

Empowerment Strategy to Eradicate Discrimination Against Women

Abd. Rohman¹, Sugeng Rusmiwari², Ade Hermawan³ and Riky Welli Saputra^{4*}

^{1,2} Public Administration Science, Social and Political Sciences Faculty, Tribhuwana Tungadewi University

^{3,4} STIA Bina Banua Banjarmasin, South Kalimantan, Indonesia

Corresponding Author: Riky Welli Saputra rikywelly@gmail.com

ARTICLE INFO

Keywords: Empowerment; Women; Discrimination

Received : 05, January

Revised : 10, February

Accepted: 15, March

©2023 Rohman, Rusmiwari, Hermawan, Saputra: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The issue of violence and discrimination against women is still an international issue, even including the Sustainable Development Goals agenda. Discrimination against women occurs most often is violence, stereotypes and subordination of women. This study used a qualitative method with a descriptive approach. Determination of informants used purposive sampling technique and data analysis using Miles Huberman, and Saldana models, namely data reduction, data presentation, data condensation, and drawing conclusions/verification. These efforts are made so that women can empower their potential to contribute their interests and talents to create an independent and prosperous life.

INTRODUCTION

Discussion of issues regarding violence and discrimination against women is still an interesting topic both nationally and internationally (Hasanah, 2016). In line with this opinion, the issue of violence and discrimination against women is one of the main points brought to the international arena. The form of international attention to this issue is by including the issue of gender equality as one of the 17 points Sustainable Development Goals (SDGs). Its main objective is to ensure the full and effective participation of women in decision-making and leadership, whether in the economic, political, health, community or other fields. The aim of the gender equality movement is also to introduce all forms of violence against women. In addition, the aim is also to increase knowledge and use of information and communication technology to increase women's empowerment.

Novitasari's research findings (2018) show that there are several forms of discrimination against women, namely acts of marginalization, subordination, stereotypes, violence, and double workloads. The findings of Sarina & Ahmad's research (2021) which was conducted in the Makassar industrial area, namely verbal sexual harassment, income disparity in the form of differences in salary between women and men, and the existence of stereotypes that women are considered weak. The research also revealed that the forms of violence against women that often occur are stereotypes that view women as weak, women cannot become leaders (persons in charge) of an organization, lack of understanding of gender equality, and restrictions because they think married women should not work.

Likewise in the sector of planning and budgeting policies, women have not been an element of concern. The results of research conducted by Setyawan, Rohman & Rusmiwari (2019) show that women's involvement in planning and policy has a norm value of 31.70 and 25.43, which means that attention to gender equality is still low. Fakhri (2013) states that in Indonesian society, patriarchal culture is still very strong and inherent in everyday life, so that women are positioned as subordinates under male rule.

The 1945 Constitution clearly does not differentiate between women and men, and states that all citizens have the same position in law and government. In fact, in Indonesian laws and regulations there is clearly no single rule that differentiates women and men. Nonetheless, events and phenomena on the ground show that Indonesian women's participation is still lagging behind in all aspects of life, both in the economic, political, social and cultural, health, and governmental fields.

The Malang City Regional Development Planning Agency (BAPPEDA) (2021) explained that the current phenomenon is that the problem of gender inequality is still strongly felt by the community, the involvement of women is very low and usually the representatives of the community involved are dominated by men, even the majority of women do not receive information and

opportunities to engage in development. As a result, women's interests are not included in development plans, their role is still minimal in every stage of development. This problem is very common among society which results in gender discrimination against women (Bappeda Kota Malang, 2021).

Therefore, there is a need for serious efforts from all parties, especially the government in eradicating violence and discrimination against women by increasing empowerment. Empowerment is an issue that arises in the development approach when marginalized communities need assistance in the process of strengthening the economy and socially in the context of people's welfare. The essence of empowerment is how the community marginal Certain groups have a bargaining position so that they become participatory and active actors in the development process and not only as objects of development. The issue of empowerment cannot be separated from the context of women's empowerment which is a separate issue in the study of women and development. Women's empowerment is a systematic and planned effort to achieve gender equality and justice in family and community life. Therefore, the rules stated in Article 1 paragraph 6 of the Government Regulation of the Republic of Indonesia No. 54 of 2004 concerning Women's Empowerment.

Based on the explanation above, this research was conducted with the aim of revealing the efforts made by the local government to empower women in eliminating violence and discrimination against women. This research was conducted at the Office of Social Empowerment and Child Protection, Population Control and Family Planning, Malang City, which is located on Jl. Ki Ageng Gribig No. 5, Kedungkandang Village, Kedungkandang District, Malang City, East Java

METHODOLOGY

Based on the purpose of this study, the research method used is qualitative with a descriptive approach. According to Bongdan and Taylor that this method is basically a method used to produce descriptive data by looking at phenomena or events that occur in the field according to existing procedures (Moleong, 2016). The focus of this research is Empowerment Strategy to Eliminate Discrimination against Women. The research informants consisted of the Head of the Women's Empowerment Division, Staff of the Women's Empowerment Division, Head of the PKK Women's Group, and Housewives. The research data were collected by interview, observation and documentation with the technique of determining informants using techniques purposive sampling. This technique according to Sugiyono (2018) is the determination of informants not based on rank, position, guidelines, or region but based on the existence of certain objectives and considerations that are still related to the problem under

study. The technical analysis used in this study uses an interactive analysis model. According to Miles, Huberman & Saldana (2014), this interactive analysis model has four components, namely data reduction, data presentation, data condensation, and drawing conclusions/verification. The activity is carried out in an interactive form with the data collection process as a cyclical process. For more details, the interactive analysis process can be described in the following scheme:

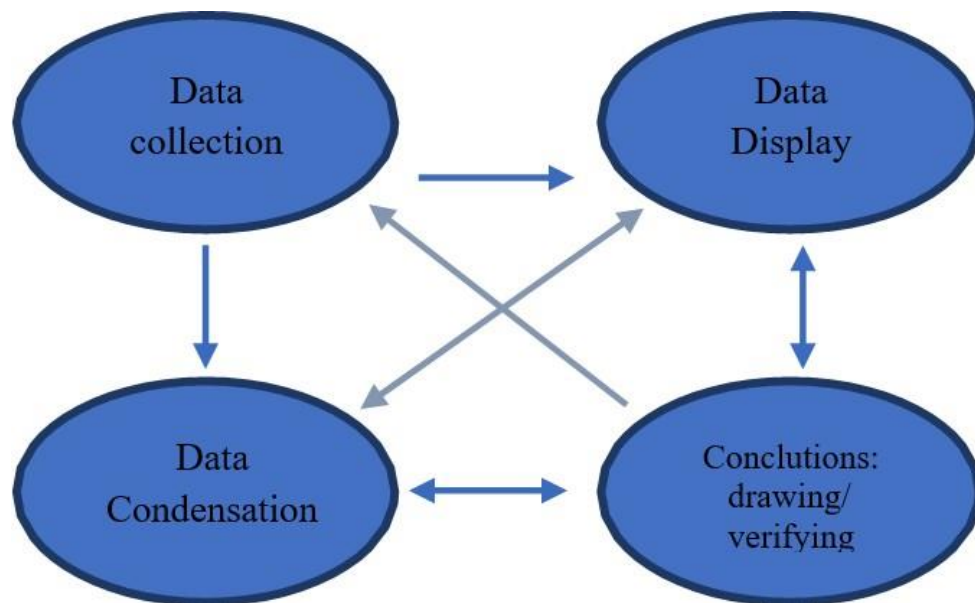


Figure 1. Components of Data Analysis Source: Miles, Huberman and Saldana (2014)

RESULTS

Discrimination against women often occurs both in the work environment, in the social community, and in decision-making arenas. Discrimination and violence occur for many reasons, but the most prominent is the stereotype that women are weak and are under the power of men. In addition, another reason that often occurs is that Indonesian society is still thick with a patriarchal culture that considers women as subordinate to men. To eradicate forms of discrimination and violence against women, efforts and effective strategies are needed by empowering women to increase their abilities, dignity and worth.

According to Suharto (2002), empowerment means protecting, defending and siding with the weak so that unequal competition does not occur and exploitation of the weak is possible. Marmoah (2012) states that empowerment is closely related to the concept of power. While the concept of power is often associated with a person's ability to encourage others to do what they want regardless of their wishes and interests. In this context, Marmoah also emphasized that power is a dynamic thing, which can change and be changed. Thus it can be said that women's empowerment to

reduce or prevent violence and discrimination against women can be pursued.

Kusman & Widaningsih (2019) state that community empowerment means giving strength, power and energy to those who are empowered according to their potential to achieve prosperity. According to him, the nature of empowerment includes: 1) process, namely changes from weak to strong or from low to high, 2) methods, namely approaches used to encourage people to have the courage to express opinions, 3) movement, namely providing opportunities for those empowered to be actively involved in development, and 4) programs, namely as a stage to achieve an independent and prosperous society.

In relation to empowerment, this research looks at the strategies used by the City Government of Malang in empowering women. According to Kartasasmita (1996) states that there are 4 strategies for empowering women to increase their dignity and status, namely 1) there must be a commitment (political will) which is firm from the government, 2) directed efforts (partisanship), 3) programs that involve women, and 4) identify the limitations of women and how to overcome them. This opinion is the basis for this research to see what strategies and efforts are being made by the City Government of Malang to empower women so that gender equality is realized, there is no violence and discrimination against women. However, this research needs to emphasize that of the four women's empowerment strategies, only three strategies have become the focus of research without a focused effort strategy (alignment).

Implementation Political Will

The first strategy that must be considered in empowering women is existence political will strong support from the government, especially the City Government of Malang. This first strategy is the foundation on which to empower women to move on or implement the next strategies. Political will Malang City Government in empowering women is shown by issuing Malang City Regional Regulation No. 12 of 2015 concerning the Protection of Women and Children Victims of Violence. The regulation refers to the Regulation of the State Minister for Women's Empowerment and Child Protection No. 2 of 2008 concerning the Protection of Women. The issuance of the Malang City Regional Regulation is certainly an effort to guarantee gender equality, protect women from violence and discrimination and provide power to achieve prosperity in people's lives.

The Regional Regulation is also to uphold women's freedom in public development. With the existence of a women's empowerment policy, the government protects women to provide enthusiasm and confidence for women in developing their potential and talents, both in the economic, political, social, and other fields. This effort is made to encourage women to

develop their interests and talents and to uphold their dignity as women without any gender discrimination in society.

The research findings also show that the implementation of women's empowerment policies in Malang City is under the coordination of the Office of Women's Empowerment, Child Protection, Population Control and Family Planning (P3AP2KB). The P3AP2KB Office implements programs to empower women such as conducting outreach, training in each sub-district/kelurahan and holding Development Planning Conference (Musrenbang). These programs are encouraged to help women in Malang City participate actively in the development of Malang City.

In addition to these efforts, the Malang City P3AP2KB Office is also intensifying efforts to prevent gender discrimination against women and to improve the welfare of women's lives, both in the family and in the community. This effort is realized by strengthening women's understanding of policies that encourage, establish, and monitor gender equality and women's empowerment, for example regarding empowering women entrepreneurs, including: 1) Law Number 39 of 1999 concerning Human Rights; 2) Regulation of the Minister of Home Affairs Number 15 of 2008 concerning Guidelines for Mainstreaming Gender in the Regions as amended by Regulation of the Minister of Home Affairs Ministry of Home Affairs Number 67 of 2011 concerning Amendments to the Minister of Home Affairs Regulation Number 15 of 2008 concerning Guidelines for Gender Mainstreaming in the Regions; 3) Regional Regulation of East Java Province Number 19 of 2019 concerning Gender Mainstreaming.

The explanation above shows the government's serious efforts to build women's awareness to be able to rise and start to have the courage to appear in society. Then rather than that the purpose of the policy is for women to find their identity, in the sense of discovering their respective skills and potential in order to achieve an independent and prosperous life. The findings of this study do not reveal any differences with the research findings of Sarina & Ahmad (2021) and Setyawan, Rohman & Rusmiwari (2019) which state that women's involvement in development is still very low and there is even discrimination due to stereotypes and subordination attached to women. This research is only limited to revealing that the efforts made to eradicate the phenomena or problems experienced by women so far have been carried out by the City Government of Malang.

However, the results of this study also serve as a recommendation for further research regarding the involvement of women in development programs and activities carried out by the city government. The evaluation results of the Malang City Regional Development Planning Agency (BAPPEDA) (2021) show that the problem with gender equality is that women's involvement in various activities or programs of the Malang City Government is only limited to female representatives who do not represent Malang City women in general. This is in line with the findings of Setyawan, Rohman & Rusmiwari (2019) which states that the low

involvement of women is also exacerbated by the representation of women who do not represent women in Malang City.

Therefore, referring to the opinion of Kartasasmita (1996) that empowerment also implies protection, so in the process of empowerment efforts must be made so that the weak do not become weaker because of their lack of power to face the strong. Malang City Government, in this case the P3AP2KB Office, needs to make efforts to affirm policies regarding protection and empowerment so that women can take a role in regional development.

Moulton in Marmoah (2012) argues that women's empowerment is often interpreted as a fair distribution of power so that it encourages the growth of greater awareness and participation of women in all aspects of life. Where this concept is often associated with the idea of giving power to women to be able to actualize themselves in order to enhance their existence in society. So that the Moulton in Marmoah (2012) argues that women's empowerment is often interpreted as a fair distribution of power so that it encourages the growth of greater awareness and participation of women in all aspects of life. Where this concept is often associated with the idea of giving power to women to be able to actualize themselves in order to enhance their existence in society. So that the

Empowerment must also be carried out on the basis of women's needs to strengthen their role in social life and improve their welfare. This is also in line with the results of Hidayah's research (2014), that empowerment held by an agency must be based on what the community demands (women), empowerment must refer to the suitability between the needs of women and the skills they have.

Programs that Follow Including Women

The participation of women in the process of empowering women is very influential in its success. To lead an independent life, women must participate in every activity carried out by the government. Empowerment of women is a form of government support in defending their rights as women.

In Kartasasmita (1996) programs that include women or even implemented by the target community or group, namely the women themselves. The research findings show that women's participation in their participation takes a role for increased development. Especially in the coaching environment, women can participate by starting to participate in activities that involve women in the environment where they live.

It is hoped that the results of Nur's research (2017) Empowering women in environmental management will reveal the wonders of women as the best managers in dealing with environmental problems. In this regard, there are many things that women can do to improve the quality of the

environment. Increase knowledge, improve skills, shape attitudes and behavior to become aware of doing quality. This means that women are not only willing to work hard but also have to be able to work smartly and sincerely. If women are taught to handle this, it means that the whole family will also handle it, because women will teach and pass it on. Many studies show that women are the best managers in handling the environment. The environment can also be a vessel that can initiate women's awakening.

In previous research in Hidayah (2014) an empowerment will be achieved if there is the provision of a place or place for training that follows current economic developments, and the government and related parties must be able to plan and implement programs that are in accordance with the internal and external environment of a community group. Therefore, the P3AP2KB Office of Malang City organizes training and outreach in every village and sub-district as a form of providing a forum for women to start increasing their potential.

The efforts of the Malang City P3AP2KB Office in the field of women's empowerment help involve women in every program held such as:

Socializations The field of women's empowerment Social Service P3AP2KB Malang City strives to empower Malang City women to build an independent life by holding socializations both in entrepreneurship, politics, health, and others. This effort aims to awaken women to be able to develop their potential. With these socializations, it is easier for the government to minimize the process of empowering women in society. Usually these outreach activities are held at the kelurahan, sub-district and city levels. Administration This socialization is also usually carried out 2 to 3 times a month in each region and can also be conditioned at certain times.

Development Planning Conference (Musrenbang) The Development Planning Conference (Musrenbang) activities include discussion of the important role women have in helping cities. This is also supported demographically, where the female population in Malang City is 50.24% higher than the male population, which is 49.76%. The women who participate in the Musrenbang involve all components, including the community, women and others. So that later after participating in this Musrenbang later it can be applied directly in everyday life. The purpose of this Musrenbang is for women to have an equal role in development and obtain the same rights to feel the results of development in Malang City.

Trainings The Malang City P3AP2KB Social Service also provides training programs for women such as sewing training, hand-made works, making frozen food, etc. However, the assistance provided by Social Service Office of P3AP2KB Malang City did not stop there. But also provide facilities or infrastructure for participants who want to produce products for sale but do not have the equipment. These trainings were also held in every village in Malang City.

Development of women's organizations in Malang City The field of women's empowerment Social Service P3AP2KB Malang City helps develop programs or organizations formed by housewives or associations of mothers. Such as the organization founded by the super Pereman women's association (super independent women), then there is the family improvement business program (UP2K), the formation of the Movement for Women's Organization (GOW) group, Dharma Wanita and the PKK program. In each of these groups the women's empowerment sector organizes socializations to move women's enthusiasm, trainings that can develop women's talents and interests in entrepreneurship, and organizes Musrenbang for women.

Development of Women's Limitations Every limitation of women in social life has become the most common problem among women. But for every limitation, of course, there are solutions to overcome them. Human resources (HR) and the potential of women can be the best solution. Therefore, in the process of empowering women, the P3AP2KB Office of Malang City does things that can develop the potential and human resources of these women.

In Kartasasmita (1996) because of their limitations, women individually find it difficult to overcome the problems they face. Also the coaching environment is too broad to be handled individually. Women can organize themselves both within women's circles and in partnership with men who are also the target of empowerment. Women have limitations to progress or take part in development. As obtained from observations in the field, the difficulties that women often face are having to share roles as housewives, wives, and independent women. This problem is most common among women, which requires them to share roles. Government involvement is urgently needed for empowering women to overcome the difficulties they face. Also from the coaching environment can help women to build their character as independent women.

The formation of women's character is also influenced by the environment in which they are fostered. Because the scope of coaching is too broad, the snacks are carried out per group. The P3AP2KB Office of Malang City in the field of women's empowerment stated that the coaching environment for the women's empowerment process was very conducive. So that all programs organized for women's empowerment are directed, in other words, very helpful in the welfare of women's dignity.

The process of empowering women in Malang City is also carried out in a group approach to ensure the welfare of women. Therefore, in the field of women's empowerment, the formation of community groups whose members are women, to be able to help each other both in terms of capital and product marketing.

With this approach, women can use their human resources to contribute their interests and talents towards an independent life as an independent woman. In addition, women will also be more confident and can also have the courage to speak out in public to express their opinions.

CONCLUSIONS AND RECOMMENDATIONS

The empowerment strategy to reduce discrimination against women was carried out by the City Government of Malang, in this case under the coordination of the P3AP2KB Office, namely implementing political will which was manifested by the issuance of Malang City Regional Regulation No. 12 of 2015 concerning the Protection of Women and Children Victims of Violence. In addition to issuing these regional regulations, the P3AP2KB Office is also making efforts to understand and reinforce regulations regarding the protection and empowerment of women. The P3AP2KB Office of Malang City in the field of women's empowerment carries out programs and activities for gender mainstreaming (PUG) and women's empowerment, as well as conducting outreach to improve the quality of community families. All policies issued by the government to prevent acts of gender discrimination against women in the city of Malang. The form of implementation of the women's empowerment strategy is to carry out PUG socialization in sub-districts, sub-districts and regional apparatuses. The implementation of the program is aimed at women to be empowered. The aim of implementing the program is to guarantee the welfare of women so that they are involved in development, develop all the potential that women themselves have, and enable women to live independently and prosper. In developing women's limitations, the P3AP2KB Office uses a women's group approach so that they help each other. Given the limitations of women and the existence of multiple roles, the P3AP2KB Office urges women to organize themselves either among women only or in partnership with men. So that with these efforts, women can empower their potential to contribute their interests and talents towards an independent life. Women will also be more confident and be able to have the courage to speak out in public to express their opinions.

REFERENCES

- BAPPEDA Kota Malang. 2021. *Musrenbang Perempuan Peran Serta Perempuan Dalam Perencanaan Pembangunan Kota Malang*
- Fakih, M. 2013. *Analisis Gender dan Transformasi Sosial*. Yogyakarta: Pustaka Pelajar.
- Government Regulation of the Republic of Indonesia No. 54 of 2004 on *Women's Empowerment*.
- Hasanah, D. U. 2016. *Kekerasan dan Diskriminasi Terhadap Perempuan dalam Pandangan Hukum*. HARKAT: Media Komunikasi Islam Tentang Gender dan Anak, Vol. 12 (2).
- Hidayah, N. 2014. *Strategi Pemberdayaan Perempuan Di Desa Panggak Darat Kecamatan Lingga Kabupaten Lingga*. Skripsi Administrasi Negara. Universitas Maritim Raja Ali Haji. Tanjungpinang. Law No. 39/1999 on *Human Rights*.
- Kartasasmita, G. 1996. *Pembangunan Untuk Rakyat*. Jakarta: PT. Pustaka CINDESINDO.
- Kusman, H. H., & Widaningsih, I. 2019. *Resep Membangun Desa*. Jakarta Barat: CV Campustaka.
- Marmoah, S. 2012. *Manajemen Pemberdayaan Perempuan Rimba*. Yogyakarta: Deepublish.
- Malang City Regional Regulation No. 12 of 2015 concerning Protection of Women and Children Victims of Violence.
- Miles, M. B., Huberman, A. M., & Saldana, J. 2014. *Qualitative Data Analysis: A Methods Sourcebook and The Coding Manual for Qualitative Researchers*. Thousand Oaks, CA: SAGE.
- Minister of Home Affairs Regulation No. 15 of 2008 on *Guidelines for Gender Mainstreaming in the Regions as amended by Minister of Home Affairs Regulation No. 67 of 2011 on Amendments to Minister of Home Affairs Regulation No. 15 of 2008 on Guidelines for Gender Mainstreaming in the Regions*.

- Moleong, L. J. 2016. *Metodologi penelitian kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Novitasari, M. 2018. *Diskriminasi Gender Dalam Produk Budaya Populer (Analisis Wacana Sara Mills Pada Novel "Entrok")*. Jurnal SEMIOTIKA: Jurnal Komunikasi, Vol. 12 (2).
- Nur, S. 2017. *Pemberdayaan Perempuan Untuk Kesetaraan & Meningkatkan partisipasi Dalam Pembangunan Lingkungan Hidup*. AN NISA', Vol. 10 (1).
- Regional Regulation of East Java Province Number 19 of 2019 on *Gender Mainstreaming*.
- Regulation of the Minister of State for Women's Empowerment and Child Protection No. 2 of 2008 on *the Protection of Women*.
- Sarina & Ahmad, M. Ridwan said. 2021. *Diskriminasi Gender Terhadap Perempuan Pekerja Di Kawasan Industri Makassar*. Pinisi Journal Of Sociology Education Review, Vol. 1 (2).
- Setyawan, D., Rohman, A., & Rusmiwari, S. 2019. *Policy and Planning of Responsive Gender Budgeting Model in Indonesia*. Public Policy and Administration Research, Vol. 9 (7).
- Sugiyono. 2018. *Metode Penelitian Kualitatif*. Bandung. PT Alfabeta.
- Suharto, E. 2002. *Membangun Masyarakat Memberdayakan Rakyat: Kajian Strategis Pembangunan Kesejahteraan Sosial & Pekerjaan Sosial*. Bandung: Refika ADITAMA.