



The Role of Family Empowerment and Welfare in Rimba Sekampung Urban Village as the Frontline in Addressing Sexual Violence and Bullying

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Abstract. *The increasing incidence of sexual violence and bullying against children and adolescents has become a serious social problem that requires active involvement from all elements of society, particularly families. This community service program aims to strengthen the role of the Family Welfare Empowerment (PKK) organization in Rimba Sekampung Sub-district as the frontline in preventing and addressing sexual violence and adolescent bullying. The methods applied include socialization and persuasive educational approaches through counseling sessions, interactive discussions, and case consultations involving PKK members as community partners. The results indicate an improvement in participants' knowledge, awareness, and social sensitivity regarding the forms, causes, and impacts of sexual violence and bullying among adolescents. Furthermore, the program enhances the capacity of PKK members to foster family resilience and create a safe, harmonious, and value-based family environment to support sustainable child and adolescent protection.*

1. INTRODUCTION

The development of globalization and digitalization has brought significant changes to the social and cultural structure of Indonesian society. This transformation has not only affected patterns of communication and social interaction but has also influenced values, norms, and individual behavior, particularly among children and adolescents. Increasing individualism, culture shock, cultural lag, and the penetration of popular culture are among the consequences of the rapid flow of globalization and advances in information technology. Social media, as a major product of digitalization, on the one hand provides easy access to information, but on the other hand has the potential to generate various social problems if it is not balanced with adequate digital literacy and social control (Giddens 2018).

One of the most serious impacts of these social changes is the rising incidence of violence against children and adolescents, particularly sexual violence and bullying. Data from the Cahaya Guru Foundation indicate that throughout 2023 there were at least 136 cases of violence in educational settings in Indonesia, involving a total of 339 victims, with 19 fatalities. Among these cases, bullying and sexual violence accounted for the largest proportion, despite the government's issuance of various regulations aimed at preventing violence in educational institutions. These data demonstrate that violence against children and adolescents remains a

structural problem that requires comprehensive handling and the involvement of multiple elements of society.

Conceptually, violence against children and adolescents includes physical, psychological, sexual abuse, and neglect that deviate from social norms and have the potential to cause serious harm, both physically and emotionally (WHO 2002). Adolescence is a vulnerable transitional phase characterized by identity exploration, emotional instability, and strong environmental influences. Law Number 35 of 2014 on Child Protection defines children as individuals up to 18 years of age, while the World Health Organization extends the adolescent category to 24 years of age due to considerations of physical, mental, and social maturity. In this context, adolescents are highly vulnerable to becoming both victims and perpetrators of violence if they do not receive adequate guidance and care.

Various studies indicate that sexual violence and bullying among adolescents are influenced by both internal and external factors, such as identity crises, weak self-control, lack of parental attention and supervision, family disharmony, the influence of social media, and weak family resilience (Santrock 2019). Violence not only causes short-term psychological trauma but also carries the risk of perpetuating cycles of violence, in which victims may later become perpetrators. Therefore, efforts to prevent and address violence must be carried out systematically, be family-based, and actively involve the community.

Within the framework of community empowerment, the Family Empowerment and Welfare Movement (PKK) holds a strategic position as the frontline in family development and child protection. PKK, particularly at the village or urban ward level, plays a direct role in strengthening family resilience through parenting education, the reinforcement of moral values, and the enhancement of parental awareness regarding child and adolescent protection issues (Soetomo 2011). PKK women, as key actors within the family, have close emotional ties with children and adolescents and therefore have the potential to serve as early prevention agents against various forms of violence, including sexual violence and bullying.

Rimba Sekampung Urban Village was selected as the subject of this community service program due to its heterogeneous social dynamics and its exposure to social challenges similar to those faced by other urban areas, particularly the influence of social media and changes in adolescent interaction patterns. Qualitatively, there remains limited parental understanding of the forms, impacts, and prevention mechanisms of sexual violence and bullying. Quantitatively, the increasing number of reported violence cases in educational and social environments indicates the urgent need for sustainable, community-based interventions.

Based on these objective conditions, this Community Service Program focuses on strengthening the role of the PKK of Rimba Sekampung Urban Village as the frontline in addressing sexual violence and adolescent bullying. The main objective of this activity is to promote social change in the form of increased awareness, knowledge, and capacity among PKK women in preventing, conducting early detection, and providing initial responses to cases of violence. In the long term, this program is expected to contribute to the creation of harmonious, safe, and empowered families, as well as a social environment that protects children and adolescents as the nation's future generation.

2. METHOD

This Community Service Program (PKM) was implemented using a community organizing approach that positioned the women of the PKK Executive Team of Rimba Sekampung Urban Village as active subjects of the activity. The PKM was conducted on Thursday, 18 January 2024, from 2:00 p.m. WIB until completion, at Jalan Belimbing, Rimba Sekampung Urban Village, Dumai City. The selection of the subject and location was based on the strategic role of PKK as the frontline in family development and the protection of children and adolescents, particularly in efforts to prevent sexual violence and adolescent bullying.

The planning process was carried out in a participatory manner through initial coordination with urban village officials and PKK administrators to identify problems, needs, and the focus of activities. The involvement of the target partners in the planning stage aimed to foster a sense of ownership, enhance active participation, and ensure the relevance of the materials to the social conditions faced by the community. The implementation methods included socialization (counseling) and persuasive guidance (education approach) using informative and persuasive communication techniques, enabling participants to gain understanding and awareness to actively engage in preventing and addressing sexual violence and adolescent bullying.

The stages of the PKM activities consisted of preparation, implementation, evaluation, and follow-up. The implementation stage included introductions, material presentations by resource persons, dissemination of information related to cases of sexual violence and adolescent bullying, interactive discussions and question-and-answer sessions, as well as case consultations. Evaluation was conducted through collective reflection with participants, while follow-up activities were directed toward plans for continuous guidance and mentoring through cooperation between STIA Lancang Kuning Dumai and Rimba Sekampung Urban Village to

strengthen the role of PKK in creating a safe family and community environment for children and adolescents.

3. RESULTS

The implementation of the Community Service Program (Pengabdian kepada Masyarakat/PKM) in Rimba Sekampung Urban Village demonstrated participatory mentoring dynamics through socialization activities, counseling sessions, interactive discussions, and persuasive guidance for the women of the PKK Executive Team. The activities focused on enhancing understanding of the forms, causal factors, and impacts of sexual violence and adolescent bullying, while simultaneously strengthening the role of the family as the primary environment for prevention. The mentoring process took place in a conducive and communicative atmosphere, as reflected in the active involvement of participants in discussions and case consultations relevant to the social conditions of their community.

The results indicate positive changes in the knowledge and attitudes of PKK women regarding issues of sexual violence and adolescent bullying. Participants became increasingly able to recognize various forms of violence, including physical, verbal, relational, and digital-based violence (cyberbullying), and to understand the internal and external factors influencing deviant behavior among adolescents. Technically, participants gained insights into family-based prevention strategies, such as fostering open communication patterns, supervising digital media use, instilling moral and religious values, and strengthening the role of parents as educators, supervisors, and counselors for children and adolescents.

Beyond individual capacity building, the PKM activities also fostered collective awareness among PKK women of the importance of the PKK organization as the frontline in child and adolescent protection. Initiatives emerged to strengthen internal PKK networks and to coordinate with village authorities in preventing and handling cases of violence. This condition serves as an early indicator of the formation of new social institutions in the form of community-based educational and preventive movements, as well as the emergence of PKK women who have the potential to become local leaders in child and adolescent protection issues at the urban village level.

4. DISCUSSION

The findings of the Community Service Program (PKM) indicate that sexual violence and bullying among adolescents constitute multidimensional social phenomena that cannot be separated from family contexts, social environments, and the dynamics of social change driven

by globalization. These findings align with the perspective of the World Health Organization, which emphasizes that violence against children and adolescents is a global public health issue influenced by individual factors, social relationships, communities, and broader social structures (World Health Organization 2016). In this context, the PKM approach that involves families and local communities—particularly the women of the PKK Executive Team—represents a relevant and contextual strategy for early prevention.

Theoretically, bullying behavior can be explained through the concept of abuse of power, as proposed by Olweus, who emphasizes that bullying occurs repeatedly and involves an imbalance of power between perpetrators and victims (Olweus 1995). The PKM findings show that much bullying behavior stems from unhealthy social relationships, both within families and schools. This reinforces Coloroso's argument that classifies bullying into physical, verbal, and relational forms, and highlights that relational bullying is often undetected yet has serious psychological impacts on victims (Coloroso 2007).

The discussion of PKM results also reveals that family factors play a central role in shaping children's and adolescents' behavior. Harsh parenting styles, lack of attention, and weak internalization of moral values and empathy contribute to the emergence of deviant behaviors, including sexual violence and bullying. These findings are consistent with Ariesto's view that the family is a primary environment that can function either as a risk factor or as a protective factor against aggressive behavior in children (Ariesto 2009). Therefore, strengthening parental capacity is a key component of family-based prevention strategies.

From the perspective of sexual violence prevention, Bloom emphasizes the importance of primary prevention, namely efforts undertaken before violence occurs through education, awareness building, and the creation of safe environments for children and adolescents (Bloom 2011). The PKM results demonstrate that increased knowledge among PKK women regarding the forms, causes, and impacts of sexual violence has encouraged collective awareness to be more proactive in supervising and mentoring children. These findings also align with the prevention approach proposed by Wurtele and Kenny, who stress the crucial role of parents as primary actors in child education and protection (Wurtele and Kenny 2001).

The role of the PKK Executive Team in this PKM context can be analyzed through community empowerment theory, which positions communities as subjects of development rather than mere objects of intervention. As a community-based organization, PKK possesses social legitimacy and structural proximity to families at the neighborhood and urban village levels, making it effective in transforming values, norms, and social behavior. This aligns with

government policy through the PANTS program, which emphasizes the role of families in preventing violence against children (BKKBN 2010). Thus, this PKM not only enhances knowledge but also fosters the formation of local social institutions that function as prevention agents.

Further discussion indicates that communicative, educational, and role-model-based approaches provided to PKK women are effective in strengthening the family's function as a safe space for children and adolescents. This supports Syamsuddin's view that the family is a fundamental social institution in shaping character, morality, and social resilience (Syamsuddin 2018). Therefore, the success of this PKM should not be measured solely by its immediate outputs but also by sustained changes in awareness and behavior at the family and community levels.

Overall, the discussion confirms that PKM initiatives involving PKK women as key actors in preventing sexual violence and adolescent bullying possess strong theoretical and practical relevance. Community- and family-based approaches have proven effective in promoting social transformation toward more child-friendly environments. These findings reinforce the literature emphasizing the importance of synergy among families, communities, and social institutions in protecting children and adolescents from various forms of violence (UNICEF 2020).

5. CONCLUSION

The Community Service Program (PKM) conducted with the women of the PKK Executive Team of Rimba Sekampung Urban Village demonstrates that socialization and persuasive guidance approaches are effective in enhancing participants' understanding, awareness, and social concern in preventing and addressing sexual violence and bullying among adolescents. From a theoretical reflection, this activity underscores the critical role of the family—particularly mothers as primary socialization agents—in building healthy social institutions through effective communication, the reinforcement of moral and religious values, and exemplary parenting practices. The enthusiasm and cooperative attitudes shown by participants during the mentoring process serve as early indicators of behavioral change and collective awareness toward the creation of harmonious, safe, and child-friendly families as a foundation for social transformation at the community level.

Based on these findings, it is recommended that the women of the PKK Executive Team of Rimba Sekampung Urban Village continue to strengthen their active role and presence in ongoing socialization, guidance, and mentoring activities for adolescents, in synergy with

urban village authorities and relevant institutions. Strengthening the capacity of PKK as a strategic partner in social development is expected to foster family and community environments that are preventive against violence, while simultaneously nurturing a young generation that is independent, responsible, high-achieving, resilient, and morally upright for the future of families, the nation, and the state.

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