

The Role of Family Welfare Program Activity to Accelerate Surakarta as Child Friendly City

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Abstract: This article would like to see how one of the grassroots government-level government programs that women follow, the PKK (family welfare program), is used to institutionalize the principle of children's rights through various activities that all lead to behavioral habituation to lead to responsive behavior of children's rights. During this time, PKK functioned only as a collection of activities and a neighborhood lottery of mothers. Activities such as a neighborhood lottery, games, mothers' creations could make PKK as an effective socialization for child protection issues. Child care activities that are still closely related to women's position as mothers make PKK activities as an opportunity to accelerate the protection of children through community participation.

1 INTRODUCTION

The issue of children emerging in society clearly illustrates that there should be a policy that specifically protects children. The frequent cases of violence, drop-out cases, child labor, child exploitation and so on, constitute a handful of the many child issues that end in the abandonment of children's rights and protection. Therefore, the government has the idea to develop a program called Child Friendly City (KLA). To accelerate the establishment of Child Friendly City/District throughout Indonesia, the Ministry of Women's Empowerment and Child Protection issues four State Minister of Women's Empowerment and Child Protection Regulations. These policies are a national policy that requires the development of programs in all districts / municipalities in Indonesia to accelerate efforts to protect and fulfill the rights of children.

However, field implementation of KLA development process is not easy. The results of Agustinawati (2012) study on KLA implementation in Surakarta City explained that the difficulties in this development consist of three things, namely (1) technical implementation concerning the indicator set by the ministry, (2) synergicity of each SKPD (unit of official service unit) which has not been optimal so that all KLA programs are still sectoral

and not institutionalized, and (3) there is still no good child rights perspective in the community. These three things make KLA implementation hampered because both state and society as the holder of fulfillment of children's rights have not been able to realize child protection.

The development of children's rights perspective with the aim of protection and fulfillment of children's rights is done through three lines, namely: government, society and family. The Government makes laws, regulations and various policy programs as a form of child protection. Meanwhile, communities and families are the target of the policy actors are the institutions established to protect children in a real way. In the context of society, child protection efforts cannot be done simply because there must be an understanding of the rights and protection of children first in their minds. However, socialization to communities related to the protection and rights of children often faces constraints in terms of program funding. Surakarta, which has more than 10 years of policy to adopt decent city program, has implemented various program synergy among stakeholders and various offices in city government. Surakarta has even become a model for best practice implementation of KLA in Indonesia for other regions.

Various efforts made to realize child protection seem to be impossible if not balanced with the public understanding of the issue of children's rights,

whether it is the understanding of the rights of children and the form of protection that must be given. This paper will discuss how the strategy of understanding the rights of children to the community, one of which is done through a government program that lives in the community, the family welfare empowerment program or commonly abbreviated with the PKK. The PKK program is widely known in the community as an empowerment program that focuses on the role of women (women) for sustainable development, especially on the issue of children. Utilizing the PKK as a place for internalizing children's rights to mothers is expected to be one of the strategies for the acceleration of city worthy of children through community participation.

2 METHODOLOGY

This paper is based on research with a qualitative approach that relies on verbal data sources as the main data of research. This research was conducted in surakarta city with the consideration that the city is one of the best cities in the implementation of city worthy of children in Indonesia. In addition, Surakarta also responded to KLA policy by forming various sub divisions in government to handle child issues directly. In this case the KLA working group division is integrated with the monthly activities of the mothers in the community that is the activity of family welfare empowerment program.

Data collection techniques in this study were conducted by conducting focus group discussions with the PKK in each sub-district which then deepened by conducting interviews to selected informants. Those interviewed were selected citizens based on their involvement in the KLA program in the community. For example, KLA working groups, volunteer's observers of children in the community, and also some members of the PKK group at each district level.

Data analysis techniques in this study using interactive analysis techniques Miles & Hubberman where conducted data collection, data reduction, data analysis and drawing conclusions.

3 RESULTS AND DISCUSSION

Along with the MDG's appeals that are adapted through RPJP and RPJM, human development in Indonesia is increasing in all areas of economy,

social, culture and politics. The fulfillment of children's rights is one of the forms of sustainable development to produce the next generation of quality nations. In the context of the KLA policy, the government conducts various development and strategies as an effort to achieve the implementation of child rights protection. However, the strategy is often done only make the community as the object of policy goals, not policy actors. In fact, the protection of children is very close to family and parents (community) as the main actors of the program activities. Thus, involving the community in child protection is crucial (Unicef, 2016).

One of the forums of women's organizations in the village and sub-village is the Empowerment of Family Welfare (PKK). PKK is a village community organization that is able to mobilize rural community participation in development, also play a role in village growth activities. PKK as a movement that grows from below with women as a driver in building, fostering, and forming families to realize the welfare of the family as the smallest unit of the community, originated from Home Economics seminar in Bogor in 1957.

The PKK movement was disseminated to the community through the care of Central Java Governor's wife in 1967 (Mrs. Isriati Moenadi), who formed efforts to improve family welfare through 10 main family programs by forming PKK mobilization teams at all levels, whose team membership was volunteer and consisting of Community leaders, wives of heads of government offices and wives of district heads up to village and village levels, whose activities are supported by regional budgets and expenditures, and continue to develop so that on 27 December 1972 the interior minister issued no. Sus 3/6/12 to all governors in Indonesia, to change the name of family welfare education to be "family welfare development".

However, as the development, eventually renamed the Family Welfare Empowerment (PKK). The PKK is more directed to its role in promoting women's participation in rural development through its programs to bring women as an agent of great importance to the welfare of families and communities. The 10 programs held by PKK are: appreciation and experience of Pancasila, *gotong royong* (team work), food, clothing, housing and housekeeping, education and skills, health, cooperative life development, environmental sustainability and healthy planning.

Empowerment and Family Welfare or commonly referred to as PKK acronym, is the national movement of Indonesia in the development of

society, which grew from the bottom where the management based on the concept of "FROM, BY and FOR" the community towards the establishment of a family of faith and piety to God Almighty, Noble and virtuous, prosperous, advanced and independent, justice and gender equality, and legal and environmental awareness.

Family welfare the main objective of the PKK. This is because the family is the smallest unit of society that will greatly affect the performance of development in support of government programs. From this prosperous family, the living order of nation and state will be able to give birth to peace, security, harmony, and peace. Thus, family welfare becomes one of the benchmarks and barometers in development with government programs (Salfiah, 2013).

The PKK is a movement to assist and support government programs by listing some of the necessary aspects such as health (in particular) and education that are significantly related to the growth and rights of the child. The existence of the PKK movement has been widely acknowledged as a movement from and by the community, a partner of the government in carrying out development. This women-driven movement also proved to support the development acceleration through the 10 main programs implemented by this organization. PKK movement as a movement from below and beneficial to society especially in rural area. In addition, it also plays a role in developing the world of education, especially in Early Childhood Education (PAUD), PKK Health Sector is required to revive Posyandu and help assist mothers who give birth and will give birth, thus reducing maternal and child mortality during childbirth, in the economic field is expected PKK Help small and medium businesses done by mothers.

Then what about child protection? Child growth in our society is very socially close to the role of a woman as a mother. Child growth includes health, education, recreation and child care. PKK as an executive motor of various national policies related to the family welfare program is very potential to familiarize the understanding of children's rights as the spearhead of the realization of child protection. In Surakarta, the PKK program is aimed to support the implementation of both central and city government programs. When Kota Surakarta formed PPT (Integrated Service Post) which was used as a service place for handling violence against women and children early in urban village level, PKK became one of the participating movers in it.

Similarly, when formed KLA working group in every village, PKK cadres become significant to be involved in it. PKK cadres then continue all the information obtained from above hierarchically to be forwarded to the grassroots (the community) ie the mothers. PKK is formed hierarchically in cities, sub-districts, villages, RWs and RTs down to a smaller scale ie "*dasa wisma*" (consisting of 10 families). Within the scope of community-based child protection, Unicef (2016) explains that the framework undertaken targets communities, families and children. Thus, the PKK is one of the goals to develop an understanding of the rights of children at the community level and to bring it to the family level for the ultimate goal of child protection.

In Kota Surakarta, PKK activities at RT level are mandatory for all families (mothers) every month. PKK activities are usually held in the afternoon with the main focus of information from the top government, social gathering and savings and loans, social activities and other additional activities. In many neighborhoods, PKK activities are also conducted to coordinate other matters concerning community life such as wastes, security fees, and other communal activities (17 August, Eid al-Adha, halal bi halal) as well as posyandu activities for children under five and the elderly and various activities other. Additional activities are usually done by bringing in sources from various parties related to information about something, usually cooking skills or demonstrations of household needs and health education. All of which leads to a more prosperous family.

In every sub-district the obligation for mothers to follow the PKK every month is applied. This is captured by PKK managers at the city level as a tool to conduct various socializations related to government policies, especially child protection. They organize competitions in each area ranging from healthy babies and posyandu which in it requires mother's knowledge about child health and also child protection. The competition was initiated at the city level and then down to the sub-district level to the village / kelurahan level. In the focus group discussions conducted during the study it was found that various child protection policy programs were integrated through PKK activities with the main target of women as socially cultured mothers constructed as the main buffer of child care.

In the context of child protection, the PKK is usually involved by the municipality to participate in socialization tailored to the city's annual activity plan. In the socialization, usually, only PKK cadres are included to then convey to the community at the

monthly PKK event held. Such information is delivered at the beginning of the event but is often overlooked. This is because the process of delivering the majority in the PKK event seems very normative, by simply reading the information only but it does not lead to the formation of the people's mindset according to what the program wants from above. Thus, the socialization of children's rights through the PKK will usually come to the stage of knowing but not yet practicing.

As a city that has been conducting KLA program for more than 10 years Surakarta utilize PKK not only as a formal pickle which is required by the government but also insert various "big narrative" for the sake of government especially slogan of surakarta city as Child Friendly City. The institutional paradigm developed by PKK is a top down paradigm and based on the official hierarchy structure from the central level to the area represented by the Board of Trustees, so that the big narrative still has the opportunity to dominate policy and control the programs undertaken by the PKK.

This paradigm moves from the concept of education, coaching, and empowerment. The educational paradigm directs the PKK to be responsible for the domestic sector, while the guidance paradigm causes the PKK's burden to grow larger because it is responsible for the family. Furthermore, the empowerment paradigm is developed so that PKK can make efforts to empower families although, in fact power keeps doing the control (Handayani, 2012). The big narrative in question is the discourse of child protection by controlling the mother's role on the child's survival. Women as mothers do experience more workloads but a child protection framework can be implemented through PKK programs.

The PKK in the Surakarta city scope integrates child protection programs as a binding and institutionalized part of the PKK program, for example by optimizing posyandu to reach child health information, through the role of cadres to institutionalize the understanding of the rights of children packaged in daily life habits. Political, economic and social change in Indonesia and Indonesia's commitment to achieve the Millennium Development Goals, have an impact on the development and operational implementation of the PKK. The demand for PKK's flexibility to become a development agent and change agent is getting stronger. The emergence of the global economic crisis and the environment (ecosystem) that must be addressed by the government, making the organization of PKK as development agents and

agents of change in the forefront, especially in improving family welfare. PKK's gait in the community is also one of the icons of the movement of civil society in improving family welfare and more effectiveness with the presence of cadres who reach up to the village level. With the strong movement of family and women empowerment at the grassroots level, the implementation of participatory development especially in urban society will have significant added-value.

4 CONCLUSIONS

PKK and child protection are quite closely linked through the role of a woman as a mother and her family responsibilities in child development. As a city that has more than a decade of implementing KLA, Surakarta has developed various strategies to accelerate the realization of child protection. One way is to optimize the role of the PKK as a local community within the community that is used to involve the community in child protection efforts. This effort is done by building a perspective on understanding children's rights through PKK cadres at every level of the region.

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