

# Self-Capacity Development of Family Welfare Program Cadres in the E-Commerce Era

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**Abstract.** Empowerment and Family Welfare, as an organizational institution, aims to increase the role of the community, one of which is the active role of women. Especially in the PKK organization in Lubang Buaya, which is actively involved in empowering women. In this case, the PKK organization in Lubang Buaya prioritizes increasing women's productivity by creating work programs in various fields. Like the creative economy. Thus, this study aims to explain the role of Empowerment and Family Welfare (PKK) in Lubang Buaya Village, East Jakarta City, in the implementation of empowering women, especially as SMEs in the Creative Economy sector. This study uses a qualitative research approach with a case study research method. Observation, interviews, and documentation carried out the study's data collection process. Using analytical techniques ranging from data reduction and presentation to drawing conclusions. Researchers also use data triangulation techniques for data validity. The results of the research show that there is a role for PKK organizations, such as organizing training programs and MSME bazaar activities to encourage women in Lubang Buaya Village to produce work and start their businesses. Activities for empowering women entrepreneurs of MSMEs are also channeled through social media. Thus, the PKK organization of Lubang Buaya Village is proven to be optimal in accommodating women, and MSME actors, especially in the creative economy.

**Keywords:** empowerment, family welfare, women's business, community

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## INTRODUCTION

Women's empowerment is a movement that aims to raise the degree or position of women in educating the community (Cornwall, 2016). Therefore, women's empowerment is fundamental to developing a country's system (Ramli, 2020). Women's lives in developing countries are often difficult and made more complex due to religious factors, gender inequality, and other cultural and biological norms (Ghenwa et al., 2019). This causes women to have an organizational foothold that handles this from the lowest level (Sarumi et al., 2019).

In Indonesia, the family welfare and empowerment program Family Welfare Program or Pembinaan Kesejahteraan Keluarga (PKK) is one of the Indonesian community organizations that play a role in providing non-formal education to women (Fitriani et al., 2021). The PKK social organization is useful in completing the development of environmental systems, from the smallest scope, namely the family scope, to the surrounding environment (Mulyati & Suhaety, 2021).

The role of family welfare is crucial in empowering individuals and communities. Some ways in which family welfare can empower include:

Providing access to healthcare services, education, and financial resources (Murday et al., 2022). Encouraging family planning and reproductive health to improve maternal and child health (Gogoi & Saikia,

2020). Promoting gender equality and women's empowerment through programs and services that support their rights and well-being (Haffajee et al., 2018). Supporting vulnerable and marginalized groups such as people with disabilities, the elderly, and single-parent households (Cliffe, 2020). Strengthening community involvement in social and economic development initiatives (Krupowicz et al., 2020).

Borquist & de Bruin (2019) emphasize that organizations for women's empowerment are a means to the end of social change. Women's empowerment is developing women's capacity to participate in economic and non-economic activities in the private and public domains (Duflo, 2012). And social activities and make decisions that affect their lives and the lives of their families (Garg & Sharma, 2020).

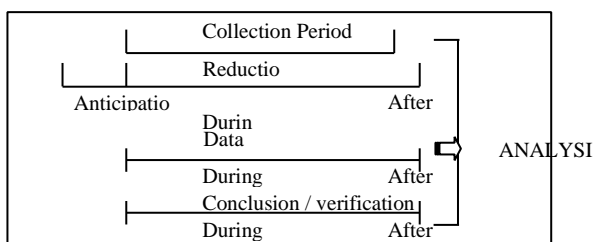
The PKK organization was established to include women in government programs, improve family empowerment and welfare, and improve maternally and child health (Kuswardinah, 2020). The PKK movement is often carried out in various regions, one of which is providing counseling or briefing to increase women's creativity to be more empowered to improve their welfare (Wiendijarti et al., 2020). The women's community movement is a grassroots effort aimed at empowering women and improving their welfare through various initiatives (do Livramento Gonçalves et al., 2021). Providing counseling and training to increase women's creativity is one of the ways that women's community

movements work to achieve their goals (Agwu et al., 2021).

In addition, one of the main goals of the PKK Movement is to advance feminist thinking in women related to ways of life, maintaining the household, and developing creativity and innovation in society (Grosser & Moon, 2019). The PKK organization is also expected to be able to embrace women in increasing women's empowerment (Adzmy & Disyacitta, 2018). The impetus of the national development paradigm has demanded the participation of women in development and various approaches by women in development strategies (Singh, 2016).

In its implementation, the PKK has a working group, abbreviated as a Work program (Sasmita et al., 2021). The TP-PKK Working Group consists of four working groups. The functions of the TP-PKK Work program are first as managers of programs for the appreciation and practice of Pancasila and cooperation programs, secondly as managers of education and skills programs and cooperative life development programs as managers of food, clothing, and housing programs. And household management, and finally, as the manager of health programs, environmental sustainability, and healthy planning (Muang et al., 2021).

In addition, another function of the PKK is to oversee education (Riana et al., 2014). Community self-development programs, including community empowerment in developing education through non-formal education channels such as coaching and managing women's abilities (Lockerbie et al., 2020). Education programs are organized through the PKK program in the community independently and independently (Firdaus & Ansori, 2019).



One of the programs in Work program 2 is Efforts to Family Income Income Business or Usaha Peningkatan Pendapatan Keluarga (UP2K), one of the poverty reduction programs, especially for women. This program has existed since 1985 and has a source of funding from local government grants channeled through the PKK. This activity aims to develop family business activities that are incorporated through groups or individuals so that gradually they are expected to become reliable entrepreneurs and increase the growth of coop-

erative activities in realizing a prosperous family (Wiendijarti et al., 2020).

The concept of the establishment of UP2K-PKK is to empower housewives (community) to explore their skills and channel their spare time in a more positive direction, such as opening micro, small and medium enterprises (Bayu Prasetyo et al., 2020). UP2K-PKK also received capital assistance from the government, namely the Grant Fund.

The grant funds can be used if there are partners or members of UP2K-PKK in the form of MSMEs who experience problems with their business capital or require an injection of funds for capital. Many MSMEs have been formed due to the empowerment carried out by the UP2K-PKK Cadre Team, but the MSMEs that have been established have not shown encouraging developments. MSMEs assisted by UP2K-PKK, Lubang Buaya Village, mostly produce if there are activities or events on certain days; they cannot produce daily.

One of the causes is the weak ability of MSMEs to market their products. This is due to the weak marketing capabilities of MSMEs and depending on UP2K-PKK Cadres to help market, UP2K-PKK Cadres can only assist marketing by inviting or bringing MSME products in bazaar events and the like, which are held on certain days. This weakness of MSMEs does not escape the lack of ability of the UP2K-PKK Cadre to educate the MSME community. UP2K-PKK cadres need to receive training closely related to their duties as drivers of community empowerment, especially in entrepreneurship.

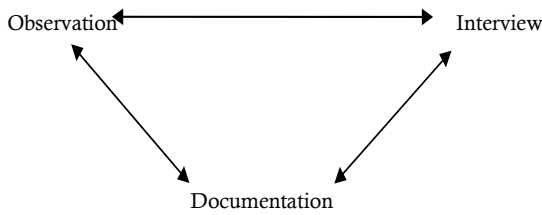
This lack of ability is related to the soft and hard skills possessed by UP2K-PKK Cadres. One of the UP2K-PKK Cadres that needs to be funded is the UP2K-PKK Cadre of Lubang Buaya Village, East Jakarta. Lubang Buaya Village has 12 RWs, and from each RW, one representative of the MSME group.

However, there are only 9 RW representatives who have MSMEs. Of the nine MSMEs, only three remain active in production, while 6 MSMEs only produce if there is an order or when they will participate in bazaar activities on certain days, even though their types of production are quite numerous and of good quality. These MSME groups need guidance in marketing to stay productive regularly. The limited ability of Cadres to foster conventional marketing methods also supports the inhibition of marketing MSME products.

## METHOD

Research method is a method used in a study to achieve research objectives. Research method or often called research methodology is a research design or

design. This study uses a qualitative research approach with descriptive research methods (Aspers & Corte, 2019). Researchers attempt to compile, describe and analyze the ability of UP2K-PKK Cadres to use e-commerce to help market the products of their assisted MSME actors. The number of UP2K-PKK Cadres is eight people. This research was conducted using interview techniques and direct observation of MSME actors' locations in Lubang Buaya Village, Cipayung, East Jakarta (Jamshed, 2014). The data taken in this study relates to information about increasing the capacity of UP2K-PKK Cadres and SMEs in marketing their products (Onwuegbuzie et al., 2012).



**Figure 1.** Triangulation Technique

Triangulation with the three techniques of testing the data validity produces different data, so the researcher conducts further discussions with the relevant data source or others to ensure which one is correct (Miles & Huberman, 1984). The data source is called the informant (Flick, 2018). Data analysis of this research focuses on the field process and data collection (Aagaard & Matthiesen, 2016). In more detail, the data analysis techniques carried out are as follows:

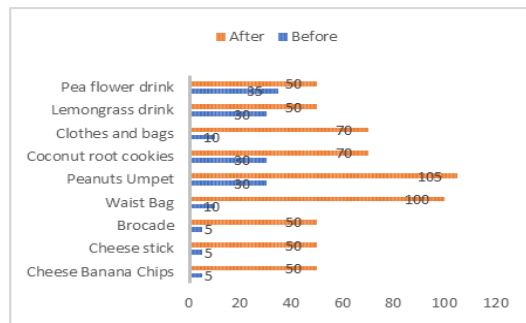
The reduced data will provide a clearer picture, and make it easier for researchers to collect further data.

**RESULTS AND DISCUSSION**

The capacity building of women as members of the family welfare movement program emerged after receiving various assistance and training provided by the Tourism Office, Manpower Office, Child Protection Empowerment and Population Control Service (DPPAPP) DKI Jakarta Provincial Government, DKI Jakarta Industry Service, and Association of Catering Experts (IKA). Catering), Bank BRI, Jakpreunur, and various other agencies. The following is data from interviews regarding developing the PKK Cadre's self-capacity.

The head of the PKK revealed that the Lubang Buaya Village PKK was initially formed to improve the standard of living and the welfare of the whole community of Lubang Buaya Village by providing various kinds of activity programs formed by the local

PKK. The method used by Mrs. Uswatun to embrace and maintain solidarity and good relations between fellow members and the head of the existing Work program is by holding open associations and discussions and taking an active role in every activity held. After the training program, the cadres felt helped by a training program held by the PKK in Lubang Buaya. The product in the form of his lemongrass drink has become better known since joining the MSME outlet program. The members suggested that different training programs related to business management could be carried out online, considering that many people are shopping online. The following are the results of increased sales before and after the training.

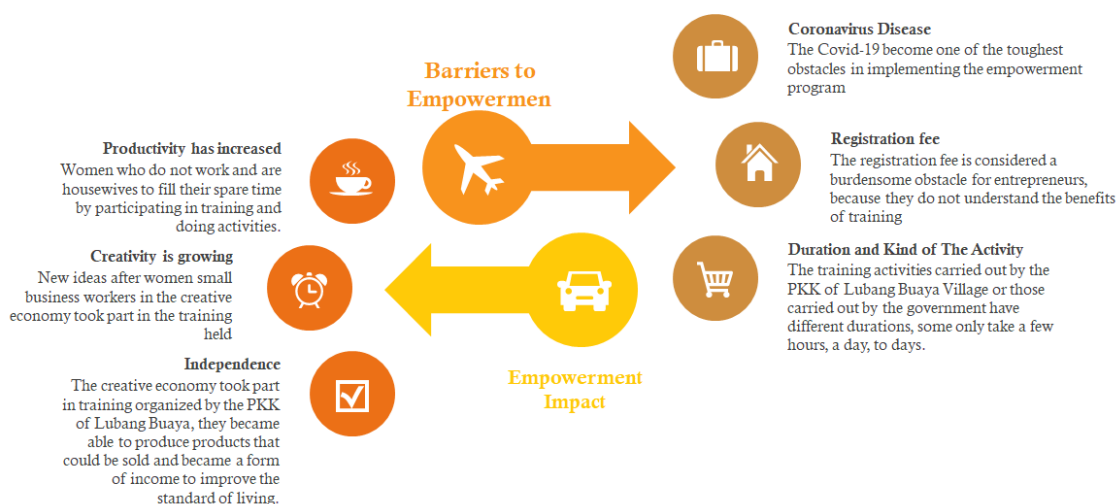


**Figure 2.** Sales Increase Ability

The diagram in figure 2 shows that the turnover of PKK Cadres has increased by more than 100%. Training on marketing techniques, making attractive packaging, making product photos arouse the consumer's desire to buy, and using online media-based sales platforms have a great influence in introducing PKK as a forum that plays a role in fostering, empowering, and assisting families in both urban and rural areas. to achieve a prosperous and independent family and maintain close relationships between communities.

This platform helps disseminate information about the PKK and the programs organized by the PKK. This makes it easier for the public to find out about and participate in PKK activities.

This is in accordance with the opinion of (West, 2021) which states that online buying and selling platforms also help PKK to reach a wider community, especially those who live in rural areas and are less accessible to traditional media. This kind of platform also facilitates cooperation and collaboration between PKK and other parties who wish to work together in advancing and nurturing families (Anthony Jnr et al., 2021; Frey et al., 2019).



**Figure 3.** Impact of PKK Empowerment

In carrying out these tasks, PKK has a Working Group Program (Work program) which is divided into four areas; namely, the Work program includes the appreciation and practice of Pancasila and Gotong Royong, Work program II includes Education and Skills, and Development of Cooperative Life, Work program III includes Food, Clothing, and Housing and Household Management, then Work program IV includes Health, Environmental Sustainability, and Healthy Planning.

From the qualitative analysis in Figure 3, it means that community training carried out by women to gain access and control over resources, economic, political, social, and cultural, in order to self-regulate and increase self-confidence to be able to play a role and participate actively in solving problems., to be able to build abilities and self-concept. This is in accordance with the opinion of Berry et al. (2012) which states that building women's abilities and self-concept through community empowerment can be achieved by implementing the encouraging women to participate in community activities and events to build their confidence and social skills. Even of providing education and training opportunities that enhance women's skills and knowledge, such as literacy programs and vocational training, supporting women's entrepreneurship and economic empowerment by providing access to finance and resources, as well as networking opportunities, and creating safe spaces for women to discuss their challenges and to receive support and mentorship from other women (Closser et al., 2019; Zereyesus et al., 2017).

These results also show that the PKK of Lubang Buaya Village carries out empowerment activities to empower women MSME workers in the creative economy in Lubang Buaya Village. The forms of empow-

erment activities carried out include routine meetings, training, and MSME outlets/bazaars. According to (Sarri et al., 2010) this indicates that creative economy training renews their knowledge and skills and performance and helps them achieve professional and personal goals. In addition, they can adapt to changes in the environment and technology, thereby helping them remain competitive in the business world (Homayoun & Henriksen, 2018).

Moreover, this shows that the training activities carried out by the PKK of Lubang Buaya Village and the government are in the form of special training for women MSME workers in the creative economy. The training was given after previously going through the research process and finally being developed together in the training process with women in Lubang Buaya Village. This is in accordance with the findings of DeWeese et al., (2015) gathering information about the challenges faced by women in identifying their training needs and gathering feedback from the women to assess the effectiveness of the training and make any necessary improvements.

Following what was conveyed by Chambers (1994), empowerment can occur with four indicators, namely access, participation, control, and benefits. In this case, the management and PKK members of Lubang Buaya Village already have direct access to the community in Lubang Buaya Village to start empowerment. The participation obtained from the community of Lubang Buaya village and the control carried out by the local PKK made the empowerment process through the training provided useful.

The benefits obtained can provide reinforcement and development in creativity and economic productivity of the family members of MSMEs in the creative economy sector in the Lubang Buaya village. This

follows the opinion of Chollisni et al. (2022) that the development of the creative economy can be carried out sustainably. Sustainability can be achieved through strategies, fostering partnerships with local communities: by working with local communities, the creative economy can help to improve their quality of life, provide jobs, and generate economic growth in a sustainable way (Chihiro Watanabe et al., 2017; Homayoun & Henriksen, 2018; Rudman et al., 2015). Encouraging innovation: Encouraging innovation and creativity in the creative economy can help to drive the development of new products and services, while also reducing environmental impact (Chihiro Watanabe et al., 2017; Homayoun & Henriksen, 2018). Promoting diversity: Promoting diversity and inclusiveness in the creative economy can help to tap into a wider pool of talent and ideas, while also fostering social and environmental sustainability (Rudman et al., 2015).

The empowerment carried out by the PKK has the same goal: the welfare of the community's family. The empowerment carried out through training programs impacts the PKK of Lubang Buaya Village and women working for MSMEs in the creative economy. The following is the impact of the empowerment program for women working in the creative economy sector in Lubang Buaya Village. The impact arising from the empowerment program carried out by the PKK in Lubang Buaya or the government is that the PKK administrators and their members have been able to successfully carry out their duties as people who play a role in the welfare of the community. In addition, the relationship between PKK administrators and the community in Lubang Buaya Village has become more harmonious. In addition, the MSME outlet/bazaar program can also be a forum for socialization between institutions, PKK and government institutions, or other private institutions in terms of cooperation in organizing the MSME bazaar.

The impact that occurs after women in Lubang Buaya Village, especially those who work in MSMEs in the creative economy, is that they become more trained and have new insights and ways to process things into unique and interesting products. In addition, the women working in the creative economy SMEs in Lubang Buaya Village became more creative and innovative after participating in the training. Then the MSME outlet/bazaar program is also a forum for women working in the creative economy sector to market their products and get new colleagues working in the same field to share tips and methods for managing their respective MSMEs. The PKK of Lubang Buaya Village has directed the best in each of its work programs. However, every time the program runs, some obstacles can be used as evaluations in implementing the next program. These obstacles can occur between PKK members and outside the PKK. Some

examples of a barrier among PKK members are the time management of the members.

The obstacle that almost always occurs in running the program is the time management of PKK members in carrying out work program tasks and household obligations. The problem of time management of PKK members is one of the obstacles that always occurs in every activity program. An example of obstacles from outside the PKK is that in every program, women's participation in empowerment programs, such as training programs, is not always in demand. This often happens if the training activities are paid for or the training period is longer than one day. The PKK of Lubang crocodile Village overcomes the problems between the PKK by understanding each other's problems - each member and helping each other in the division of tasks. If there are obstacles in the time management of PKK members, the PKK Chair will divide the members of the task they cannot do to make them lighter.

One way to strengthen the relationship between fellow members is by helping with members' tasks and not putting pressure on members. An example of an obstacle outside the PKK in Lubang Buaya is the lack of interest in women's community participation. The way the PKK of Lubang Buaya Village handled this problem was that PKK helped explain the benefits of these programs to the community of women who were hesitant to participate. The PKK of Lubang Buaya Village also often makes it easier for women, especially the elderly, who want to participate in webinar training but do not understand how to register and participate in the program.

The PKK of Lubang Buaya Village usually gathers in one place to become a gathering point for people who want to take part in the training; then, the PKK of Lubang Buaya Village facilitates mobile phones or laptops to broadcast the training to the community. The interest of the elderly community is not so high if the training is hybrid-based. Direct training is more attractive to the elderly. The PKK organization of Lubang Buaya Village is trying to facilitate programs for empowering local MSME women workers. The PKK in Lubang Buaya also tries to make it easier for local women who want to improve their quality of life through various PKK work programs in Lubang Buaya.

Based on the literature, it has been discussed that entrepreneurship education affects the performance of women entrepreneurs. Othman et al. (2022) argued that education to facilitate entrepreneurial activities plays an important role in supporting businesses and creating opportunities for better and more productive entrepreneurial activities.

This study's findings also confirm that entrepreneurship education has a significant and positive impact on the performance of women entrepreneurs (Mu-

hammad et al., 2021). Previous findings show that personal characteristics moderate this relationship (Huis et al., 2020). However, the findings of this study reveal that the implementation of training can positively impact the economic development of PKK women. In comparison, referring to the findings of Bullough et al. (2015), It has been discussed that training entrepreneurship training is very important to achieve the desired entrepreneurial goals. Entrepreneurship training is also important to capture the opportunities generated in the entrepreneurial sector. However, in the case of PKK women, a significant impact of entrepreneurship training was observed on the performance of women entrepreneurs.

Knowledge can be transferred informally (Darma-wan et al., 2021). However, one of the implications of PKK training policies is the need to adapt or add to training interventions targeting women entrepreneurs to lead to greater empowerment outcomes. (Muhardono et al., 2022). The business training program has covered not only hard business skills but also soft skills related to the role of women in the workplace and family life (Mitashree Tripathy, 2021). To complement this, additional interventions could target specific contextual or sectoral barriers to women's economic empowerment (Laws et al., 2013). Women entrepreneurs often face gender-specific constraints in accessing financial and non-financial resources, as well as in social norms and the business environment, which cannot be solved by training alone (Khomova, 2021). Therefore, public support for women's entrepreneurship must be based on understanding the broader boundaries of running a business and developing it to the extent that it supports economic growth.

## CONCLUSION

Based on the results of research by researchers regarding the role of empowerment and welfare in Lubang Buaya Village or more commonly known as PKK in Lubang Buaya, in empowering women working for MSMEs in the creative economy, it can be concluded that PKK in Lubang Buaya Village is stated to be maximal in accommodating the community, especially women MSME workers. Creative economy. The women's empowerment activities organized by the PKK in Lubang Buaya Village almost followed the PKK targets. Women's empowerment activities from the government are also well channeled through social media by all PKK members to the community. The results of the training evaluation showed that there was an increase in income for women's empowerment, such as making lemongrass drinks, making jalabia cakes, sospeo training from patchwork, and hard skill training: processed meat, well done by PKK cadres from Lubang Buaya Village. This indicates that the PKK in Lubang Buaya Village was able to convey

these programs to the local community of mothers. In addition to the training program, PKK Lubang Buaya Village also organizes various MSME outlet bazaar activities specifically for the creative economy sector for women. So that the PKK of Lubang Buaya Village encourages women to produce works and start businesses.

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