

The Role of *Bunda Literasi* in Realizing Women's Social Inclusion in Jembrana Regency, Bali

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Abstract. The literacy rate of women is lower than that of men. For this reason, many programs and activities have been implemented to reduce this gap. In one of the government's efforts to mobilize public literacy, *bunda literasi* (mother of literacy) was confirmed as a literacy ambassador in various regions in Indonesia. This study aimed to explore *bunda literasi* programs for women in Jembrana Regency as an effort to increase the community's literacy index in Jembrana regency Bali. This research uses the descriptive qualitative method, where data were collected through in-depth interviews and observations. Data were analyzed using an interactive model following data reduction, presentation, interpretation, and conclusion. The results showed that most *bunda literasi* programs were integrated with other programs in which the *bunda literasi* was, at the same time, the *bunda PAUD*, the team leader of the PKK (Family Empowerment and Welfare), and the wife of the regent of Jembrana Regency. This condition is beneficial in terms of effectiveness but has yet to be able to focus on activities to increase literacy culture.

Keywords: *bunda literasi*; women's social inclusion; PKK team; *bunda PAUD*; ambassador.

1. Introduction

The National Literacy Movement (GLN), launched by the government through the Ministry of Education, focuses on mastering the six essential literacies agreed upon by the World Economic Forum in 2015, namely literacy, numeracy, scientific literacy, digital literacy, financial literacy, and cultural and civic literacy. This shows that Indonesia has an indicator to measure the essential literacy ability of its population, namely the Literacy Rate (AMH). This indicator indicates the Indonesian people's basic literacy skills, which help them access information and knowledge and expand their knowledge. The results of the 2020 AMH survey still noted that 4 out of 100 Indonesians aged 15 years and over still cannot read and write (Kompas, 10 September 2022). Moreover, this figure is contributed by people in rural areas, the poor, people with disabilities, and women. The literacy rate of Indonesian women is lower than that of men. Women's AMH is 93-94 percent, while men's is 97 percent. Furthermore, the gaps are most pronounced in rural areas. This condition shows that women's access to education is still low compared to men's. Women should be more involved in literacy activities to close the gap between male and female literacy rates.

Literacy known so far is only limited to the ability to read and write. This is, according to [1], which causes the literacy culture of the Indonesian people to be still low. For this reason, literacy must be expanded to include good reading and writing skills. Good

literacy will guide people to access the knowledge and information needed in life. Women play an important role in fostering a literacy culture in the family. Women or first-time mothers generally introduce reading and writing to their children. Even Gade (2012) [2] likens the mother figure to a madrasa or school for children and is imitated by her attitude as forming a noble generation.

Women, as the spearhead of the family, are often the target of literacy improvement programs and are the subject of research on literacy themes. Because women or mothers are believed to be the pillars of increasing literacy culture, mothers need to be literate in digital media [3]. In Bangkalan Madura, mothers are given parenting education to improve health literacy skills to prevent stunting in children [4]. There are still many programs and studies conducted by academics to support the role of women in literacy. Attention to women also came from the government through the National Library by raising the *bunda literasi* as an inspirational figure to motivate literacy movements in various regions in Indonesia. *Bunda literasi* was confirmed directly by the National Library. *Bunda Literasi* is the wife of political officials in provinces, districts, and cities. To accelerate the literacy improvement program, *bunda literasi* can appoint *bunda literasi*s in the area under them, such as sub-districts, villages, etc. The inauguration of literacy is significant, given the paternalistic nature of Indonesian society. This means that people need an example as a role model to cultivate good habits [5]. By appointing an official's wife as the *bunda literasi*, it is hoped that the communication that exists with her husband, who serves as an official, will be able to produce policies that support the improvement of literacy culture in the regions. As stated by the head of the librarian of the Republic of Indonesia, literacy allows the public to have the ability to produce high-value goods and services, which can be marketed widely through reading, sharing, and other activities [6].

Jembrana Regency is one of the regencies in Bali that the National Library of Indonesia confirmed *bunda literasi* on June 26, 2021. Jembrana is one of the regencies aggressively improving its people's literacy culture. This is also evidenced by the ratification of regional regulation number 6 of 2020 concerning the organization and implementation of libraries. The aim is to provide library services, library management and development, a love of reading culture, preservation of ancient manuscripts, and the development of collections of ethnic cultures of the archipelago. All regulations related to literacy are fully supported by the Jembrana Regency Library and Archives Service, or the Jembrana Regency public library, cooperate with various agencies, including *bunda literasi*, to accelerate the realization of the objectives of the regulation. The Jembrana Regency Government believes that the inauguration of the *Bunda Literasi* and the Regional Regulation on Libraries can increase the community's literacy rate. The increase in the literacy rate of the community has a significant effect on the community development index [7]. After being inaugurated more than a year, the *bunda literasi*, who also acts as the *bunda PAUD* (mother of early childhood education programs) and the Jembrana Regency PKK Team Leader, has various programs together with several parties, including the Jembrana Regency Library and Archives Service and other community institutions to empower the community through the literacy movement. This paper will explore the forms of literacy activities as literacy ambassadors in Jembrana Regency and the synergy of other roles to build women's social inclusion in Jembrana Regency, Bali. This paper also e implementation of *bunda literasi*'s program.

2. Method

The research method used in this study is qualitative, with the object of research being the *bunda literasi* of Jembrana Regency. The research location is focused on places where *bunda literasi* works together with related institutions, namely in the Jembrana area and its surroundings. This study seeks to find understanding or meaning and contexts for deconstructive descriptions of the problems studied in research (Irawan, 2006; Mulyana, 2001). Research data were collected through observation and in-depth interviews with purposively determined informants. The research informants consisted of *bunda literasi* who also served as *Bunda PAUD* and the head of the Jembrana Regency PKK Mobilization Team, the Secretary of the PKK team, the wife of the sub-district and village heads, as well as the head of the service and staff of the Jembrana Regency Library and Archives Service. The data analysis technique used in this study is an interactive data analysis model that follows the steps of data reduction, data presentation, data interpretation, and conclusion [8].

3. Result and Discussion

Bunda literasi of Jembrana Regency is the wife of the Jembrana regent, I Gusti Ayu Candrawati Tamba. As the regent's wife, *bunda literasi* has many activities and carries out various tasks. Apart from being a literacy ambassador, she serves as a *bunda PAUD* (mother of early childhood education program) and the Jembrana Regency PKK (Family Welfare and Empowerment Mobilization) Team Leader. As the regent's wife, Mrs. Tamba interacts a lot with the wives of officials both within Jembrana district government and outside the district, such as in the province and other districts in Bali. The following will show the implementation of various programs of *Bunda literasi* in the area of Jembrana regency.

3.1 Programs of *Bunda Literasi* As *Bunda PAUD*

Literacy skills are not limited to mastering reading and writing. Literacy is a skill with four literacy levels, often used as a parameter for progress—first is the ability to collect sources of quality reading material or information. Second is the ability to interpret the implied and explicit. The third is the ability to generate new ideas, innovations, or creativity. Furthermore, fourth, literacy is the ability to create goods/services for the community. These parameters indicate that literacy positively contributes to building creativity and innovation, as well as improving skills and social skills that are indispensable in the industrial revolution 4.0.

The task of the *bunda literasi* is to establish cooperation with regional officials that handle literacy activities and literacy networks. *Bunda literasi* is tasked with embracing various parties, especially local government organizations that handle libraries and education, collaborating with literacy communities already running in their activities. The *bunda literasi* will socialize literacy-related activities to various corners of her work area to encourage community empowerment through reading activities in the library. Together with the Jembrana Regency Library and Archives Service, the *bunda literasi* made activities with early childhood schools in Kota Negara to visit the library and socialize on the importance of reading for children. PAUD students who come with their parents do activities together in the library. The activities held in the library include storytelling with *bunda literasi*, drawing and coloring, and seminars on reading interests for parents of students who attend accompany children to the library. From what *bunda literasi* have done, it can be observed that the main literacy program is to facilitate the community to gain knowledge with literacy programs such

as storytelling, reading aloud, borrowing and sharing books, and visiting libraries and reading corners in their respective areas. According to *bunda literasi*, children are among the most crucial target communities. By giving seminars to parents, *bunda literasi* hopes that parents will be more open-minded about the importance of building a literacy culture for their children. Moreover, *bunda literasi* do not only focus on reading activities but encourage children to dare to appear in public. The children were engaged in answering questions after hearing the fairy tales. Children already good at reading will be invited to come forward to read aloud to their friends.



Fig. 1. Activities of *bunda literasi* with PAUD students in Kota Negara, Jemberana, located in the Jemberana Regency Public Library (Source: Jemberana Regency Library and Archives Service, 2022)

Routinely, the Jemberana regency public library invites PAUD schools (kindergarten and playgroups) in the Jemberana regency to visit the library. The resource persons who tell stories in the library are PAUD teachers representing their respective schools. In addition to the teacher as a storyteller, children who are already good at reading will be allowed to read illustrated short stories to their friends. The results of an interview with the librarian of the Jemberana public library, Dwiheny Christanti (46 years), provide opportunities for children to perform will help them increase their child's self-confidence. By watching children come forward to read, it is hoped that other children will be motivated to learn and try to appear in public to read. "This will make them proud," added Dwiheny. After the storytelling event, the children will be given paper to draw and color. Their work is brought home to be shown to parents. According to the *bunda literasi*, this program will continue to be carried out to increase children's love of reading. By introducing a complete library with various entertaining

activities for children, *bunda literasi* hope that reading culture is not only internalized for PAUD children. More importantly, parents realize the importance of reading with their children to build their children's character. *Bunda literasi* believes that adults play an essential role in cultivating a love of reading. All parties, including the private sector, must also play an active role in setting up reading corners in each working area. *Bunda literasi* program in increasing children's interest in reading is still limited to inviting schools to read and tell stories together. Other activities involving civil society or literacy organizations in the Jembrana area have yet to be carried out. According to the *bunda literasi*, this is due to her many duties, especially in accompanying her husband as a regional leader.

3.2 The Programs of *Bunda Literasi* as PKK Team Leader

One of *bunda literasi* duties is as the head of the PKK (in the Jembrana regency, which oversees all PKK women. According to the Jembrana PKK secretary, Luh Kade Ayu Oni Mahendri (51 years), the Jembrana regency PKK main program is always guided by the PKK Movement Master Plan. There are two activities of the Jembrana PKK Team, socialization and social action. Below are the literacy programs as the driving force for the PKK in Jembrana Regency. The Programs and Activities carried out by the Jembrana Regency PKK Team are:

- 1) Appreciation and Practice of Pancasila Program with activities includes socialization of preventing girls' marriage. *Bunda literasi* brought socialization to schools to educate high school students to plan marriages early to avoid unwanted things. Getting married at an age that is not enough will cause various problems ranging from health problems and family harmony. For this reason, *bunda literasi* encourage students to learn various life skills to improve their standard of living. The maturity of the age of marriage will also affect the quality of the marriage. Because age maturity also affects a person's emotional maturity, they will be able to face various challenges of marriage.
- 2) Gotong Royong Program with the activities of conducting people's Market, Social Actions Greet, and Share, and cleaning activities. *Bunda literasi* is assisted by the sub-district head's wife, and the village head's wife routinely cleans with the youth in the holy temple and coastal areas. In addition to increasing youth's awareness of environmental sustainability, this program is an effort to raise young people's awareness of the importance of protecting the environment from waste and other damage.
- 3) Food Program by social action for distributing plant seeds to institution and household. In a highly volatile economic condition, the PKK team realizes the importance of maintaining the stability of food resources so that the community is not affected by the changing situation. Difficulties in accessing food when food stocks are limited can be overcome by activating the lands owned by each household. With the distribution of plant seeds, the PKK team hopes that housewives can reduce spending on food which is getting bigger. By growing their food ingredients, housewives will not be affected by the erratic increase in food prices.
- 4) Clothing Program with the following activities: socialization of dress behavior following Indonesian cultural morals, Parade of traditional Jembrana woven clothing, Design Competition, and Regional Weaving Clothing Demonstration. In the era of globalization,

many outside influences influence the clothing style of the young people of Jembrana. *Bunda literasi* and the PKK team are concerned about the changing style of young people's clothing, which is getting further and further away from the eastern culture of the Balinese. Courtesy in dress began to be ignored. Young people can not distinguish the dress code in the holy place, at home, and in public spaces. The clothing program invites young people to understand the identity of the Indonesian people through moral education regarding the dress code. In addition, young people are also given knowledge about the importance of caring for ancestral cultural heritage in the form of caring for and understanding the meaning of Jembrana's typical songket cloth. Activities related to this program include holding endek and songket design competitions and introducing unique Jembrana woven clothing in the form of a Jembrana weaving parade. By understanding the process and meaning of this typical weaving, it is hoped that the younger generation can disseminate this knowledge through various social media of young people.

- 5) Housing and household management program toward harmonization of family life. In this activity, *bunda literasi* and teams attended various communities to socialize on the importance of communication and interaction of family members in domestic life. A harmonious family will be realized if all family members have an open attitude and are willing to accept the shortcomings of others.
- 6) Family Education and Skills Program, with the following activities: Socialization of the mandatory reading movement for at least 30 minutes, social action for PAUD children, and socialization of unified culture for families. This activity is the flagship activity of *bunda literasi* because this program is very closely related to her duties as literacy ambassadors. During the implementation of this program, *bunda literasi* will carry out activities in the village library by inviting parents and PAUD schools to visit the village library, read, and carry out activities related to reading.
- 7) Health Program with the socialization of the Movement for Handling and Prevention of Covid 19, socialization of the Response and Resilient Family Movement for Stunting Concern for Disasters, Socialization of the Disaster-Responsive and Resilient Family Movement Concerning Maternal and Child Health (KIA), Provision of PMT (supplementary feeding) for pregnant women, toddlers and Elderly. In this program, *bunda literasi* plays her role as speaker that interact with community in raising public awareness of the importance of maintaining personal and family health. Socialization in the form of talk show allows *bunda literasi* to conduct questions and answers with the community about health, disasters and sustainable quality of life. The theme currently being promoted by the *bunda literasi* and the PKK team is preventing stunting in children. In collaboration with the community health center, *bunda literasi* socialize to prevent stunting by paying attention to nutritional intake since the mother is pregnant.
- 8) Program Development of Cooperative Life with socialization Activities for Strengthening and Improvement of UP2K (Efforts to Increase Family Income) groups. In this program, *bunda literasi* hope every family has financial literacy skills. Managing family finances is very important for the welfare of society. A study conducted by Inayah, Jauhariyah, Ana, & Ekaningsih (2019) [9] found that families who have small-scale businesses often

neglect their financial management. Their business is challenging to develop because people feel they do not need to manage their finances professionally. The *bunda literasi*'s effort to strengthen public knowledge about managing family finances is one way for the Jembrana community to become prosperous and develop a home-based business better.

- 9) Program Environmental Sustainability with the Socialization of Source-based waste management is a strategic program of the Jembrana Regency PKK mobilization team, as we know that community participation in managing waste in Bali is very lacking. From time to time, the amount of waste in Bali is increasing, while law enforcement and Balinese people's awareness is still weak in managing waste [10]. The waste emergency is experienced by almost all parts of Indonesia, including Jembrana regency. For this reason, *bunda literasi* often socialize about waste management and processing.
- 10) Program of Healthy Planning with the activities of Family Planning socialization towards quality families. *Bunda literasi* and PKK team cooperating with the office of PPPAPKB (women's empowerment, child protection and population control and family planning) in efforts to protect women and children, as well as population control and family planning. In modern times, many Jembrana people still believe that "many children, much fortune." This condition is not recognized as one of the causes of the difficulty of people feeling well-being. Their quality of life decreases because they must work hard to support many children. This condition will ultimately affect the mother's body, which takes care of the children and helps her husband work to earn additional income. This causes many mothers to experience illness due to a lack of nutrition and care. *Bunda literasi*, in collaboration with PPPAPKB tries to create a happy and quality family by regulating the number of children and birth spacing. Healthy parents, of course, will give birth to healthy children too. This awareness wants to be internalized in the family environment.

The PKK Programs related to literacy are family education and skills programs with the form of Activities: Socialization of mandatory reading movements for at least 30 minutes and socialization of unified culture to parents. Most of the programs run by the *bunda literasi* are still attached to the PKK program, so the focus of the literacy program on the community has yet to be maximized. Likewise, the target of the literacy program is still limited to women because, as is known, PKK is the domain of women. This causes the literacy program to be unevenly distributed to all circles of society. The time wasted on the PKK program did not allow *bunda literasi* to synergize further with the library and archives office, which has many programs to increase interest in reading. There is an impression that the presence of *bunda literasi* in library service activities is only limited to ceremonial activities. He was present when there were official activities at the library. This impression is reflected in the results of interviews with library service staffs who rarely accept the presence of *bunda literasi* in the library.

3.3 Women's Social Inclusion through Training of Various Contemporary Skills And Its Implication to Community

The Indonesian government strives to implement development that is just and in favor of marginalized and disadvantaged groups. The goal is to create social inclusion in the

community. One of the government's efforts to reduce societal inequality is to involve marginalized groups. Based on Permendesa Number 5 of 2015 concerning Priority for the Use of Village Funds, village development is carried out through meeting basic needs, developing village facilities, developing village infrastructure, developing local economic potential, and utilizing natural resources in a sustainable environment. Village development is expected to prioritize togetherness, kinship, and cooperation to mainstream peace and social justice. One of the ways to improve the welfare and equity of village development is through strengthening the village community as the subject of development [11].

Women are the subject of development which is very important for the progress of society. By including women in development, the government does not only provide opportunities for women to be independent. More importantly, women are confident to become an essential part of society. As the person in charge of household affairs, women must be critical in seeing various societal problems [12].

Bunda literasi as a literacy ambassador of the Jembrana community and playing a role in achieving women's social inclusion in the Jembrana district. With the support of the PKK mobilization team, *bunda literasi* carry out various training for women to equip women with various knowledge and life skills to accelerate the achievement of family welfare. The training provided to Jembrana women covers various skills that are currently trending. Currently, in Bali, prewedding photo businesses are mushrooming. The prewedding photo business is popular in the community. To be able to open this business, prospective business people have to pay a lot to learn makeup and photography. The Jembrana Regency PKK driving team conducted bridal makeup training so that Jembrana women could still open a prewedding makeup business even though they did not have much capital to learn makeup. In addition to prewedding makeup, Jembrana women are also trained to be able to decorate themselves. A salon is costly, so women often spend a lot of time and money on makeup. Independent grooming skills allow women to be frugal and help other women appear more attractive.



Fig. 2. *Bunda literasi* carried out the women's social empowerment and inclusion program with the PKK mobilization team in Jembrana Regency.

In addition to makeup skills, women are also trained to be skilled in preparing healthy meals for their families. In addition to preventing stunting in children, making healthy food is also beneficial for family health. Mothers who are members of the *posyandu* are also equipped with knowledge of maternal and child health so they can become supporters of a healthy generation. The role of the wife of the leader at various levels of leadership is constructive in the implementation of various PKK programs. They continuously help women to be empowered. According to Yuni (35 years old), the wife of the sub-district head of Melaya, Yuni (35 years old), the wife of the Melaya sub-district head, has been trying to help women in enriching their skills to make every woman independence economically and culturaly. This is corroborated by the findings of [13], who explained that several PKK programs in the form of skills training were very influential in increasing women's capacity building. The skill distribution program among women is still at the stage of women's personal development. The skills taught in training held by the PKK driving team have yet to encourage the community to use the knowledge gained to increase family income, such as opening a formal business. However, the results achieved are the individual's ability to be independent in various daily activities, such as being able to make up for themselves for official events. Independent in the availability of family food and others. The implications of acquiring skills through reading activities are yet to be apparent in the literacy programs because the implementation of the 30-minute reading program has yet to receive a large enough focus.

4. Conclusion

Bunda literasi plays a significant role in achieving women's independence in Jembrana Regency. Through various collaboration programs with various parties, *Bunda literasi* seeks to

educate the public, especially women, to be independent and empowered. With independence, social inclusion will be realized in the Jembrana community. *Bunda literasi* supports various government strategic programs to eradicate poverty, illiteracy, and other social problems. *Bunda literasi* with various roles attached to them as wives of officials have easy access to various facilities to accelerate the achievement of community welfare. The presence of *bunda literasi* in various activities is also a role model for knowledgeable independent women. The existence of *bunda literasi* with various empowerment activities is an effort to increase community independence and reduce unemployment in the Jembrana Regency. The role of *bunda literasi* in expanding the love of reading has yet to show concrete results. After all, when talking about knowledge investment, it cannot be seen in a short period because it is a long-term investment. The program carried out by the *bunda literasi* for one year in office has yet to show a dominant role as a *bunda literasi*. The program that has been run so far is still prevalent as the leader of the PKK driving team. Literacy programs that involve professional organizations related to empowering literacy communities still need to be increased. Likewise, the Regional Library and Archives Service activities are still minimal.

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