

Effectiveness of the 'Sekoper Cinta' Program for Women's Empowerment in Bandung City

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Abstract. The Sekoper Cinta program is a flagship program of the West Java Government through the Population Control, Family Planning, Women's Empowerment, and Child Protection Service. Sekoper Cinta includes the Happy Family Program, Improving Women's Basic Skills, Family Health Program, Women's Self Image, Vocational Training, Entrepreneurship, and Digital Literacy Program. This program aims to increase public awareness and understanding regarding the importance of the role of women in gender equality by eliminating discrimination and empowering women. This research was conducted in the city of Bandung. The aim was to determine the effectiveness of the Sekoper Cinta Program to empower women and ultimately improve their quality of life. This research uses a qualitative approach with interview data based on five aspects: program understanding, target accuracy, timeliness, goal achievement, and real change. The research results show that Sekoper Cinta has significantly improved family welfare, and 310,000 residents have changed their status from poor to middle class.

Keywords: Effectiveness, Women's Empowerment, Gender Equality.

1 Introduction

The problems faced by women are structural problems where the current condition is that women do not have the same rights as men or can be said to be gender inequality. There are various causes of gender inequality, including social norms and patriarchal culture in Indonesia, where gender roles and responsibilities are associated with certain stereotypes. This can result in gender discrimination in various aspects of life, such as education, work, marriage, and home life. Gender-based violence and discrimination, such as sexual harassment, domestic violence, and bullying, can reinforce gender inequalities and limit individual freedoms and opportunities [1].

This discrimination can cause various problems, such as a lack of opportunities for women to develop their potential through quality education, causing women to be more vulnerable to poverty and economic injustice. This can be seen based on data from the Bandung City Central Statistics Agency (BPS); in 2017, the male labor force participation rate in Bandung City was 80.86%, while the female labor force participation rate was 50.49%. The difference in the labor force participation rates of men and women in Bandung City shows that there is still a gender gap in the world of work, especially in Bandung City [2].

This gap needs to be overcome by developing women through empowerment, which is an effort made by an individual or group to train people's abilities by providing motivation and encouragement to raise awareness of their potential and make efforts to develop this potential into real action. This is realized through various activities that provide skills, create knowledge, and strengthen abilities or potential that support the creation of independence and empowerment in society. Women's empowerment is a systematic and planned effort to achieve gender equality and justice in family and community life [3].

In this case, the government is making every effort to overcome the problems faced by women, including through a program called Sekoper Cinta. This program is based on the Decree of the Governor of West Java, Number: 420.05/Kep.1224/Yanbangsos/2018, concerning Women's School Organizing Teams to Achieve Dreams and Aspirations. This program is aimed at women aged 18 years or over living in the West Java province. The Sekoper Cinta program was developed to increase women's empowerment in West Java towards becoming West Java Women Champions [4].

The Sekoper Cinta program is one of the West Java Provincial Government programs, and it must be implemented by all cities/regencies in West Java, including the City of Bandung. The Sekoper Cinta program exists to improve women's skills and knowledge in various fields, including household, entrepreneurship, and digital skills. This training can increase women's ability to produce products and services of economic value. This program focuses on improving women's skills and knowledge, increasing women's self-confidence and self-esteem, and increasing women's role in the family environment and, more broadly, in community life [5]. Research conducted by Iyoege et al. (2021) shows that optimizing the role, especially of women, in the household (family) is very important to create an independent, happy, and prosperous family, thereby creating a resilient society and having an impact on strengthening the nation's national resilience [6].

The Sekoper Cinta program is implemented as a participatory, actively involving participants in the learning process. In each activity, participants will also be accompanied by a trained facilitator. Implementation of the Sekoper Cinta Program in Bandung City requires more optimal budget support so that this program can reach more people. This research aims to determine the effectiveness of the Sekoper Cinta Program in empowering women with a research focus in the city of Bandung.

2 Theoretical Framework

Effectiveness comes from the primary word effective. James L. Gibson defines effectiveness as achieving goals showing a degree of effectiveness. Meanwhile, according to Stress in Nuraida (2019), effectiveness is a program's efforts to achieve its goals and targets using specific resources. In creating a program, effectiveness is the central aspect of its implementation. According to Sutrisno (2010), effectiveness has five indicators, namely: 1) Program understanding, 2) Target Accuracy, 3) Timeliness, 4) Achievement of Goals, and 5) Real Change [7].

In the first indicator, namely understanding the program, efforts are analyzed in realizing a program so that it can be readily accepted and understood. This includes the agency's socialization process to the community to provide knowledge and understanding to implementing actors regarding program implementation.

The second indicator, target accuracy, is an essential variable in determining the success of a program. In this indicator, too, vulnerable groups must be considered by conducting direct inspections during the program.

A program is effective if the implementation of the program is by the timeliness that has been determined from the start. Using the right time can make achieving goals more effective. This is analyzed in the third indicator, namely timeliness; if the program is implemented at the right time, the more influential the program can be realized.

Judging from the indicators of goal achievement, a program can be effective if it achieves previously planned goals. This indicator can be seen from the socialization process to the evaluation of achieving predetermined goals.

The last indicator is a fundamental change. Reviewing changes to the effectiveness of this program can be seen from how much impact or benefits are felt by the community by looking at the economic and environmental aspects that have been improved.

3 Methods

This study uses a qualitative method. This method was chosen because this research aims to determine the effectiveness of the Sekoper Cinta Program in empowering women in Bandung City. Data was collected through in-depth interviews with related parties, including DPPKBP3A. The interviews were then processed into transcripts to facilitate data analysis.

Various supporting data were also collected from interviews to strengthen the analysis. After that, various existing documents were reviewed. Then, the research team reduced the data by selecting essential and relevant information to the theory used in this research. The data is then presented in descriptions and analyzed to support efforts to determine how effectively the program is being implemented.

4 Result and Discussion

Researchers on the effectiveness of the Sekoper Cinta Program use the theory of Sutrisno (2010), which states that to find out the extent of the effectiveness of a program can be done by using five variables which are used as analysis material in research, including 1) Program Understanding 2) Target Accuracy 3) Timeliness 4) Achievement of Goals, and 5) Real changes. The research results show that the Sekoper Cinta program is running effectively. However, other improvement efforts are still needed to achieve optimal output and outcomes.

In the first indicator, what is meant by program understanding is the extent to which program targets can understand program implementation well. The program organizers provide knowledge to the target group by delivering the Sekoper Cinta program via the Sekoper Cinta YouTube channel. Mrs. Atalia and other organizers actively offer outreach. The system for providing this program is not face-to-face but broadcast via online media, watched together, and accompanied by facilitators on duty in the sub-district. In terms of socialization, training, and mentoring, facilitators in each Bandung City sub-district have succeeded in optimally carrying out their roles. Most people understand and know about the Sekoper Cinta program, so it can be implemented effectively in Bandung.

The success of a program is very influential on the accuracy of the targets to be achieved. In this second indicator, the thing that needs to be paid attention to is the recipient. Based on

the results of interviews with informants at DP3A Bandung City, it was assessed that the Sekoper Cinta program implemented in Bandung City on target accuracy indicators could be considered effective in achieving the predetermined target, namely 15 sub-districts with a quota of 100 people, which was on target and was appropriate for program recipients because the average -average people who come from the lower classes. According to the JABARPROVGOID Portal, in the city of Bandung in 2019-2021, 925 women, dominated by homemakers, had taken part in skills training, including information technology, e-commerce, sewing, beauty, and cooking.

The implementation and work carried out on a program certainly have work operational standards for each program as a guideline to maximize program realization. In the third indicator, namely timeliness, the research results show that the implementation of the Sekoper Cinta program in Bandung City is by the established time standards. During the four years the activities were carried out in 2024, participants succeeded in the final stage, namely the vocational stage.

In planning a program, each objective will be determined first. A program is likely if the previously defined objectives are achieved. If analyzed using the effectiveness model according to Sutrisno (2010) [7] on indicators of goal achievement, the Sekoper Cinta program in Bandung City is considered appropriate for achieving goals. It is running effectively in achieving predetermined goals. This can be seen from the results after the participants took part in the Suitcase of Love program and were able to have their businesses. This certainly shows that the welfare of women has begun to improve.

In a program, indicators of real change are measures used to assess the success or failure of the program being implemented. If a program provides change, it can be judged that the program is running effectively. However, if the program does not produce any changes while the program is running, then the program is considered ineffective. The real change that is the reference for this research is to examine how the Sekoper Cinta Program can bring positive changes to women in Bandung. This fifth indicator has two assessment points to support the assessment of the effectiveness of the Sekoper Cinta Program in Bandung City, namely that the program has succeeded in giving women the ability to generate their income by opening businesses according to their skills. This can positively impact the economy, especially for women who previously did not have jobs.

5 Conclusion

Sekoper Cinta is a women's empowerment program associated with the West Java Provincial Government. Women's empowerment is an effort to increase women's capacity and quality of life so that they can play an active role and participate in all aspects of life. Based on research that has been conducted, the 'Sekoper Cinta' Program for Women's Empowerment in the City of Bandung is running effectively. It is easy for people to understand because online media such as YouTube is used intensively for socialization. The target was achieved; program participants came from all sub-districts in Bandung City. Apart from that, all participants who have taken part in the program become independent in their businesses and have an impact on increasing their welfare. To produce optimal output and outcomes, the reach of this program needs to be expanded.

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