

CHAPTER II
PROFILE AND COMMUNICATION PROGRAM OF PILAR PKBI
CENTRAL JAVA

2.1. Client Overview

Founded on December 23, 1957, PKBI, short for Perkumpulan Keluarga Berencana Indonesia is an organization dedicated to building responsible families, as it believes the family is the cornerstone of societal well-being. Responsible families are those that actively fulfill their roles in areas such as childbirth, education, health, welfare, and future planning.



Figure 2.1. Logo of PKBI Central Java
Source: PKBI's Asset

PKBI envisions the creation of inclusive and responsible communities and families throughout Indonesia. Its mission is carried out through empowering communities, strengthening inclusive youth networks, delivering professional sexual and reproductive health services, and promoting advocacy grounded in human rights. PKBI's strategic priorities include enhancing public awareness, supporting youth, modeling comprehensive family health services, influencing policy through data, and fortifying PKBI's capacity as a sustainable, trustworthy organization.

To support these goals, PKBI runs various programs focusing on sexuality education, healthcare access, youth empowerment, and research—all aimed at improving the well-being and future prospects of young people and communities.

a. PILAR (Youth Information and Services Center)



Figure 2.2. Logo of PILAR

Source: PKBI's Asset

PILAR is a youth-focused initiative under PKBI Central Java, committed to supporting young people's reproductive, sexual, and mental health. Targeting individuals aged 10–24, especially those with limited access to formal education or health services, PILAR aims to raise awareness and promote responsible behavior related to sexuality and mental well-being.

b. IWC (Indonesia International Work Camp)



Figure 2.3. Logo of IWC (Indonesia International Work Camp)

Source: PKBI's Asset

The Indonesia International Work Camp (IWC), founded in 1999 under PKBI Central Java, is a volunteer

service program run in collaboration with Japan's NICE (Never Ending International Workcamps Exchange). A pioneer in international volunteering since 1998, IWC connects local and global volunteers to carry out empowerment-focused community development projects.

c. BIMA SEMBADA



Figure 2.4. Logo of BIMA SEMBADA

Source: PKBI's Asset

BIMA SEMBADA is a community empowerment program in Batang Regency, run through a partnership between PKBI Central Java and PT Bhimasena Power Indonesia. Aiming to uplift local communities in Batang Regency through community empowerment programs.

d. RUMPIN BangJo



Figure 2.5. Logo of RUMPIN BangJo

Source: PKBI's Asset

RUMPIN BangJo, short for "Rumah Pintar" BangJo, is a PKBI Central Java program designed to reach street children in the Johar Market area through educational and support services.

e. Yes I Do



Figure 2.6. Logo of Yes I Do

Source: PKBI's Asset

"Yes I Do" is a child marriage prevention initiative operating in four villages across Rembang Regency. It works to protect children by building local awareness and capacity to delay marriage until legal adulthood.

f. Take Action For Future



Figure 2.7. Logo of TAFF (Take Action for Future)

Source: PKBI's Asset

TAFF supports women inmates at Class II Women's Prison in Semarang. The program focuses on rehabilitation, skill-building, and post-release reintegration.

PILAR (Pusat Informasi Layanan Remaja) is a key youth-focused division within PKBI Central Java. Established on March 18, 1998, its goal is to foster responsible adolescents by providing information and services related to reproductive health. PILAR targets marginalized youth aged 10–24 from all education levels—formal, informal, and non-formal.

The division works to reduce the spread of STIs, HIV/AIDS, and unplanned pregnancies by improving adolescent knowledge and increasing support from relevant stakeholders. Its vision and mission focus on helping youth become accountable for their sexual behavior both personally and socially. To spread its message, PILAR actively uses Instagram under the handle @pilar_pkbi.



Figure 2.8. Instagram Account Of @Pilar_PKBI.

Source: PKBI's Asset

The account features educational content on reproductive health and youth empowerment.. There are 3 main programs of PILAR PKBI, which are BUCIN (Buat Cari Informasi), Sobat Sambat, and K-Pod! (Reproductive Health Podcast). The first program, which is BUCIN, aims to create contents covering comprehensive sexuality education through PILAR Instagram social media.



Figure 2.9. Bucin (Buat Cari Informasi) Program.

Source: PKBI's Asset

The second program is Sobat Sambat Offers relatable discussions around youth issues, promoting access to counseling services via social media reels and posts.



Figure 2.9. Sobat Sambat Counselling Program.

Source: PKBI's Asset

The third one is K-Pod. A podcast offering youth-centric insights on reproductive health.

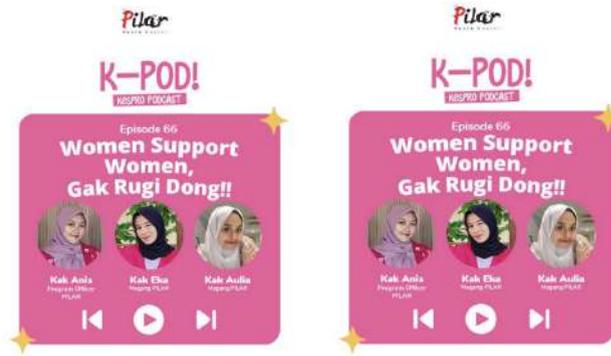


Figure 2.10. Kespro (Kesehatan Reproduksi) Podcast K-POD.
Source: PKBI's Asset

Pilar PKBI also has several other programs such as Pilar Goes To School, and Nutritalk that also focuses on introducing education to the youth.

2.2 Sobat Sambat Pro



Figure 2.11. Sobat Sambat Pro's Logo.
Source: PKBI's Asset

Sobat Sambat Pro is a professional counseling service launched to meet the rising mental health needs of young Indonesians, especially university students and young adults. Building on the foundation of the peer-based Sobat Sambat program, this paid service provides psychological support from licensed psychologists in a safe and youth-oriented setting. Its core mission is to provide a safe, inclusive, and youth-friendly space where individuals can explore emotional challenges with licensed psychologists in a format that is both accessible and destigmatized. The service is offered through both online sessions, ideal

for flexibility and privacy, and offline face-to-face consultations, which accommodate those seeking deeper interpersonal connection.

Despite its thoughtful design and relevance, Sobat Sambat Pro has encountered hurdles in its initial phase. With minimal promotion and limited public awareness, the service has only reached one paying client within its first three months of launch. This highlights not only a lack of demand, but also a need for stronger brand positioning, targeted outreach, and deeper resonance with the emotional and digital behavior of Gen Z. As a result, Sobat Sambat Pro is now in a pivotal moment; transitioning from conceptual readiness to strategic activation, where its long-term impact depends on how well it can communicate its value to the very youth it was created for.

2.3 Stakeholders of Sobat Sambat Pro

Stakeholders play a pivotal role in the development, implementation, and sustainability of any service-based initiative, including Sobat Sambat Pro. As a premium psychological counseling service initiated by PKBI Central Java, Sobat Sambat Pro relies on the involvement and collaboration of both internal and external stakeholders to ensure its effectiveness and reach.

2.3.1 Internal Stakeholder (Pilar & PKBI)

PILAR and PKBI Central Java initiated and continue to manage Sobat Sambat Pro. They originally launched the free peer counseling service (Sobat Sambat) to offer basic mental health support via trained youth volunteers. As youth mental health needs became more complex, they expanded the service to include professional psychologists through Sobat Sambat Pro. Both PKBI and PILAR play vital roles in maintaining the program and raising public awareness. Despite the current promotional gap, they are committed to strengthening visibility and ensuring the program's long-term success.

2.3.2 External Stakeholder

The external stakeholders involved in Sobat Sambat Pro's counseling services are licensed psychologists who provide professional mental health support to its clients. These stakeholders include Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi, Psychologist, with more than ten years of experience in the field of psychological counseling. In collaboration with Pilar PKBI, they contribute to the development of counseling services that are both youth-friendly and affordable, ensuring accessibility and relevance for adolescent clients.

2.4 Communication Program of Sobat Sambat Pro

The communication program of promoting Sobat Sambat Pro is published in the Instagram account of @pilar_pkbi.

2.4.1 Sobat Sambat Pro Social Media Content (@pilar_pkbi)

Sobat Sambat Pro is a paid counseling service that offers sessions with psychologists at affordable and youth-friendly prices. To promote the service, Sobat Sambat Pro utilizes the Instagram account @pilar_pkbi. In August 2024, content was posted to introduce the paid counseling model and highlight the transition from peer-based support to professional psychological services.



Figure 2.11. Sobat Sambat Pro's Promotional Content.

Source: Pilar PKBI Central Java's Instagram

This content also introduces the first psychologist: Winti Windrati, S.Psi, S.M., M.M., Psychologist. However, with only this post as a promotion for Sobat Sambat Pro, the program has only reached one client as of December 2024.