

A Mix Method Model of the Communication Empowerment of Women who are Head of the Family: A study through the PEKKA Group

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Communication within a group of female heads of households, which is also known as the Women Headed Household Empowerment Program (PEKKA), helps to overcome problems related to the responsibilities in meeting all family needs, and its role in caring for and educating their children. The economic limitation factor is fundamental for PEKKA, which is considered heavy. The present research aims to analyse the participatory communication, and economic empowerment of female household heads through the PEKKA group discussions in the City of Batang, in Central Java, in an effort to help solve problems. Poverty alleviation is one of the economic empowerment programs offered to women through participatory communication within the PEKKA groups. Research which uses quantitative methods is strengthened qualitatively and uses FGD. This study uses the bona fide group theory combined with participatory communication theory, and community empowerment. The SEM results show a real influence on participatory communication within women headed household groups, and women's economic empowerment towards women's economic independence. The research also shows that participatory communication provides the highest contribution in realising PEKKA's economic independence.

Keywords: *Model of communication, Empowerment of women, Head of family, PEKKA group.*

Introduction

In Indonesia, women head no less than six million households, and more than half form the poorest community groups in the country. These women are generally aged between 20–60 years old, and some are illiterate and have never attended an elementary school. Moreover, they support between one and six people per day, and in some cases, these women have been traumatised by domestic, and state violence (Pekka & Semeru National Secretariat, 2014).

The Women Headed Household Empowerment Program (PEKKA), which organises PEKKA activities, the family in carrying out family functions is a problem or obstacle that is lack of firmness, attention in terms of educating their children, and the difficulty in allocating time to socialize in the community due to PEKKA's activities in carrying out family functions (Saputri, 2016). On the other hand, there are women who are supporters of the husbands' role as the breadwinner, who provide a contribution to help the family economy in earning income, and so having independence in the economy can sustain family needs (Djazimah & Habudin, 2016).

Women who play the role of family heads are more prioritised to be economically independent. Therefore, the PEKKA group, as a forum for developing women's skills, will always pay attention to the continuation of women's empowerment. Through the empowerment programs carried out by the PEKKA groups, women are developed to be more independent, and to work or have businesses that can generate income to meet their families' needs.

Exploring economic empowerment can be undertaken through five aspects of the community empowerment approach, namely: possibility, strengthening, protection, support, and maintenance (Suharto, 2014). First, 'possibility' refers to creating an atmosphere that allows the potential of the community to develop optimally, as well as being able to release society from the cultural and structural barriers which are hampering. Second, 'strengthening' concerns the fulfillment of knowledge and abilities needed by the community in solving problems and meeting their needs. Empowerment must be able to grow the abilities and trust of the poor, who support their independence. Third, 'protection' encompasses the protection of the community, and weak groups, so that they are not oppressed by strong groups, avoiding an unbalanced competition (unhealthy protection) between the strong, and weak, and prevents the use of strong groups against weak groups. Empowerment must be agreed upon at the completion of all kinds of conversations and dominations that do not benefit the common people. Fourth, 'support' refers to providing guidance and support to people. Fifth, and lastly, 'maintenance' relates to maintaining conditions that are conducive, so that the balance of power distribution between various groups in the community continues to occur.

Empowerment must be able to guarantee harmony and balance that allows everyone to receive a business opportunity.

The reality is that there are women who play the role of the head of the family, even though there are some who are married, but the husband does not have a permanent job. Such conditions make women in the City of Batang bear the responsibility of being the main breadwinner, rather than supporting their husband's livelihood. Women, as family heads in Batang, require the motivation to move forward, and directed skills to become empowered women. It is hoped that the PEKKA groups in the Batang Regency can provide a way to help women heads of households be more empowered, and finally, be able to have economic independence.

The study uses the theory of trusted group communication or bona fide groups, where the PEKKA groups are in line with the bona fide theory. There is an interaction between the members in groups who have the functions that the group needs to resolve conflicts or mean groups depend on the environment, and vice versa. Regarding the existence of groups with the environment, the boundaries of the group itself are not absolute. The individual trust or reliability within the group is woven in communication involving the environment, including other groups. The interactions and conversations involving other groups and environmental systems will show the loyalty of the individual itself to the group. Similar to PEKKA groups, where each individual has meaning and value for other individuals, individual values will be realised if there is an interaction to achieve a common goal. The interaction in groups requires communication called 'group communication'. Based on the explanation above, this research aims to formulate a communication model of women's economic empowerment through groups based on a quantitative and qualitative analysis.

Research Methods

The research uses a mixed method through quantitative means which is supported by qualitative analysis with survey methods. The study population consisted of housewives who acted as the head of the family and was divided into 12 villages consisting of 15 groups, with a total population of 535. The number of samples using the Slovin formula totalled 229 samples.

The sampling technique used was the stratified random sampling, distributing questionnaires directly to the PEKKA members consisting of housewives who played a role as the head of the family, and live in the Batang and Central Java region, which receives benefits from the PEKKA program activities. The quantitative data were obtained from primary data, including PEKKA characteristics, and the characteristics of PEKKA groups. The primary data was obtained by filling out a questionnaire conducted by the PEKKA. The research instrument

was divided into two parts. The reliability test results on each indicator showed the Cronbach alpha value as follows: the PEKKA group characteristics variable comprised 106 questions, with a Cronbach alpha of 0.749; the participatory group communication variable comprised 36 questions, with a Cronbach alpha of 0.622; PEKKA economic empowerment comprised 24 questions, with a Cronbach alpha of 0.868; and economic independence comprised 24 questions, with a Cronbach alpha of 0.845. The data was analysed using the SPSS version 22.0 to test the validity, and reliability of the research instruments, as well as a SEM analysis with the LISREL 8.8 program to test the independent variables' effect upon the dependent variable.

Research Results

Results of the SEM Data Processing

The results of SEM processing with goodness of fit provide an explanation that the resulting model is not good, yet we can still identify, based on the data, and models. The RMSEA criteria produced a value of 0.049 0.08, which means that the resulting model is already showing the goodness of fit. The use of other goodness of fit criteria, namely the GFI, NFI, and CFI, produced a value of >0.9, which means the resulting model has the goodness of fit. As the results of several indicators produce the conclusion of the model of the goodness of fit, the theoretical hypothesis testing can be completed.

Table 1: Results of processing and testing the goodness of fit, 2019

<i>Goodness-of-Fit</i>	<i>Cut-off-Value</i>	<i>Result</i>	<i>Conclusion</i>
X ² - Chi-square	Expected to be small	253.64	<i>Fit</i>
Significance	≥0.05	P = 0.00001	
RMSEA	≤0.08	0.049	<i>Fit</i>
GFI	Approaching 1	0.940	<i>Fit</i>
NFI	Approaching 1	1.000	<i>Fit</i>
CFI	Approaching 1	1.000	<i>Fit</i>

Note: RMSEA: Root Mean Square Error of Approximation; CFI: Comparative Fit Index; GFI: Goodness of Fit Index; IFI: Incremental Fit Index; NFI: Normed Fit Index.

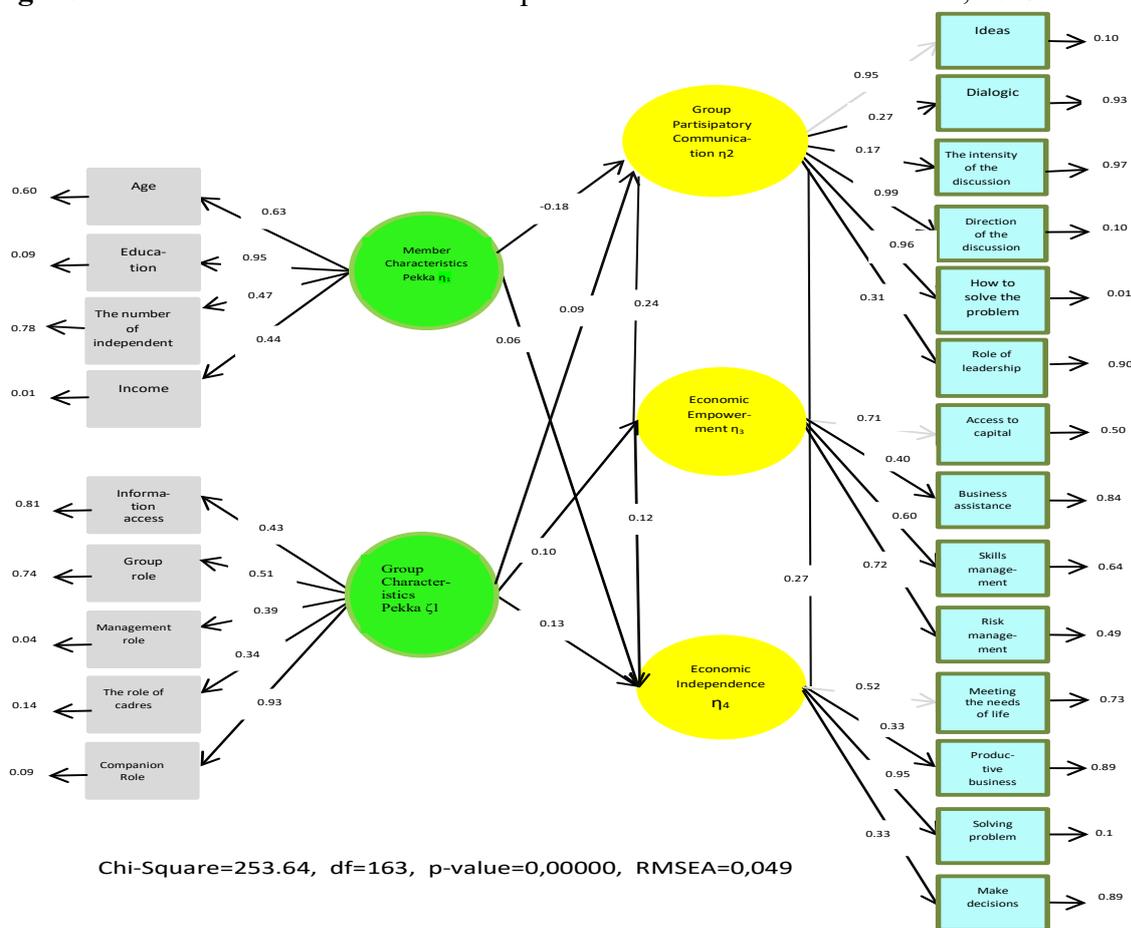
Source: Authors, 2019

Through this research, PEKKA's characteristics directly affect negatively on participatory group communication, and affect positively and directly upon economic independence. The characteristics of PEKKA groups have a direct positive influence on participatory communication groups, affect positively and directly on economic empowerment, and have a direct positive effect on economic independence. The participatory group communication positively affects directly on economic empowerment, and affects positively and directly on

economic independence. The economic empowerment positively affects directly on economic independence.

The PEKKA's characteristics negatively affect indirectly on economic empowerment, and economic independence. The PEKKA groups' variable characteristics have an indirect positive influence on economic empowerment, and an indirect positive effect on economic independence. The participatory group communication positively affects indirectly on economic independence. The effect between the variables can be seen in Figure 1.

Figure 1. PEKKA estimate economic empowerment communication model, 2019



Source: SEM analysis of the authors, 2019

Based on the Figure 1, the diagram shows that there are four supporting indicators on the PEKKA characteristic variable (η_1), with the highest percentage value on the education indicator (y2) of 0.95, followed by the age indicator (y1) of 0.63, the indicator number of dependents (y3) of 0.47, and the income indicator (y4) of 0.44. The value of the PEKKA group characteristic indicator (ζ_1) shows five supporting indicators, with the highest value on the companion role indicator (x5) of 0.93, followed by the group role indicator (x2) of 0.51,

information access indicator (x1) of 0.43, role indicator management (x3) of 0.39, and cadre role indicator (x4) of 0.34.

The participatory communication bound variable (η_2) shows that there are six supporting indicators, with their respective values: the communication direction indicator (y8) of 0.99, which is followed by an idea and idea indicator (y5) of 0.95, the indicator of how to solve the problem (y9) of 0.95, the leadership role indicator (y10) of 0.31, and the dialogical indicator (y6) of 0.27. The last indicator is the discussion intensity indicator (y7), which is 0.17. The magnitude of the value on the economic empowerment variable (η_3) shows the results on the risk management indicator (y14) of 0.72, and the capital access indicator (y11) of 0.71, which are followed by the value on the skill management indicator (y13) of 0.60, and the business mentoring indicator (y12), which is equal to 0.40. The value of the economic independence variable (η_4) shows that there are four supporting indicators with the most dominant result in the indicator of ability to overcome problems (y17) of 0.95. It was followed by the indicators of the ability to meet the needs of life (y15) of 0.52, the indicator of decision-making ability (y18) of 0.33, and the same value on the indicator of productive business capability (y16) of 0.33.

Hypothesis Testing Theory

Table 2: Results of the SEM model regression estimation, 2019

Path	Estimate	S.E.	t-hit > 1.96	Conclusion
Direct				
Characteristics of PEKKA → Participatory Group Communication	-0.180	0.033	5.45	Significant
Characteristics of PEKKA Groups → Participatory Group Communication	0.094	0.035	2.70	Significant
Characteristics of PEKKA Groups → Economic Empowerment	0.100	0.031	3.23	Significant
Group Participatory Communication → Economic Empowerment	0.240	0.035	6.92	Significant
Characteristics of PEKKA → Economic Independence	0.062	0.026	2.35	Significant
Characteristics of PEKKA Groups → Economic Independence	0.130	0.030	4.16	Significant
Group Participatory Communication → Economic Independence	0.270	0.032	8.45	Significant
Economic Empowerment → Economic Independence	0.120	0.045	2.58	Significant

Non-Direct				
Characteristics of PEKKA → Economic Empowerment	-0.04	0.01	4.45	Significant
Characteristics of PEKKA Groups → Economic Empowerment	0.02	0.01	2.57	Significant
Characteristics of PEKKA → Economic Independence	-0.05	0.01	4.70	Significant
Characteristics of PEKKA Groups → Economic Independence	0.04	0.01	3.37	Significant
Group Participatory Communication → Economic Independence	0.03	0.01	2.58	Significant

Source: Authors 2019

Direct Influence

The hypothesis one states the characteristics of PEKKA (η_1) have a direct negative effect on participatory communication (η_2), with a statistical value of $5.45 > t\text{-table } 1.96$, which means that the hypothesis is rejected. From the processing results obtained, an estimation coefficient of -0.180 was found, which means that the higher the characteristics of PEKKA (η_1), the lower the participatory communication (η_2) directly, and vice versa.

The hypothesis two states the characteristics of PEKKA groups (ζ_1) have a direct positive effect on participatory communication (η_2), with a statistic value of $2.70 < t\text{-table } 1.96$, which means that this hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.094 was found, which means that the higher the characteristics of the PEKKA groups (ζ_1), the higher the participatory communication (η_2) directly, and vice versa.

The hypothesis three states the characteristics of PEKKA groups (ζ_1) have a direct positive effect on economic empowerment (η_3), with a statistic value of $3.23 > t\text{-table } 1.96$. From the processing results obtained, an estimated coefficient of 0.100 was found, which means that the higher the characteristics of the PEKKA groups (ζ_1), the higher the economic empowerment (η_3) directly, and vice versa.

The hypothesis four states that participatory communication (η_2) has a direct positive effect on economic empowerment (η_3), with a statistic value of $6.92 > t\text{-table } 1.96$, which means that this hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.240 was found, which means that the higher the participatory communication (η_2), the higher the economic empowerment (η_3) directly, and vice versa.

The hypothesis five states the characteristics of PEKKA (η_1) have a direct positive effect on economic independence (η_4). The hypothesis is proven by a statistic value of $2.35 > t$ -table 1.96, which means that the hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.062 was found, which means that the higher the characteristics of PEKKA (η_1), the higher the economic independence (η_4) directly, and vice versa.

The hypothesis six states that group characteristics (ζ_1) have a direct positive effect on economic independence (η_4), with a statistical value of $4.16 > t$ -table 1.96, which means that the hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.130 was found, which means that the higher the characteristics of the group (ζ_1), the higher the economic independence (η_4) directly, and vice versa.

The hypothesis seven states that participatory communication (η_2) has a direct positive effect on economic independence (η_4), with a statistical value of $8.45 > t$ -table 1.96, which means that this hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.270 was found, which means that the higher the participatory communication (η_2), the higher the economic independence (η_4) directly, and vice versa.

The hypothesis eight states that economic empowerment (η_3) has a direct positive effect on economic independence (η_4), with a statistical value of $2.58 > t$ -table 1.96, which means that the hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.120 was found, which means that the higher the economic empowerment (η_3), the higher the economic independence (η_4) directly, and vice versa.

Indirect Influence

The hypothesis nine states the characteristics of PEKKA (η_1) have an indirect negative effect on economic empowerment (η_3), with a statistic value of $4.45 > t$ -table 1.96, which means that this hypothesis is rejected. From the processing results obtained, an estimated coefficient of -0.040 was found, which means that the higher the characteristics of PEKKA (η_1), the lower the economic empowerment (η_3) indirectly, and vice versa.

The hypothesis ten states the group characteristics (ζ_1) have an indirect positive effect on economic empowerment (η_3), with a statistic value of $2.70 < t$ -table 1.96, which means that the hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.020 was found, which means that the higher the characteristics of the group (ζ_1), the higher the economic empowerment (η_3) indirectly, and vice versa.

The hypothesis 11 states the characteristics of PEKKA (η_1) have an indirect negative effect on economic independence (η_4), with a statistic value of $4.70 > t$ -table 1.96, which means that

the hypothesis is rejected. From the processing results obtained, an estimated coefficient of -0.050 was found, which means the higher the economic empowerment (η_3), the lower the economic independence (η_4) indirectly, and vice versa.

The hypothesis 12 states the group characteristics (ζ_1) have an indirect positive effect on economic independence (η_4), with a statistic value of $3.37 < t\text{-table } 1.96$, which means that the hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.040 was found, which means that the higher the characteristics of the group (ζ_1), the higher the economic independence (η_4) indirectly, and vice versa.

The hypothesis 13 states that participatory communication (η_2) has an indirect positive effect on economic independence (η_4), with a statistic value of $2.58 > t\text{-table } 1.96$, which means that the hypothesis is rejected. From the processing results obtained, an estimated coefficient of 0.030 was found, which means that the higher the participatory communication (η_2), the higher the economic independence (η_4) indirectly, and vice versa.

Research Discussion

Deepening through Focus Group Discussion

It can be concluded that political parties can be interpreted as a forum to accommodate the aspirations of the community, channelling the interests of the community, and as a tool to gain power. If a political party carries out its functions properly, and in accordance with Indonesia's ideology and legislation, it can be ensured that the welfare of society can be achieved. Political development is very much needed for the development of a nation. With the development of politics, people will understand the functions and roles of political parties amid society.

The qualitative stages through a focus group discussion (FGD) were chosen because they allow researchers to control the flow of questions and answers (Creswell 2010). Information can be extracted through FGDs from several key informants, FGDs are held twice. The FGD participants were the head of the PEKKA Center, the head of the PEKKA Batang, one person in charge, one cadre, one companion, one community leader, and one community member outside the PEKKA membership. The FGD participants were selected by purposive sampling (criteria were determined). This technique is intended to facilitate researchers with certain considerations aimed at making the data obtained more representative and easier to calculate (Sugiyono 2013). The author asked twelve questions pertaining to participatory communication, economic empowerment, economic independence, and matters relating to PEKKA in-group communication, and all its spheres in society.

According to Muqsith et al. (2019), new media creates a new paradigm of social movement patterns to mobilise the masses because of the need for faster and modern collective action. This concerns the communication carried out. The communication used by the PEKKA is group communication. The activities in group communication occur over a shift of ideas due to the mutual needs of one another (Arifin 2015). The development of new media makes it easier to communicate and convey messages, causing direct meetings to be without space, time, and distance. Users can easily participate in social interactions (Muqsith, 2019). This is what PEKKA members try to emphasise with transferring ideas in groups that will be effective, if done face-to-face, and intensely to realise social change, people will communicate to build a society and act together to make it happen.

Communication becomes especially important when a group of people works together to achieve a goal. Group members must send and receive messages effectively, so that each member can exchange and convey information. Mass media plays an essential role in this public education process by conveying information about climate change to the public, and acting as a means of advocacy, and education. In all its forms, the media ensures that citizens are well informed (Muqsith & Muzykant, 2020). The type of communication used is a type of two-way communication. This means that in each meeting, it always provides an opportunity for each group member, management, cadre or companion to provide ideas using the local language, so that group members can more easily understand it.

In the opinion of Parker (2016), the thought process is directly influenced by language, so that the use of different languages will lead to different interpretations. If the language used is the same, it will facilitate the next communication process. The frequency of meetings is at least once a month, but usually in each group meetings occurs twice a month, as per the author's interviews with members of the PEKKA group:

“That PEKKA group members are more active in conducting dialogue, providing input of ideas, and ideas in group discussions. Meetings are held routinely, at least once a month. Communication is done more openly; whoever expresses their opinions, both members, management, and cadres, exchange information to provide ideas, and ideas related to the problems faced. The companion always tells us to give us a chance, even a little. We were truly trained to be brave and independent while joining here. PEKKA group members discussed problems that occurred in the group, related to program activities, conflicts between members, and programs that were stuck, looking for problem-solving as one of the ways to find a win-win solution. This type of communication is more open using either media — WhatsApp or face to face directly to monthly discussions, and regular meetings” (Pekka members, 2019).

Regarding the opinions of the members of the Batang PEKKA group mentioned above, the facilitator also said that the communication that takes place within each active PEKKA group is dynamic:

“The group is indeed more open, willing to accept input from facilitators, leaders, cadres, administrators, and group members who provide ideas, and ideas to be a discussion in improving group management. Forms of face-to-face communication are carried out at regular meetings at least once a month through discussion and dialogue. Communication [occurs by] using media between [the] management, cadres, [and] assistants [through the] use [of] WhatsApp, and e-mail. For active members, of course, they often participate in training activities, meetings, discussions, and dialogues. Some members are actively high in intensity, but they rarely express their opinions. Still, their curiosity is very large, so that members of this kind are more enthusiastic in participating in training and practising it as a form to improve their skills, hoping to be more independent in meeting the needs of their family life. Like making chips, making mushroom cultivation; [a] strong entrepreneurial desire” (PEKKA members, 2019).

It is different with the management, who feel that the level of participation of group members is not optimal in their contributions during discussions, and meetings, based on old age, and low education. This is consistent with the findings of the interview with the board:

“So, indeed, in this PEKKA group there are more mothers who are 45 or older. Sometimes they just want to come and listen, just keep coming home, and if there is training coming. They are active when it comes to attendance intensity. However, in participation at the meeting, there are still many that are lacking. Apart from that, it is also possible because the members’ education here is still low, so they don’t dare to appear in front of people, as if they are still ashamed to think, that’s what it is” (PEKKA management, 2019).

The next reality, the recognition of the existence of someone in the community or group, is certainly an award. Everyone wants to be valued for their presence, both in the family, and in the community. Moreover, is the presence of women-headed households, especially for widowed women. Initially, they were always marginalised, as they were seen as a negative concept. Now, is the time to have fair recognition, and treatment. Based on the findings from the field through FGD interviews, a PEKKA group member said that:

“[For] women in our condition, PEKKA is not an easy thing, especially in dealing with all kinds of family, and social environment problems. Not a few who played down our position. Still, some people consider PEKKA to be a weak, helpless woman, and our village activities are not counted or recognised. One example is the head of the family (female head of the family) who always participates in paying village dues. Still, when there is a musrebang or

community meeting, we PEKKA are not invited to the meeting. Only the family heads are invited to each of their activities. When asked and recorded, the head of the family at my “MY” mother’s house, but the treatment of PEKKA still cannot occupy the place and have the rights that they should. Seeing this condition, PEKKA still feels sad, and it seems that women are still considered incapable and deserve the award to be responsible for the family, even though, in reality, we are the executors” (PEKKA member, 2019).

In addition, along with the activities carried out in the PEKKA program, the results of the FGD with PEKKA members highlighted:

“That communication activity carried out from members to PEKKA groups tend[s] to be more passive. Members who are not active in communication only receive information, just like that. Therefore, PEKKA groups are more active in communicating with their members with the information provided through WhatsApp groups or regular meetings. Both the chairperson or the mentor is more inclined to encourage their members to continue to be active in carrying out PEKKA's activity programs, [and] applying the knowledge gained from training into the real form of daily activities. This is so that the training that has been followed does not simply forget, for example bookkeeping training (making bookkeeping on cooperative savings and loan activities), journalistic training (making reports and daring to express opinions through writing), dare to speak in public, entrepreneurship (who are good at making food continued like making chips, [and] mushroom cultivation), which talent in mentoring activities for citizens [is] called advocacy (to the police, to the religious court, management of identity), it is a form of training that produces a skill, and PEKKA becomes more empowered” (PEKKA member, 2019).

The PEKKA activity program strives to empower, train and develop the skills of women, and encourage the realisation of economic independence. Based on the findings in the field, and the results of the FGD submitted by the cadres, the training conducted was based on a program of activities that had been made by the PEKKA group. Through training and education activities, such as Paradigta, is an informal school provided by PEKKA groups. The ability to implement all types of education, and the skills’ training that has been provided by PEKKA, depends upon what each member is able to do, and has the desire or not to make happen. If members want to do it, it is undeniable that they can make themselves more empowered, and independent. Therefore, the training provided is highly useful for the survival of women’s household heads. It is hoped that, if implemented, it can help the economic independence of women household heads. For example: training in health, the introduction of life pharmacies can utilise natural resources by using medicinal plants around the environment they live in; training in entrepreneurship may include sewing, trading, and cultivation; bookkeeping training; and developing skills for services, such as massage,

dressing, identity management, and assistance. All these things, if implemented, of course, is an island for income.

Members of PEKKA groups are aware that they have many benefits in achieving progress for women by joining PEKKA groups, as reflected in the following interview extract:

“The existence of PEKKA helped me and my friends to get ahead. In the past, I could not read and write, [I] really could not. I didn't even graduate from school, but since I joined here, I was given training, and the companions were also comfortable, and now I can read and write. I also didn't have any expertise, if I just cook, but as long as I join the PEKKA group, I can be taught how to make cakes. When there is time, I spend time making cakes for myself at home, [and] sometimes I take [cakes to the] bazaar for sale” (PEKKA member, 2019).

Not only that, other benefits felt by members when joining PEKKA groups were also expressed by group cadres. The PEKKA is considered not only as a forum for developing skills, but also as a form of closeness between members in the group:

“PEKKA contributes a lot to PEKKA members, especially to sharpen their abilities. With PEKKA, we can know the expertise we have, and also here are many places to ask, so we are not left in confusion, if there are complaints or whatever, we are accustomed to telling good stories. It's the same as the companion or fellow members. The solution can be given right away, and we are also always trained to continue to be advanced women, even though our responsibilities are [the] extended family” (PEKKA member, 2019).

The facilitator also added that the training, and knowledge which was delivered to members became an asset in honing, and developing the skills to be increasingly empowered women. Members were able to become a strong PEKKA in managing, and realising family economic independence. Following the series of opinions mentioned above, the community leaders gave their opinions on the presence of women-headed households within this community:

“So far, the existence of PEKKA has encouraged these housewives to become more sensitive to the condition of their family and environment. [They are] more critical in seeing an event or incident in the community. Looking at the PEKKA's existence, many have encouraged a change in mindset, and provided training that has promoted skills development. We, as community leaders here, of course, really welcome PEKKA's existence. These exceptional women, PEKKA members, have a dual role as housewives, educating, and raising their children, but also earning a living to meet their families. This condition is certainly not an easy thing, [but] with the existence of this PEKKA Batang group, [it is] encouraging in

solving [the] economic problems, and helping in decision-making, as a form of family economic independence” (PEKKA leader, 2019).

It was further noted that members outside the PEKKA group also stated that PEKKA's presence in many communities was expected to have a positive impact on the community. In addition, the presence of PEKKA groups have motivated many other women outside the membership to join these groups and become independent:

“I see the PEKKA members here. The mothers are very independent, [and] there are those who can help and take care of the various administrative needs of the citizens, and the PEKKA group here is very compact. They are diligent in coming to the event, and there are also some PEKKA members who are actively involved in the management of the village as well, so it seems that the women of PEKKA members are already independent” (PEKKA member, 2019).

The training, facilities, and assistance related to accessing the capital that will support the economic independence of PEKKA members. Training has been done a lot. The most common training activities are bookkeeping, public speaking, catering, cosmetology, and fashion, as stated by a companion in the interview, as follows:

“Our target is that all of us can become skilled from the training we have. [The] PEKKA members become more understanding and aware of each other’s potentials and talents. We have programs, and everything we support [is] to be able to feel the results of the programs offered. For example, for cooperatives, there is a savings and loan program; there is bookkeeping training; there is the training of journalists to hone the courage to appear in public; there is food training to utilise [the] natural resources around the house, [which can be] used as processed materials; [and] there is fashion training, such as being taught sewing and making handicrafts. Everything depends and goes back to the group members to want or not maximise the abilities that have been trained” (PEKKA member, 2019).

The head made the same statement of the PEKKA group, which is that the training had been actively carried out within the group. Thus, it helps PEKKA members in honing their expertise:

“Yes, I said, actually feel that training has often been done, even though it is not always routine, but it has helped in supporting expertise. Sometimes it is an obstacle for us all here, but we don't want to try it. Now, in this PEKKA, we are given everything. We just need to do it again, and not follow the advice given” (PEKKA leader, 2019).

The PEKKA group helps develop the desire of members to continue to be independent and prosperous women. One sensitive member said several things about his feelings, after entering the group:

“I must admit that since I entered PEKKA, I have become more skilled myself, and several other members have become bolder in taking the risk of small-scale entrepreneurship. That adds to the income, and I feel much more relieved than just sitting at home as a housewife” (PEKKA member, 2019).

The economic empowerment within the PEKKA group is still ongoing. The companion is aware of the first obstacle in empowering group members to realise economic independence based on access to capital. In this case, the companion tells the author that there are several forms of empowerment that have been carried out so far:

“Usually, we used to make Rp. 500,000 for small businesses first. Until now, we are continued. We continue to strive to continue to do coaching and capital assistance, and we see that it is indeed serious[ly] for entrepreneurship, so that we [can] continue to be encouraged to become more independent” (PEKKA companion, 2019).

In line with this statement, one of the members also stated that at least the desire to become independent must continue to be embedded within each PEKKA member. The members also said that they had carried out entrepreneurial activities for several years, which were financed by PEKKA:

“I have been participating in PEKKA for six years. At first, I was diligent in participating in training, and I was offered to be given venture capital until now I continue. I also plan to early this month (November 2019) to want a rice trading business. I am also used to the activities that I live; I can share time for family and entrepreneurship to keep going. I want other members to be like me” (PEKKA member, 2019).

In addition, one of the community leaders also advised to continue to position themselves, and jointly contribute to realising economic independence. The groups, facilitators, administrators, and cadres must work together to motivate and maximise the PEKKA program:

“Economic independence will be realised if all contribute to one another. [The] village officials are very supportive of this program. Everything must be able to position themselves. This is not only the work of one party, but it is our homework, all of which will only be realised if we can work to make it happen” (community leaders, 2019).

Conclusion

The participatory communication within PEKKA groups directly or indirectly affects PEKKA's economic independence, meaning that participatory communication has an important influence in increasing the independence of PEKKA members. Moreover, the participatory communication is a determining factor for PEKKA's economic empowerment. This was also supported based on the results of the FGD, which stated that it was in line with the findings in the field, where participatory communication had been going well within the PEKKA group, thereby causing maximum economic empowerment, and independence. This research also shows that if the scope of PEKKA's economic independence is bad or good, it is caused by the participatory communication within the groups ahead of PEKKA's economic empowerment. Subsequently, the participatory communication of the groups is important to consider, with all the indicators in it.

The participatory communication by PEKKA groups has made members empowered and independent to support the family's economy. The PEKKA groups, as a forum for developing abilities and skills for members, has increased members' bravery in taking risks to become resilient female heads of households.

As to suggestions for realising economic independence, all aspects of participatory communication must continue to be improved, and maximised. The indicator aspects that need to be considered are related to the ability to express ideas and leadership, dialogue, discussion, direction of communication, how to overcome problems, and the role of leadership. Therefore, it can realise PEKKA's economic independence.



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