

Fortifying Life Skills and Family Guardianship at the “KAMPUS BUNDA” Literacy Hub

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ABSTRAK

Inisiatif "KAMPUS BUNDA" di Desa Sekayu bertujuan untuk menyediakan pendidikan kesehatan reproduksi dan seksual yang komprehensif bagi perempuan dan ibu, mengatasi masalah-masalah kompleks, dan menekankan pengawasan orang tua serta perlindungan dari ancaman digital. Dengan rencana implementasi selama tiga tahun dan dipandu oleh proyeksi kegiatan, program ini menunjukkan adaptabilitas terhadap kebutuhan masyarakat. Menggunakan pendekatan kualitatif dengan metode Double Diamond Design Thinking, implementasi mencakup identifikasi kebutuhan masyarakat, observasi lapangan, dan keterlibatan pemangku kepentingan. Kurikulum mencakup berbagai aspek kehidupan dengan menggunakan berbagai metode pembelajaran. Hasil program meliputi buku pengembangan keterampilan lunak bersertifikat, ringkasan eksekutif, dan dokumentasi yang disebarluaskan melalui media sosial. Hasil tambahan mencakup kurikulum bersertifikat IPR, artikel ilmiah, publikasi media massa, modul/panduan pembelajaran, dan video pendidikan, menunjukkan komitmen untuk mendukung inisiatif berkelanjutan dan berdampak di Desa Sekayu.

Kata Kunci: Pengawasan Orang Tua, Remaja, Implementasi, Double Diamond

ABSTRACT

The "KAMPUS BUNDA" initiative in Sekayu Village aims to provide comprehensive reproductive and sexual health education for women and mothers, addressing complex problems and emphasizing parental supervision and protection against digital threats. Structured with a three-year implementation plan and guided by activity projections, the program exhibits adaptability to community needs. Employing a qualitative approach with the Double Diamond Design Thinking method, the implementation includes identifying community needs, field observations, and stakeholder engagement. The curriculum covers diverse life aspects, using varied learning methods. Program outputs include a certified soft skills development book, an executive summary, and disseminated documentation through social media. Additional

outcomes feature an IPR-certified curriculum, scientific articles, mass media publications, learning modules/manuals, and educational videos, illustrating a commitment to fostering a sustainable and impactful initiative in Sekayu Village.

Keywords: Parental Supervision, Adolescence, Implementation, Double Diamond

INTRODUCTION

Cases of sexual violence have become a global spotlight that require serious handling. According to data from the Ministry of Women's Empowerment and Child Protection in 2022, Indonesia experienced 9,588 cases of sexual violence, with children as the main victims (Aha, 2023). The response to this concern was realized through the establishment of various child protection systems by the Child Protection Task Force, such as child-friendly parks and child-friendly schools. Even though these steps have been taken, the fact that elementary school children are the largest group of victims, reaching 62%, shows that this problem is still increasing (Ilyasa, 2022). Children and teenagers in Indonesia are also faced with serious risks related to sexual violence, promiscuity, drug abuse and premarital sexual behavior. Data recorded in 2022, around 4.5% of teenage boys and 0.7% of teenage girls admitted to having had premarital sex (Nurafriani et al., 2022). Central Java Province recorded 11.392 cases of marriage dispensation in the same year, most of which were caused by out-of-wedlock pregnancies (Mh, 2023). Apart from that, other problems such as increasing HIV cases, illegal drug abuse and drug addiction have spread to the sub-district level (Ismayati et al., 2023), where there are five teenagers being treated for drug addiction and one HIV positive teenager in Sekayu Village (Winawati & Mubarokah, 2022). The proposed service program aims to help overcome these problems in Sekayu Village. The main objective of this program is to conduct an analysis of community service based on comprehensive reproductive and sexual health education, with a focus on women and mothers, to break the chain of increasingly complex problems (Sanjiwani & Pramitaresthi, 2021). Apart from that, this study also aims to determine the extent of the impact of women's empowerment, especially in making intelligent decisions related to reproductive welfare and health as well as protecting children and adolescents from the dangers of sexual crimes through program implementation. It is hoped that the benefits of this study activity will be felt by various parties. Even though there have been many similar service efforts, there are gaps that need to be addressed. Supervision, attention and education from parents towards children and teenagers in Sekayu Village is still less than optimal (Wulandari et al., 2023). Unrestricted access for children and teenagers to negative content in this era of digitalization has become a serious threat that requires further handling (Rose et al.,

2022). Therefore, the "KAMPUS BUNDA" program is proposed which focuses on the role of the family, especially parents, in shaping the character and behavior of children, especially in adolescence.

METHODS

The Women's School "KAMPUS BUNDA" has been designed with implementation milestones for three years based on structured activity projections (**Figure 1**). The entire design of this milestone ensures that each stage is adapted to community needs (Brody & Nair, 2022), making "KAMPUS BUNDA" a pioneer in holistic and sustainable women's education and health initiatives. The method used in this activity is qualitative (Silverman & Patterson, 2021) with a Double Diamond Design Thinking approach. This approach has four main stages consisting of Define, Discover, Develop, and Deliver to obtain comprehensive research results (Curedale, 2019).

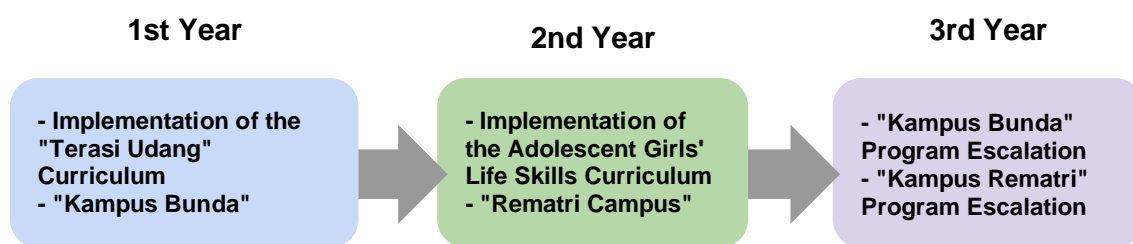


Figure 1. Milestones for the "KAMPUS BUNDA" program

Source: Author's Elaboration, (2023)

Data was obtained primary, namely through field observations and secondary data collected through literature studies and Focus Group Discussions which were carried out for five months, namely from June to November 2023. Furthermore, data triangulation was carried out to obtain valid and reliable data. Data codification is also used in thematic analysis in this activity. Next, a Qualitative Comparative Analysis was carried out using the Program Feasibility Study method which includes the IE Matrix, VRIO Framework, and Value Chain Analysis to obtain the expected relevance in this research (Hennink et al., 2020).

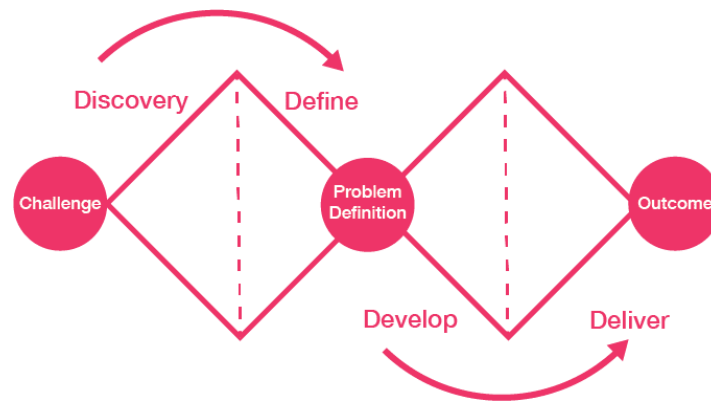


Figure 2. Conceptual framework

Source: Author's Elaboration, (2023)

RESULTS AND DISCUSSION

Program Feasibility Study

Matriks I-E Factors

The Internal-External Factor Matrix is used in this study to help implement more targeted innovations (Capps, Iii & Glissmeyer, 2012). This matrix is used to analyze internal and external factors that influence the implementation of the "KAMPUS BUNDA" program according to its focus, namely increasing mothers' capacity in terms of education and health (Sanjiwani & Pramitaresthi, 2021). Table 1 explaining the conditions of the "KAMPUS BUNDA" program in its implementation.

The results of the internal and external factor matrix assessment of the "KAMPUS BUNDA" Program produced an internal strength score of 3.73 and an external strength score of 3.17, which reflects the extent to which this program has the potential and readiness to face challenges and take advantage of existing opportunities. Thus, it can be abstracted (**Figure 3**) that the program is currently experiencing a growth stage, with prospects for continued growth (MacIntosh et al., 2023). This program also shows significant potential to achieve the goal of comprehensive reproductive and sexual health education, especially for women and mothers, with the hope of addressing increasingly complex problems.

External factors show that Human Resources has the highest score of 0.64, indicating that the HR aspect is one of the main strengths of the program. The existence of active and involved health cadres is a significant added value. Program Infrastructure and Accessibility also made a positive contribution with scores of 0.36 and 0.72 respectively. However, special attention still needs to be paid, especially to the Focus of Social Programs and Institutions so that they can be further optimized. Meanwhile, external factors that provide opportunities for

this program are Technology and Information Access, as well as Stakeholder Support, both with a score of 0.76. These factors indicate the existence of external environmental support that can be utilized to increase program effectiveness. On the other hand, Budget Availability and Social Environment make a positive contribution, although further efforts are still needed to optimize them. Overall, the results of the matrix analysis show that the "KAMPUS BUNDA" Program has a strong foundation for moving forward. Improvements in critical aspects such as Program Focus, Social Institutions, and Budget Availability can be a focus for improvement to increase the quality and positive impact of the program. Apart from that, the strategy for utilizing Technology and Access to Information needs to be strengthened so that the program can continue to develop in accordance with the developing needs of the community and the surrounding environment.

Table 1. Matriks I-E factors

Internal factors	Weight	Rating	Score
Human Resources	0.16	4	0.64
Infrastructure	0.12	3	0.36
Social Institutions	0.12	4	0.48
Accessibility Program	0.18	4	0.72
Society participation	0.14	4	0.56
Focus Program	0.15	3	0.45
Collaboration Partners	0.13	4	0.52
Total			3,73
External Factors	Weight	Rating	Score
Social environment	0.12	4	0.48
Budget Availability	0.17	3	0.51
Regulations	0.15	2	0.3
Technology and Information Access	0.19	4	0.76
Economic Challenges	0.18	2	0.36
Stakeholder Support	0.19	4	0.76
Total			3,17

Source: Author's Elaboration (Processed, 2023)

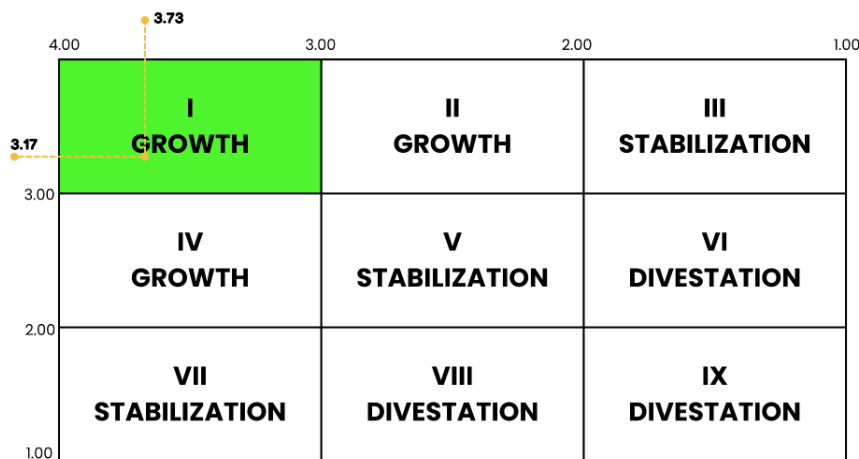


Figure 3. Positioning of the "KAMPUS BUNDA" program

Source: Author's Elaboration, (2023)

VRIO Framework Analysis

The "KAMPUS BUNDA" program has a competitive advantage value that can be analyzed using the VRIO Framework to evaluate its resources and capabilities in achieving the desired goals and sustainability (Barney & Hesterly, 2020). First of all, Human Resources is a critical point in the success of this program, without good human resources the program will not run well (Robinson & Green, 2011). The existence of active and involved health cadres provides rare value, because the contributions they make are difficult to imitate by similar programs. Their existence is the main foundation that supports program implementation, ensuring the provision of quality health information and services to participants. The human resources of this program can be considered a rare value (Berman, 2022), because not all programs have health cadres who are active and maximally involved. Furthermore, Program Infrastructure and Accessibility are strengths that provide added value to this program. The facilities and access that have been provided create an optimal learning environment that is easily accessible to participants. Good infrastructure supports the smooth running of learning activities and program implementation, while optimal accessibility makes it easy for participants to take part in program activities. In this perspective, these two aspects can be considered as values, because not all programs have equal infrastructure and access (Fisher et al., 2020). However, Social Institutions are a point that still requires further attention. Although there have been efforts to build social institutions, further strengthening is needed to provide maximum sustainability. Social institutions are a category that may not provide value commensurate with the efforts that have been made. The social institutions of this program

may be considered as less valuable resources and capabilities, so improvement strategies are needed to increase their added value.

Program focus is a critical aspect that needs to be considered. Even though it has provided value, improving this aspect can be a strategic move (Barney & Hesterly, 2020). Optimal program focus will create a competitive advantage in terms of program sustainability and the positive impact it can have on society. The focus of the program may be considered a valuable resource and capability, but may not have reached its full potential. Overall, the "KAMPUS BUNDA" program has significant advantages, especially in Human Resources, Infrastructure and Program Accessibility. However, to ensure the sustainability of the program and increase its positive impact, special attention is needed to the Social Institutional aspects and Program Focus. This analysis has ensured that the program remains an effective and sustainable initiative in making a positive contribution to society.

Value Chain Analysis

The "KAMPUS BUNDA" program can be analyzed through a value chain approach to understand the activities involved in planning, implementing and sustaining the program (**Figure 4**). In Support Activities, Infrastructure in the Sekayu Village area is an important foundation that supports the smooth running of program activities. The existence of adequate physical space support creates an optimal learning environment for participants. Human Resources Management, involving 15 implementing students and Sekayu Village stakeholders, is a critical point in supporting the sustainability of the program (Bischoff & Volkmann, 2019). The involvement of students as implementing staff brings added value, while Sekayu Village stakeholders have a strategic role in supporting program implementation at the local level. The technological approach of using Instagram and YouTube as supporting media provides added value in conveying information effectively and reaching a wider audience. On the other hand, in Procurement activities, the use of guidebooks for mothers and life skills training props, such as cooking classes, content creation and digital business, is an investment that supports the quality of the material and experience of program participants.

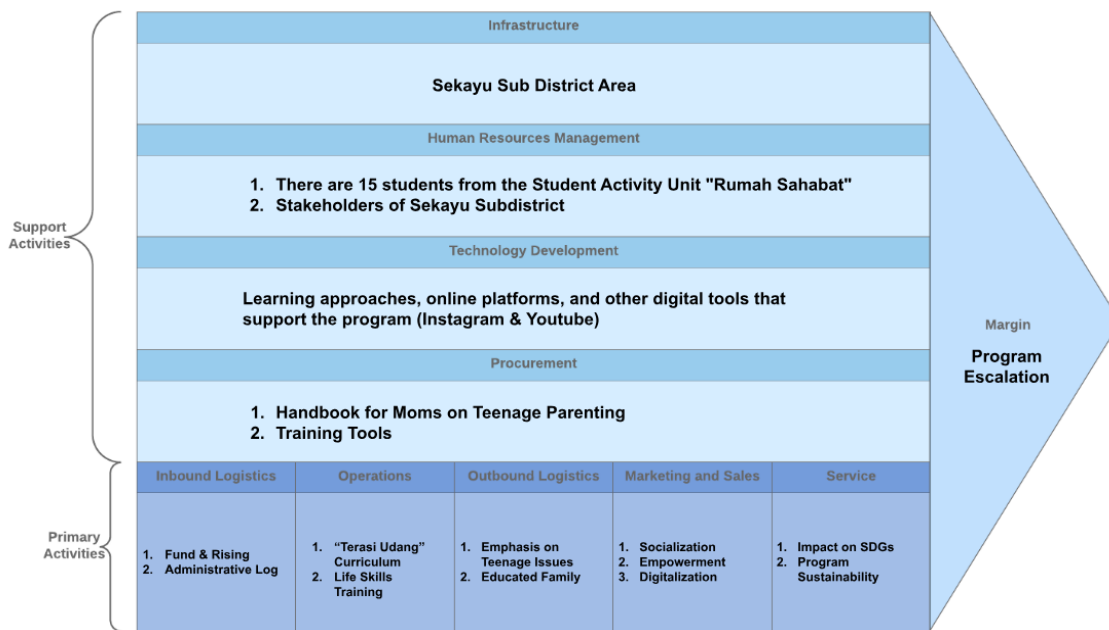


Figure 4. Value chain model for “Kampus Bunda” program

Source: Author's Elaboration, (2023)

Meanwhile, in Primary Activities, Inbound Logistics involves funding and administrative needs as an important first step in supporting program sustainability. Availability of funds and smooth administration provide a strong basis for proceeding to the next stage. Program operations include implementation of the "Terasi Udang" curriculum and life skills training. A curriculum prepared with a special approach can have a positive impact on participants, while life skills training brings added value in increasing participants' skills and knowledge. Outbound Logistics involves spreading the problem numbers of educated teenagers and families. Through outreach, provision and digitalization, this program seeks to create a positive impact that can be felt by participants and the surrounding community. Marketing & Sales activities, in the form of outreach, empowerment and digitalization, are important steps in increasing program sustainability. Increasing public awareness and participation is a key factor in achieving program objectives. The services provided by the program, including the impact on SDGs point 5 and program sustainability, are the focus of Service activities. This program seeks to make a sustainable contribution to community development, especially in the aspects of women's and youth's welfare (Ling et al., 2021).

Overall, the value chain analysis of the "KAMPUS BUNDA" Program shows that each activity, both in Support Activities and Primary Activities, has a strategic role in forming competitive advantages and achieving program goals. By holistically understanding the series of activities involved, this program can design more focused strategies to increase efficiency

and effectiveness in providing a positive impact on society.

Implementation of the "KAMPUS BUNDA" Program

The "KAMPUS BUNDA" program began by identifying the potential, problems and needs of village communities through a series of field survey activities in Sekayu Village, including area observations and interviews with the Village Head and two health cadres (Gillham, 2008). Furthermore, analysis of sub-district documents was also carried out, such as sub-district profiles, posyandu reports, and population data for the Sekayu Sub-district area (Ryan, 2017).



Figure 5. Field observations in Sekayu Village

Source: Author Data, (2023)

The process of identifying community needs continues with deliberations with regional stakeholders at sub-district level, involving RW heads, cadres, Babinsa and Babinkamtibmas of Sekayu Subdistrict. At this stage, community leaders agreed to support the establishment of a women's school in Sekayu Village. Apart from the need to overcome the problem of teenage promiscuity, the community also expressed their desire for life skills training that suits their interests and can increase family income (Oliver, 2018). Through observations and surveys of 80 families with mother respondents, the data shows that 78% of them are married, 48% have a high school education, 34% do not work or are housewives, and 12% still do not have their own house or are still renting. They live in densely populated settlements with adequate sanitation. These families often experience difficulties in managing the relationships of children who have reached their teenage years. Barriers to maternal communication and literacy are felt by program targets.



Figure 6. Interviews and surveys with Sekayu Village Stakeholders

Source: Author Data, (2023)

Based on interviews with Sekayu Village cadres, it appears that they are very enthusiastic about understanding the world of teenagers and want to receive training, especially in cooking high-value foods (Ellis & Sidebotham, 2023). Apart from that, they also have a hobby of creating digital content which is often uploaded to social media accounts, such as TikTok. The "KAMPUS BUNDA" program presents a holistic series of materials to improve the knowledge, attitudes and skills of mothers in Sekayu Village.



Figure 7. Educational activities for eight family functions

Source: Author Data, (2023)

This curriculum is structured in ten subjects designed to provide an in-depth understanding of various aspects of life, especially those related to family functions (Lado et al., 2022), characteristics of children and adolescents, as well as actual challenges faced by the younger generation. This material covers eight family functions, namely affective, reproductive, economic, educational, religious, socialization, protection and recreation functions. First, the eight family functions form the basis of participants' understanding of the role of the family in building a strong foundation for the growth and development of family members. This involves emotional, educational, economic and protective aspects that provide the main foundation for family harmony. The next material discusses the characteristics of

children and adolescents, introduces participants to psychological and social developments during this period, and provides guidance in facing challenges that may arise.



Figure 8. Life skill content creation workshop

Source: Author Data, (2023)

Communication strategies with children and adolescents are the next focus, introducing effective methods for building healthy relationships and mutual understanding between parents and children. Education regarding the maturity of teenage marriage (PUP) is a significant part, discussing critical aspects related to marriage at a young age, including the rights and responsibilities that teenagers need to understand. Current issues regarding teenage sexuality are in the spotlight, opening discussions about actual issues faced by teenagers in living their sexual lives. The risks of drug abuse, sexually transmitted infections, HIV and AIDS are raised as in-depth topics to provide a comprehensive understanding of the dangers and how to prevent them.



Figure 9. Graduation program participants of “KAMPUS BUNDA”

Source: Author Data, (2023)

Prevention of sexual violence against children and adolescents was the next topic of discussion, providing participants with the knowledge and skills to protect themselves and those around them. The dangers of pornography and sexual crimes in digital spaces were also important issues discussed, providing insight into potential risks and ways to protect children from inappropriate content and exploitation in cyberspace. In addition to knowledge about these critical issues, this program also includes life skills training as an integral part of its curriculum. Cooking class is an activity that allows participants to develop cooking skills and provide good nutrition for their families. Content creation explores participants' potential in creating positive digital content, while digital business provides insight into entrepreneurial opportunities in the digital era.

The learning methods applied in this program are very diverse and adapted to each subject. Brainstorming is used to stimulate creative thinking and share ideas, while lectures provide in-depth understanding through the delivery of information by experts (Simon, 2017). Facilitation is used to facilitate group discussions and interactions, while simulations and role plays allow participants to apply their knowledge in real-life situations. Demonstrations are also integrated to provide concrete and practical examples, clarifying the concepts being taught. The selection of learning methods at each meeting is based on the achievement targets for each subject. This ensures that appropriate approaches are used to maximize participants' understanding and skills. Thus, "KAMPUS BUNDA" not only provides information, but also creates a diverse and interesting learning experience for participants.

Program Output

The "KAMPUS BUNDA" program manifests a comprehensive array of outcomes, underscoring its commitment to delivering a positive and enduring impact on the Sekayu Village community. Categorized into mandatory and additional outputs, each harbors distinct goals and benefits. The foremost mandatory output is the "HaKI-certified Thematic Soft Skills Development Book," constituting a pivotal product fostering various soft skills pivotal for enhancing participants' quality of life. Thematically aligned with the needs of Sekayu Village, the book ensures relevance and attractiveness. Additionally, the "Executive Summary" encapsulates a comprehensive overview, encompassing key achievements, challenges, and a concise evaluation of participant responses—a quick reference for the entire program. "Published Documentation on Social Media and YouTube" emerges as a potent tool for information dissemination and showcasing program success. Leveraging social media platforms, "KAMPUS BUNDA" expands its reach, motivating locals to emulate positive

outcomes. Visual tools like posters and profiles strategically amplify the program's impact in Sekayu Village. Meanwhile, supplementary outcomes enhance the "KAMPUS BUNDA" program's sustainability and quality. The "Terasi Udang" curriculum, certified by IPR, exemplifies a commitment to delivering standardized, high-quality education fostering superior literacy. Scientific articles contribute to education and health literature, encapsulating program evaluations, research findings, and potential solutions. "Mass Media Publication" broadens program visibility across various societal strata, fostering understanding and attracting support for replication. "Learning Modules/Manuals" furnish structured guidance, aiding institutions or communities seeking to adopt similar initiatives. Lastly, "Educational Videos as Learning Aids" introduce a multimedia dimension, serving as engaging and accessible learning tools via platforms like YouTube. The "KAMPUS BUNDA" outcomes embody a holistic approach, not only instigating direct positive impacts but also aspiring to leave a lasting legacy of knowledge, literacy, and community-wide support.

CONCLUSION

By detailing every stage and element of the program, it can be concluded that "KAMPUS BUNDA" has succeeded in becoming a step forward in holistic and sustainable initiatives in the field of women's education and health in Sekayu Village. Careful strategies, such as milestone design, are successful in addressing disparities in education and access to reproductive health, especially for young women. Focusing on the "Terasi Udang" curriculum as a foundation, the establishment of non-formal institutions, and the expansion of the program to urban areas, reflects the flexibility of the "KAMPUS BUNDA" in adapting itself to community needs, while maintaining a commitment to human values, equality and women's empowerment. As an empowerment effort, this program makes a real contribution to improving the welfare of adolescent girls in the fields of education and health. Involving the community directly, "KAMPUS BUNDA" proves that active participation from various parties is the key to success in empowerment efforts. The decision to collaborate with partners such as the Central Java PILAR PKBI Youth Center, Semarang City PKBI Youth Center, Poncol Community Health Center, Anantaka Foundation, Central Java Province BNN, and Central Java Province DP3A, has proven to be the right step to support program sustainability. Even after achieving success, several recommendations can be considered. Periodic evaluation of the "Terasi Udang" curriculum needs to be carried out to adapt to changing community needs and developments in current issues. Increasing the participation of the community and local figures in program development will strengthen sustainable community support. The use of technology

and access to information can be increased to increase program visibility and distribute results more widely. In planning the sustainability of this program, it is necessary to remain focused on the principles of empowerment and sustainability. Financial support, especially from the government and the private sector, will be the main key to ensuring the continuity of the "KAMPUS BUNDA" in the future. Involving local business sectors and industry players can be a strategic step to strengthen networks and diversify resources. By maintaining a commitment to the values of women's empowerment, equality and welfare, "KAMPUS BUNDA" has proven itself to be a pioneer in creating a positive impact in society. The success of this program is not only reflected in conventional indicators, such as attendance and participation, but also in the real changes felt by participants, families and society at large. Through continuous development and improvement, "KAMPUS BUNDA" can continue to be an example in efforts to empower women and improve the welfare of the local community.

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