

THE ROLE OF WOMEN ON THE REVITALIZATION OF FAMILY WELFARE GUIDANCE FOR SOCIETY'S WELFARE IN MEDAN CITY

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Indonesian women have been in role for various parts of lives of the people. In family sphere, women are the backbone of the creation of the next generation as well as an integral part of the fulfillment of families' nutrition needs. On a wider sphere, women are frequently considered, by old sources, as the figures running the government and economy which been seen by a number of women taking role in the struggle for independence and to sustain it. Nowadays, another struggle has been put on women's shoulder to carry on the dream of the nation as being envisioned by the time of proclamation of independence. However, the struggle of women has been threatened by moral degradation which in turn threatens the humanity and nation lives. One of the effort attempted by the government to prevent destruction of the nation and humanity, as being sanctioned by the government in 2010, is by applying nation's character education through PKK (Family Welfare Guidance). Through the revitalization of PKK, it is expected that women empowerment would take further role in participating to establish the society development. The target of the research is the people of Indonesia, particularly in North Sumatera which consists of several regencies, and be more particular at the society of Medan City which runs the ten main programs of PKK.

Keywords: Women, Family Welfare Guidance, women empowerment and revitalization

1. INTRODUCTION

Human beings are obliged to maintain the quality culture environment which getting lower and threaten the survival of life of humans and other living creatures. Protection and environmental management should be concerned seriously and consistently by all parties, especially on the face of global warming resulting in climate change, thus increasing the degree of environmental degradation.

Still in the context of the title of the paper, the phrase 'establishing effort' may means (1) activities with of exertion, mind, or body to achieve a purpose, a job (action, effort, effort) to achieve something; and (2) activities in the field of trade (with the intent to make a profit). As in matters of environmental management, it is expected that every person doing the activities of (a) providing information related to environmental protection and management in true, accurate, transparent and timely manner; (B) maintaining the sustainability of environmental functions; and (c) complying with the provisions on environmental quality standards and / or standard criteria of environmental damage.

To meet all above explanatons, the people (who in everyday live tend to ask to be regarded / called explicitly as cultured) must prioritize local wisdom, especially

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about the natural environment. It concerns the noble values that apply in the governance of public life for, among others, protect and manage the environment sustainably.

The purpose of this paper are to produce innovative science and technology-social and culture that can be utilized by the community, especially the women through organization of PKK; Developing science and technology-social and culture innovation that can be utilized by the community through the organization of PKK; and see a special policy for women in the nation to realize the character education institutions by the revitalization of PKK for the fulfillment of the people's welfare.

2. LITERATURE REVIEW

2.1. Family Welfare Guidance (PKK)

PKK or Family Welfare Guidance is a community organization that empowers women to participate in the development of Indonesia through 10 principles programs. PKK as a community development movement stems from Home Economic Seminar in Bogor in 1957 and followed by the preparation of the 10 aspects of family life. This movement began in 1967 after Isriai Moenadi saw people who were suffering from starvation.

To improve the well-being of families through 10 principles aspect of families, PKK forms a team of PKK at all levels, whose membership is voluntary and consists of leaders or community leaders, the wives of heads of departments and the wives of the heads of the regions up to the level of villages and villages whose activities are supported by Regional Budget.

On 27 December 1972, the Indonesian Minister of Home Affairs sanctioned the Sus / 6/12 Law to all the governors in Central Java with a copy to the governor in all of Indonesia, to change the name of Family Welfare Education into Family Welfare Guidance. Since then the name of the organization is Family Welfare Guidance (PKK), and 27 December is decided to be the national PKK day.

Furthermore, in the reform era, the Decree Number IV/MPR/1999 concerning 1999-2004 Nation Guidelines and the conduct of regional autonomy based on the Law No. 10 of 1999 and Law No. 25 of 1999 have been sanctioned and subsequently resulted to mutual adjustments explained in the general guide of Family Welfare and Empowerment (PKK).

The 1999's 10 Principle Programs of PKK are:

- (1) Appreciating and Doing the Pancasila;
- (2) the Mutual Cooperation (Gotong Royong);
- (3) Food;
- (4) Clothing;
- (5) Housing and Household Management;

- (6) Education and Skills;
- (7) Health;
- (8) Life Development of Cooperatives (Pengembangan Kehidupan Berkoperasi);
- (9) Environmental Sustainability; and
- (10) Health Planning.

However, this 1999's program is no longer feasible in this days of millennium and its conduct should be reconsidered. The reconsideration is expected to include the aspects of knowledge and education application. In addition, another aspect, the local genius from each of the regions in Indonesia is also needed to be integrated to the course. For instance, the program of Health Planning requires the existence of Family Planning – Integrated Health Care (Posyandu) which is an activity that is done from, by, and to the society and aided by the medical officers.

Unfortunately, IHC which is a part of the program of Ministry of Health of Republic of Indonesia and PKK cadres as the executors are now suffering decreased cadres. As one of the result, the birth rate of the late years is significantly increasing. Thus, revitalization is needed to return the institutions to its former and prime state so that it able to participate effectively to support governmental society-welfare programs.

The matter related to humans' relation as the art of social communication within the life of social psychology is an important sector in PKK. Adequate skill in that matter is vital in achieving family welfare. Household skill as a physical skill becomes an instrument or tool to ease the relation of two or more people and life of social psychology in achieving the welfare and happiness of the family.

To improve the family economy, women through PKK can be known by the development of family life. The economic potential is spread out in the entire country and could further develop if managed correctly through empowering women through PKK, and resulted in the increased public welfare. In addition, revitalizing the role of *koperasi* through the PKK be able to answer the challenges of necessity changes that should always be carried.

PKK is a means and a place to develop and establish family's welfare in the field of knowledge and lessons learned to strengthen and improve the lives of families through activities as follows:

1. Educating individual regarding family life;
2. Educating individual to be able to repair and improve services and goods used by their families
3. Educating individual to be able to do research to find out the changes of needs of individuals, families, communities money while researching various objects, tools to meet and satisfy the needs of it; and

4. Improving the condition of the society, the State and the world for prosperous family life (Education Science Development Team: 2007: 212).

Thus, the PKK is expected to improve the welfare of families by educating people, improving the quality of social services through social communication with mutual respect and benefit. In addition, PKK pays attention to items of family needs such as food, clothing, housing with all facilities and amenities.

3. METHODOLOGY

Based on problems in such research, the methodology used is the more precise analysis of history tracing. As well as the descriptive method was selected as the way in solving the problem. Then the data in the analysis of this descriptive method with a qualitative approach (Suriadi *et al*, 2015 and Muda *et al*, 2016). The qualitative approach so that it is more in reference to the approach of the description or overview of the objects examined, based on the data that appear as is, and describe systematically will facts the situation factually and closely.

4. RESULT AND DISCUSSION

4.1. Nation Character Education

The people of South Tapanuli have been familiar with the phrase *Poda Na Lima*, or the five advices of the local. The local wisdom has inherited through generations and embedded to the local women to be able to apply 10 programs of PKK. Thus, the five advices of application of the 10 programs of PKK are as follows.

- (1) *paias rohamu*, purify your hearts;
- (2) *paias pamatangmu*, Cleanse your body;
- (3) *paias parabitonmu*, Cleanse your garments;
- (4) *paias bagasmu*, clean the house;
- (5) *paias pakaranganmu*, clean the environment / your garden.

Paias rohamu, which requires that the heart remains clean, in this case there are envy and jealousy; *paias pamatangmua*, expect a clean human body and if the body is healthy then we will be healthy spiritually as well (sane); *paias parabitonmu*, people should clean clothes so that it looks the beauty and health. *Paias bagasmu* and *paias pakaranganmu* is a symbol that gives the meaning that humans are expected to always keep the environment in which they live. Environmental hygiene is absolutely necessary, not only for the environment but also a clean place to stay in the surrounding environment (Harahap, 2005).

Consequently, there will be group's values that can be implemented to the society as follows:

- (1) respect for others;

- (2) successive compassion, learning, and parenting;
- (3) collaboration / mutual cooperation;
- (4) working group / team working;
- (5) deliberation;
- (6) creative;
- (7) responsive / reactive;
- (8) accept the opinion of others;
- (9) thinking quiet / with heart;
- (10) discipline;
- (11) to be honest;
- (12) talk with facts and data;
- (13) active participation; and others.

Moreover, in everyday lives, there are things that needed to be done, they are needs for realization, needs for belongingness, needs for feeling secure, needs for responsibility, needs for and needs for be loving. It turned out that some of these perceived needs deserve special attention in the period or century of this millennium. It is all the casting of individual needs or personal needs that can be applied by the mother in answering the challenges of life in the era of globalization.

There some activities that can be done and renewed in the programs of PKK as follows.

- (1) care for younger children;
- (2) care for adolescence;
- (3) care for patient;
- (4) home decoration dan gardening;
- (5) Select, process and prepare various types of food;
- (6) Choose, create and maintain clothes for different occasions;
- (7) personal appearance and self grooming;
- (8) Knowledge of goods for the purposes of family life and life in other environments; and
- (9) crafts / handicrafts and art work in family life.

Mothers can also take advantage of the river banks through the PKK to grow productive crops. Land along the river in the form contained in the front or back of the house can be planted several types of productive plants particularly vegetables, and by requesting permission to the competent authorities. What has been done by Buana Environment Farmers Group, Jakarta, to use the land in question is not merely an attempt to get a profit but bigger than it is all an attempt to set themselves

and voluntarily strive for the welfare of life by creating a healthy environment , which is a form of growing awareness among people that they should be aware of their rights to good living environment and healthy and able to perform the duties and responsibilities for the achievement of environmental quality. Communities must be empowered, independent and active in meeting the need for a better and healthier lives continuously. Here, we see that in the end the culture of “love the environment” manifests in Buana Environment Farmers Group and, subsequently, it is expected that the self-regulate management can grow in every conscience of citizens of Lebak Bulus, where the group belongs, especially Indonesia.

Moreover, mothers can also try to do the business of recycling or recycle organic waste, for instance perishable organic waste such as food scrap, used beverage, which produce odors that can be processed to produce gas for fuel or stockpiled to be organic fertilizer. They can also recycling inorganic waste of plastic and metal such as plastic cups, plastic or glass bottles, cans that can be recycled collected in one place, and are classified according to type of the waste. For instance, plastic bottles with all materials from plastic and glass are collected with a material made of glass. Once collected, the waste can be sold and those activities can be recognized as recycling process.

Life Pharmacy Program or commonly known as TOGA “Family Medicinal Plants’ (Tanaman Obat Keluarga) is the activity of planting of different drugs crops that can be planted in the yard itself, whether done individually or in work together. In rural area, mostly the planting for medicinal plants is done by women who are assigned to a certain group, such as Women Farmers Group, Dasa Wisma, or PKK Kring. The planted plants can be sold or to green the environment for better purpose.

5. DISCUSSION

In today’s millenium life, a mother or a woman should be able to provide aid both to any individual or to her family through the PKK to become an integral part of society, country, nation, world and humans, so that individual and family function effectively and the life of the individual and family could be well-functioned both in small or wide scale. Consequently, PKK is also expected to be the means for individual, families, and societies to contribute to the country, nation, world and mankind in their pursuit of happiness and welfare of living, both in this mortal world and the afterlife so that a life of peace and prosper colored by just and honesty is no more a dream.

Proper utilization of the environment can be felt not only by entrepreneurs from business field. PKK mothers participation in the creation of a green environment, in the long term will create a healthy environment and healthy humans. For certain PKK community where the community plays a role in creating a healthy environment, they clearly support the work productivity and enjoyment of life for the surrounding environment.

As the discussion returned to PKK, it should be taken into account that PKK supposed to not only facilitate the gathering of the society, but PKK also supposed to contribute significantly to improve the economy of the people. Society, especially PKK of Medan City has the potential to be empowered for conducting economical activity without neglecting to refer to environmental issues. Hence, all the efforts of the mankind is in accordance to the mandate bestowed by the Almighty Allah SWT to the humans of earth, which is to preserve earth as a living space.

PKK should be the pioneer in organizing the activity of love the environment, and does efforts to encourage and mobilize people in order to participate in activities to prevent pollution and restore the environment that have been damaged. For example, by the movement of waste recycling, energy conservation movement, and another which all aimed at creating public awareness regarding the importance of human and environmental harmony. Moreover, human beings are obliged to maintain the quality of culture environment that getting worse and threaten the survival of life of humans and other living creatures. Thus, protection and environmental management should be seriously and consistently conducted by all parties in facing the global warming that results in climate change, thus increasing the degree of environmental degradation.

6. CONCLUSIONS

This study sought to make an assessment that will be used to improve government's policies relating to the existence of the PKK in several villages in Indonesia. There are 10 programs PKK to be revitalized, namely inter and inter-family relationships, such as family relationships with one another (criteria of marital success); relations with neighbors; relations with the community or with another family (in law); then, in giving guidance to children, it is expected to have a sense of responsibility; growth; developments; care and education to children. Similarly, relating to food, they are taught about healthy menu; serving and table manners.

Furthermore, another important matter is daily clothes or at certain moments used clothes that must be qualified as civilized and decency and prioritizes appearances. Housing also needs to be considered, especially the matter of the structuring of water, the cleanliness of the house; waste disposal. Moreover, A mother or a woman through PKK program also needs to pay attention to health, particularly emphasized for the personal; child; parents and able to provide first aid kit. In addition, financial matter is expected to be looked at and possess the knowledge of good spending and the kind of family savings; management of housekeeping, plan family activities in a simple, complete, flexible and practical; inner and outer security, have the knowledge, attitudes, skills, skills to realize a prosperous family; and also health planning, preferably has a family planning program.

As for the empowerment strategy, it is expected to create self-reliant development by trying to utilize a variety of local resources to the maximum. Poverty alleviation efforts can be applied in various forms. Providing motivation for the creation of various field could be considered a part of efforts to achieve self-reliant development. The obligation of us all, is not just relying on the government on certain difficult matters, but be able to establish prosperous family. Thus, all the things is started from the our most inner sphere, self, family, or group in limited environment. Our own environment.

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