
EMPOWERMENT OF PKK GROUP MEMBERS IN WEST LABUH BARU VILLAGE, PEKANBARU CITY

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Abstract

The empowerment of PKK (Family Welfare Empowerment) members of Labuh Baru Barat sub-district aims to improve the abilities and roles of PKK members in many fields, such as education, economy, health and environment, so that PKK members of Labuh Baru Barat sub-district are expected to provide benefits and play an active role in building and improving the quality of society in their environment. In order to fully support community development, members of the empowerment and family welfare (PKK) driving group of Labuh Baru Barat sub-district can form a capable strategy to create a society that is both efficient and prosperous. As an organization that focuses on family welfare, members of the PKK Labuh Baru Barat group play an important role in improving the quality of life of the community through various superior programs that they have. Members of the PKK group of Labuh Baru Barat sub-district have collaborated with the village government and community institutions to make development programs a success, one of which is collaborating with community service partners from the team of lecturers from the Faculty of Economics and Business, Persada Bunda Indonesia University. Members of the PKK group of Labuh Baru Barat sub-district are also strategic partners in empowering women and families through skills training, health seminars, and other social activities. PKK often collaborates with various agencies such as the Health Service, Education Service, and Community and Village Empowerment Service (PMD). This collaboration ensures that the programs run are in line with government policies and the needs of the local community. As the vanguard in family empowerment, PKK has a major contribution in creating a healthy, prosperous, and independent society. However, maintaining all these activities is not easy. However, with the support of all parties, it is hoped that members of the PKK group in Labuh Baru Barat sub-district can continue to innovate to increase their role in sustainable development.

Keywords: Empowerment, Welfare, Family

INTRODUCTION

The Ministry of Research, Technology and Higher Education has prepared a Community Service Program with the Village Partner Development Program (PPDM) scheme, which is one of the schemes aimed at increasing village community

empowerment. One part of this community group is the mothers who are members of the PKK (Family Welfare Program). The PKK mothers' group in Labuh Baru Barat sub-district are mostly housewives who do not work. So that PKK group members can be targeted for empowerment because they are classified as community groups that have not been able to maximize the use of their resources. Empowerment of PKK (Family Welfare Empowerment) members of Labuh Baru Barat sub-district aims to improve the abilities and roles of PKK members in many fields, such as education, economy, health and environment, so that PKK members of Labuh Baru Barat sub-district are expected to provide benefits and play an active role in building and improving the quality of society in their environment. In order to fully support community development, members of the family empowerment and welfare (PKK) driving group in Labuh Baru Barat sub-district can form a capable strategy to create a society that is both efficient and prosperous. As an organization that focuses on family welfare, members of the West Labuh Baru PKK group play an important role in improving the quality of life of the community through various excellent programs that it has.

Labuh Baru Barat is one of the sub-districts in Payung Sekaki District, Pekanbaru City, Riau Province, Indonesia. Labuhbaru Barat Sub-district is the result of the expansion of Labuh Baru Sub-district into Labuh Baru Timur Sub-district and Labuh Baru Barat Sub-district. Labuh Baru Barat Sub-district has an area of 5.47 km² with the northern boundary bordering Bandar Raya, the south bordering Delima, the east bordering East Labuhbaru and the west bordering Bandar Raya. In 2022, this sub-district had a population of 15,144 people. Its area is 24,100 km² and its population density is 15,143 people/km². Labuhbaru Barat Sub-district has potential, one of which is entrepreneurship with many business traders and livestock such as cattle, goats, and chickens. Labuhbaru Barat Sub-district also has many oil palm plantations which play an important role in the livelihoods of the surrounding population. The members of the PKK group in West Labuh Baru sub-district number 35 people and all of them are wives of residents of West Labuh Baru sub-district.

Based on the monitoring results before the empowerment activities were carried out directly by the Community Service Proposer Team, there were several problems faced by members of the PKK group in the Labuh Baru Barat sub-district. Among others:

1. Lack of knowledge regarding howtake advantage of opportunities to improve the quality of resources owned by members of the West Labuh Baru sub-district group.
2. Lack of information and knowledge related toprograms that should be able to be carried out by PKK group members with the support of related agencies.
3. The absence of long-term planning, relateddevelopment programs through skills training, seminars and other social activities.
4. lack of strategy in family empowerment and welfare activities that are systematically prepared by PKK group members.
5. Lack of cooperation with various parties that can provide maximum support for all activities that can be carried out by PKK group members to empower the surrounding community.

6. Lack of enthusiasm among PKK group members to take advantage of opportunities and increase knowledge related to health, economics, empowerment and family welfare.

Figure 1. Monitoring of PKK Group Activities in West Labuh Bartu



Source: Community Service Activities 2025

And after conducting monitoring related to the empowerment of PKK group members in Labuh Baru Barat sub-district, the solutions offered to the problems faced in this community service are:

1. Providing training and knowledge about how to take advantage of opportunities to improve the quality of resources owned by members of the PKK group in West Labuh Baru sub-district.
2. Give information and knowledge related to programs that should be able to be carried out by PKK group members with the support of related agencies.
3. Making long-term plans, related to development programs through skills training, seminars and other social activities.
4. Develop strategies for family empowerment and welfare activities that are systematically prepared by PKK group members.
5. Opening up opportunities for collaboration with various parties who can provide maximum support for all activities that can be carried out by PKK group members to empower the surrounding community.
6. Providing Motivation and Encourage PKK group members to take advantage of opportunities and increase their knowledge regarding health, economics, empowerment and family welfare.

METHOD

The method used in this community service activity is the lecture and Q&A method, which is a delivery method using oral communication discussions to ask questions about entrepreneurship education with four (4) stages, namely the preparation stage, monitoring stage, implementation stage and evaluation stage. And the method of delivering material carried out by the team during community

service activities to members of the PKK group in Labuh Baru Barat Village, Payung Sekaki District, Pekanbaru City is as follows:

1. Providing training on How totaking advantage of opportunities to improve the quality of resources owned by the PKK group members of West Labuh Baru sub-district
In this activity, training will be conducted on how to develop strategies for utilizing human resources. This activity is carried out in the form of training, motivation and providing information to partners regarding professional human resource management and strategies in carrying out PKK activities to be better and more advanced.
2. Providing material about anythingprograms that should be obtained from related agencies in the process of increasing the comprehensive knowledge of PKK group members.
3. Providing training on how toprepare long-term plans by attending many trainings, seminars and other social activities.
4. Providing training on how to systematically develop strategies and activities for the progress of each PKK group member so that they can maximally empower and improve the welfare of families.
5. Providing maximum information regarding cooperation opportunities available from various agencies, especially educational institutions that collaborate with the central government for useful activities to increase knowledge and skills.
6. Providing motivational spirit to members of the West Labuh Baru PKK group so that they have knowledge related to maintaining health and improving family economic welfare.

Figure 2. Partners Participating in PkM Activities



Source: Community Service Activities 2024

RESULTS

In order to fully support community development, members of the empowerment and family welfare (PKK) driving group of Labuh Baru Barat sub-district can form a capable strategy to create a society that is both efficient and prosperous. As an organization that focuses on family welfare, members of the PKK

Labuh Baru Barat group play an important role in improving the quality of life of the community through various superior programs that they have. Members of the PKK Labuh Baru Barat sub-district have collaborated with the village government and community institutions to make development programs a success, one of which is collaborating with community service partners from the team of lecturers from the Faculty of Economics and Business, Persada Bunda Indonesia University. Diligent and careful work with the process of deepening and expanding information or understanding that has been understood by all members of the PKK Labuh Baru Barat sub-district group is actually very capable in theory, but in its application in society and personal life it has not been maximized. Labuh Baru Barat sub-district is located in a fairly strategic location, it's just that the utilization of all these opportunities has not been maximized. Some things that were learned by the members of the West Labuh Baru PKK group related to actual PKK activities can be seen in table 1 below.

Table 1. Elaboration of PKK Member Groups

No	Elaboration	Information
1.	Improving Knowledge and Skills	PKK members are given training and education to develop skills relevant to PKK programs, such as household skills, craft skills, agriculture, etc.
2.	Women Empowerment	PKK plays an important role in empowering women, encouraging them to play an active role in family and community decision-making, and developing their potential and skills.
3.	Improving Family Quality of Life	Through PKK programs, PKK members can improve the quality of life of their families, especially in the areas of health, education and economy.
4.	Improving Community Welfare	PKK also plays a role in empowering the community in general, inviting active community participation in development programs and social activities, thus creating a healthy, prosperous and independent society.
5.	Government Program Supporter	PKK is a government partner in implementing development programs, especially at the village and sub-district levels. They also collaborate with various parties to improve community welfare.
6.	Economic growth	PKK encourages creative economic efforts through skills training and the formation of joint business groups. This includes training in handicraft production, management of small and medium enterprises, and marketing of local products.
7.	Development of local potential	PKK also plays a role in developing local potential, such as traditional arts and culture, through various cultural and arts activities. This can be done through training, performances and other activities aimed at preserving and developing regional cultural heritage.

Source: Community Service Activities 2024

From all the elaborations above, actually the PKK group has a special place in every corner of community life. The PKK group also has extraordinary power in the process of community empowerment in each village/sub-district. However, in the process, there are still many members of the PKK group in Labuh Baru Barat sub-district who are not aware of all that. Lack of information, opportunities and cooperation, makes the beneficial activities that can be followed by the PKK group members less than optimal. Such a large number of problems, lack of information, and laziness in activities among PKK group members are serious problems. The majority of PKK group members just wait and stay in place, efforts to find and gather information that can support all joint activities are very minimal. So from the results of monitoring and observing the problems, the PkM team from lecturers from the Management Study Program, Faculty of Economics and Business, Persada Bunda Indonesia University finally made a description of community service activities in the PKK group member empowerment program which can be seen in table 2 as follows:

**Table 2. PKK Group Member Empowerment Program
West Labuh Baru Subdistrict, Pekanbaru City**

No.	Activity Description
1.	Identification of problems in monitoring activities with the Head of the PKK sub-district and Socialization of Empowerment Program Plan
2.	Lectures and discussions on recognizing self-potential, human resources, and natural resources
3.	Lecture and discussion on how to take advantage of opportunities to improve the quality of resources owned by members of the PKK group in West Labuh Baru sub-district.
4.	Lectures and discussions related to programs that should be able to be carried out by PKK group members with the support of related agencies.
5.	Lectures and discussions related to development programs through skills training, seminars and other social activities.
6.	Lectures and discussions related to family empowerment and welfare activities that are systematically arranged
7.	Lecture and discussion on how to open up opportunities for collaboration with various parties.
8.	Assistance in developing empowerment strategies to the maximum
9.	Assistance in establishing cooperation with related agencies
10.	Assistance in understanding the local potential available in the West Labuh Baru sub-district
11.	Assistance in providing motivation and enthusiasm to be ready to participate in useful activities.
12.	Evaluation

Source: Community Service Activities 2024

To support all community service activities in providing family welfare empowerment training through members of the PKK group in Labuh Baru Barat

sub-district, a team of lecturers from the Management Study Program, Faculty of Economics and Business, Persada Bunda Indonesia University has provided counseling, mentoring and comprehensive evaluation. PKK group members on average have sufficient education (ranging from elementary school graduates to undergraduates), good health conditions because the average age is around 30 years and the ability to interact with fellow members is quite good. To achieve the success of the community empowerment process, one of the important capital is humans. Human capital can be seen from the level of education, health level and the ability to build relationships/associations between each other (Widjayanti, K. 2011). In terms of human capital, PKK members already have sufficient provisions to become an independent society.

PKK group members who previously could not understand how to develop their potential became aware that they had the opportunity to develop it all. Programs and strategies can be arranged, described and implemented after the team has provided a comprehensive understanding. PKK group members also become more motivated to continue developing their potential, establishing good cooperation with various agencies in order to obtain material support.

Table 3. Assessment of Understanding of the PKK Member Empowerment Program in West Labuh Baru Village, Pekanbaru City

No.	Rated aspect	Number of PKK Members	Percentage
1.	Understanding what an independent society is like.	35	100
2.	Understanding the Roles and Responsibilities of PKK Group Members in Society	30	85.71
3.	Understand how to take advantage of opportunities to improve the quality of yourself and your PKK group	30	85.71
4.	Understanding the programs that PKK group members can participate in	32	91.43
5.	Understand the skills development and training programs, seminars and other social activities for PKK group members.	30	85.71
6.	Able to systematically formulate strategies to improve family welfare	20	57.14
7.	Understanding strategies or ways to collaborate with other agencies	25	71.43
8.	Understanding the local potential of the West Labuh Baru sub-district	28	80
9.	Motivated to be more advanced and	30	85.71

	self-sufficient through PKK group activities		
10.	Enthusiasm to participate in all the beneficial activities of the PKK group empowerment program.	32	91.43

Source: Community Service Activities 2025

It can be seen from the results of the assessment of the understanding of the empowerment program for PKK members in Labuh Baru Barat sub-district above, they can generally follow and understand the counseling material provided by the team of lecturers from the Management Study Program, Faculty of Economics and Business, Persada Bunda Indonesia University. However, there are still 3 points that have not been maximally followed and understood and realized properly, namely developing a systematic strategy to improve family welfare, understanding the strategy of establishing cooperation and understanding the local potential possessed by Labuh Baru Barat sub-district. With the results above, at least more than 80 percent of the objectives of the PkM activities can be carried out, for the rest it may take time and other opportunities to be realized properly.

CONCLUSION

After the implementation of community service by a team of lecturers from the Management Study Program, Faculty of Economics and Business, Persada Bunda Indonesia University, it can be concluded that the empowerment program for members of the PKK group in Labuh Baru Barat Village, Payung Sekaki District, Pekanbaru City has been successful. Although there are still some members who have not been able to receive complete knowledge and realize it, the majority can be said to have made significant progress from before the PkM was carried out to after the PkM was carried out.

After the community service activities were carried out, the advice that can be given to the members of the PKK group in Labuh Baru Barat sub-district, Payung Sekaki district, Pekanbaru city is, never get tired of seeking and gaining knowledge to develop yourself and your group, establish more cooperation with all groups, systematically organize what things can improve the welfare of the family and understand your potential to the maximum. All of this aims to ensure that the activities carried out by PKK group members can be more beneficial for themselves, their families and the community.

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This community service activity has not yet reached the ideal target due to limited time and funds available. To achieve the desired goal, we think it is necessary to carry out community service activities at another time as a continuation of the activity. However, we have great hope that this PkM can provide benefits. Aamiin.

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