

STRATEGI TIM PENGGERAK PKK DALAM MENARIK MINAT PEREMPUAN MELALUI SOSIALISASI PROGRAM PEMBERDAYAAN DI MASYARAKAT KELURAHAN SAGULUNGKOTA BATAM

Oleh:

**KHAIZURAN AHMAD
NIM. 180563201068**

Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana strategi Tim Penggerak PKK dalam menarik minat perempuan melalui sosialisasi program pemberdayaan Masyarakat Kelurahan Sagulung Kota Batam. Untuk mengetahui strategi menggunakan tiga indikator yaitu program, anggaran, prosedur selama kegiatan PKK berjalan di kelurahan sagulung kota. Metode dalam penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan jumlah informan sebanyak empat orang dan menggunakan teknik pengumpulan data berupa observasi, wawancara dan dokumentasi. Berdasarkan dari fenomena masalah edukasi serta pelatihan untuk program Tim Penggerak PKK yang belum begitu masif dilakukan sehingga sebagian kader di Kelurahan Sagulung Kota belum begitu maksimal dalam pelaksanaannya. Hasil dari penelitian ini menunjukkan bahwa strategi Tim Penggerak PKK dalam menarik minat perempuan melalui sosialisasi program pemberdayaan dimasyarakat Kelurahan Sagulung Kota Batam dalam pelaksanaan strategi sangat baik. Hal ini dapat dilihat dari indikator yaitu program dapat dilihat Tim Penggerak PKK dalam menarik minat perempuan melalui sosialisasi program pemberdayaan dimasyarakat kelurahan sagulung kota sudah terstruktur. Karena Tim Penggerak PKK memiliki rancangan program yang berlangsung selama satu tahun dan mencakup sepuluh program pokok yang wajib dilaksanakan oleh Tim Penggerak PKK Kelurahan Sagulung Kota, indikator anggaran dapat dilihat Tim Penggerak PKK dalam menarik minat perempuan melalui sosialisasi program pemberdayaan dimasyarakat kelurahan sagulung kota tidak efektif. Karena Tim Penggerak PKK sering mengalami kekurangan anggaran karena beberapa kader tidak disiplin dalam membayar iuran bulanan dan pengajuan proposal anggaran yang tidak cair. Indikator prosedur dapat dilihat Tim Penggerak PKK dalam menarik minat perempuan melalui sosialisasi program pemberdayaan dimasyarakat kelurahan sagulung kota kurang bertanggungjawab dalam koordinasi. Karena dimulai dari pemantauan dan pelaporan kinerja program, masih terdapat kekurangan pengurus Tim Penggerak PKK memiliki keterbatasan dalam melakukan pengelolaan administrasi menggunakan sistem informasi manajemen Tim Penggerak PKK Kelurahan Sagulung Kota.

Kata Kunci: Strategi, Pemberdayaan Masyarakat, Tim Penggerak PKK

**THE STRATEGY OF THE PKK MOBILE TEAM IN ATTRACTING WOMEN'S
INTEREST THROUGH THE SOCIALIZATION OF EMPOWERMENT
PROGRAM IN THE SAGULUNG VILLAGE COMMUNITY, BATAM CITY**

By:

KHAIZURAN AHMAD

NIM. 180563201068

Abstract

This study aims to find out how the PKK Mobilization Team's strategy is to attract women's interest through the socialization of the community empowerment program in Sagulung Village, Batam City. To find out the strategy using three indicators, namely programs, budgets, procedures while PKK activities are running in the Sagulung urban village. The method in this study used a qualitative descriptive research method with four informants and used data collection techniques in the form of observation, interviews and documentation. Based on the phenomenon of the problem of education and training for the PKK Mobilization Team program which has not been massively carried out so that some cadres in Sagulung Kota Village have not been so optimal in their implementation. The results of this study indicate that the strategy of the PKK Mobilizing Team in attracting women's interest through the socialization of the empowerment program in the Sagulung sub-district community, Batam City in implementing the strategy was very good. This can be seen from the indicators, namely the program can be seen by the PKK Mobilizing Team in attracting women's interest through the socialization of the empowerment program in the Sagulung urban village community which has been structured. Because the PKK Mobilization Team has a program design that lasts for one year and includes ten main programs that must be implemented by the Sagulung Kota Kelurahan PKK Mobilizing Team, budget indicators can be seen from the ineffectiveness of the PKK Mobilizing Team in attracting women's interest through the socialization of the empowerment program in the Sagulung kota kelurahan community. Because the PKK Mobilization Team often experienced budget shortages because some cadres were not disciplined in paying monthly fees and submitting budget proposals that were not liquid. Procedure indicators can be seen by the PKK Mobilizing Team in attracting women's interest through socialization of the empowerment program in the Sagulung urban village community, less responsible in coordination. Since the start of monitoring and reporting program performance, there is still a shortage of PKK Mobilization Team administrators who have limitations in carrying out administrative management using the PKK Mobilization Team management information system in Sagulung Kota Village.

Keywords: Strategy, Community Empowerment, PKK Mobilizing Team.