women as heads of families, it is still very minimal for the wider community to know, because so far what has been applied to the administration and population division is the male who is the head of the family. Even based on Law no. 1 of 1974 Article 31 concerning Marriage states that the husband is the head of the family and the wife is a housewife. However, this applies to families who live side by side with intact family members, but what happens in the field is that the head of the family does not always refer to the man or the husband. This is because many households have female heads of household, who are referred to as female heads of household. Based on sources from the official PEKKA website accessed at (Pekka.or.id) several factors cause a woman to become the head of the family in the household, including Due to divorce, women who have husbands but their husbands are permanently disabled so that it is

not possible to earn a living, husbands who go away for a long time so they do not provide a living, women who are not married but must be the breadwinner of their families.

The existence gender gap inside the development economy can look at the problem of real poverty great poverty experienced by people female. This thing can see from BPS data in 2018 which recorded there are 10.3 million house ladders with 15.7 girls as head families living below the poverty line (Mukti, 2020). The government has done various programs for reducing the amount of poverty, especially for girls, however, various programs are carried out only for the economy which is general only, and still not yet touching the root problem of why occur poverty is one the trending the problem gender gap. With low productivity women in an increasing economy, his family has not yet been touched on in detail. one effort to empower a woman with a special to woman head family is the PEKKA program (Susanti, 2013).

The Ministry of Women's Empowerment and Child Protection (KPPA) pays special attention to PEKKA as contained in the 2011 gender equality policy document. In December 2001, the PEKKA program began with many activity themes including microfinance institutions, micro small businesses, and strengthening the law for justice, lifelong education, the right to strengthen a political position, and the right to public health. The program for empowering women heads of families in West Java leads to women's empowerment activities in the economic field. The city of Sukabumi has become one of the parts of West Java to run a program to empower women heads of families since 2010.

The PEKKA program is an activity to help improve the family's economy even with limited abilities and skills, to create female heads of household with positive rights. PEKKA guides female heads of household to become independent through entrepreneurship. Through activities such as training, coaching, and mentoring to improve their skills in entrepreneurship and change their mindset so that they can determine their goals. From the beginning, PEKKA groups were formed in Sukabumi City, starting from 2010 to 2021, there were already 30 groups with 332 group members in each sub-district of Sukabumi City. The following is information on the number of registered group members from each sub-district. The phenomenon that the researchers found regarding the implementation of the program for female heads of household was regarding the achievement of target accuracy that was not optimal, where the initial target in the PEKKA program was 12,000 in 2010 where at the beginning a new group was formed but only 322 targets were achieved from 2010-2021. Furthermore, another phenomenon was found, namely, the optimal program objectives have not been achieved since the pandemic in 2019 until 2021 there has been no direct guidance to group members.

The empowerment referred to in this study is the empowerment of women who are supported by the Office of Population Control, Family Planning, Women's Empowerment, and Child Protection in Sukabumi City. Those who have run programs in women's empowerment. There has been some research on the program of female heads of household, but each region has its theme. Such as the phenomenon of the problem and the theory used is different, as well as who is involved. Susanda (2014) conducted research on the PEKKA program in improving the welfare of widows in the sub-district of Tangan-tangan, Southwest Aceh Regency. The results showed that in the implementation of the PEKKA program there were still obstacles by members and managers because it was difficult to invite female heads of families to join groups which they considered wasting time.

Here's Shiyami's (2015) research on the effectiveness of the PEKKA program in Bandung. Underlying the results of this thesis is that female heads of household have not yet achieved their income through self-employment from the PEKKA program because there is still a lack of understanding in the community. This is because the indicators for the success of PEKKA effectiveness have not been achieved, there is no change in income after receiving aid funds, behavior, and abilities. members did not increase significantly Next Natasya (2017) conducted research on the Effectiveness of the *Women's Leadership Sustaining Program* by PEKKA in improving the Leadership and Organizational Ability of Women Heads of Families. The results of the research show that this program as a whole has been running well because it is supported by the maturity of the preparation of empowerment activities and mentoring methods that can cover various pieces of training ranging from simple to complex. However, this program still lacks exposure to the public and does not include the sources of the group beneficiaries themselves. Then Tuvaona (2017) evaluate the PEKKA program in the city of Bandung through a case study of the PEKKA Mawar group, Bandung Kulon District. The results of the research show that the needs are following the conditions of the program participants, the use of human resources and infrastructure, the implementation process is quite good and adequate, and the results achieved by the program participants are following the PEKKA program objectives.

This research focuses on implementing the program in improving skills so that they can have an income, increasing the knowledge of female heads of household, why since this program was implemented in 2010 from year to year it has not yet reached the target target so that many female heads of household have not participated in the program. the program has not run optimally, and the socialization carried out has not been evenly distributed. And identify the supporting factors, inhibiting factors, and existing constraints. Of several previous studies, none

specifically discusses the effectiveness of implementing the PEKKA program in Sukabumi City, especially in empowering women heads of families through SMEs (Small and Medium Enterprises). Based on this, there is still not much done by previous researchers.

In solving problems in society, the government makes public policy a form of public administration activity. Policies are designed for the benefit of the community as a whole, one of the policies established for the benefit of the community is described as a program created to help problems and realize social protection for the community with the economically disadvantaged by developing the quality of life of the community. According to opinion from Friedrich sees policy as an action or activity, as is the case with Anderson's view of policy as a behavior or action in an activity that has a specific purpose with a group of people related to the problem in question, in the sense that policy responds to the problems that occur. Another understanding is put forward by Lasswell who says that policy is *"a project program of goals, values, and practices."* (Agustino, 2017) . In this sense, public policy is not seen as something related to the problem, but only the goals, values, and practices of a program.

METHODS

The research method used by the researcher uses a qualitative approach. According to Creswell (2016), Qualitative methods have a more diverse approach to academic research than quantitative methods. Although the process is the same, qualitative procedures still rely on data in the form of text and images, have unique steps in data analysis, and are sourced from different research strategies. Another definition according to Bogdan and Taylor in Moleong (2019) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken people and observed behavior. To carry out research in the process, researchers will use qualitative research methodologies by collecting data based on Sugiyono 's theory (2018) through observation, documentation, and interviews to obtain data that will later be described. The data that the researcher got from the participants would then be reprocessed, with a descriptive approach and then an inductive data analysis was carried out.

To obtain information and data, it is necessary to conduct interviews in the field by conducting observations, interviews, and documentation with selected informants, including: Head of the section for women's empowerment and child protection, as the party carrying out the task in carrying out the goals of the PEKKA program and who knows how the program is running; Field assistants, as field officers who foster and assist all groups in each sub-district; Group members who are still active, as members who are still active in participating in the PEKKA

program and Inactive group members, Because as someone who has participated in the PEKKA program, by using non-probability sampling and snowball sampling techniques to determine informants.

Then the data that has been obtained from results observation, interview, and documentation will conduct data analysis based on steps according to Miles & Huberman (1994) namely data reduction by reading the entire data obtained to get keywords later conducted categorization with the statements that exist. then step next is data presentation with meaning as bunch information that has been arranged with allow existence taking conclusion, the data in question cover graphs and charts for combine information. The last step is to withdraw conclusions that are supported by valid and consistent data.

RESULTS AND DISCUSSION

Woman program head family is one thing in empowerment women for increase with giving it knowledge, skills from expertise possessed previous by girl head family. The creation of the women's program head family run in 2009 in skeleton created a prosperous and gender-just society. The existence of a female status as a head family is not yet completed by the community, and not yet get more attention _ from the government. The existence of this program gives room for the woman to head family for can help increase the economy they with created effort independent from the skill he has (Putri & Dervish, 2015). So with that writer will display the results study on how the effectiveness of the implementation of the PEKKA program in Sukabumi City.

To do the research, the writer used theory effectiveness from Subagyo (2000) because of theory the effectiveness will be achieved if 4 dimensions accuracy target, program socialization, achievement of the objectives, and assistance of the program are met. According to Subagyo (2000), effectiveness is the suitability of the resulting output with the previous goal. Richard Steers also said effectiveness is used to measure how well a group or organization effectively achieves its goals (Steers, 1990).

Program effectiveness is a study or measurement of the extent to which program activities developed and implemented can achieve program objectives. In his book Introduction to Public Policy, Jones (1996) identifies several objectives that need to be answered when operating program objectives for research purposes, including:

1. What is the nature of these goals?
2. Who is the target of the program?

3. When do the desired changes occur?
4. Are these goals singular and multiple?
5. How big is the desired impact?
6. How can this goal be achieved?

At stage study, results from the data as well as the author's facts find in the field, results from activity observation, and interviews with some related informants _ with the PEKKA program. Which later will be customized with the theory used by the researcher.

1. Accuracy Target.

The accuracy target is in the first dimension and could support the success of something policy in running the program. With existence program target is the target of the government to make program participants with mean girls _ head families get attention more in life and socialize with formed in some part group. The author finds in the field based on results from observation and interview that achievement in program targets are not optimal.

Table 1.
Targets for PEKKA Development of Members

Year	Amount
2010	15 people
2011	29 people
2012	19 people
2013	31 people
2014	10 people
2015	16 people
2016	30 people
2017	20 people
2018	20 people
2019	10 people
2020	97 people
2021	25 people
	332 people

Source: DP3KBP3A Sukabumi City, 2021

Based on the table 1 showing new target achieved by the parties service is 332 people from 12,000 targets in Sukabumi City, so still, a girl head family who haven't followed as well as in empowerment PEKKA program women. The target in Sukabumi City is not only followed by women heads of families with low incomes, and women heads of families who can afford may be included in the PEKKA group because many women head families who are not classified as poor people are successful. With that, they can motivate economically disadvantaged women. This is

because the PEKKA program implemented in Sukabumi City focuses more on female heads of families who already have small businesses and will then be mentored.

2. Program Socialization

Describes the extent to which the program can reach the target group that has been determined, by creating ideal goals for the target group following applicable regulations. In this study, the target group intended to become PEKKA members themselves were female heads of households in Sukabumi City. Activity socialization is done by party service with meet direct members _ group in the office _ service, however, party service also works same with radio and Infocom in convey information. However, of course, delivery information has not yet by equally so that still many Public unfinished areas know what it's PEKKA program. In delivery information about what are the criteria for joining the program, how to become a member, what will be developed from each member, and how female heads of household can start activities that can improve the family economy. Because there may still be many from the community who are female heads of families who should have participated in this program but have not been reached. It would be better if the agency conducted socialization more often with social media and looked for innovations in the process of delivering this socialization so that it could be spread widely and quickly. However, among member groups, for a long time no gotten information anything about the program, from the author find in the field that During 2019-2022 yet _ conducted return socialization.

3. Achievement Program Objectives

The extent to which the implementation of the program can achieve the goals that have been previously set. In this case, it also reveals how each related party receives understanding and knowledge about the objectives and all program information so that implementing the program can be achieved. The achievement of goals is the main factor in the effectiveness of a program, whether the planned goals are in sync with their implementation or not. To measure the objectives of a program, it is necessary to guide the implementation of the program, which is carried out in such a way that it is consistent or follows what has been planned. The achievement of program objectives is to determine the extent of conformity of the results of program implementation with program objectives.

3 program objectives can be used as measuring tools to determine the extent to which the results of program implementation are in line with PEKKA's previously defined objectives. These include holding training to improve the skills of PEKKA members, providing coaching to increase the confidence of PEKKA members, and providing conditional advocacy and education through

field facilitators. However, it is known based on the results of observations and interviews that not all members of each group can benefit from the existence of program objectives through various activities.

The coaching carried out also still has not been able to increase the trust of group members, coaching is carried out once a year which takes place at the DP2KBP3A office. The activity was carried out before the pandemic but stopped in 2019 and until 2022 there was no further coaching. Activities in this program already walk from 2019 and have has 30 members groups in each district with 1 companion field. Therefore, the achievement of PEKKA program objectives in the implementation process has not been maximally implemented, because the expected activities and objectives have not yet been realized by PEKKA group members. For example, there is no fixed training schedule, equal assistance, education, and advocacy for PEKKA groups. Besides existence will Public attention is also needed special from party service in the process of achieving destination from program activities which are one of the factors of success from service.

4. Program Monitoring

Program monitoring is an activity that aims to observe the progress of implementation, identify and anticipate problems that arise during the implementation of the program, then take steps to correct these problems. Based on what the researchers found in the field, the obstacle faced by the agency in developing a group in entrepreneurship is that it requires a large amount of capital. The business sector also does not have a clear legal entity, because in the same way there is no funding from the agency to register all group businesses with legal entities. The agency supports only training, coaching is not uncommon for PEKKA members who are successfully selected to participate in exhibitions outside the city. During control activities before the pandemic, the agency always held meetings or coaching for PEKKA groups. All members, chairpersons, and groups are gathered in one activity and carry out coaching because it is to monitor the existence and development of the group itself. During the pandemic, the control was only carried out by field assistants through cellphone media, but this was not done often. From the statement that has been conveyed above, there is the monitoring of programs that have been carried out by the agency. Monitoring of the program carried out by the agency, unfortunately, the monitoring is not effective because it has not been carried out directly for about 4 years. The department should have other innovations in the process of monitoring the running of the program even under any circumstances.

Supporting factors

1. There is a collaboration with other agencies that also have women's empowerment programs, such as social services, and the Cooperative and Trade Office, to support the activities of the PEKKA program.
2. The enthusiasm of the people in Sukabumi City for the PEKKA program because PEKKA program can provide benefits for active groups because many have succeeded after the PEKKA group was formed

Obstacle factor

When implementing or forming an empowerment group, especially among the community, they hope to get capital. The initial capital for forming the PEKKA group is still there because it was given by the province. In the last few years, the agency has not been given any capital back. because the last funding stopped in 2015 it was only given to 15 group members. Yet there are still many who have not. For a legal entity, one group of the agency has to pay 5 million, while in total there are 30 groups. This also causes some groups that are no longer active because they do not have capital.

CONCLUSION

Regarding program socialization, it would be better if the agency could disseminate information to the wider community, not only to group members. To reach all female heads of household who can be assisted by the PEKKA program. It can be through events, posters, or through social media such as Instagram, Facebook, or other social media. So that all information related to PEKKA program activities can be accessed by everyone. Monitoring on program implementation is only carried out on some groups not as a whole, from the information of group members they have not been maximal in carrying out routine monitoring. so that the monitoring is less effective and maximal because it has been 4 years that there has been no direct monitoring from the service with group members. Achievement of Goals must be optimized again with a fixed time or schedule in conducting interesting training so that many group members take part in the training program. For field assistance, every 5 groups have 1 field assistant, or each sub-district has a field assistant so that when they do guidance they can be reached by all group members.

REFERENCE

- Agustino, L. (2017). *Dasar-Dasar Kebijakan Publik*. Bandung: Alfabet.
- Creswell, JW (2016). *Desain Penelitian: Pendekatan Metode Kualitatif, Kuantitatif, dan*

Campuran. SAGE.

- Jones, CO (1996). *Pengantar Kebijakan Publik (Public Policy)*. Terjemahan. Rick Ismanto. Penerbit PT Raja Grafindo Persada.
- Lexy J.Moleong, DMA (2019). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. PT. Pemuda Rosda Karya. <https://doi.org/10.1016/j.carbpol.2013.02.055>
- Miles, MB, & Huberman, AM (1994). *Analisis Data Kualitatif Edisi Kedua*. Publikasi SAGE. Dalam Analisis Data Kualitatif: Buku Sumber yang Diperluas.
- Mukti, LM (2020). Pemberdayaan Perempuan Kepala Keluarga. media Indonesia. <https://mediaindonesia.com/opini/356355/pemberdayaan-perempuan-head-family>
- Natasya, SAYA (2017). Efektivitas program Pendukung Kepemimpinan Perempuan PEKKA dalam meningkatkan kepemimpinan dan kemampuan organisasi perempuan kepala keluarga. Universitas Katolik Parahyangan.
- Putri, O.N, & Darwis, RS (2015). Pemberdayaan Perempuan Kepala Keluarga (Pekka) Melalui Pelatihan Kewirausahaan. Prosiding Penelitian dan Pengabdian kepada Masyarakat, 2 (2).
- Shiyami, SL (2015). Efektivitas Program Perempuan Kepala Keluarga (Pekka) oleh Badan Pemberdayaan Perempuan Perlindungan Anak dan Keluarga Berencana (Bp3akb) Provinsi Jawa Barat di Kota Bandung. Universitas Padjadjaran.
- Subagyo, AW (2000). Efektivitas Program Penanggulangan Kemiskinan dalam Pemberdayaan Masyarakat Perdesaan. UGM.
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan Litbang. Pada tanggal 26.
- Susanti, E. (2013). Tingkat Pemberdayaan Perempuan Kepala Keluarga (Kasus Program Pekka di Desa Dayah Tanoh, Kecamatan Mutiara Timur, Kabupaten Pidie, Provinsi Aceh). Jurnal Agriep, 14 (2).
- Susianda, T. (2014). Peran Program Pemberdayaan Perempuan (PEKKA) dalam meningkatkan kesejahteraan janda di Kecamatan Tangantangan Kabupaten Aceh Barat Daya. Universitas Teuku Umar.
- Tuvaona, FXM (2017). Evaluasi program pemberdayaan perempuan kepala keluarga studi kasus kelompok PEKKA Mawar Kecamatan Bandung Kulon. Universitas Katolik Parahyangan.