

Evaluation of The Great Women Program for Quality Families (PERAHU KERTAS) in Sukabumi Regency

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ABSTRACT

Women's empowerment is an important part of sustainable development, especially in achieving gender equality and improving family quality. The Sukabumi Regency Government, through the Women's Empowerment and Child Protection Agency, initiated the Great Women for Quality Families (PERAHU KERTAS) program as a concrete effort to address gender gaps and improve women's capacity. However, the implementation of this program still faces various challenges, such as the uneven distribution of facilitators and the failure to achieve all Regency targets. This study employs a descriptive qualitative approach with data collection techniques, including observation, in-depth interviews, and documentation. Informants were selected using purposive sampling. Data were analyzed using Daniel Stufflebeam's CIPP (Context, Input, Process, Product) evaluation model. Data validity was strengthened through source and technique triangulation. The results of the study indicate that, contextually, the program is relevant to community needs. However, in terms of input, there are still shortcomings, particularly in the number of facilitators and the even distribution of facilitators. The program implementation process is running fairly well, although it is not yet optimal due to resource constraints. In terms of product evaluation, the program has had a positive impact on enhancing women's capacity, though it is not yet fully equitable across all sub-regencys. The PERAHU KERTAS program has significant potential to improve the quality of life for women and families in Sukabumi Regency. However, its effectiveness requires enhancement through strengthened training management, equitable distribution of facilitators, and expanded implementation coverage.

Keywords: Gender Equality, PERAHU KERTAS, Program Evaluation, Women's Empowerment

1. INTRODUCTION

Women's empowerment is an integral part of sustainable development, crucial in realizing gender equality and improving the quality of families. In Sukabumi Regency, the Regional Government, through the Women's Empowerment and Child Protection Service (DP3A), has initiated the "Great Women for Quality Families (PERAHU KERTAS)" program as a concrete effort to overcome gender gaps and increase women's capacity.

Although women play an important role in shaping future generations and family prosperity, they still face various challenges, including limited access to education, low awareness of family health, and lack of economic empowerment. Gender inequality also means that women are often marginalized in the education, health, financial, and government sectors. Gender Empowerment Index (IDG) data in West Java, especially Sukabumi Regency, shows persistent disparities. In 2022, IDG Sukabumi Regency was recorded at 61.52%, and in 2023, it was 62.28%; this figure is still below the ideal target of 80%.

This program also plays an important role in minimizing violence, discrimination, and limited access for women in the economic, social, and political fields. However, its implementation still faces obstacles, such as uneven coverage across all sub-Regencies (only 39 out of 47 sub-Regencies have been reached) and a lack of facilitators (only 1 out of 3 per

sub-regency), which impacts the effectiveness of training for 100 participants per sub-regency.

Based on the description above, this research focuses on the implementation of the Great Women for Quality Families Program (PERAHU PAPER) in the Sukabumi Regency. The research question asked aims to evaluate the Great Women for Quality Families (PERAHU KERTAS) Program in Sukabumi Regency. The results of this research will enrich scientific insight in the study of public administration and women's empowerment, as well as provide practical recommendations for the Sukabumi Regency DP3A to increase program effectiveness.

2. LITERATURE REVIEW

2.1 Public Administration and Public Policy Science

Public administration is a branch of science that focuses on managing government functions and providing services to the community, including planning and evaluating policies to improve public services and support social welfare with the principles of efficiency, transparency, and accountability. According to Siagian (2008), public administration is defined as the entire process of cooperation between two or more people based on certain rationality to achieve predetermined goals. Meanwhile, Liang Gie (1993) explained that public administration includes various government activities in carrying out public service functions by utilizing resources optimally. The science of public administration plays an important role in creating effective public services, overcoming various public problems, and supporting the achievement of state goals through appropriate and well-managed policies.

2.2 Evaluation of CIPP Policies and Models

Policy evaluation is a systematic process for assessing the effectiveness, efficiency, and impact of a policy or program. This research uses the CIPP (Context, Input, Process, Product) evaluation model developed by Daniel Stufflebeam (2018). The CIPP model is used to determine whether the implementation of the "Paper Boat" program is in accordance with the plans or guidelines that have been established. This model has four main evaluation components:

- a. Context Evaluation: This involves understanding the situation, with a focus on identifying or analyzing the needs, objectives, and environmental conditions underlying the policy or program.
- b. Input Evaluation: This focuses on assessing the resources, strategies or plans, and capacities used to achieve policy objectives.
- c. Process Evaluation: Review policy implementation to assess whether the program is running according to plan, identify obstacles that arise, and provide input for future improvements.
- d. Outcome Evaluation: Assessing the final results and impact of the policy, both short-term and long-term, and the extent to which the policy has achieved its objectives.

The CIPP model program evaluation is decision-oriented and can be used for formative (for improvement) and summative (for final assessment) evaluations, with the main objective of ensuring that policies or programs provide optimal benefits to the community. This model is considered an effective tool for informing policy because it provides a comprehensive

overview of the various aspects that influence the success of a program. In this study, the researcher aims to measure the extent of the success of the implementation of the PERAHU KERTAS program in the empowerment of women in Sukabumi Regency, as well as to assess whether the program has been implemented effectively.

2.3 Women's Empowerment

Empowerment is a process or series of activities aimed at strengthening the capacity of individuals or groups who have not yet had the opportunity to realize their potential. Etymologically, the term empowerment comes from the word “daya,” which means strength or capacity. Therefore, women's empowerment can be interpreted as an effort to strengthen that capacity through changes in social structures.

Women's empowerment is a systematic and planned effort to improve the status, role, and quality of life of women and to build gender equality in various areas of life. Women's empowerment is one of the focuses of the Sustainable Development Goals (SDGs), particularly the fifth goal, which is gender equality. This is because women's empowerment is an integral part of Indonesia's national development, which is an absolute prerequisite for achieving sustainable development goals.

According to Novian (2010), women's empowerment is the process of enhancing women's capacity to gain access to and control over various resources, whether in the economic, political, social, or cultural spheres (Sudirman, Rosramadhana, Aricindy, & Rizaldi, 2020).

2.4 PERAHU KERTAS Program

The PERAHU KERTAS (Great Women for Quality Families) program is a family quality improvement program that aims to address gender inequality and discrimination against women. This program serves as a platform for women's learning and knowledge management in Sukabumi Regency, enabling them to further develop themselves, especially in underprivileged rural, urban, and coastal communities.

The PERAHU KERTAS Program was established based on legal grounds, namely Sukabumi Regency Regulation No. 7 of 2019 on Gender Mainstreaming, as a strategic effort to empower women as key resources in development and play a vital role in improving family quality of life. This program is designed to address various challenges faced by women, such as violence, discrimination, and limited access to multiple fields. Its objective is to optimize women's roles in development to achieve gender equality by enhancing justice for women and improving family quality of life.

Table 1. Components and Targets for Achieving the Gender Empowerment Index (IDG) in Sukabumi Regency

IDG Components	IDG Target Achievements
Women's Involvement in Parliament	80%
Women as Professionals	
Women's Income Contribution	

Source: DP3A Sukabumi Regency, 2024

Table 1 data shows that Sukabumi Regency aims to achieve a Gender Empowerment Index (IDG) of 80%. This target is focused on three main components: women's involvement in parliament, women as professionals, and women's income contributions. This effort is a government commitment to improving gender equality, especially in the fields of politics, professionalism, and women's economic contributions.

3. METHODS

This study used a descriptive qualitative approach to describe in depth the implementation of the Perempuan Hebat untuk Keluarga Berkualitas (PERAHU KERTAS) Program in Sukabumi District. Data were collected through three main techniques, namely direct observation, in-depth interviews, and documentation. The selection of informants was done by purposive sampling, which allows researchers to select informants who have knowledge and experience relevant to the implementation of the program (Sugiyono, 2022).

Data analysis in this study used the CIPP (Context, Input, Process, Product) evaluation model developed by Daniel Stufflebeam (2018). Data validity is strengthened through triangulation of sources and techniques, namely by comparing data from various sources and different data collection methods (Sugiyono, 2022). With this method, the research seeks to provide an objective picture of the effectiveness of the PERAHU KERTAS program as well as recommendations for improving program implementation in the future.

4. RESULTS AND DISCUSSIONS

4.1 Context

Based on Daniel Stufflebeam's theory (2018), research and observation results show that the provincial government has provided sufficient budgetary support to organize program activities in each sub-regency. These efforts demonstrate strong support from the government. From the Context dimension in the CIPP evaluation model, the budgetary support indicator already shows that the approach in the PERAHU KERTAS Program in Sukabumi Regency is sufficiently aligned with the characteristics and needs on the ground. However, adjustments are still required in terms of funding coverage to ensure optimal participation from all program participants.

One important input is the communication strategy and outreach methods to enhance women's understanding of the program. If communication strategies are ineffective, even if resources such as funds, facilitators, and training materials are available, participation will remain low because awareness has not been established. In the case of the PERAHU KERTAS Program, despite sufficient funding, there are still participants who do not understand the program's objectives. This indicates that participants' perceptions of the program vary; some groups are highly active and enthusiastic, while others remain hesitant or unclear about the program's objectives. This program has successfully adapted to local conditions through an adaptive, flexible, and potential-based approach. However, there are shortcomings in the scope of socialization and information distribution, which have impacted initial participant engagement in some areas. Although the program demonstrates good

alignment with local conditions, improvements in communication and socialization strategies are still needed to reach all segments of society evenly.



Figure SEQ Figure * ARABIC 1. Opening and Presentation of Material by the Resource Person
(Source: DP3A Sukabumi Regency, 2025)

Figure 1 shows the learning atmosphere of the PERAHU program participants in Nyalindung District, Sukabumi Regency. One of the speakers gave a presentation to the participants, the majority of whom were women. This situation reflects the active involvement of the community, especially women in the program, who showed high enthusiasm during the activity.

4.2 Input

Based on Daniel Stufflebeam's theory (2018), the results showed that the human resources available for the implementation of the PERAHU KERTAS Program in Sukabumi Regency were still limited, resulting in a high workload. This condition indicates that the achievement of the efficiency dimension in the indicator of program resource utilization is not fully optimal. The limited number of field staff in controlling and implementing the program is a major obstacle to achieving program objectives. The number of human resources involved is still insufficient, so the achievement of the adequacy dimension in the indicator of the number of field staff shows suboptimal results. This condition indicates the need for a comprehensive evaluation of the allocation and development of human resources to improve program effectiveness.

In contrast to the human resources situation, the research findings show that the facilities and infrastructure available for implementing the PERAHU KERTAS Program in Sukabumi Regency are considered adequate. The fulfillment of the adequacy dimension in the indicator of the availability of facilities and infrastructure shows good results and is optimal. This condition indicates that the infrastructure and equipment supporting the program have met the implementation needs so that improvement efforts can be focused on strengthening the human resources aspect.

4.3 Process

Based on Daniel Stufflebeam's theory (2018), the research results indicate that the effectiveness of the PERAHU KERTAS Program in Sukabumi Regency is considered adequate. The fulfillment of the adequacy dimension in the effectiveness indicators of the monitoring system shows fairly good results and is optimal. Meanwhile, the handling of facility limitations in the program implementation is considered adequate but still faces challenges due to the lack of a dedicated training facility. This indicates that the handling of facility limitations in the PERAHU KERTAS Program is adaptive but not yet systematic. The main strengths lie in community involvement and facilitator creativity. However, improvements are still needed in terms of funding, facility standards, and the integration of solutions into budget policies and long-term program plans.

The mechanism for participant compliance in the implementation of the PERAHU KERTAS program in Sukabumi Regency is effective informally, relying on a humanistic approach and local social networks. The mechanism for participant compliance works well through a strategy that is not coercive but rather emphasizes persuasion and the provision of direct benefits to participants. On the other hand, the coordination mechanism in the program implementation is effective because there is always socialization at every sub-regency level. The coordination mechanism in the PERAHU KERTAS program runs actively and participatively, especially at the field level. However, to improve the quality of the implementation process, more systematic and structured coordination is needed to achieve more optimal results.

4.4 Product

Based on Daniel Stufflebeam's theory (2018), the results showed that the PERAHU KERTAS Program in Sukabumi Regency has achieved a fairly good level of effectiveness in improving women's quality of life. The coordination mechanism and overall effectiveness of the program are considered to have run well and actively. The program not only succeeded in strengthening individual capacity but also strengthened the role of women as drivers of change in the family and community, thus becoming one of the effective and sustainable community-based empowerment models.

However, some aspects still require improvement to achieve an optimal level of effectiveness. The sustainability of the program faces challenges in terms of the availability of facilities, transportation, and the frequency of training, which is still less than optimal. Therefore, training needs to be continuously improved to maintain and develop the quality of the program, especially in terms of participants' participation and capacity. With improvements in these aspects, the PERAHU KERTAS Program can reach its maximum potential in empowering women and increasing community independence.

5 CONCLUSION

Based on the results of research related to the evaluation of the Great Women for Quality Families program in Sukabumi Regency using Daniel Stufflebeam's theory (2018), researchers can draw the following conclusions:

The implementation of the PERAHU KERTAS Program has shown initial success in terms of structural support and adaptive design. However, the varying and uneven participation levels indicate the need to improve communication strategies, mentoring, and logistical adjustments to make the program more inclusive and effective in reaching all

women in Sukabumi Regency. The input dimension of the PERAHU KERTAS Program shows that facility readiness is optimal, but there are significant weaknesses in human resources and training. This indicates that program implementation needs to strengthen the number and distribution of staff and improve the workforce training system to make it more efficient and adequate. Access to training locations is also an important issue that needs to be addressed to support equitable participation and the overall success of the program in Sukabumi Regency.

The implementation of the PERAHU KERTAS Program in Sukabumi Regency has demonstrated good effectiveness, high adaptability, and participatory coordination. However, to achieve more systemic and sustainable implementation quality, the program needs to strengthen formal mechanisms, provide permanent facilities, and design long-term policies that support coordination systems and participant compliance. This indicates that to ensure each stage of the process truly supports the achievement of the main objective, namely improving the quality of life for women in the area. The implementation of the PERAHU KERTAS program in the Sukabumi Regency is effective. Still, improvements and strengthening in several technical and implementation aspects are required to achieve more comprehensive and sustainable women's empowerment goals.

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