Jurnal Keluarga Berencana
P-ISSN: 2527-3132 E-ISSN: 2503-3379
Vol. 10 No. 2, 2025
https://ejurnal.kemendukbangga.go.id/kkb

Kementerian Kependudukan dan Pembangunan Keluarga/BKKBN

EFFECTIVENESS OF *PPKS/SATYAGATRA* SERVICES IN KARAWANG REGENCY

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ABSTRACT
Family, as the smallest social unit, plays a crucial role in ensuring individual and societal well-being. In response to growing challenges such as mental health issues, economic instability, and changing social dynamics, the Family Welfare Service Center (PPKS/SATYAGATRA) was established to provide integrated, adaptable, and measurable services to strengthen family resilience. This study evaluates the effectiveness of the *PPKS/Satyagatra* program in Karawang Regency by examining its objectives, service accessibility and quality, impact on families, implementation challenges, and stakeholder and community involvement. This study uses a qualitative descriptive design and was conducted from October to December 2024. Data were collected through in-depth interviews with 30 informants**,** including program implementers, beneficiaries, and key stakeholders, selected through purposive sampling**.** The data were analyzed using the *Braun* and *Clarke* thematic analysis model**.** The results show that strong multi-stakeholder collaboration, adaptive service strategies, and continuous evaluation support the program's effectiveness. However, the program also faces challenges, including limited resources, a shortage of trained personnel, and the absence of standardized performance indicators. This study concludes that enhancing the effectiveness of *PPKS/Satyagatra* requires strategic planning, capacity building, and stronger community engagement to ensure the delivery of holistic and sustainable family welfare services.

Keywords: Family welfare; Karawang Regency*; PPKS/Satyagatra*; program effectiveness.

INTRODUCTION

Family is the smallest social unit that plays an essential role in maintaining the welfare of individuals and society. In the face of ongoing social and economic challenges, strengthening family resilience is crucial to maintaining the stability and quality of life of family members. Family resilience includes the ability to adapt to pressures and changes in the social, economic, and cultural environments.

The Indonesian government, through Law Number 52 of 2009 concerning Population and Family Development, emphasizes the importance of family development policies that strengthen family resilience and overall welfare. This policy includes providing access to information, education, family services, and protection for vulnerable groups to ensure optimal functioning of families (BKKBN, 2019).

However, based on Central Bureau of Statistics-Indonesia (BPS) data (2024), Karawang Regency still faces various family problems, such as poverty, high divorce rates, domestic violence, and limited family access to adequate social services. These conditions indicate a high level of vulnerability among families in this area, which can undermine overall family welfare.

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Article History
Received: 17-12-2024 Accepted: 30-12-2025

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To overcome these problems, the government established the Family Social Welfare Service Center (*PPKS/SATYAGATRA*), which aims to provide integrated services in the form of communication, information, education, consultation, and referrals for families at the sub-district level. *PPKS/SATYAGATRA* is here as a solution to fill the gap in family services that have not been optimally integrated in the field.

Several previous studies, such as those by Arafat and Herman (2023) and Novia (2019), have shown that family counseling services are effective in resolving household conflicts and increasing family resilience. However, studies on the effectiveness of PPKS/SATYAGATRA services as a whole, especially in areas with social and economic dynamics such as Karawang, remain very limited.

In addition, previous studies generally focus more on the implementation process, without examining in depth service accessibility, service quality, community participation, and the challenges faced during program implementation. In fact, these aspects greatly determine the success of a social program. Sukoco (2021) explains that program effectiveness depends heavily on the extent to which program objectives can be achieved with existing resources, so a comprehensive evaluation is needed to determine the program's success and identify implementation obstacles.

Therefore, this study attempts to evaluate the effectiveness of *PPKS/SATYAGATRA* services in Karawang Regency with a more holistic approach. This study not only assesses the achievement of program objectives but also examines how these services address family needs, stakeholder participation, and the obstacles faced.

The novelty of this study lies in its focus on combining analysis of various aspects of *PPKS/SATYAGATRA* services in the context of Karawang, which has special social and economic characteristics as an industrial area. It is hoped that the results of this study will provide strategic recommendations for developing more effective, responsive programs that address community needs.

METHOD

This study employs a descriptive qualitative design to obtain detailed, comprehensive, and in-depth data on the effectiveness of the *PPKS/SATYAGATRA* program in Karawang Regency. The research was conducted from October to December 2024 in Karawang Regency, West Java, Indonesia. Data collection involved 30 purposively selected informants, including program implementers, beneficiaries, and relevant stakeholders, to gather diverse perspectives related to the program’s objectives, accessibility, service quality, impact, challenges, and stakeholder participation.

Data were collected through in-depth interviews, non-participant observations, and document analysis. The variables studied include program implementation, service accessibility, service quality, family impact, program challenges, and community involvement.

This qualitative descriptive approach enables researchers to holistically describe the field conditions, providing a comprehensive understanding of the program’s effectiveness. Ethical considerations were observed by obtaining informed consent from all participants and ensuring confidentiality and anonymity throughout the research process.

Data Analysis Process

The data analyzed used a thematic analysis approach based on stages adapted from Braun and Clarke (2006), including:

1. Data Recognition: Reading and understanding interview transcripts and observation notes to identify initial patterns and themes.
2. Data Coding: Data was broken down into meaningful units of information through an open coding process using qualitative data analysis software to facilitate data organization.

3. Identification: Similar codes are grouped to form the central theme that reflects the objective of the study.
4. Refinement: Identified themes were evaluated and revised to ensure appropriateness to the data and research context.
5. Interpretation and Reporting: The results of the analysis are reported in a detailed manner to answer the research questions and support the study objectives.

Data Triangulation

The data credibility testing process is carried out using technical triangulation, including:

1. Source Triangulation: Comparing data obtained from interviews, observations, and literature studies to produce a coherent justification.
2. Triangulation Method: Using multiple data collection methods to ensure the validity of research findings.

This research methodology seeks to provide a deep understanding of the effectiveness of *PPKS/SATYAGATRA* services and the challenges faced in their implementation.

RESULTS AND DISCUSSION

The theory of effectiveness, as put forward by Rino J. Patti in the context of social service management, emphasizes the relationship between managerial practices and the outcomes of services provided to clients.

The effectiveness of service programs is the most essential thing in a human service organization. Therefore, the effectiveness of service programs needs special attention. The criteria for the effectiveness of social welfare service programs consist of three aspects, namely:

1. Condition, this aspect focuses on the extent to which the service program is successful in making the expected changes in the clients it serves. Indicators include behavioral changes, increased knowledge and skills, changes in attitudes, increased social status, and changes in environmental conditions.
2. Quality of Service, focuses on the extent to which service program implementers are competent in applying the methods and techniques needed to achieve program objectives. Indicators include accessibility, timeliness, consistency, humanity, and skills/expertise.
3. Satisfaction, this aspect focuses on how clients evaluate the quality and/or impact of the services received. Indicators include direct client feedback, attendance rates, early terminations, repeat applications for services, and other related data.

Patti emphasizes that managerial practices have a significant impact on how services are delivered and the outcomes achieved. Effective service managers can facilitate and support service effectiveness through good management. *Patti* suggests that social workers should focus on developing competencies related to the design, delivery, and evaluation of social services. This includes an understanding of the internal and external environments that influence service effectiveness.

Family Welfare Service Center (*PPKS/SATYAGATRA*) is an institution established to provide services and support to families to improve welfare and quality of life. The background to the establishment of *PPKS/SATYAGATRA* was the need to address various social problems faced by families, such as poverty, health, education, and domestic violence. *PPKS/SATYAGATRA* was first introduced by BKKBN in 2019.

PPKS/SATYAGATRA is expected to be an effective service center in supporting families in achieving greater prosperity and contributing to the development of society as a whole.

Family Welfare Service Center (*PPKS/SATYAGATRA*) is an effective means of communication for families and communities to consult, discuss, and obtain information on family problems and management. *PPKS/SATYAGATRA* was created to provide an integrated application and platform

for families and the general public to access information, consultation, and counseling services online via mobile applications or offline at the Family Planning Counseling Center in each Sub-district. Counselors at *PPKS* consist of family planning counselors, family planning cadres, and experts (doctors, midwives, nurses, nutritionists, etc.).

PPKS/SATYAGATRA provides services in the form of:

a. Population and Family Planning Information and Documentation Services;
b. Counseling;
c. Counseling for adolescents and teenagers;
d. Counseling for elderly families and parents;
e. Reproductive health counseling;
f. Harmonious family counseling;
g. Economic empowerment consultation.

Family problems arise due to several influencing factors, such as a dynamic environment, dynamics of social change, economic change, government policies, and changes in globalization, which have direct or indirect impacts on families. It is hoped that the existence of *PPKS/SATYAGATRA* can help solve family problems at the micro level.

This study is expected to be able to analyze the *PPKS/SATYAGATRA* service program using the effectiveness theory of *Rino J Patti,* accompanied by the results of interviews with 30 respondents, consisting of *PPKS/SATYAGATRA* administrators and clients, with the following analysis results:

1. Client Conditions

This study identified five indicators relevant to the *PPKS/SATYAGATRA* service program: changes in client behavior, increased knowledge, skill development, changes in attitudes, and environmental changes.

a) Behavioral and Attitudinal Change: Based on interviews with *PPKS/SATYAGATRA* clients in Karawang Regency, many reported positive shifts in their attitudes after receiving services. One client stated, *"At first, I was confused and hesitant due to rumors about contraceptives causing harm, but after talking to the officers, I felt confident to use them. Now I even share this knowledge with my neighbors. "*This finding aligns with previous research by Smith and Jones (2018), which showed that counseling effectively reduces misconceptions about family planning methods, leading to improved client confidence and behavior.

b) Knowledge Enhancement: Clients, particularly prospective young brides, reported gaining new knowledge on family management and reproductive health. A young client shared, *"I learned a lot about what contraceptives are safe and suitable for me, which I never understood before coming here. "*This confirms findings by Lee et al. (2020), who emphasized the role of educational interventions in increasing reproductive health knowledge among adolescents.

c) Skill Development: Clients with economic challenges benefited from entrepreneurial skill training through the UPPKA program. One participant noted, *"Thanks to the training, I now know how to market my products online and manage my small business better."* This is consistent with previous studies by Rahman et al. (2019), highlighting that skill development programs enhance economic empowerment in marginalized communities.

d) Environmental Changes: The community in Karawang Regency traditionally viewed contraceptive use negatively due to religious and cultural beliefs. However, ongoing counseling has gradually shifted these views. A KB Cadre remarked. *"At first, many rejected contraceptives, but after repeated counseling, we see more families open to using them, understanding it as a responsible choice rather than rejection of blessings."* This echoes findings from Gomez (2017), who found that sustained community engagement can change social norms around family planning.

2. Quality of Service

a) Accessibility: *PPKS/SATYAGATRA* services are located within sub-district government offices, making physical access relatively easy. However, the lack of integrated public transportation limits access for some clients. As one client explained, *"I can't always come to the office because of transportation issues, but the officers' home visits help a lot."* This flexible service model aligns with Patel and Singh's (2016) observations on the importance of outreach in overcoming geographic barriers.

b) Punctuality: The service schedule is flexible to accommodate client needs, such as weekend and afternoon consultations for farmers and workers, which improves service utilization. This approach is supported by findings from Wang et al. (2019), who found that client-centered scheduling increases engagement.

c) Consistency: Among 30 sub-districts, only 20 consistently provided services. The remaining sub-districts are still adapting service patterns. A program coordinator noted, *"Community participation varies, so we keep adjusting how we deliver services to fit each area's unique context."* This variability reflects the challenges documented by Ahmed et al. (2018) in sustaining consistent service delivery across diverse communities.

d) Humanity: Service officers prioritize empathy and non-judgmental attitudes. Regular training ensures skills remain sharp and up to date. One officer stated, *"We always listen carefully and respect clients' situations without making judgments."* Such a client-centered approach has been recognized as critical in social services by Brown and Taylor (2020).

e) Skills/Expertise: *PPKS/SATYAGATRA* officers must meet strict criteria, including certification and professional backgrounds such as doctors, midwives, and psychologists. A supervisor remarked, *"We ensure only trained and certified officers provide counseling to maintain service quality."* This aligns with the World Health Organization's standards for qualified personnel in reproductive health services (WHO, 2019).

3. Client Satisfaction

a) Input: Clients provide feedback through mobile apps and websites, though sub-district level feedback systems need development. Positive client feedback includes repeat service requests and referrals to neighbors. A client shared, *"I came back because the first consultation really helped me, and I told others to come too."* This demonstrates high client satisfaction, consistent with research by Kim and Park (2017), which shows that satisfaction correlates with repeat service use.

b) Attendance Rate: Attendance varies among sub-districts, often linked to the level of local promotion and stakeholder support. A *PPKS/SATYAGATRA* administrator noted, *"In areas with active promotion, more people come; where it's lacking, attendance drops."* This underscores the importance of community engagement highlighted by Garcia et al. (2015).

c) Resubmission of Services: Most client issues are resolved in one session, but some clients return with different concerns. This flexibility and responsiveness enhance program effectiveness, as noted by Johnson and Lee (2018) in their evaluation of social counseling services.

Based on the analysis above, the Family Welfare Service Center (*PPKS/SATYAGATRA*) in Karawang Regency has clearly defined goals. Stakeholder involvement (village head, religious leader) is crucial to the success of the service program. The participation of various stakeholders, including beneficiaries/clients, program organizers, and the wider community, plays a dominant role in increasing support and engagement.

Continuous and periodic evaluation of *PPKS/SATYAGATRA* services is necessary. This evaluation process should be conducted regularly by the *PPKS/SATYAGATRA* Supervisory Agency, namely BKKBN, to assess the program's progress and effectiveness. Evaluation activities include data collection, analysis, and feedback to improve service.

The *PPKS/SATYAGATRA* program needs a flexible service system that can adapt to the community's changing needs. This flexibility helps make the program more effective, as seen in the outreach services already running in Karawang Regency. To run the program effectively, there must be sufficient resources, including funding and skilled staff. Without these, the program might not work as effectively.

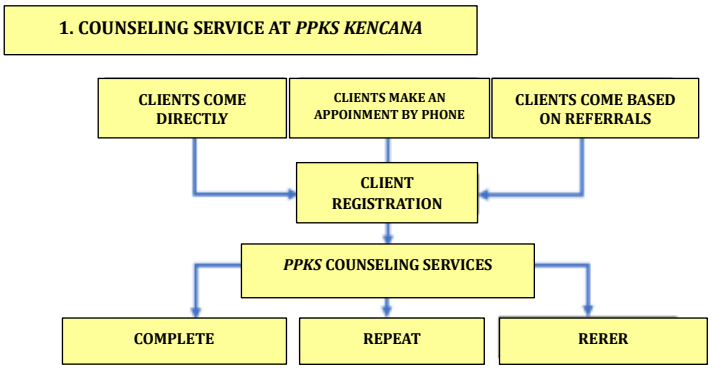
It is important to establish measurable results with clear indicators to evaluate the impact and effectiveness of the *PPKS/SATYAGATRA* service program. In Karawang Regency, the program has demonstrated effective outcomes, marked by positive changes in attitudes and behaviors, increased knowledge, and improved skills, especially in the area of family resilience, which includes the family's ability to overcome challenges, maintain strong relationships, and support each member's well-being.

Access to *PPKS/SATYAGATRA* services is relatively affordable. The service center is located at the KB Extension Center in Karawang District. However, due to limited integrated public transportation, many clients receive services through a pick-up mechanism, where program staff visit clients' homes with prior approval. This flexibility is essential for effective service delivery.

Future challenges include improving facilities and infrastructure, such as the availability of dedicated consultation rooms for *PPKS/SATYAGATRA* services. Furthermore, coaching and capacity building for program administrators at the sub-district level and supervisors at district, provincial, and central levels need to be maximized. The Karawang Regency Government should also consider increasing budget allocations for PPKS/SATYAGATRA to ensure optimal program performance.

The most widely accessed services by the community in Karawang Regency include those related to toddlers, teenagers, prospective brides, family economic improvement, contraceptives, and reproductive health. Services for older people are still less frequently used. However, based on observations and interviews with elderly service managers, these services are already available at the Social Office and have been prioritized within the program. According to BKKBN, there are two *PPKS/SATYAGATRA* service mechanisms in accordance with the flow and procedures that have been set, both for customers who come directly and for customers who access services via mobile applications, as follows:

Figure 1: *PPKS/SATYAGATRA* service flow.

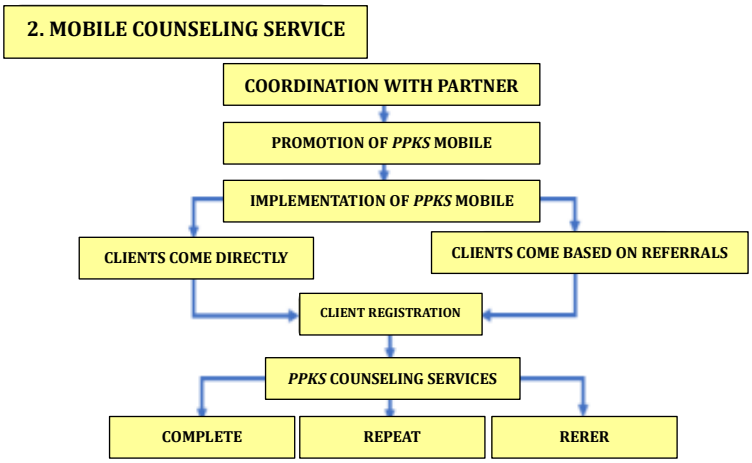


Source: BKKBN, 2019.

Clients can access counseling services at PPKS in three ways: they can come directly, make an appointment by phone, or come based on referrals from other parties. After that, clients go through the registration process. After registering, clients will receive counseling services from *PPKS* officers. The results of this counseling can vary depending on the client's needs and conditions. If the problem is considered resolved, then the service is declared complete. If

additional sessions are needed, then the client will be rescheduled. However, if the situation requires further handling by other professionals, then the client will be referred to the relevant agency or institution.

Figure 2: *PPKS/SATYAGATRA* Mobile Application Services.



Source: BKKBN, 2019.

PPKS Mobile counseling services begin with coordination between *PPKS* and partners, including relevant agencies or institutions. After that, *PPKS* Mobile services are promoted to the public to raise awareness of this activity. After promotion, *PPKS* Mobile services are implemented at predetermined locations. Clients can come directly to the location or through referrals. Just like regular services, clients will go through a registration process first before receiving counseling services. After a counseling session, the results can be:

1. Complete: if the problem is resolved.
2. Repeat: if additional sessions are needed;
3. Refer: if the client's problem requires handling by another, more competent party.

This mobile service model aims to reach people who have difficulty accessing permanent services at the *PPKS* office.

CONCLUSION

The *PPKS/SATYAGATRA* program in Karawang Regency has clear goals and involves many important people, like clients, organizers, and the community. This teamwork helps the program run smoothly and meet families' needs. The program is flexible and can adapt to changes in society, making its services more effective, especially its outreach efforts that bring help directly to clients. However, there are still some problems that need attention. The facilities are limited, including a lack of special rooms for private consultations. Also, staff and supervisor coaching should be improved to maintain high service quality. The program needs more budgetary support from the local government to function more effectively. Finally, most services are used by families with toddlers and teenagers, and by those wanting to improve their finances, but services for older people are less used. It is essential to strengthen these elderly services so that all community groups get the help they need. Regular evaluations and sufficient resources will help PPKS/SATYAGATRA continue to improve and support families in Karawang.

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