

CHAPTER II
PROFILE AND COMMUNICATION PROGRAM OF PILAR PKBI
CENTRAL JAVA

2.1 Client Overview

PKBI is the Indonesian Family Planning Association which was founded on December 23, 1957. PKBI was established with the goal of creating responsible families because PKBI believes that families are the most important pillar in achieving community welfare. The families in question are responsible families, meaning they meet their responsibilities in the areas of birth, education, health, welfare, and the future.



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

PKBI's aim is to build responsible and inclusive Indonesian families and communities. PKBI carried out its objective by empowering the communities, promoting inclusive youth movements, providing professional sexual and reproductive health services, and advocating for rights-based policy. Along with PKBI's vision and mission, their approach includes raising public awareness, empowering youth, building a comprehensive family health care model, influencing data-driven government policies, and improving PKBI's institutions as a trustworthy and sustainable organization.

PKBI has various empowerment programs focused on sexuality education, healthcare services access, youth participation, and research. These programs are there to support young people and communities improve their health, rights, and future opportunities.

a. PILAR (Youth Information and Services Center)



Figure 2.2. Logo of PILAR
Source: PKBI's Asset

PKBI Central Java founded PILAR with the goal of supporting and promoting youth's reproductive health, sexual health, and mental health. PILAR focuses on young people between the ages of 10 to 24 years old, particularly those who have limited access to health information and services, regardless of their educational backgrounds like formal, informal, or non-formal. The objective is to raise awareness and responsibility among youth regarding their sexual health, reproductive health, and mental health.

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) is a volunteer-based community service program operated by PKBI Central Java in partnership with NICE (Never Ending

International Workcamps Exchange) of Japan. Founded in 1999, it brings together local and international volunteers to engage on social and empowerment initiatives. Since 1998, IWC has partnered with local and global organizations to implement community-based projects that promote local development for a better future.

c. BIMA SEMBADA



Figure 2.4. Logo of BIMA SEMBADA
Source: PKBI's Asset

BIMA SEMBADA is a community empowerment initiative in Batang Regency that is run by a partnership between PKBI Central Java and PT Bhimasena Power Indonesia. The initiative focuses on enhancing the well-being of local communities.

d. RUMPIN BangJo



Figure 2.5. Logo of RUMPIN BangJo
Source: PKBI's Asset

RUMPIN (Rumah Pintar) BangJo is a smart housing program launched by PKBI Central Java to reach out to and support street children living in the Johar Market area.

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 that has been implemented in four villages in Rembang Regency. It seeks to protect children by raising awareness and increasing local capacity to postpone marriage until adulthood.

f. Take Action For Future



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

Source: PKBI's Asset

Take Action for Future is a mentoring and support program for female inmates at the Class II Women's Prison

in Semarang. It focuses on rehabilitation and preparing individuals for a better life once released.

PILAR (Pusat Informasi Layanan Remaja) is a prominent division in PKBI Central Java. PILAR PKBI Central Java was founded with the goal of creating a responsible family because PKBI Central Java believes that the family is the most important pillar in the construction of community welfare.

PILAR was founded on March 18, 1998 by PKBI Central Java. This initiative aims to reach youth aged 10 to 24 who are susceptible due to a lack of access to reproductive health information services, including those with formal, informal, and non-formal education as well as those who are marginalized. Overall, PILAR aims to raise teenage awareness and responsibility for sexual and reproductive health in order to minimize the spread of STIs, HIV-AIDS, and unintended pregnancies through increased adolescent understanding and stakeholder support. The vision and mission of PILAR PKBI are to empower teens and educate them with reproductive health information so that they can be accountable for their sexual behavior, both personally and socially. PILAR PKBI Central Java optimizes social media (Instagram). Their Instagram account is @pilar_pkbi, and it is aimed to convey knowledge to young people.



Figure 2.8. Instagram Account Of @Pilar_PKBI.

Source: PKBI's Asset

PILAR PKBI's Instagram account features a variety of youth-oriented programs and information, with a focus on reproductive health and youth-related services. PILAR PKBI offers three main programs: BUCIN (Buat Cari Informasi), Sobat Sambat, and K-Pod! (Reproductive Health Podcast). The first initiative, BUCIN, intends to develop content addressing comprehensive sexuality education using PILAR Instagram social media.



Figure 2.9. Bucin (Buat Cari Informasi) Program.
Source: PKBI's Asset

The second program is Sobat Sambat (discussions on youth issues related to the promotion of counseling services), it takes the form of feeds or reels.



Figure 2.9. Sobat Sambat Counselling Program.
Source: PKBI's Asset

The third program is a comprehensive sexuality education delivered through the PILAR podcast “K-Pod”. The podcast’s goal is to provide young people with a lot of information about reproductive health.

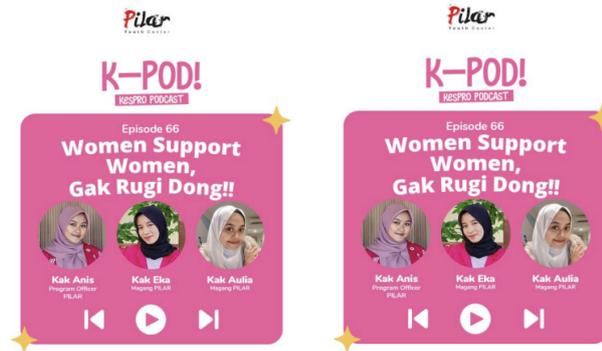


Figure 2.10. Kespro (Kesehatan Reproduksi) Podcast K-POD.
Source: PKBI's Asset

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

2.2 Sobat Sambat Pro



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

Sobat Sambat Pro is a paid psychological counseling service that aims to address the changing mental health requirements of Indonesian youth, notably university students and young adults. Sobat Sambat Pro, an extension of the original Sobat Sambat peer counseling program run by PILAR PKBI Central Java, was designed to bridge a critical gap by providing professional-grade psychological treatment for cases beyond the capacity of peer-based assistance. Its primary objective is to provide a safe, inclusive, and youth-friendly environment in which individuals can discuss emotional issues with qualified psychologists in an accessible and destigmatized manner. The service is available in both online sessions, which are great for flexibility and privacy, and offline face-to-face

consultations, which are suitable for individuals seeking a deeper interpersonal connection.

Despite its careful design and usefulness, Sobat Sambat Pro has faced challenges in its early stages. With little promotion and public knowledge, the service only had one paying client within its first three months of operation. This demonstrates not only a lack of demand, but also the necessity for improved brand positioning, targeted outreach, and a deeper understanding of Gen Z's emotional and digital behavior. As a result, Sobat Sambat Pro is now at a critical juncture, transitioning from conceptual preparedness to strategic activation, and its long-term impact will be determined by how successfully it communicates its worth to the same children for whom it was built.

2.3 Stakeholders of Sobat Sambat Pro

Stakeholders play an important role in the development, implementation, and sustainability of any service-based program, including Sobat Sambat Pro. As a premium psychological counseling service founded by PKBI Central Java, Sobat Sambat Pro relies on the participation and collaboration of both internal and external stakeholders to ensure its efficacy and reach.

2.3.1 Internal Stakeholder (Pilar & PKBI)

PILAR PKBI and PKBI Central Java are the key internal stakeholders in the formation and current activities of Sobat Sambat Pro. Initially, they established Sobat Sambat Free, a basic mental health assistance program focused at providing peer-to-peer counseling and emotional support. This program was primarily run by trained young volunteers known as peer counselors, who were encouraged and empowered by PKBI to become active listeners and mental health advocates in their communities. However, as young people's mental health issues got more complex and demanded professional attention, Sobat Sambat Pro was created as a premium counseling service that provides access to qualified psychologists.

Throughout the creation and implementation of Sobat Sambat Pro, both PILAR and PKBI Central Java played critical roles in not only supporting its operational elements but also ensuring its long-term viability. PILAR PKBI, in particular, serves as the primary venue for presenting Sobat Sambat Pro to a larger audience. Although advertising activities have been modest thus far, PILAR PKBI remains committed to expanding visibility and engagement with its service. Their twin roles as founders and operational supporters position them as major internal stakeholders with strategic influence over Sobat Sambat Pro's trajectory, notably in terms of outreach, service delivery, and long-term impact.

2.3.2 External Stakeholder

Sobat Sambat Pro's external stakeholders include licensed psychologists who give professional mental health support to its clients. Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi, Psychologist, each have over ten years of expertise in the field of psychological counseling. They collaborate with Pilar PKBI to design counseling services that are both youth-friendly and cost-effective, ensuring teenage clients' accessibility and relevance. Sobat Sambat Pro's communication campaign is being promoted on @pilar_pkbi's Instagram account.

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 provides psychological sessions at reasonable price and youth-friendly services. The Sobat Sambat Pro team created introductory program content in August 2024, introducing the transition from the usual Sobat Sambat service with peer counselor to the Sobat Sambat Pro version which is a paid counseling

service with professional psychologists on the PILAR PKBI Central Java Instagram.



Figure 2.12. Sobat Sambat Pro’s Promotional Content.
Source: Pilar PKBI Central Java’s Instagram

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