



Poverty Alleviation Through Women's Empowerment in the Desa Prima Program in Putat Village, Yogyakarta Special Region

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ABSTRACT

This study explored the impact of the Desa Prima program in Kalurahan Putat, Yogyakarta Special Region, focusing on its role in empowering women and addressing poverty alleviation. Despite Indonesia's abundant natural resources, poverty remained a persistent issue, exacerbated by gender inequality in labor force participation. The program, introduced by the Ministry of Women's Empowerment and Child Protection, aimed to enhance women's economic productivity through collective business ventures such as coconut sponge cake production. A descriptive qualitative approach was employed, utilizing observations, semi-structured interviews, and documentation to evaluate the program's effectiveness. The findings indicated significant progress in women's economic and social conditions, including improved skills, economic independence, and community cohesion. The success of the program was attributed to structured support, leadership, and ongoing mentoring provided by DP3AP2A. Sociologically, the program demonstrated a shift towards greater gender equality and empowerment. The study concluded that while the program made positive strides, further development through product diversification and educational workshops was necessary for long-term sustainability and broader impact.

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INTRODUCTION

Countries around the world have implemented various strategies to improve the welfare of their populations by addressing poverty. In Indonesia, poverty remains a major issue due to low human capital, education, and other factors that have persisted for generations. Despite Indonesia's abundant natural resources, both on land and at sea, these assets have not been efficiently and effectively managed to benefit the entire population (Armida, 2006).

The government has undertaken numerous efforts to reduce poverty through policy programs, including Presidential Regulation (PERPRES) No. 96 of 2015. This regulation focuses on accelerating poverty alleviation through monitoring, evaluation, program integration, targeted approaches, and effective budget utilization. The government's primary strategy in combating poverty emphasizes empowering quality human resources (HR) and ensuring equal access to opportunities. However, a disparity persists in labor force participation, with male workers favored for public sector jobs over women, who are often confined to domestic roles (Eleanora, 2020).

According to the DIY Sakernas report from February 2017, male labor force participation was 81.07%, significantly higher than female participation at 63.29%. This data reflects a patriarchal culture that fosters gender inequality, positioning men as more powerful and privileged in access to resources than women (Caregnan, 2018). Patriarchy, as a social phenomenon, hampers economic and social welfare progress, trapping communities in cycles of poverty.

To address this issue, the Ministry of Women's Empowerment and Child Protection (Kemeneq PPA) of Indonesia issued Ministerial Decree No. 58/SK/MENEG.PP/XII/2014 on December 30, outlining policies and strategies to enhance women's economic productivity (PPEP).

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PPEP aims to develop and strengthen women's economic productivity to improve family welfare as part of poverty alleviation efforts. The policy includes reducing the financial burdens of poor families by developing village-based models under the Desa Prima program (Desa Prima Handbook, 2019).

The Desa Prima program is implemented in districts across the Special Region of Yogyakarta, including Kalurahan Gumbregah Putat, established in 2019 and initiated by the DIY DP3AP2A (Women's Empowerment, Child Protection, and Population Control Agency). This program empowers women by establishing collective production enterprises, such as coconut sponge cake production, run by women from nine hamlets in Kalurahan Putat at a production house in Padukuhan Plumbunagan RT 15 (Source: Interview with DP3AP2A DIY Chairperson, 2023).

This study explores the policies, program implementation, and impacts of Desa Prima in the community. It aims to assess whether the program in Kalurahan Putat has significantly improved women's resources and economic conditions. The study evaluates the conditions of women before and after the program's implementation, determining whether significant progress has been made or if the situation remains unchanged. Using direct interviews and sociological perspectives, the findings highlight the program's progress and its implications.

METHOD

This study employed a descriptive qualitative approach to understand the implementation and impact of the Desa Prima program in Kalurahan Putat, Yogyakarta Special Region. The research was designed to describe the program's execution, the forms of women's empowerment it facilitated, and the socio-economic changes experienced by women before and after the program's implementation. Data were collected through observation, semi-structured interviews, and documentation. Observations focused on recording production activities and social interactions among program members. Semi-structured interviews were conducted with 10 key informants, including members of DP3AP2A, village officials, and Desa Prima members, using a flexible guide to explore in-depth information. Documentation, including photos, videos, and program records, supported the data obtained from interviews and observations. The collected data were analyzed using thematic analysis. Information from interview transcripts, observation notes, and documentation was grouped into key themes such as program implementation, forms of empowerment, and program impacts. Triangulation was employed to ensure data validity by comparing results from various sources and methods. The research was conducted over three months, encompassing planning, data collection, analysis, and report writing. The findings were interpreted using Talcott Parsons' structural functionalism theory to understand the role of social institutions in supporting women's empowerment. Through this approach, the study provides a valid overview of the Desa Prima program's contribution to women's empowerment and poverty alleviation efforts in Kalurahan Putat.

RESULTS AND DISCUSSION

Effectiveness of the Desa Prima Program in Kalurahan Putat

The Desa Prima Program policy is a form of implementation aimed at improving women's productivity. The Desa Prima program (Empowered and Independent Indonesian Women) is a group developed by the Department of Women's Empowerment, Child Protection, and Population Control (D43AP2A) in Yogyakarta. The program aims to achieve women's independence, particularly in the economic sector, through productive economic activities to create a prosperous

community. The program specifically targets women from low-income families to empower them (Desa Prima Handbook, 2019).

Women's empowerment through the Desa Prima program is done by forming small businesses such as food production and crafts, depending on local resources. The implementation of the program starts with socialization and initiation, followed by the formation of groups, providing skills training, and conducting monitoring and evaluation. During the program's execution, women's groups receive assistance in the form of equipment and materials corresponding to the type of business they establish. This program helps to address problems in poor families and communities, not only in the economic aspect but also in education and health, contributing to gender equality and justice in society (Kushandajani, 2019).

The implementation of the Desa Prima program in Kalurahan Putat, Yogyakarta Special Region, in this research is discussed using the model of program execution and target group alignment. The program and target group alignment aim to develop and enhance the capacities of women in Kalurahan Putat (Romas, 2022).

In terms of the effectiveness of the Desa Prima Program in Kalurahan Putat, it is deemed very successful due to the presence of a clear and organized structure, including a general chairperson, field leaders, a treasurer, a secretary, three department heads (production, marketing, and packaging), and other members. Based on interviews with DP3AP2A members during field visits, the Desa Prima program in Kalurahan Putat has made a positive impact as its members are eager to learn and possess strong cohesion, with consistent guidance from the leader. Furthermore, DP3AP2A continues to provide ongoing support and mentoring, with monthly workshops and other activities. The interview results align with statements from Mrs. Sukarni, the Desa Prima chairperson, who said that through this program, women have become economically empowered and gained new insights into the important roles of women, not just as homemakers, but as producers of products with economic value.

From a sociological perspective, the success and high effectiveness of the Desa Prima program in Kalurahan Putat can be analyzed as a result of the collaboration between DP3AP2A and the members of Desa Prima. This collaboration involves structure and agency that influence each other, where the structure issues policies and facilitates the agency (the women) within Desa Prima. Moreover, the leadership of Mrs. Sukarni plays a key role in encouraging, motivating, and guiding the members to maintain their commitment to working together under the Desa Prima umbrella, which boosts their confidence and energy. Previously hesitant women, who were confined to the domestic sphere, now feel empowered to step out and generate economic activity.

Implementation of the Desa Prima Program in Kalurahan Putat

The real implementation of the Desa Prima program in Kalurahan Putat is through joint business production, particularly with the signature product Coconut Cake (Bolu Kelapa), which has generated significant profit. Over time, this program has expanded its scope, no longer only targeting the economic improvement of women but also addressing social issues. According to interviews with Desa Prima members, such as Bapak and Ibu Carik, they have gained new knowledge, especially in social dynamics, including how to improve their courage in public speaking, presenting ideas, and participating in the development of the Desa Prima program and its production of coconut cake. The program has continued to grow over the years and has even initiated the process of acquiring business permits for food production, including halal certificates, PIRT (Food Safety and Registration), and BPOM (National Agency of Drug and Food Control).

Impact of the Desa Prima Program in Kalurahan Putat

Before the implementation of the Desa Prima program, there were significant differences, particularly in terms of the economic and empowerment aspects of women. The introduction of the Desa Prima Program, based on empowerment, has provided considerable benefits to the women in Kalurahan Putat. Not only has it improved their economic situation, but it has also helped unlock their potential and utilize human resources effectively. Therefore, the benefits gained through the program are not just material but also an increase in skills and capabilities. This can be seen in the continued production of coconut cakes, which has persisted to this day.

The presence of the Desa Prima Program has positively impacted the community in Kalurahan Putat. From a sociological perspective, the changes observed can be explained not only through Bourdieu's theories but also through Parsons' theory of social change, which emphasizes gradual change and the adjustment of society to create equilibrium. Parsons' Structural Functionalism explains actions based on four key functions: Adaptation, Goal Attainment, Integration, and Latency (Turama, 2020).

1. Adaptation: The Desa Prima program adjusts to the conditions and potential of the Kalurahan Putat community by implementing direct training and mentoring systems for the people.
2. Goal Attainment: The program's goal is to improve the living standards of women. Throughout its process, it continually adapts to meet the needs of the Kalurahan Putat community.
3. Integration: The program works in collaboration with various sectors, such as youth organizations (karang taruna), the village government, and cooperatives. These sectors collaborate and integrate with each other.
4. Latency: To ensure the program's sustainability, it is necessary to maintain the existing activities. In the case of the Desa Prima Program, quarterly reports are submitted through the "SENGGUH" application or website. Facilitators report mentoring activities and conduct assessments for future program evaluations.

By applying Parsons' model, the Desa Prima Program continues to adapt and evolve, ensuring long-term sustainability and improvement in both economic and social terms.

CONCLUSION

The Desa Prima Program in Kalurahan Putat has had a positive and significant impact on the community. This empowerment-based program has provided notable benefits for women in Kalurahan Putat. Not only has it improved their economic status, but it has also uncovered and utilized the existing human resources. Therefore, the advantages gained through the Desa Prima Program are not limited to material benefits but also include the enhancement of skills and capabilities, utilizing the potential of available natural resources. One of the main successes of the program is the production of Coconut Cake (Bolu Kelapa), which has become a signature product. However, in order to increase sales turnover and expand the business, further product variation is essential. The Bolu Kelapa could benefit from being diversified, for instance, by adding different flavors or exploring new forms of packaging to reach broader markets. Additionally, a suggestion for further improvement is for the women involved in the Desa Prima Program to organize more workshops and group learning sessions. These workshops should feature female role models and public figures who can share their experiences and insights on the importance of women in the public sphere. This will not only enrich their understanding of women's roles but also empower them to see their potential beyond traditional domestic roles. By enhancing their knowledge of the broader significance of women in society, they can be better equipped to grow their businesses and



contribute to the community in meaningful ways. In conclusion, while the Desa Prima Program has successfully empowered women economically and socially, continuous development, such as product diversification and regular educational workshops, will ensure the program's sustainability and allow women in Kalurahan Putat to reach even greater potential.

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