

## WOMEN'S PARTICIPATION IN DEVELOPMENT: A CASE STUDY IN UPPKA KARTIKA BERLIAN, LAKSAMANA VILLAGE, DUMAI CITY

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### ABSTRACT

This research examines the participation and strategies of the women's community in Laksamana Village in developing UPPKA (Acceptor Family Income Increase Program) Kartika Berlian. This research uses a descriptive qualitative method. Data collection used in-depth interview techniques on 15 subjects consisting of UPPKA members, Kampung KB cadres, BKKBN assistants, village staff, and sponsor company field facilitators. The analysis was done by reducing the data, categorizing it into relevant topics, presenting it in narrative descriptions, and formulating conclusions. The results showed that UPPKA Kartika Berlian became a forum for the women's community in Laksamana Village to actualize themselves, meet their daily needs, and even encourage the wheels of the economy to replace the role of men. The strategy to support this effort is establishing partnerships with various stakeholders such as government agencies, State-Owned Enterprises (BUMN), and private companies to obtain financial assistance, infrastructure development, skills training, and various outreach activities.

**Keywords:** *women's empowerment, women's participation, woman in development, national development, uppka kartika berlian*

### ABSTRAK

Penelitian ini berusaha melihat partisipasi dan strategi kelompok perempuan di Kelurahan Laksamana, khususnya dalam mengembangkan UPPKA (Usaha Peningkatan Pendapatan Keluarga Akseptor) Kartika Berlian. Penelitian ini menggunakan metode kualitatif deskriptif. Data dikumpulkan melalui wawancara mendalam pada 15 subjek yang terdiri dari anggota UPPKA, kader Kampung KB, penyuluh dan pendamping BKKBN, staff kelurahan, serta fasilitator lapangan perusahaan sponsor program. Analisis dilakukan dengan terlebih dahulu mereduksi data, mengkategorikannya ke dalam topik-topik relevan, menyajikannya dalam narasi deskripsi, kemudian menarik kesimpulan. Hasil penelitian menunjukkan bahwa UPPKA Kartika Berlian menjadi wadah bagi kelompok perempuan di Kelurahan Laksamana untuk mengaktualisasikan diri, memenuhi kebutuhan sehari-hari, bahkan menggerakkan roda perekonomian menggantikan peran laki-laki. Adapun strategi yang dilakukan untuk mendukung usaha tersebut adalah dengan menjalin kemitraan dengan berbagai pemangku kepentingan seperti instansi pemerintah, Badan Usaha Milik Negara (BUMN), hingga perusahaan swasta untuk mendapatkan bantuan pembiayaan, pembangunan infrastruktur, pelatihan keterampilan, serta sosialisasi dan pendampingan program.

**Kata Kunci:** *pemberdayaan perempuan, partisipasi perempuan, perempuan dalam pembangunan, pembangunan nasional, uppka kartika berlian*

## INTRODUCTION

Development is an effort to change social systems such as politics, economy, infrastructure, defense, education, technology, institutions, and culture (Abe, 1994). Therefore, development can also be defined as economic, social, and cultural transformation (Portes, 1976). Unfortunately, most development projects are carried out by the government with a patriarchal cultural system, which makes women not have a proper place in national development and even get negative stereotypes as "development burdens."

Recently, the government, through the Ministry of Law and Human Rights, has emphasized the involvement of women in national development. This issue has become the main agenda of the Indonesian Presidency in the G20 forum, which aims to realize digital economic transformation. This agenda is inseparable from the fact that 64.5% of MSMEs in Indonesia are women. Therefore, women can potentially take a significant role in national development (Adiyudha & Hermawan, 2022).

Auguste Comte stated that social change is a linear process, including the development being pursued. The development of society in various regions goes through the same stages or sequences, both from the beginning and the end. When society is at the peak of development, that is when evolutionary change can be said to have ended (Soekanto, 1990). One of these stages refers to the dominance of patriarchal culture. This phenomenon does not just fall from the sky but is formed by humans through socialization from generation to generation. Patriarchal cultural values are the basis that determines one's actions in a social context (Koentjaraningrat, 1993). Until now, we can find patriarchal culture in various cultures and many countries. Not only in developing and developed countries (Ruggles, 2015). In various aspects of life, subordination to women is still extreme. Patriarchal domination can lead to gender inequality, which has implications for physical, sexual, emotional, verbal, psychological, and economic violence, intimidation, and threats against women (You, Rusmansara, Mansoben, & Poli, 2019).

Table 1. Projection of Women's Contribution to the Human Development Index and Gross Domestic Product

		2020		2021	
		HDI	GDP	HDI*	GDP*
<b>Man</b>	136.66	75.96	15.886	75.96	15.886
<b>Woman</b>	133.54	69.18	9.244	75.96	15.886
<b>Total</b>	270.2	145.14	25.130	151.92	31.772

<b>Average</b>	72.61	12.603	75.96	15.886
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*Source: Processed BPS data (2019-2020)*

*\*Figures are projected by equating women's and men's HDI and GDP*

In the context of development, this phenomenon can be seen from the 2019 Women's Human Development Index (HDI) with an index value of 69.18, which is still far below men's with an index value of 75.96 (KEMENPPPA, 2021). In addition, the same trend is also shown by the comparison of per capita income in 2019 between men and women, where the value of male income is IDR 15,886 while women are only IDR 9,244 (BPS, 2019). The significant comparison of HDI and GDP between men and women in Indonesia justifies the existence of inequality, asymmetry, and subordination to women in development. However, the difference between the two is insignificant based on demographic composition.

Based on the September 2020 population census, Indonesia's population reached 270.20 million people. 136.66 million people, or 50.58%, were men, and 133.54 million people, or 49.42%, were women (BPS, 2021). Referring to Table 1, if women's HDI and GDP had the same values as men, the average national Human Development Index would increase by 3.35 and Per Capita Income by IDR 3,282. It shows that women's resources significantly impact accelerating national development.

In Agam District, various women's communities play an essential role in developing education, health, economy, and culture (Tane & Fatmariza, 2020). Meanwhile, in West Sulawesi, women are leading development in the health sector, even though they are far behind in education compared to men (Amory, 2019). Many women's movements focus on efforts to fulfill women's rights and promote equality in development. Unfortunately, previous studies still saw the contribution of women in development as a movement with a narrow locus. Gender mainstreaming is one of the strategies that can be used to achieve gender equality and justice (Sudarta, 2003).

Making women aware of oppression is crucial to increasing women's participation in development. According to the second wave of feminists, conscious rising is an alternative to awaken women from their confinement. On the other hand, Firestone (in Suwastini, 2013, p. 202) responds to Marxist ideas by encouraging women to control the means of production, replacing or even getting rid of men and their patriarchal culture.

The feminist movement emerged as a public concern for women's oppression. This movement was started by women and some men who felt that women's rights must be fought for. In the process, this effort has shifted women's position in a better social structure and

elevated women's status in society. Gradually and within a certain period, women become a social variable considered and involved in social processes (Umar, 2005, p. 209), including locally and nationally in the development process.

Usaha Peningkatan Pendapatan Keluarga Akseptor or UPPKA is a form of women's movement in development. This community, initiated by the National Family Planning Coordinating Board (BKKBN), is one of the women's movements in the public sphere, especially in government, which has a broad reach in all cities, districts, and even the village level. Technically, UPPKA is an institution consisting of productive economic business units. This community consists of a group of housewives who aim to improve the welfare of their families.

UPPKA Kartika Berlian in Laksamana Village, Dumai City, is one UPPKA that deserves attention in the development context. UPPKA Kartika Berlian aims to increase women's income and plays an active role in overcoming drug abuse in Laksamana Village (Fatkhullah, Rewos, & Imawan, 2021). Thanks to this UPPKA, Kampung KB Keberkahan Bersama (a sub-district-level institution that oversees UPPKA Kartika Berlian) became a champion at the city and provincial levels (Halloriatu, 2019).

This research examines the role and contribution of women at the local level to development through UPPKA Kartika Berlian in Laksamana Village, Dumai City. Different from several women's movements that historically have had close ties to oppression and alienation (Umniyyah, 2017) and methodically emerged from the independent awareness of the actors involved (Wijanarko, 2016), this study attempts to examine women in development that have been successfully driven by government policies, along with the strategies implemented to expand policy impact. The results of this research can enrich the study of the women's movement and its contribution to national development. This research is also a reference for stakeholders in formulating policies encouraging women's participation and realizing gender equality in the social, political, economic, infrastructure, defense, education, technology, institutional, and cultural fields.

## **METHODS**

This research uses a qualitative approach with a descriptive method, conducted from March to May 2022. The data sources in this study are primary and secondary data. Primary data was obtained from in-depth interviews and field observations. The informant determination technique used a purposive technique based on several criteria in the study, including members of UPPKA Kartika Berlian and several parties involved in the intended programs and activities.

These parties include BKKBN, PT Kilang Pertamina Internasional Refinery Unit II Dumai, Kampung KB Keberkahan Bersama cadres, and the local village government. The secondary data is based on activity reports and documentation such as photos and videos that have been carried out both through the Kampung KB Keberkahan Bersama official website, BKKBN archives, and routine reports, as well as sources from other stakeholders such as the Regional Government and PT Kilang Pertamina Internasional Refinery Unit II Dumai which routinely assist with CSR initiatives.

The unit of analysis for this research is UPPKA Kartika Berlian which consists of 21 members and eight business units. The primary informants in the study were five members of UPPKA Kartika Berlian. To enrich the data, interviews were also conducted with 3 Kampung KB Keberkahan Bersama cadres, 3 BKKBN consultants and assistants, two village government staff, and 2 CSR facilitators from PT Kilang Pertamina Internasional Refinery Unit II Dumai. The collected data is then reduced, categorized, displayed in images and, narrated, then re-examined before the conclusion.

## **RESULTS AND DISCUSSION**

### **UPPKA Kartika Berlian as a National Movement That Accommodates Women in Development at The Local Level**

UPPKA is a Productive Economic Business Community under the auspices of the Kampung KB Program designed by the BKKBN (Yunas & Nailufar, 2019). As a national-level program, Kampung KB and UPPKA are important in increasing women's participation in improving family welfare (Sari, 2022). This role is reflected in the four institutional objectives of the UPPKA. First, encouraging family members to be involved in a productive economy by facilitating each member through various training, mentoring, and procuring production facilities and infrastructure. Second, equipping women with the ability to manage family finances and resources so that they can be accumulated to improve family welfare. Third, strive for family resilience and independence through various business units, development, and coaching in various fields. Fourth, promoting happy and prosperous small families through cross-sectoral collaboration and partnerships with various companies.

Although the concept of welfare has a subjective definition, where each family or member in it can determine different goals, orientations, guidelines, and ways of life, which reflect different values and indicators of welfare (BKKBN, 1992), welfare, in general, can refer to the condition of a society that has economic adequacy and social tranquility (Baron, 2017). This

condition arises when the community can meet life's current and future needs. In other words, prosperity can only be realized if the community has the power to manage resources to generate sustainable income. Welfare cannot be obtained through a basic food distribution program from the government or corporate CSR, which can only meet the needs of life for a moment.

The activities carried out by UPPKA Kartika Berlian can be categorized as an effort to empower the community, especially women, to improve the family's welfare. These activities have provided sustainable income for women in the Laksamana Village, Dumai City. Through UPPKA Kartika Berlian, women in Laksamana Village are now more independent, contributing to national development, and no longer solely dependent on men.

Although the BKKBN has never stated that UPPKA is a feminist movement or that its membership is limited to women, research shows that UPPKA members are primarily women. This can happen due to various factors. Men's lack of involvement is caused by their primary job, which takes too much time and attention. Feminism voices the importance of women's position to be free to express themselves and not to be pressured by men, culture, power, or capital (Muqoyyidin, 2013). In this context, UPPKA Kartika Berlian is the only place for excluded women who do not have opportunities in the public sector. From a feminist point of view, UPPKA Kartika Berlian is a place for women to express freedom of life, in which women are free from the patriarchal system within the family institution. This condition occurs because their husbands cannot carry out their roles due to drug abuse. Women must take over their role by working in the public sector to sustain their families through UPPKA Kartika Berlian.

In this context, feminism empowers women to be able to fulfill their personal and family needs, as well as contribute to national development. Through UPPKA Kartika Berlian, women are educated so they are not confined to stereotypes that they are weak, helpless, and dependent on men to live. Through UPPKA Kartika Berlian, they are taught to be able to carry out various roles performed by men, including working in the public sector. What needs to be considered is that, at a certain level, women's participation in the public sphere can cause social problems between husband and wife. In developed countries like America and Europe, the radical feminist movement is the cause of high divorce rates (Vignoli, Matysiak, Styr, & Tocchioni, 2018). In Laksamana Village, the role of women is not just to support family welfare but instead in the context of taking over the role of men in the family. The right strategy is needed so that women's participation through the UPPKA does not become a scapegoat for problems between husband and wife that may occur in the future.



Figure 1. UPPKA Kartika Berlian Meeting and Mutual Cooperation

*Source: Authors (2022)*

*\*The role of women in development can be seen from the high participation in every activity. Both indoor and outdoor discussion activities. They are active in campaigning for the anti-drug movement.*

### **UPPKA Kartika Berlian Contribution to Accelerate Development**

Kampung KB is an area that implements an integrated system of population, family planning, and family development programs. In Laksamana Village, Rukun Tetangga (RT) 03 was appointed to implement Kampung KB representing Dumai Kota District on 29 August 2017 by Drs. H. Zulkifli AS, Mayor of Dumai at that time. RT 03 Laksamana Village was chosen because of its achievements in implementing population, family planning, and family development programs, regardless of the socio-economic conditions of the community, which is still far behind compared to other villages or decent areas in Dumai Kota District (BKKBN, 2017).

Many residents, especially men working as drug dealers, make women socially and economically vulnerable (Fatkhullah, Habib, & Nisa, 2022, p. 860). In Laksamana Village, women are vulnerable to neglect and domestic violence, having little choice but to take over the role of men in the family. Not only taking care of the house, kitchen, and bed, women are also responsible for earning a living while protecting the next generation and breaking the chain of drug abuse. Through UPPKA, women can support their families and campaign for the anti-drug movement in the Laksamana Village. BKKBN's achievements in increasing women's participation are inseparable from an effective development communication strategy. These strategies include:

1. Identify goals and needs. In establishing or designing the UPPKA program, BKKBN has set objectives based on national data. The data is then adjusted according to needs based on field observations, as well as mapping of stakeholders;
2. Design a strategy, determine the expected changes or results, the targets of the program, and the tools and messages used for effective communication;

3. Implement a program that is flexible, adaptive to suggestions and input from various parties involved so that they can take advantage of existing opportunities;
4. Conduct periodic evaluations involving various parties. Monitoring activities are carried out not only at the beginning of the project but in the middle and even sometime after the project ends. If the impact of national development is measured through the HDI Human Development Index, while the usefulness of the program is measured from the Community Satisfaction Index (Mulyani, Raditya, & Fatkhullah, 2021),

BKKBN measures program achievement through the Family Development Index (iBangga). Monitoring and evaluation activities are carried out through Focus Group Discussions and reported to local and national governments. Further studies are needed to measure the impact of UPPKA at the national level. By implementing these strategies, UPPKA Kartika Berlian can increase women's participation in Laksamana Village to be more productive even with minimal resources. There are 21 women engaged in handicrafts, catering, and dry food. The average increase in income through UPPKA is IDR 2,000,000 / month. The business they have built has even absorbed local workers, teenagers, and school dropouts who have been abandoned because their parents were caught in drug abuse cases. Their changes through UPPKA Kartika Berlian inspired other women to join UPPKA. In 2022, five new business units were initiated by UPPKA Karika Berlian. Meanwhile, one business unit has been terminated because it no longer needs assistance.



Figure 2. UPPKA Kartika Berlian Products

*Source: Authors (2022)*

*\* One of UPPKA Kartika Berlian's products is a typical Malay dry food. This dry product is usually marketed as a typical Dimai City souvenir.*



UPPKA Kartika Berlian's participation in development breaks the stereotype that women are nothing more than objects of exploitation in the era of consumption society (Habib, Nisa, Fatkhullah, Usrah, & Budita, 2022, pp. 171-173). Through various productive activities, this community can move the wheels of the economy, replacing the role of men as the head of the family. They carry out a dual role to fulfill the family economy and homemakers who have to take care of children, the kitchen, and other domestic needs.



Figure 3. Multistakeholder Involvement to Support Kampung KB Keberkahan Bersama and UPPKA Kartika Berlian Activities

*Source: Authors (2022)*

*\* Inauguration of the Gazebo assisted by PT Kilang Pertamina Internasional Dumai Unit, which the Regional Government, BNN, and BKKBN attended*

These achievements cannot be separated from the breadth of partnerships forged by UPPKA Kartika Berlian. Understanding that the budget from the Regional Revenue and Expenditure Budget (APBD) and the National Revenue and Expenditure Budget (APBN) allocated for this program is limited, the assistants try to expand cooperation and encourage community self-help. With this persistence, they were also able to collaborate with several companies, such as PT Kilang Pertamina Internasional Refinery Unit II Dumai through the CSR Program, as well as other government agencies, such as the Health Service to reduce the number of stunting in Laksamana Village through the Healthy Kitchen Overcoming Stunting/Dapur Sehat Atasi Stunting (DASHAT) program. This achievement is in line with stakeholder theory in community empowerment which states that the success of an empowerment program cannot be separated from the collaboration and cooperation of various stakeholders. UPPKA's contribution to empowering women is supported by its ability to collaborate with various stakeholders ranging

from government agencies, State-Owned Enterprises (BUMN) to private companies. With this collaboration, many benefits can be obtained, such as financial assistance, infrastructure development, and training and assistance that can increase women's knowledge, skills, and opportunities to survive in the public sphere.

Unfortunately, policies implemented nationally tend to be top-down. More activities are designed and instructed through the central government to be carried out. For example, DASHAT naturally aims to ensure the availability and access to healthy food for stunted children (BPKAD, 2021), even though stunting is not a significant problem in Laksamana Village. Instead of getting flexibility in planning work programs, the closed working relationship between the central and local governments violates the feminist spirit by returning organizational governance to a patriarchal culture that must obey the central government as the head of government.

The activities carried out by UPPKA Kartika Berlian are community empowerment. This concept includes economic development efforts that encapsulate social values. This concept is an alternative in development that is people-centered, participatory, empowering and encourages sustainability (Sitorus, Fatkhullah, & Julastri, 2022). Women's activities through UPPKA Kartika Berlian reflect the values of empowerment, such as human-centered, participative, empowering, and sustainable. First, activities are centered on humans; women in the Laksamana Village to be more prosperous. Second, every activity is carried out with the active participation of women. Women are involved in program planning, implementation, monitoring, and evaluation activities. Third, the main objective of the Kartika Berlian UPPKA program is to make vulnerable women prosperous socially and economically. Finally, various activities have been carried out on an ongoing basis so that UPPKA Kartika Berlian can continue to contribute to empowering vulnerable women and supporting the environment.

Efforts to empower women through UPPKA Kartika Berlian can free women in Laksamana Sub-District from being confined by patriarchal culture: depending on their husbands, having no income, and having difficulty meeting family needs when their husbands leave them, to become more empowered and prosperous women. Through UPPKA Kartika Berlian, they have enough income to meet their family needs. Furthermore, UPPKA Kartika Berlian members also contributed to various social programs. They are campaigning for the anti-narcotics movement in Laksamana Village, which is very vulnerable to drug abuse. These women have now also played a role in national development.

## CONCLUSION

UPPKA Kartika Berlian in Laksamana Village accelerates national development by empowering women through productive economic sectors. The background of women's participation in the public sector is the inability of men in the family to carry out their roles due to drug abuse. Through UPPKA Kartika Berlian, women in Laksamana Sub-District replace the role of men to drive the economy, although they also have to act as housewives. They sell handicraft products, catering, and dry food with an average income increase of IDR 2,000,000 / month. The business they have built has even absorbed local workers, teenagers, and school dropouts who have been abandoned because their parents were caught in drug abuse cases. It can be concluded that UPPKA Kartika Berlian can empower women in the Laksamana Village, from those who previously depended on their husbands and had no income, to become more empowered and prosperous women. The achievement of UPPKA Kartika Berlian cannot be separated from the collaboration with various stakeholders such as government agencies, State-Owned Enterprises (BUMN), to private companies. In the context of UPPKA Kartika Berlian, partnerships with various stakeholders support funding for empowerment programs, infrastructure development, and increasing knowledge and skills through various pieces of training.

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