



**EMPOWERMENT OF WOMEN THROUGH  
ORGANISASI PEMBERDAYAAN KESEJAHTERAAN KELUARGA  
(FAMILY WELFARE AND EMPOWERMENT ORGANIZATION)  
IN THE FAMILY INCOME DEVELOPMENT PROGRAM  
IN BANJARBARU CITY, INDONESIA**

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**Abstract:**

Empowerment is an effort to raise awareness and develop community potential in order to increase capacity that will allow the community to get out of poverty on the basis of their own abilities. In order for the realization of community empowerment, the government through the Pemberdayaan dan Kesejahteraan Keluarga (PKK) organization formed the Family Income Development Program or Usaha Peningkatan Pendapatan Keluarga (UP2K-PKK). This research was conducted in the City of Banjarbaru with the aim to describe and analyze the form of empowerment being applied in the UP2K-PKK Program. Indicators of community empowerment used in this research were the six dimensions of empowerment according to Stewart and community impact of empowerment according to Kuncoro. This research was conducted using a qualitative descriptive approach with the interview method. The conclusion of this study is that community empowerment in the UP2K-PKK Program has included 6 dimensions of empowerment namely enabling through training and coaching, facilitating capital and in overcoming problems and obstacles, consulting that is carried out regularly through face-to-face method and also by telephone and instant messaging, collaborating where UP2K groups are mentored together by TP PKK in coordination with related agencies, supporting in the form of moral, spiritual, financial and infrastructure support. The impact resulting from the UP2K program is economic development in the form of an increase in the amount of capital and income, human resource development in the form of coaching and training, infrastructure development and institutional development in the form of expanding business partnership networks.

**Keywords:** women empowerment, Pemberdayaan dan Kesejahteraan Keluarga (PKK), Program Upaya Peningkatan Pendapatan Keluarga (UP2K)

## 1. Introduction

National Development aims to transform the Indonesian society that is fair and prosperous, equitable materially and spiritually, through improving people's lives, intelligence and welfare (Sunnyoto, 2004). One of the activities that can be carried out in order to improve people's welfare is the community empowerment program. In its realization, community empowerment mostly focuses on economic empowerment in the context of poverty alleviation.

Community empowerment is always done in the form of developing productive activities to increase income (income generating). The economic empowerment of the people trying to develop Micro Small and Medium Enterprises (MSMEs) based household industries in order to increase people's incomes. The MSMEs industry plays a role as the driving force of the national economy which is the foundation of the society. Most MSME industries are run by women as an effort to increase family income. Family welfare is one of the benchmarks and barometers of development, because the family is the smallest unit of society that will greatly influence development performance (Hurairah, 2008).

One form of government policy in realizing family welfare is Regulation of the Minister of Internal Affairs of the Republic of Indonesia Number 1 of 2013 concerning Community Empowerment through the Family Empowerment and Welfare Movement (PKK). As a government partner, the PKK organization functions as a facilitator, planner, implementer, controller and mobilizer at each level for the implementation of empowerment programs in the community (Hikmat, 2006).

Banjarbaru City is an area located in South Kalimantan Province with a population of 215,463 inhabitants, and is spread in 5 Subdistricts and 20 Sub-Districts. The PKK organization in Banjarbaru City has a role in increasing family empowerment. In carrying out this PKK activity, it makes a positive contribution to women as housewives. The enthusiasm and high level of community participation in the PKK program in Banjarbaru City is illustrated by the many achievements related to community empowerment that have been achieved, including 1st Place in the 2018 National PKK Family Income Development Program (UP2K) Competition, 2nd Place in the 2018 National Clean and Healthy Environment Competition, 1st Place in the 2019 National Clean and Healthy Life Behavior Competition and various other achievements.

One of the PKK working groups that play an important role in community empowerment is Working Group II which is in charge of educational and skills programs. One form of implementation is realized through the Family Income Development Program (UP2K-PKK). The targets of the UP2K-PKK Program are implementing groups that have businesses or who want to establish individual businesses or groups that are part of a joint venture. Banjarbaru City as one of the implementing regions of the UP2K-PKK Program won the Pakarti Utama 1 award in the National Family Income Development Program Competition (UP2K) in 2018. This success become an interest for the researcher to analyze the form of community

empowerment done in the implementation of the UP2K program in the City of Banjarbaru.

## **2. Literature Review**

### **2.1 Family Welfare Empowerment Organization (Organisasi Pemberdayaan Kesejahteraan Keluarga/PKK)**

#### **2.1.1 Definition**

PKK is the crater Candradimuka as a means to foster a family in the framework of community life either in the city or in the village where the country can synergize in the realization of a more prosperous and self-reliant family and can develop a mental spiritual and occur in the passion and practice of Pancasila. The PKK movement was developed more broadly through various efforts and activities, namely the enhancement of education, the increase in family income, the increase in the quantity and quality of family food, the increase in the degree of family health, environmental sustainability, planned living habituation in all aspects of life and the planned family economy through saving habits. That are guided by the activity of 10 programs.

#### **2.1.2 The Role of PKK**

The role of PKK includes all the actions undertaken through a variety of skills activities that are carried out from healthy living, family education that starts from the bottom of the environment, namely households to villages and Kelurahan. The role of PKK is crucial for the government because it is a major intermediary between countries and women. The PKK also serves to succeed the government's guidelines and practices of Pancasila (P4) program expressly mentions that PKK serves and aims to assist the Government in development efforts. Even in the organizational structure, its existence under the auspices of the domestic department and its chairman at the village/Kelurahan is the head wife of the village/Lurah.

The role of PKK is in line with PKK vision and mission, and supported by ten basic programs owned by PKK, then more commonly known as "Ten Basic Programs PKK". With ten basic programs PKK can be clearly known that PKK has an agenda and a very noble goal that is to achieve the progress and welfare of the family that is the dream of each family. In order to be effective and successful, the PKK formed the Working group or POKJA. The Pokja-Pokja goes hand-on and complement each other so that coordination among the four working groups is indispensable for achieving maximum results

### **2.2 Family Income Improvement Program-family Empowerment and Welfare (Program Usaha Peningkatan Pendapatan Keluarga- Pemberdayaan dan Kesejahteraan Keluarga /UP2K-PKK UP2K-PKK)**

Family income improvement efforts-empowerment and family Welfare (UP2K-PKK) is a collection of all economic activities conducted by the family, both individually and in

groups, where the capital is sourced from non-governmental, government assistance, foreign assistance, private, and other sources that are legal and non-binding. The general purpose of UP2K PKK is to achieve an increase in family economic business through group and individual business, thereby increasing revenue and realizing the welfare of the family. The goal of UP2K-PKK activities is preferred for low-income families who have undergone business but have limited capital for business development. The implementing group UP2K-PKK was formed by each village or Kelurahan through the PKK. Source of capital UP2K-PKK is from Non-governmental (social funding), Banking and Non-Banking Institution (cooperative), Donor Agencies Foreign assistance, Another legitimate and unbinding source of funds.

### **2.3 Definition of Empowerment**

Rappaport defines empowerment as a method by which people, organizations and communities are directed to have power over his or her life. Fahrudin (2012) states that community empowerment is a series of efforts to help people to be empowered to improve their human resources and to strive to optimize these resources so as to increase their capacity to capitalize on the potential that they have at once can improve their economic capabilities through self-reliance activities. In other words, empowering the aim to enable and establish the community (Ginandjar Kartasasmita, 1995)

Empowerment is a process that runs continuously in order to improve the ability and independence of the community to improve the level of life, the effort can only be done by raising their power, in order to improve life with its own strengths and abilities. The basic assumption used is that every human being has the power and potential to develop itself for the better.

Basically, humans are active in an effort to increase their empowerment. In the framework of empowerment, the very important effort is to improve the education and degree of health and the establishment of access to economic resources such as skills, information, capital, technology and employment. Empowerment also involves the development of fundamental facilities and infrastructure, both physical and non-physical (Hasan, 2002).

Empowerment is an activity that is implemented continuously, dynamically, which synergistically encourage the involvement of all potential of the existing community. In this way it will enable the establishment of a compound civil society, with continuity of rights and obligations, mutual respect without feeling foreign in its community (Suhendra, 2006).

### **2.4 Principles of Community Empowerment**

There are four principles that are often used for the success of the Empowerment program, among others, the principle of equality, the principle of participation, the principles of sincerity or independence, and the continuing principle (Najati and Asmana, 2005).

Empowerment is a collaborative process, so social workers and communities need to work together as partners. The principles include: 1) The social work process puts the community as a competent actor or subject and is able to reach resources and opportunities; 2) Society needs to see themselves as an important agent that can bring about change; 3) Competence is obtained and sharpened through life experience, especially the experience that gives a feeling of being able to society; 4) Solutions that originate from case situations, must vary and appreciate the diversity that comes from the factors that are in the situation of the problem; 5) Informal social networking is an essential source of support for decreasing tension and enhancing the competency and ability to control a person; 6) Communities need to participate in their own empowerment, communities should be involved in the formulation of objectives, ways and outcomes; 7) Awareness or awareness levels are key to empowerment, because knowledge can mobilize actions for change; 8) The empowerment process involves access to resources and the ability to use those resources effectively; 9) The process of empowerment is synergistically, dynamic, continuously changing, evolutive and the problem always has a variety of solutions; 10) Empowerment is achieved through personal structures as well as parallel economic development (Suharto, 2005).

## **2.5 Dimensions of Empowerment**

Referring to the concept of empowerment submitted by Stewart (1998) in Suharto (2005) there are 6 (six) dimensions of empowerment that has completeness and adequacy of definitions. To clarify the six dimensions of empowerment will be discussed theoretically to be known elements and their nature:

### **A. Enabling Dimension**

Making able (enabling) is to ensure that the community has all the resources needed to be optimally empowered. Stewart (1998) mentions the definition of ability here is still abstract because it concerns the ability of physical resources. But making it capable of not only limited to the provision of concrete resources and can be measured only, but also a person's feelings of ability.

### **B. Facilitating Dimension**

The manager or the party that carries out empowerment sees as a fundamental task of management to eliminate all the challenges, barriers and delays that prevent people from doing their most work. Stewart (1998) states such barriers could be less compactness of information, proficiency or knowledge.

### **C. Consultating Dimension**

The importance of consultation is actively, directly and regularly with the community. Stewart (1998) said the consultation should not be done with face-to-face. The provision of an active suggestion box can run well as long as the community has confidence that their ideas will be thoughtfully noticed.

#### **D. Collaborating Dimension**

Collaborating does not mean the leader loses strategy. Stewart (1998) stated that the cooperation was to ensure that strategic changes have been considered more mature. Cooperation also guarantees the implementation of such strategic changes.

#### **E. Mentoring Dimension**

Guiding the leadership acts as an example and trainer for the community and colleagues. Stewart (1998) stated that guiding has a broader meaning than delegation. The guiding process is fundamental to the implementation of community empowerment.

#### **F. Supporting Dimension**

The real impact of empowerment will arise when leaders see that the lead role of leaders is the transitional leadership role or control interest. Community Empowerment is a process in order to provide an education of power and power to people who are in an unempowered condition to become more empowered.

### **2.6 Impact of Empowerment**

Kuncoro (2004) stated that the impact of the Community Empowerment program and the poverty alleviation program can be seen through:

#### **a) Human resources development (mentoring aid)**

The role played by empowerment is in fact a strengthening of power (ability) so that communities become increasingly self-reliant. Priyono and Marnis (2008) stated that human resource empowerment is an effort to empower the "human power" through the change and development of human beings, competency (ability), confidence, Authority (authority), as well as responsibility (responsibility) in the implementation of organizational activities to improve the performance as expected in other areas and in the field of education.

#### **b) Infrastructure development (infrastructure assistance)**

In general facilities and infrastructure is a tool supporting the success of a process that is being implemented. Moenir (1992) suggests that the means is all kinds of facilities, equipment and work equipment that is useful as a main tool and a helper in the performance of the work and also in order of interest that is related to the work organization.

#### **c) Institutional development (institutional development assistance)**

Fahrudin (2000) represents etymologically, development is a coaching and improving quality of life. While the institutional is more regarded as a management is the relation between human resources, finance and the relationship and system of work between an institution and other institutions. Institutional development is often known as institutional coaching, defined as a process to improve the institution's ability to further streamline the use of human resources with available finance. Institutional development is related to management systems including monitoring, evaluation and planning.

### 3. Research Method

This research uses a qualitative descriptive approach, which seeks to illustrate the form of empowerment using Stewart's theory which consists of enabling, facilitating, consulting, collaborating, mentoring, and supporting and supporting also the impact of the implementation of empowerment activities through Kuncoro's theory which consists of the impacts of economic development, human resource development, infrastructure development and institutional development. The technique of data collection is done by the interview method.

### 4. Results and Discussion

#### 4.1 Forms of Empowerment in the UP2K Program

##### A. Enabling Dimension

UP2K - PKK general guidance is carried out by the Local PKK group (TP PKK Kelurahan) once a month, whereas technical UP2K - PKK technical guidance is carried out by the related agencies and PKK group which is coordinated by the Agency/Office/Office of Community Empowerment routinely.

*"There is quite a lot of guidance we get, from various parties and related service offices, but all the training and guidance that we get is connected or facilitated by the TP PKK Kelurahan"* (Source: Interview with Chief of Poksus UP2K Mawar, Kel. Cempaka)

Technical coaching obtained UP2K in the neighborhood of Banjarbaru among others is; Construction of the orderly administration of UP2K by TP PKK Kelurahan and city; Development of prosperous family stages and the construction of strategic ways to add members and expand marketing by the Department of Population Control, family planning, community empowerment, women and child protection; Technical development of the application of product halal for SMES by the city Trade Department of Banjarbaru; Technical development of Joint Venture group formation and technical Development on reporting of the administration of joint ventures by the Department of Cooperatives, SMES, and Labor city of Banjarbaru.

Technical training acquired in the UP2K Banjarbaru, among others; fostering orderly administration of UP2K; fostering the stages of a prosperous family and developing strategic ways to increase membership and expand marketing by the Population Control Office, Family Planning, Community Empowerment, Women and Child Protection; technical development of the application of halal products for SMEs by the Banjarbaru City Trade Office; technical coaching on the formation of joint business groups and technical coaching on the reporting of joint business group administration by the Office of Cooperatives, SMEs, and the City of Banjarbaru Workers.

With the coaching it is expected to be able to increase members' knowledge and skills and change traditional behavior into entrepreneurial attitudes and behavior with the aim that the products produced are more economically valuable.

Apart from the large number of coaching activities carried out, in order to achieve the goals in the UP2K program, certain strategies are needed for the success of the program carried out by UP2K, which according to the management of the Working Group II TP PKK Banjarbaru are;

*"Members must be actively involved, group and individual activities must be routine and dynamic, a sense of solidarity among members must be high, members are enthusiastic and motivated, business results need to be creative and innovative, guidance and utilization of funds / capital by the Chairperson of the TP. Village PKK, and the results of operations are reported and evaluated periodically."* (Source: Interview of the Working Group II TP PKK Banjarbaru)

In addition to the above strategies, in an effort to increase the knowledge and skills of all UP2K members and group administrators in the Banjarbaru City scope, they have also participated in various kinds of training, while the types of training that have been carried out, including; Product Packaging training to be economical, creative and productive, Sasirangan Production training, Traditional Snacks Production training, Online Marketing training, Food Security and Safety training, Small and Medium Enterprises Accounting training, Modern and Traditional Makeup Training.

When asked about the follow-up carried out by the PKK TP after the training was held, the UP2K poksus administrator answered as follows;

*"In the past, after we were given training on hygienic processing of crackers, then how to package good products, then the head of the village PKK helped facilitate us to take care of the P-IRT so that our products would be safer and sell well," he said.* (Source: interview with members of Poklak "Kasturi" Kel. Syamsudin Noor)

## **B. Facilitating Dimension**

Initially established, UP2K's venture capital came from the management's personal funds. Over time and the development of the business, finally the business of Increasing Family Income (UP2K) in several Kelurahan received the trust of revolving loans from the results of community self-help with a system of repaying loans regularly.

*"Before the formation of the group working group, initially capital assistance was only given to individuals. However, after Special Groups (Poksus) are often fostered and participate in training related to UP2K, implementing groups are formed. This facilitates the poksus to provide loans and guidance to the poklak, so that the activities of business actors can also be seen. When there are exhibitions, bazaars, and merchandise promotions,*



*members of the Poklak can sell their various merchandise.”* (Source: interview with Head of TP PKK Kel. Syamsudin Noor)

In addition to loans from non-governmental organizations, UP2K Cempaka Kelurahan also gained a lot of trust including soft loans from the Banjarbaru City Cooperative and SME Office (APBD), as well as Corporate Social Responsibility (CSR) programs from private parties such as PT. Angkasa Pura which is useful for increasing business production.

UP2K in Banjarbaru City has a revolving capital collection system that is carried out regularly every month, where the results of this revolving capital return are used to increase the number of new UP2K - PKK groups and increase capital for UP2K - PKK groups who need additional capital.

In connection with the obstacles faced by UP2K, the main problem that is generally faced by the UP2K group is related to the marketing of products, especially culinary products that are not yet well-developed. To solve this problem, the UP2K group, assisted by the TP PKK Kelurahan as the coach, is trying to find business partners in both the formal and informal sectors. The formal sector includes institutions such as the PKK, Cooperatives, Ministry of Industry and Trade, Disdalduk KBPMP, tourism, and others. While the informal sector includes markets, shops and supermarkets (modern markets). UP2K is also directed to always participate in exhibitions, bazaars, etc. organized by related institutions such as PKK, Cooperatives, Industry and Trade, KBPMP Disdalduk, tourism, and others.

Based on the analysis carried out by TP PKK of Banjarbaru City, there are several points planned to increase marketing efforts of products that are still felt to require special attention, these efforts include; the need to re-determine the target market more specifically and precisely in order to facilitate the sales process; promote the market not only in offline stores, but also through online media or social networking; Creating the uniqueness of the product, especially in handicraft products so that the product can be known by something different or has characteristics in packaging, shape, or color; Collaboration with business partners is considered important in order to increase sales of business products. One of them is by trying to collaborate and build business relationships with Wedding Organizer or Event Organizer, which will boost sales targets more quickly and efficiently.

To increase the knowledge and skills of UP2K management and members, they always receive guidance and guidance from the TP PKK Kelurahan, Chairperson of the TP-PKK Kelurahan and related institutions, including administration, organization, cash accounting and recording as well as routine reporting. In addition to the above guidance, UP2K members and management also receive guidance on business management and entrepreneurship, marketing guidance with the aim that members understand the needs of the community and always try to improve quality and create creative and innovative products.

In running and developing family businesses through efforts to increase family income in the Cempaka Kelurahan area, certainly it is not free from assistance from various agencies or offices in the City of Banjarbaru.

The Banjarbaru City UP2K group has several marketing steps. The marketing of the production of UP2K in the City of Banjarbaru is carried out through: an exhibition of the anniversary of the Government of the City of Banjarbaru and the Province of South Kalimantan, a National Level exhibition (INACRAFT, SMESRO), in partnership with Angkasa Pura I, Pupuk Kaltim, and TP-PKK in each event agenda event, collaboration with craft centers in South Kalimantan, such as the Martapura market, gold through Dekranasda, marketing in malls, shops or stalls, mouth to mouth marketing, online marketing, one of them through social media Facebook and Instagram, socialization, training- group training.

### **C. Consulting Dimension**

Consultation activities carried out within the scope of the UP2K program mostly took place between the UP2K executor and the PKK management as a coach. Where UP2K implementers as counselors often consulted related to the development of their business. Consultation activities are usually carried out face-to-face, as reflected in the following interview excerpt;

*" Usually we meet with the PKK management to discuss the development of UP2K, while eating a friendly gathering." (Source: interview with UP2K Poksus member Kasturi Kel. Syamsudin Noor)*

Consultant is defined as a person or expert in charge of providing instructions, or advice in an activity. The word "consult" is defined as exchanging ideas or asking for consideration in deciding something and asking for advice from someone who is in control. Consultation material that is often discussed between UP2K actors and PKK management varies from the preparation of production, marketing to the obstacles in the field.

*"What was discussed was a lot, sometimes we asked for advice on packaging, sometimes we asked for help with promotion, so endorse.. hehehe ... sometimes if there were obstacles such as wanting to register for PIRT, we were also consul with PKK management" (Source: interview with UP2K Poksus member Kasturi Kel. Syamsudin Noor)*

The consultation process does not only occur between UP2K actors and the PKK Kelurahan administrators. In the UP2K Trustees program, the management of the PKK Kelurahan also routinely consults with the Trustees of the above level, namely the PKK management of the District and City. City PKK administrators gave many suggestions to UP2K Trustees in the village about how to conduct a good UP2K.

*"When developing, we often remind the village PKK management to direct the UP2K cadres. Examples such as when they want to start a business, they should pay attention to things like: easy or not marketed, look for businesses that are sustainable and produce quickly, whether the business raw materials are easily obtained, then make products that are of interest to the community, and also ensure good quality and packaging"* (Source: Interview of the Executive Board of POKJA II TP PKK Banjarbaru City)

Consultation activities in the UP2K program were not only carried out face-to-face, but also through media assistance to facilitate the consultation process. In order to achieve the efficiency of all efforts towards existing programs and improve coordination and satisfaction with community services, the UP2K-PKK kelurahan team also uses WhatsApp instant messaging services to facilitate consultation and communication quickly. In addition to using instant messaging, the use of Instagram and Facebook social networks also made efforts to improve coordination and also marketing business products.

*"We have a group of WhatsApp poksus and poklak, so if you want to discuss it becomes easier ... Gathering so keep awake because it is far more practical than having to wait to see you right right ..."* (Source: interview with UP2K Poksus member Kasturi Kel. Syamsudin Noor)

#### **D. Collaborating Dimension**

In the case of the UP2K program, collaboration or collaboration can be seen from the implementation of the production stages starting from preparation, implementation to control. The stages of production consist of the following steps: product planning (type, production, packaging), target planning, scheduling of activities, design of production, lay-out of machinery and auxiliary equipment, preparation of raw and auxiliary materials, placement of workers, processes production, monitoring the production process, developing production.

All of the activities described above were carried out entirely by the UP2K implementation group, fostered, assisted and supervised by various parties. The party most instrumental in assisting the implementation of UP2K production is the local PKK TP, which oversees the running of the business from planning to business evaluation.

*"The one who helped us was the PKK, right our coaches ... But also, with the assistance of training from other agencies, such as Ibu Puspa's office (red: Disdalduk KBPMPPA), cooperative offices, health offices, many were ..."* (Source: interview with UP2K Poksus Mawar Kel. Cempaka Member)

However, collaboration in the implementation of UP2K is not only possible with Poksus and PKK, but also with the help of resources from other relevant agencies.

### **E. Mentoring Dimension**

Guidance or mentoring is a way that is given to individuals in order to obtain the knowledge and skills needed to carry out their duties and functions optimally in completing their duties as expected. Mentoring activities in the UP2K program are carried out in each stage, starting from preparation to evaluating the success of UP2K. There are a number of parties involved in mentoring activities on the UP2K Poklak and Poksus, including the Village PKK TP as the main coach of the UP2K Poklak and Poksus, the PKK District, City, Disdalduk KBPMPPA. Office of Cooperatives and SMEs, Office of Food Security, Agriculture and fisheries, Health Office and others.

*"We are given regular guidance by the head of the village PKK, which is scheduled to be held once a month at the UP2K secretariat. If that is not scheduled, for example we have obstacles in the field we contact him via telephone. Sometimes he also occasionally visits poklak-poklak businesses to see first-hand the development of businesses that have been carried out"* (Source: interview with UP2K Poksus Mawar Kel. Cempaka Member)

Based on interview excerpts above mentoring activities that are routinely carried out both formally and informally are coaching activities carried out by the Head of the TP PKK Kelurahan, who guide and supervise business development from the initial planning and establishment up to the UP2K implementation.

*"Chairwoman (red: Chairperson of the PKK Kelurahan TP) helped guide us from the stage of forming a business, from seeing the market or product sales target, planning the product packaging method, contributing suggestions related to packaging design, to helping to market our products to his acquaintances."* (Source: interview with UP2K Poksus Mawar Kel. Cempaka Member)

PKK management in this case the Chairman of the local Village PKK has a role to guide the UP2K poklak from the initial planning of the product. From starting to set goals, product packaging to packaging design of products to be sold.

*"Even when our business is running, we still keep in touch regularly with him, especially when we face problems in the field, for example yesterday there were members of our poklak who were experiencing marketing difficulties and decreased turnover, we contacted him to help."* (Source: interview with UP2K Poksus Mawar Kel. Cempaka Member)

*"Mother (red: Chairman of PKK Kelurahan) also helped us develop the business, when our products were sold, he encouraged and gave us ideas to develop new products. For example, there are members of our poklak who sell traditional crackers and sell well, and then my mother suggests making other cracker products in different forms to be marketed."* (Source: interview with UP2K Poksus Mawar Kel. Cempaka Member)

Based on the above interview excerpt, it can be seen that PKK management is actively involved in developing UP2K poklak not only during the formation or planning of the product, but also continues to foster when the product has been marketed and helps to evaluate and also product development.

## 4.2. Impact of Empowerment

### 4.2.1 Impact of Economic Development

Through UP2K, for example, as in UP2K Mawar, Cempaka Village, Cempaka District, Banjarbaru City, the welfare of UP2K - PKK family members in meeting their daily needs has increased. The following are data on increasing the family welfare of the UP2K - PKK group in meeting their daily needs.

**Table 1:** Welfare of Group Member Families

	<b>Before</b>	<b>After</b>
<b>Daily Needs Fulfillment</b>	Rp. 473.000, 00	Rp. 1.965.000, 00

(Source: Data of Working Group II TP PKK Kelurahan Cempaka)

Family Welfare Members of the UP2K - PKK Group such as in UP2K Mawar, Cempaka Village, Cempaka District, Banjarbaru City in increasing family income also increased. The following are data on increasing the family welfare of the UP2K - PKK group in increasing family income.

**Table 2:** Increase in Family Income of Group Members

	<b>Before</b>	<b>After</b>
<b>Increase in Family Income</b>	Rp. 534.300, 00	Rp. 2.612.000, 00

(Source: Data of Working Group II TP PKK Kel. Cempaka)

Not only has there been an increase in welfare for the UP2K-PKK Group's Family Members, there has also been an increase in the amount of UP2K-PKK Group's capital from year to year. The following is a table of the total capital of the UP2K - PKK group from 2018, which is compared with the amount of capital in the previous year, namely 2017:

**Table 3:** Total Capital of UP2K Kelurahan Cempaka

<b>Total Capital</b>	<b>2017</b>	<b>2018</b>
<b>Increase in Total Capital</b>	Rp. 980.000, 00	Rp. 6.763.000, 00

(Source: Data of Working Group II TP PKK Kel. Cempaka.)

### 4.2.2 Impact of Human Resource Development

The HR development that has been carried out through the UP2K program in Banjarbaru City is in the form of conducting training and training activities for UP2K Pokja members

whose nature is to increase knowledge and train the skills of human resources incorporated in the UP2K group, which is reflected in the following interview excerpts;

*"We have participated in training a number of times, there is a home industry hygiene and sanitation training, there is also a good product packaging training, after participating in the training we can apply the method to our products ..."* (Source: interview with UP2K Poksus member Kasturi Kel. Syamsudin Noor)

#### 4.2.3 Impacts of Development of Facilities and Infrastructure

In general, facilities and infrastructure are tools that support the success of a process carried out. Sarana is all types of equipment, work equipment and facilities that function as main tools / assistants in the implementation of work, and also in the context of interests that are related to the work organization. The development of facilities and infrastructure related to UP2K, among others, has been built UP2K secretariat or gallery in several villages such as Cempaka and Syamsudin Noor.



Figure 1: UP2K Gallery, Kelurahan Cempaka

#### 4.2.4 Impact of Institutional Development

One of the impacts resulting from the implementation of the UP2K program is the institutional development of the UP2K Working Group and POKUS itself. As quoted from the results of the interview with the speaker at UP2K Mawar Poksus, the following:

*"Alhamdulillah, UP2K Mawar, after being given guidance from many parties and developing and expanding our business, we have managed to achieve an independent UP2K ranking."* (Source: interview with UP2K Poksus member Kasturi Kel. Syamsudin Noor)

Mawar UP2K Cempaka Village Group which is one of the UP2K in Banjarbaru City, since its inception in 2010 until now has grown and is included in the UP2K Mandiri group category. Indicators of business development for the UP2K Mandiri group include; there is a complete group and there is a clear division of tasks, complete administration,

opening of accounting and complete finance, has carried out transactions through bank services, the production of goods / services is getting more quality and quantity is developing, the production process has used appropriate technology tools, marketing has expanded, marketing techniques using media assistance, partnering with other parties, complete business legality (domicile permit, business permit, environmental impact analysis, etc.).

Another institutional development resulting from UP2K program in the Banjarbaru namely the expansion of partnership networking of UP2K to the mall, stores, bazaars, expos and online shop.

## 5. Conclusion

Forms of empowerment in the UP2K-PKK program in Banjarbaru already includes six dimensions of empowerment that is made capable (enabling) through training and coaching, facilitating (facilitating) the capital and in overcoming the problems and constraints, consulting (consulting) carried out on a regular basis through face to face as well as phone and instant messaging, collaboration (collaborating) in which the group UP2K guided and nurtured (mentoring) shared by the PKK in coordination with relevant agencies, support (supporting) in the form of moral support, spiritual, financial and infrastructure.

Impacts resulting from the UP2K program are economic development in the form of increased amounts of capital and income, human resource development in the form of guidance and training, infrastructure development and institutional development in the form of expanding business partnership networks.

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