

Social Values in Family Welfare Empowerment Activities in Anjir Serapat Muara Village

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ABSTRACT

Lack of public awareness of the importance of health by starting from a healthy way of life. In addition, the lack of education and knowledge about healthy living is the main factor for people not wanting to do posyandu. Therefore, the existence of Family Welfare Empowerment (PKK) is very helpful in meeting basic needs so that families can be empowered and cared for. This study aims to describe the social values in PKK activities in Anjir Serapat Muara village. The method used in this study is a qualitative method, data collection techniques by way of observation, interviews and documentation. Data analysis includes data reduction, data presentation and verification/conclusion. The results of the research describe that the Family Welfare Empowerment work program in Anjir Serapat Muara Village has social values in the activities carried out, namely social values of responsibility, social values of cooperation, social values of caring, social values of empathy and social values of helping each other. The social value obtained is found in the Family Welfare Empowerment activity work program which is routinely carried out every month, namely the Posyandu work program.

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1. INTRODUCTION

The Family Welfare Empowerment Movement (PKK) is a government partner tasked with meeting basic needs so that families can be empowered and cared for. The mission of TP.PKK is to embrace and foster the community so that all members of the community can realize the results of the development of all members of the community. Community fundraising for the Family Welfare and Empowerment Movement (PKK) according to the decision of the Minister of Home Affairs of the Republic of Indonesia of 2013 No. 1 Building a community increases welfare because of fear of God Almighty building a virtuous aristocratic family, healthy, prosperous and independent, achieving gender equality and justice and having objective (Apriani et al., 2023).

The main goal of the PKK is the welfare of the family, because the family is the smallest social unit and has a major influence on the results of development work that assists government programs. Starting from this prosperous family, the nation and state life can create peace, safety, harmony and tranquility. Therefore, family welfare is a reference for the government to formulate work programs. The PKK group is a movement that supports government programs by collecting information on various aspects of needs such as demographics, pregnant women, babies, births and deaths of housewives in community activities who wish to join the PKK organization and become administrators. A family that fulfills a person's basic physical and mental needs is a family that can develop and progress and be independent (NASRI, 2020)

The government provides a health center or better known as Posyandu (Integrated Service Post) so that the community visits and consults more regularly on health issues, especially on the health of mothers, children and the elderly. Therefore, PKK offers regular consultations by way of periodic counseling to improve public health. The priority of PKK activities is to promote welfare that is more related to a healthier lifestyle. The existence of activities carried out by the PKK for the community shows very high social values for the community, especially in the Anjir Serapat Muara Village. The social values contained in PKK activities are (1) Responsibility, (2) Caring, (3) Empathy, (4) Cooperation, and (5) Please Help (Ilhami, 2022).

In line with what is happening in the field today, people still pay little attention to how important health is by starting from a healthy way of life, and there are still many people who are reluctant to come to the Posyandu to carry out immunizations for pregnant women, children, the elderly and youth Posyandu because they think that posyandu is not that important. Lack of education and knowledge of healthy living is the main factor that some people are still reluctant to do posyandu. Therefore, the existence of Family Welfare Empowerment (PKK) is very helpful in counseling families to live healthy lives. Therefore, this research aims to find out the social values in PKK activities in Anjir Serapat Muara Village.

2. METHODS

The type of research method used is a qualitative research method. This approach leads to a holistic (general) personal environment (Moleong, L. J., 2019) Sources of data in this study were informants based on the facts observed from observations and documents, with PKK member informants and the community involved. Data collection techniques using observation techniques interviews and documentation. Source, place and time triangulation was also used in this study.

Table 1. List of Informants

No	Name	Age	Occupation
1	JR	58 years	Village Head Anjir Serapat Muara
2	R	58 years	PKK Chairperson
3	AH	28 years	Deputy Head of PKK
4	E	44 years	Anjir Serapat Muara Village Midwife
5	J	47 years	Anjir Serapat Muara Village Resident

Source: Data Processed by Researcher (2022)

Based on the data above, in qualitative research, ensuring the validity of data involves employing several key strategies to enhance the trustworthiness and accuracy of findings. Triangulation, a method involving the use of multiple data sources or methods, helps cross-verify results and offers a more comprehensive understanding of the research topic. Member checking, wherein researchers share their findings with participants for feedback, ensures that their perspectives are accurately represented and adds credibility to the interpretations. Peer debriefing involves discussions with colleagues to receive feedback on the research process, reducing the likelihood of biases. Maintaining an audit trail, or a transparent record of the research process, contributes to dependability and transparency. Providing rich and thick descriptions, engaging in

negative case analysis, practicing reflexivity, and ensuring consistency and prolonged engagement with the research setting further enhance the overall validity of qualitative research. These strategies collectively contribute to the robustness of qualitative findings, reinforcing the reliability and credibility of the research outcomes.

3. FINDINGS AND DISCUSSION

Barito Kuala is one of the cities in South Kalimantan whose population is growing fast and rapidly. Based on BPS data, the city of Barito Kuala has an increase in population every year from 2020-2022 (BPS Data, 2022). As with other regions that have rapid development and strive for community empowerment, there is community involvement in development. Strengthening community capacity within the framework of government means that the community plays an important role in how the government manages programs and seeks to improve the quality of life for everyone in the region (Susanto, 2019).

The establishment of the Family Welfare Empowerment Movement is currently based on the Decree of the Office of the President of the Republic of Indonesia regarding the Family Empowerment and Welfare movement (2017) which generally states that families can support and benefit from the movement to create Through wisely and effectively using stronger resources to building a foundation of social competence. Article 1 states that the PKK movement or family empowerment and welfare is a national development movement depending on the leadership of the surrounding community to grow from the bottom up and achieve a family that believes and fears God Almighty and for a healthy personality and gender equality and justice. independently and to develop legal and environmental knowledge (Fajriyah, et. al., 2023)

The management of the PKK mobilizing group is an element that supports the implementation of the PKK work program which is set to consist of leaders of institutions/agencies that support families and households as well as community leaders in promoting safety and security in accordance with the decree of the minister of home affairs. Overseeing the role of the head of internal affairs, governor, council member/mayor, camat and village head/lurah, depending on the level of government (Aprilia, 2021).

Organizationally, PKK is one of the mass organizations with the widest and most diverse structure and diversification at the regional and village/kelurahan levels. There is a kind of tradition where the wives of the president, governors, regional heads and village/lurah heads become heads of the PKK working groups at their respective levels. Therefore, even though the PKK is an independent mass organization, it is very close to the government and government programs (Widyawati, 2021). PKK trainers or teachers are members or cadres of the PKK movement group who follow the PKK training method and then get an SK as a trainer and leader of this regional PKK mobilization group. The main supporter of the PKK is the wife of the President of the Republic of Indonesia and plays a role in leading and supporting the success of the PKK movement both morally and materially (Amrizal, 2021).

Before compiling and making a work program that will be carried out during the management period, therefore, look at the vision and mission of the TP.PKK and by looking at the 10 PKK programs and being a role model for every PKK driving team in carrying out the work program. As for the work program of the PKK driving team that has been compiled both an annual work program and a monthly work program that will be and have been implemented in Anjir Serapat Muara Village, namely:

1. Posyandu Work Program

The work program that has been prepared and carried out every month is posyandu activities where all members are involved in these activities. This Posyandu is held every month with four Posyandu being implemented, namely, (1) Toddler Posyandu, (2) Pregnant women Posyandu, (3) Elderly Posyandu, and (4) Youth Posyandu, which are as follows:

a. Posyandu Toddler

Young children are children under the age of five who have achieved one or more levels of popularity. Toddler is a general term for children aged 1 to 3 years (infants) and preschoolers (3 to 5 years) (Yuliawati, 2021). Posyandu Toddlers in the village of Anjir Serapat Muara are held every month on the 10th, Posyandu activities are managed by the puskesmas health team, namely midwives and also with the help of TP.PKK members to become Posyandu toddlers cadres. Posyandu activities for toddlers are carried out by providing stunting food and immunization for toddlers. Stunting is a condition where small children experience a decrease in height or body length when compared to children of their age. The provision of stunting and immunization aims to prevent malnutrition and reduce under-five mortality rates.

b. Posyandu for Pregnant Women

Pregnancy is the growth and development of the intrauterine fetus, starting with conception and ending with the onset of labour. The duration of pregnancy and ovulation to delivery is approximately forty weeks (280 days), and a maximum of forty-three weeks (300 days). The gestational age of 40 weeks is known as full term or full term pregnancy (Widiarti & Yulviana, 2021). Posyandu for pregnant women in Anjir Serapat Muara village is held every month on the 11th. Posyandu activities for pregnant women are carried out by providing nutrition and additional food as well as notifications about food that must be consumed by pregnant women aiming to prevent nutritional disorders in mothers and babies when they are born.

c. Elderly Posyandu

The elderly are in the last stage of aging. Gray hair is a condition that occurs in a person's life, namely in the elderly group or people who are over 60 years old. The elderly experience physical and external psychological changes. Physical changes include a decrease in mental and physical strength (Putri et al., 2021). The elderly Posyandu in the village of Anjir Serapat Muara is held every month on the 15th, these elderly Posyandu activity is carried out by checking blood pressure, blood sugar and other body health checks. The purpose of implementing these elderly Posyandu is to monitor the condition of the elderly population to guide them in caring for and monitoring their own health conditions.

d. Youth Posbindu

Posbindu PTM Adolescents or Integrated Youth Non-Communicable Diseases Post is a form of community participation to manage risk factors independently and sustainably. Factors that cause non-communicable diseases (PTM) include smoking, consuming alcoholic beverages, unhealthy food patterns, lack of physical activity, hyperglycemia, hypercholesterolemia and other risk factors found through health education. Early monitoring and quick referral to basic nursing (Mahdur & Sulistiadi, 2020).

2. Holiday Commemoration Work Program

The work program that has been prepared by the PKK driving team in Anjir Serapat Muara village is the commemoration of holidays which are held every year, namely (1) Celebration and commemoration of the Prophet's birthday, (2) Joint Iftar event which is held in the month of Ramadan, and (3) National day commemoration such as teacher's day, August 17th anniversary, and other national day commemorations. This work program could not be carried out due to the Covid-19 constraints, the government issued regulations prohibiting crowds which would cause the virus to spread easily and quickly. Therefore, this work program has not been implemented properly.

3. PKK Training Activity Work Program

The work program compiled by the PKK driving team was also directed directly from the government, namely training activities for PKK mothers who joined this TP.PKK. The training programs arranged in the work program of the PKK driving team are (1) sewing training, (2) training on making sasirangan, and (3) training on making basket and bag crafts. The work program that was proposed directly by the head of the PKK and directed directly by the sub-district did not work as it should because it was caused by problems with materials that were difficult to find.

Social values are values that are accepted by society, related to what society considers right and wrong or considered good and bad. Suparto revealed that social values have the same function in society. Among them, values can provide a variety of ways to control people's thinking and behavior. Furthermore, the role of social values also determines the performance of individual social roles and social values also function as a means of cohesion between members of community groups (Pratama, 2021) (Lasprita, et al., 2023).

The social values in PKK activities in Anjir Serapat Muara Village are in accordance with their meaning, if they are related to the PKK program, their relation to the community is referred to as social beings. Based on the results of this study, the researcher found the social values contained in PKK activities in Anjir Serapat Muara Village, after conducting data collection techniques in the form of interviews the researcher collected the results of the interviews and the researcher found the social values contained in PKK activities, namely:

1. Responsibility

According to (Munawar et al., 2016), responsibility is related to something that is considered right and wrong, what is permitted and what is prohibited, as well as the responsibility for good and bad, responsibility for what is negative and always urges us to use it. Responsibility for PKK activities can be seen from when the management was formed, the members of the PKK board before and after becoming members of the PKK had agreed on the mandate to be assigned by the PKK board members themselves. Before deciding to join, prospective members first find out what the tasks are when they are part of the TP.PKK board. So, when carrying out their duties there are obligations and responsibilities that must be carried out by the members of the TP.PKK themselves.

2. Concern

Concern is a specific action taken by a group/community/organization in response to a problem. The Big Indonesian Dictionary (KBBI) explains that caring is participation which means participation. Social concern is a characteristic associated with people in general that every member of that person helps other people or others (YANTORO, 2015). The concern of PKK board members can be seen from when this board was officially formed, PKK board members before becoming PKK board members already had a sense of concern for the community. This concern is shown through being involved as administrators of the PKK driving team. The participation of PKK members who are involved in each PKK program that has been prepared such as the Posyandu work program, the members become part of the cadre to assist the community in carrying out these activities. Prior to that, PKK members had a feeling within themselves to be involved in helping people who are less prosperous within their families, and when they see the condition of the people who are still not paying enough attention to their health, such as when the government implemented posyandu sometimes the people didn't want to come. Therefore, the mothers were attracted by a high sense of concern to help by becoming administrators of the TP.PKK. and when you see the condition of the people who are still lacking in paying attention to health, such as when the government implemented posyandu, sometimes people don't want to come. Therefore, the mothers were attracted by a high sense of concern to help by becoming administrators of the TP.PKK. and when you see the condition of the people who are still lacking in paying attention to health, such as when the government implemented posyandu, sometimes people don't want to come. Therefore, the mothers were attracted by a high sense of concern to help by becoming administrators of the TP.PKK.

3. Cooperation

Cooperation occurs when individuals recognize that they have the same interests and that they have the knowledge and understanding within themselves to pursue these interests (Murdiyanto, 2020). The cooperation carried out by PKK administrators can be seen from when this management carried out Prokers, especially Monthly Prokers, namely Posyandu which was held every month at the Puskesmas with Midwives. The PKK work program activities are carried out once a month, namely Posyandu activities which involve collaboration between PKK members and the health team. This Posyandu activity was carried out at the Anjir Serapat Muara village health center,

4. Empathy

Empathy comes from the basic word empathy which means feeling. Empathy is a state of mind in which one person experiences the same state of mind as another person (Lusiawati, 2019). The social value of empathy carried out by PKK administrators can be seen from when this management carried out a work program, especially the monthly work program, namely Posyandu which is carried out every month at the Puskesmas with midwives. The thing that underlies PKK members to choose to become part of the TP.PKK board is because they have a feeling of empathy for people who do not understand the importance of health, therefore this sense of empathy is expressed by helping through counseling or notification to the community that Posyandu activities will be carried out as well is a form of real assistance to the people of Anjir Serapat Muara.

5. Mutual help

According to KBBI the word *pleaseme* as help. When the word *gotong royong* means helping or helping each other. Please help activities do not consider or discriminate against people based on nationality, ethnicity, race, religion, class, social status or education. The more people work together, the more harmonious and effective they will be in their lives and in the lives of others. The help that is carried out by the PKK management can be seen from when this management carries out a work program, both a monthly work program and a work program that is carried out once a year. In a society, there will be harmony and mutual respect for one another when in society the attitude of mutual help is created regardless of social status.

Based on previous research by (Agustin et al., 2019) which said that the PKK movement has three areas of Posyandu activities namely, first socialization of all mothers and children and parents, secondly community integration counseling is carried out to inform pregnant women and mothers with children under the age of five about the importance of vaccination so that they stay healthy, the three programs for empowering the elderly. While in this study, it explains the work program of the PKK, namely Posyandu. There were four posyandu activities found by the researchers, namely, the first posyandu for toddlers, the second posyandu for pregnant women, the elderly posyandu and the fourth posyandu for teenagers.

4. CONCLUSION

Through PKK activities in the village of Anjir Serapat Muara there are social values in every activity carried out by the PKK driving team, namely: (1) The social value of Responsibility, can be seen based on the sense of responsibility that each PKK member has when given trust. (2) The social value of this concern and empathy can be seen from all members who join the PKK willingly without being paid. (3) The social value of cooperation can be seen from the cooperation between PKK members and the health team and village officials when carrying out PKK activities or work programs.

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