

## Strengthening The Family Welfare Empowerment And Resilience On Jombang Regency

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### ABSTRACT

Family welfare empowerment on Jombang Regency are needed to increase support citizens, especially with decreasing economic growth. The purpose of this community service activities was to increase the family welfare and resilience entering the endemic era of Covid-19. Method used in carrying out the communication activity was Effective Communication Strategy and combined with Ethnohypnosis method. Blending method with Ethnohypnosis allows participants to carry out positive messages at the subconscious level. The steps of method use in this community service activity overall comprises six stages, beginning with: Observation, identification, pre-test, socialization, workshop, post-test. The data was taken from 51 sample from the total of 455 population, using purposive sampling method. The result show that family welfare could be attained by coordinating all stakeholders and the focus of attention based on age period as existed in Tri Bina (BKB, BKR, and BKL) programs. High participant numbers of family welfare organization would significantly impact the overall aspects of family welfare, empowerment, and resilience; especially in the more challenging era as the aftermath of Covid-19 pandemic. Education proposed to be mainly contributing in taking family resilience guarantee into account, where lower education background causing lower awareness on how to build and maintain family welfare.

Keywords: Blended Learning, Ethnohypnosis, Family Welfare Empowerment, Resilience, Tri Bina



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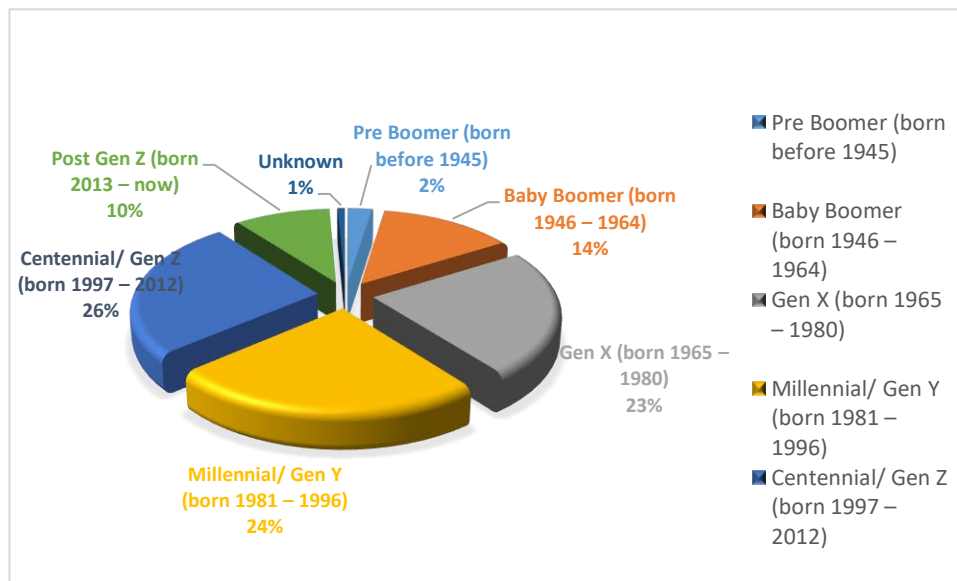
## INTRODUCTION

Jombang Regency is located in East Java Province, consist of 21 districts with population of 1.318.062 people and 9.37% Population Growth, with population density of 1.137 people.km<sup>-2</sup>. Decreased Economic Growth of -1.98% and increased number of poor people in Jombang regency has increased which applied to 125.940 people (9.94% of total population) (BPS, 2021). Fostering activities are needed to increase resilience with the increasing number of poor families (Wulandari, 2018). The increasing population combined with decreasing economic growth also becoming a heavier burden to the family welfare, especially the global aftermath of covid-19 and entering new era of endemic. The increasing population coupled with economic decline creates a heavier burden

on family welfare, particularly exacerbated by the global aftermath of COVID-19 and the transition into an endemic phase. This situation likely leads to various challenges such as limited access to healthcare, education, and employment opportunities, as well as heightened vulnerability to economic shocks. Therefore, addressing these issues through targeted family welfare empowerment programs becomes imperative to mitigate adverse effects and foster resilience within the community.

The Jombang Regency’s Family Welfare Empowerment (Pemberdayaan Kesejahteraan Keluarga/ PKK) as a community organization supported by the governments in charge of family welfare, was facing challenging moment in making sure that the family welfare programs could reach the target communities and support the society resilience adapting to the new normal of the endemic era.

The family is the first and foremost educational institution for children and adolescents and has a very important role in the formation of individual character and personality from an early age to adulthood. The development and education of children from an early age of toddler is a strategic investment in improving the quality of human resources, especially to develop children’s character. Likewise in youth development, the family is the right vehicle in providing assistance to their youth to prepare for a better life. In relation to the elderly, most of the elderly in Indonesia still live with their families. The intervention of “behavior change communication” can be used to influence people’s behavior in order to have an impact on the objectives of the family empowerment implemented program (BKKBN, 2020).



**Figure 1. Jombang Regency Population by Age Period**

Source: (BPS, 2021)

To support family planning and welfare activities through Tri Bina cadres (Toddler Family Development [BKB], Youth Family Development [BKR], and Elderly Family Development [BKL]) as well as UPPKA (Efforts to Increase Acceptor Family Income) and UPPKS (Efforts to Increase Family Income and Welfare) especially for human resource development, trainings and workshops should be arranged to improve the capacity from the lowest level of village and PLKB (Family Planning Field Officer) (Handayani et al., 2020). Synergy between stakeholders and participatory by community for empowering family are some of the keys to the success of the family empowerment program (Raikhani et al., 2018). The village government, CSOs, the private sector and the community produced a great power that made the family empowerment program achieve its stated goals (Yunas & Nailufar, 2019).

In the application of Tri Bina cadres workshop in this community service, the BKB focused in toddlers which refer to the early Post Gen Z; while the BKR focused in youth which refer to the middle range of Centennial/ Gen Z; and the BKL focused in elders which refer to the late Baby Boomers and the Pre Boomers; as served in Table 1, representing the Jombang Residency population percentage according to age group period.

The purpose of this community service activities was to increase the family welfare and resilience in the Covid-19 endemic era. The program focused on “Tri Bina” coordinators and cadres through training activities for assisting the Family Development groups in grass-root level.

## **METHODS**

Method used in this activity is blended learning with using Effective Communication Strategy combined with Ethnohypnosis. Blended learning strategy is mixing two or more strategies or learning methods to obtain the expected learning outcomes, which are combined into one form of learning (Istiningsih & Hasbullah, 2015). Ethnohypnosis is a combination of ethnography and hypnosis, this method allows participants to carry out positive messages at the subconscious level (Suharsono & Triyuwono, 2020).

The workshops activities were held in 7 out of 21 districts or one third of total district available in Jombang Regency, and conducted throughout the month of June 2021 at the 7 district halls of: Wonosalam, Mojoagung, Kabuh, Ngoro, Diwek, Ngusikan, Megaluh with average of 65 invited participants came on each workshop occasions.

The community service activity stages conducted consist of Behavior Change Communication intervention combined with Ethnohypnosis method, for strengthening family welfare for Tri Bina cadres (BKB, BKR, BKL) and UPPKS/UPPKA as well as increasing family resilience strategies in the Covid-19 endemic era. The language used within this workshop is in Bahasa Indonesia as formal language and combined with little Javanese as local mother-tongue language. The data was collected using purposive random sampling method which involves the deliberate selection of participants meeting specific criteria of: villagers’ Tri Bina cadres representatives from each region invited by the committee as scheduled at the subdistrict; while still incorporating randomness in passing it out to people who attended the meeting, facilitating a representative sample for the study.

The purposive sampling method is the deliberate choice of an informant due to the qualities the informant possesses or acquired to have (Dolores & Tongco, 2007). Purposive sampling is a technique where the researcher deliberately selects participants based on specific criteria, but still employs randomness in the selection process. In this case, the criteria for selection are villager’s representative from each region, invited by the committee and attended the meeting. Specific criteria for selection: the criteria for selection are clear: villagers’ representative from each region who were invited by the committee, which was the representation from various regions of the district. Although the selection is based on specific criteria, there is still an element of randomness involved, thus the specific individuals opinion may vary based on factors such as age, environment, education background, etc.

The sampled area covers one third of total district available in Jombang Regency. The total respondents was 51 women, which covers more than 10% of the participants, since the total population was 455.

The Implementation method of community service activities consist of six stages as exist in Figure 2):

1. Observation (Initial study and interviews)
2. Identification (problem identification and manuscript preparation)
3. Pre-Test (Initial evaluation)

4. Sosialization (Edification and socialization)
5. Workshop (Delivery of material and discussion)
6. Post-Test (Final evaluation)

The evaluation process held consist of short initial observation of participants' perception as Pre-Test and post-test questionnaire in the end of the community service activities. The data was collected and analyzed using Excell Microsoft Office® tools and then followed by conducting polling data analysis using Likert scale. Likert scale can measure the variables of ideology, perspective, and training. Measurement of individual traits such as knowledge or attitudes by using the total score of the questions refers to interval measurements (Budiaji, 2018).



**Figure 2. The Implementation method of community service activities**  
Source: Data processed

## RESULTS AND DISCUSSION

Implementations of community service activities and solutions insight served in the material presented in the presentation applied in both the blended learning of online meeting in the form of teleconference and offline workshop. The online plenary meeting teleconference was held with the Jombang Regency's Family Welfare Empowerment Organization (PKK) leaders using PowerPoint and video presentations discussing the most current situation achievements and challenges on family welfare and resilience in the Covid-19 endemic era. The language used within this meeting is in Bahasa Indonesia as formal language and was held with fully official procedures, while in the discussion session also use a little bit of Javanese language. The plenary meeting focused on aligning the mindset for PKK coordinators in the regency level to assist the cadres in district level and grass-root below through better family understanding, perception, and attitude application in achieving better family welfare and resilience.



**Figure 3. The Family Welfare Empowerment Workshop on Jombang Districts**  
Source: Personal documentations

The offline workshop were held with Behavior Change Communication intervention method. The workshop focus on strengthening family welfare for Tri Bina cadres (BKB, BKR, BKL) and UPPKS/UPPKA as well as increasing grass-root family resilience strategies in the Covid-19 endemic era. The language used within this workshop is in Bahasa Indonesia and Javanese and was held with fully official procedures. This workshop also supported and attended by Jombang Regency's Chairwoman of Family Welfare Empowerment Organization (PKK) and the Department of Population Control and Family Planning, Women's Empowerment and Child Protection.

From the observation of participants' initial perception, we found that most society perception of Family Welfare Empowerment Organization (PKK) were only covers activity regarding contraception for fertile age families. The workshop managed to broaden the awareness and understanding that Family Welfare Empowerment Organization covers comprehensive all aspects of family welfare and empowerment, especially in the more challenging era due to the last pandemic aftermath.

The evaluation process of post-test questionnaire were conducted on several aspects to measure the indicators of perspective and training effects, with attendees' social background presented in Table 1 below.

**Table 1. Social Condition of Family Welfare Workshop Attendees**

Highest Education	Marital Status	Employment Status	Participation in Social Activities	Status as Cadres	Length of Marriage	Number of Children
Primary/ Middle School (21.57%)	Married (98.64%)	Business (3.92%)	Active (98.64%)	Non Cadre (11.76%)	5-10 year (3.92%)	None (1.96%)
High School (62.75%)	Widow (1.96%)	Farmer (1.96%)	Inactive (1.96%)	Cadre (88.24%)	>10 year (96.08%)	1 child (7.84%)
Higher Education (15.69%)		Housewife (92.16%)				2 children (76.47%)
		Other (1.96%)				>2 children (13.63%)

Source: Processed primary data

Most attendees were 98.64% married women, and 88.24% active cadres with 96.64% attendees were active participating in social activities. Most attendees (62.75%) had a high school education, and daily occupation of housewives (92.16%) with more than 10 year of marriage (96.08%) with 2 children (76.47%). The influencing factor for involvement in family welfare activities and being member in family planning program are aspects of age (67%), education (56%), occupation (74%), and number of children (98%) (Wulandari, 2018).

**Table 2. Family Welfare Empowerment and Resilience on Jombang Regency**

No	Indicators	1	2	3	4	5
<b>A</b>	<b>Family Welfare Empowerment Activities</b>					
1	Activeness in joining PKK	0%	2%	24%	29%	45%
2	Involvement in PKK activities	2%	2%	16%	35%	45%

3	Freedom to develop creativity at PKK	0%	0%	12%	<b>57%</b>	31%
4	More Empathy towards the Society	0%	0%	6%	<b>59%</b>	35%
<b>B Values on Family Harmony and Good Environment</b>						
1	Better Communication Skills in Family	0%	0%	2%	<b>59%</b>	39%
2	Understand the Importance of Family Harmony	0%	0%	2%	39%	<b>59%</b>
3	Creating a Harmonious Family Environment	0%	0%	0%	39%	<b>61%</b>
4	Religious Family Environment Background	0%	6%	14%	<b>59%</b>	21%
5	Creating a Religious Family Environment	0%	0%	2%	45%	<b>53%</b>
6	Living in a Decent Family Environment	0%	0%	6%	<b>67%</b>	27%
7	Paying Attention to Children's Future	0%	0%	2%	43%	<b>55%</b>
<b>C Family Empowerment Facing Future Challenges</b>						
1	Confidence in Protecting Family	0%	2%	0%	<b>67%</b>	31%
2	Confidence in the Adequacy of Family Nutrition	0%	0%	4%	<b>71%</b>	25%
3	Optimism in Facing Future Challenges	0%	0%	4%	<b>71%</b>	25%
4	Ability to Stay Calm in the Face of Challenges	8%	14%	21%	<b>47%</b>	10%
<b>D Family Values on Welfare and Resilience</b>						
1	Understanding of Family Welfare	0%	0%	4%	<b>61%</b>	35%
2	Understanding of Family Resilience	0%	0%	10%	<b>55%</b>	35%
3	Physical Material Resistance in the New Era	0%	8%	10%	<b>68%</b>	14%
4	Family Supports to be Resilience	0%	0%	0%	<b>51%</b>	49%
5	Taking into account the Family Financial Guarantee	2%	8%	12%	<b>53%</b>	25%

Source: Processed primary data

### Family Welfare Empowerment Activities

The post-test questionnaire discovered the various aspects. As served in Figure 3, most of the workshop attendees with the activeness in joining Family Welfare Empowerment Organization (PKK) conveying 29% agree, and 45% strongly agree respectively; while the Involvement in PKK activities almost similar with coverage of 35% agree, and 45% strongly agree respectively. They



mostly agree that by joining PKK they have the freedom to develop creativity (57% agree, and 31% strongly agree), and develop more empathy towards society (59% agree, and 35% strongly agree).

PKK is an Indonesian national movement in community development that grows from below, its management from, by and for the community towards the realization of a family of faith and devoted to God Almighty, noble and virtuous, healthy and prosperous, physically and mentally. The principle of the PKK activity is community empowerment and participation (TPPKK, 2015). By the high participation in PKK activities among society with adequate support and coordination among stakeholders, family welfare empowerment would be easier to achieved, where creativity and empathy better developed among society members. One of the effort to increase the capacity building among stakeholders were conducted by Jombang Regency PKK team was to make a routine meeting with heads of the District PKK teams in Jombang Regency as well as the village PKK teams to increase the capacity of the Family Welfare Empowerment Institution (PKK) in the Jombang Regency Hall (Pekab Jombang, 2023).

### **Values on Family Harmony and Good Environment**

As served in Figure 4, attendees managed to perceive better understanding and importance of family harmony (39% agree and 59% strongly agree respectively). Attendees also have higher confident in creating a harmonious family environment (39% agree and 61% strongly agree respectively). After participating the workshop, attendees also felt better confident on communication skills in family (59% agree and 39% strongly agree respectively). Communication strategies of family empowerment and welfare includes macro (planned multiple strategy) and micro (single communication strategy) strategies where both strategies function to disseminate informative, persuasive, and instructive communication messages to obtain optimal results (Ratih & Aminah, 2017).

The workshop attendees claims that they came from religious family environment background (59% agree and 21% strongly agree respectively), with most participants have strong will in creating a religious family environment (45% agree and 53% strongly agree respectively).

Attendees mostly agree (67%) and strongly agree (27%) to claim living in a decent family environment, and have strong attention to the children's future (43% agree and 55% strongly agree respectively).

Family development mostly based on religious norms, humanity, harmony, and benefits, as mentioned in part 1 article 2 of the Indonesian Constitution No.52 of 2009 (Kemenpppa, 2009). This statement is in accordance to PKK's vision which is the realization of Family which believes and devoted to God Almighty, has noble character/ virtuous, as well as healthy physically and mentally (TPPKK, 2015).

### **Family Empowerment Facing Future Challenges**

As served in Figure 5, high percentage of attendees claims high confidence in protecting family member (67% agree and 31% strongly agree respectively) as well as high confidence in providing adequate family nutrition (71% agree and 25% strongly agree respectively). Similarly high percentage of optimism in facing future challenges shown by attendees (71% agree and 25% strongly agree respectively).

The most unique percentage range is shown in the calmness in facing challenges especially on the pandemic related consequences (8% strongly disagree, 14% do not agree, 21% neutral, 47% agree, 10% strongly agree). Although more than half of attendees claim to possess calmness, less than 50% of the attendees show that they still have concerns. This could be caused by the time workshop were held, the government just revoked the status of the Covid-19 pandemic officially on June 21<sup>st</sup> 2023.

With Ethno-hypnosis method served in the workshop, participants were provided with stress releasing method to overcome stress that had affected them and also that might occur in future time especially coping with endemic new way of life in society.

The family is the cornerstone of prevention and solutions for all its members during the new era of Covid-19 pandemic. The burden on the family at this time is increasing, such as: 1) improving the health of the family; 2) carry out educational functions; 3) improve family protection; 4) make parenting more effective; and 5) maintain family resilience. With family resilience, it will raise the motivation of family members in facing the Covid-19 crisis (Susilowati, 2020).

Optimistic behavior displayed by the society is very important to increase the body's immunity so that the possibility of being exposed to the corona virus and the damaging impact to family health would be lower. An optimistic attitude would increase one's immunity. Society should maintain positive mindsets, such as being optimistic, confident, and empathetic to other family member and overall society by following government recommendations of health protocols such as social distancing, avoiding crowds, and working or studying from home (Partono & Rosada, 2020).

#### **Family Values on Welfare and Resilience**

Family type, family socioeconomic (parents' occupation), and the type of residential area of the family showed differences in positive emotions, negative emotions and were significant to family resilience during COVID-19. The implications of this study lead to the function of families in strengthening family resilience to prepare for the adaptation of new habits in Indonesia (Ramadhana, 2020). To further improve family resilience, a family health protocol should be in accordance with the provisions of the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia (Kemenpppa, 2020) which also presented in the workshop.

After taking the workshop, attendees claim to better understanding of family welfare (61% agree and 35% strongly agree respectively) and understanding of family resilience (55% agree and 35% strongly agree respectively).

Attendees finds that family supports helps to be more resilience (51% agree and 49% strongly agree respectively). Attendees also finds that they have strong physical material resistance in the new normal era (68% agree and 14% strongly agree respectively).

It is shown that the aspect of financial consideration and taking family financial guarantee into account only covers around 78% (with 12% neutral, 53% agree, and 25% strongly agree respectively). This condition (of 22% strongly disagree to neutral) proposed to be caused by the low education background of primary/ middle school (21.57%). To overcome this, empowerment programs need to focus on activity based on the age group for optimal effect of communication.

The program target (outcome) of the family development program is to increase family resilience and welfare at all regional levels (Direktorat Bina Ketahanan Lansia dan Rentan, 2019). The Tri Bina managed the welfare programs from each age group in accordance to each different aspects of vulnerability: Toddler Family Development (BKB), Youth Family Development (BKR), and Elderly Family Development (BKL) (Handayani et al., 2020).

By participating in the Toddler Family Development (BKB) activity, families are expected to provide the best care for children's future growth and development (Oktriyanto, 2017). The Toddler Family Development Program is implemented with the main objective of increasing parents' understanding and skills regarding child care and education. While the output of the implementation of the Toddler Family Development (BKB) program can be in the form of increasing parental understanding in terms of child care, increasing community participation in Toddler Family Development activities (Fauziah et al., 2014).



The Youth Family Development (BKR) is a group of activities consisting of families having teenagers aged 10-24 years which are carried out to improve the knowledge, attitudes, and behavior of adolescent parents in the context of fostering adolescent growth and development to strengthen participation, guidance, and independence in participating in the Family Planning program for couples. childbearing age (PUS) group members (Mawaddah, 2019). BKR has an important role as facilitator, motivator and catalyst. The counseling carried out by the BKR has an effect on the realization of family harmonious relationship (Saragih, 2018). The inhibiting factor for BKR is the lack of awareness of young couples to participate in activities and facilities, while available infrastructure also still lacking in supporting BKR activities. The supporting factors are the enthusiasm in carrying out activities and the good cooperation of each cadre, then supported by the Family Planning Field Officer (PLKB) who accompanies and assists the cadre in carrying out activities (Setiawan, 2020).

According to the Indonesia Constitution No.23 of 1992 article 19 paragraph 1, that an elderly person is someone who because of their age undergoes biological, physical, psychological, and social changes. These changes have an impact on various aspects of life. Therefore, it is necessary to pay attention to the health of elderly people by being maintained so that as long as possible they can live productively according to their abilities so that they can participate in development (Balitbangham, 1992). BKL is a group of family activities that have the elderly which aims to improve the knowledge and skills of families who have the elderly and the elderly themselves to improve the quality of life of the elderly in order to increase the participation, guidance, and independence of members of the activity group (Setyaningsih, 2018).

Strengthening family welfare through Tri Bina programs increase the accuracy of empowerment considering each specific aspects of age group's vulnerabilities. The communication strategies also could be adjusted according to each age groups of family members' condition. With proper knowledge, cadres could help spreading the knowledge, awareness and positive mindset to strengthen family members' resilience, especially dealing with the current Covid-19 endemic era.

## CONCLUSION

The family welfare could be attained by the coordination by all stakeholders, and specifically supported by higher understanding and participants from family level. High participant numbers of family welfare organization would significantly impact the overall aspects of family welfare, empowerment, and resilience; especially in the more challenging effects of new era of Covid-19 endemic. The confidence and optimism regarding empowerment and resilience could be strengthened by educational trainings through workshop in the grass-root level.

In the next step of activities, broadening the coverage of workshop or trainings by related institution supporting the family welfare empowerment programs would narrow the gap of family welfare and resilience among society members.

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