

CHAPTER II
PROFILE AND COMMUNICATION PROGRAM OF PILAR PKBI
CENTRAL JAVA

2.1. Client Overview

PKBI is the Indonesian Family Planning Association which was established on December 23, 1957. PKBI was established with the aim of realizing responsible families because PKBI believes that families are the main pillar in realizing community welfare. The families in question are responsible families, namely families who fulfill their responsibilities in the dimensions of birth, education, health, welfare, and the future.



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

PKBI's vision is to create responsible and inclusive Indonesian families and communities. PKBI's mission is carried out through community empowerment, strengthening inclusive youth movements, professional sexual and reproductive health services, and rights-based policy advocacy. Along with PKBI's vision and mission, their strategy includes increasing public awareness, empowering youth, developing a comprehensive family health service model, influencing data-based government policies, and strengthening PKBI's institutions as a trusted and sustainable organization.

PKBI has several empowerment programs focused on sexuality education, access to healthcare services, youth engagement, and research. These programs are designed to support young people and communities in improving their health, rights, and future opportunities.

- a. PILAR (Youth Information and Services Center)



Figure 2.2. Logo of PILAR

Source: PKBI's Asset

PILAR was established by PKBI Central Java aiming to support teenagers' reproductive, sexual health, and mental health. PILAR focuses on young people aged 10–24 years, especially those with limited access to health information and services, whether they come from formal, informal, or non-formal education backgrounds. The goal is to increase awareness and responsibility among youth regarding their sexual, 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 under PKBI Central Java, in collaboration with NICE (Never Ending International Workcamps Exchange) from Japan. Founded in 1999, it brings together local and international volunteers to work on social and empowerment projects. As a pioneer of

international volunteering in Indonesia since 1998, IWC partners with local and global organizations to carry out community-based projects that promote local development and a better future.

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. The program focuses on improving the welfare of local communities.

d. RUMPIN BangJo



Figure 2.5. Logo of RUMPIN BangJo

Source: PKBI's Asset

RUMPIN (Rumah Pintar) BangJo is a smart house initiative by PKBI Central Java, aimed at reaching and supporting 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 program implemented in four villages in Rembang Regency. It aims to protect children by raising awareness and building local capacity to delay 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 them for a better life after release.

PILAR (Pusat Informasi Layanan Remaja) is one of the highlighted divisions in PKBI Central Java. The creation of PILAR PKBI Central Java was based on PKBI Central Java aims to create a responsible family because PKBI Central Java believes that the family is the main pillar in the creation of community welfare.

PILAR was established on March 18, 1998 by PKBI Central Java. The target of this program is teenagers aged 10-24 years who are vulnerable due to low access to reproductive health information services, both teenagers with formal, informal and non-formal education and marginalized. Overall, the goal of PILAR is to increase adolescent awareness and responsibility for sexual and reproductive health to reduce the transmission of STIs, HIV-AIDS, and prevent unwanted pregnancies by increasing adolescent knowledge and stakeholder support. PILAR PKBI's Vision and Mission is to make teenagers responsible and provide information to teenagers about reproductive health so that teenagers can be responsible for their sexual behavior, both personally and socially. PILAR PKBI Central Java optimizes social media (Instagram) in order to spread the knowledge as intended towards the youth, the name of their Instagram account is @pilar_pkbi.



Figure 2.8. Instagram Account Of @Pilar_PKBI.

Source: PKBI's Asset

PILAR PKBI has several programs and contents for youth in their Instagram account, mainly relating to reproductive health and youth related services. 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 (discussions relevant to youth issues to be linked to the promotion of counseling services), in the form of feeds or reels.



Figure 2.10. Sobat Sambat Counselling Program.
Source: PKBI's Asset

The third one is a program of comprehensive sexuality education through the PILAR podcast titled "K-Pod". The podcast aims to give a lot of insight in a youthful way regarding reproductive health.

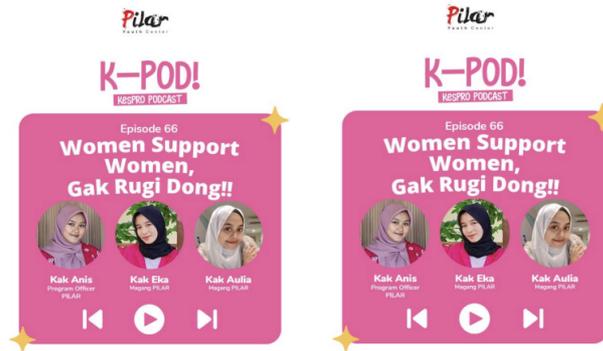


Figure 2.11. Kespro (Kesehatan Reproduksi) Podcast K-POD.
Source: PKBI's Asset

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 2.12. Sobat Sambat Pro's Logo.
Source: PKBI's Asset

Sobat Sambat Pro is a paid psychological counseling service designed to address the evolving mental health needs of Indonesian youth, particularly university students and young adults. As an extension of the original Sobat Sambat peer counseling program under PILAR PKBI Central Java, Sobat Sambat Pro was created to fill a crucial gap: offering professional-grade psychological support for cases that go beyond the capacity of peer-based assistance. 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 PKBI and PKBI Central Java serve as the primary internal stakeholders in the establishment and ongoing operations of Sobat Sambat Pro. Initially, they pioneered Sobat Sambat Free, a foundational mental health support program that aimed to provide peer-to-peer counseling and emotional support. This program was primarily facilitated by trained youth volunteers, known as peer counselors, who were nurtured and empowered by PKBI to become active listeners and mental health advocates within their communities. However, as mental health issues among young people became increasingly complex and required professional handling, Sobat Sambat Pro was developed as a premium counseling service that offers access to licensed psychologists.

Throughout the development and implementation of Sobat Sambat Pro, both PILAR and PKBI Central Java have played crucial roles not only

in supporting its operational aspects but also in maintaining its sustainability. PILAR PKBI, in particular, functions as the central platform for promoting Sobat Sambat Pro to the wider public. Although promotional efforts have been limited so far, PILAR PKBI remains committed to increasing visibility and engagement with the service. Their dual role, as founders and operational supporters, positions them as key internal stakeholders who hold strategic influence in shaping the trajectory of Sobat Sambat Pro, particularly in outreach, service delivery, and long-term impact.

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 to do the promotion of Sobat Sambat Pro was published in the Instagram account of @pilar_pkbi as the owned media of PILAR PKBI Central Java

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. In August 2024, the Sobat Sambat Pro team created introductory program content, introducing the transition from the free Sobat Sambat service with Peer Counselor to the Sobat Sambat Pro version which is a paid counseling