

CHAPTER II

PROFILE AND COMMUNICATION PROGRAM OF PILAR PKBI CENTRAL JAVA

2.1 Client Overview

The Indonesian Family Planning Association (PKBI) was founded on December 23, 1957, with the vision of fostering responsible family units as a cornerstone of societal well-being. PKBI upholds the belief that families serve as the fundamental foundation in achieving community welfare. The concept of a "responsible family" refers to households that carry out their obligations across various dimensions—childbirth, education, health, general welfare, and future planning.



Figure 2.1. Logo of PKBI Central Java

Source: PKBI's Asset

PKBI envisions the formation of responsible and inclusive families and communities across Indonesia. To realize this vision, its mission is operationalized through a range of strategic efforts, including community empowerment, the advancement of inclusive youth movements, the provision of professional sexual and reproductive health services, and advocacy for policies grounded in human rights. In alignment with these goals, PKBI's strategic focus encompasses raising public awareness, empowering youth populations, developing integrated family health service models, promoting data-driven policy influence, and reinforcing its institutional capacity to remain a credible and sustainable organization.

PKBI implements various empowerment programs that emphasize comprehensive sexuality education, accessible healthcare services, meaningful youth participation, and applied research. These initiatives are

designed to enhance the health, rights, and future prospects of young people and the broader community.

a. PILAR (Youth Information and Services Center)



Figure 2.2. Logo of PILAR

Source: PKBI's Asset

PILAR is an initiative founded by PKBI Central Java with the purpose of supporting adolescents in matters related to reproductive health, sexual well-being, and mental health. The program specifically targets individuals aged 10 to 24 years, particularly those who face limited access to accurate health information and services—regardless of whether they are enrolled in formal, informal, or non-formal educational settings. The primary aim is to enhance awareness and foster a sense of responsibility among youth concerning their sexual, reproductive, and mental health.

b. IIWC (Indonesia International Work Camp)



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

Source: PKBI's Asset

The Indonesia International Work Camp (IIWC) is a volunteer-driven community service initiative organized by PKBI Central Java in partnership with NICE (Never Ending International Workcamps Exchange) from Japan. Established in 1999, IIWC facilitates collaboration between local and international volunteers in a variety of social and empowerment programs. As one of Indonesia's pioneers in international volunteering since 1998, IIWC works alongside both domestic and international partners to implement community-based initiatives aimed at fostering local development and contributing to a more sustainable and equitable future.

c. BIMA SEMBADA



Figure 2.4. Logo of BIMA SEMBADA

Source: PKBI's Asset

BIMA SEMBADA is a community development initiative implemented in Batang Regency through a collaborative partnership between PKBI Central Java and PT Bhimasena Power Indonesia. The program is designed to enhance the quality of life and overall welfare of the local population through targeted empowerment strategies.

d. RUMPIN BangJo



Figure 2.5. Logo of RUMPIN BangJo

Source: PKBI's Asset

RUMPIN (Rumah Pintar) BangJo is an educational outreach initiative led by PKBI Central Java, specifically designed to engage and support street children residing in the Johar Market vicinity. The program provides a safe and stimulating environment to facilitate learning and personal development for marginalized youth.

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 implemented across four villages in Rembang Regency. The program seeks to safeguard children by fostering awareness and enhancing community capacity to postpone marriage until individuals reach a mature, responsible age.

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 empowerment program designed for female inmates at the Class II Women's Prison in Semarang. This initiative centers on rehabilitation and personal development, aiming to equip participants with the skills, mindset, and support necessary to build a more stable and fulfilling life following their release.

PILAR (Pusat Informasi Layanan Remaja) is a key division under PKBI Central Java, established in line with the organization's broader vision to build responsible families—believed to be the foundational element for achieving community well-being. Officially founded on March 18, 1998, PILAR targets adolescents aged 10 to 24, particularly those with limited access to reproductive health information and services. This includes youth from formal, informal, and non-formal educational backgrounds, as well as marginalized groups.

The primary aim of PILAR is to enhance adolescents' awareness and accountability regarding their sexual and reproductive health. By improving youth knowledge and fostering support from relevant stakeholders, the program seeks to reduce the incidence of sexually transmitted infections (STIs), HIV/AIDS, and unplanned pregnancies. PILAR's vision and mission focus on nurturing responsible youth by equipping them with

accurate, age-appropriate information to promote responsible sexual behavior—both individually and socially. To maximize outreach and engagement, PILAR PKBI Central Java actively utilizes social media, particularly Instagram, through the handle @pilar_pkbi, as a strategic communication channel for youth education.



Figure 2.8. Instagram Account Of @Pilar_PKBI.

Source: PKBI's Asset

PILAR PKBI runs several programs and shares content on their Instagram account, focusing primarily on reproductive health and services tailored to youth. The three main programs offered by PILAR PKBI are BUCIN (Buat Cari Informasi), Sobat Sambat, and K-Pod! (Reproductive Health Podcast). The first program, BUCIN, seeks to generate content that provides comprehensive sexuality education via PILAR's Instagram platform.



Figure 2.9. Bucin (Buat Cari Informasi) Program.

Source: PKBI's Asset

The second program, Sobat Sambat, involves discussions on youth-related issues, which are linked to the promotion of counseling services, shared through posts or reels.



Figure 2.9. Sobat Sambat Counselling Program.

Source: PKBI's Asset

The third program, K-Pod, is a podcast offering comprehensive sexuality education. It aims to provide insightful and engaging content on reproductive health in a way that resonates with young audiences.



Figure 2.10. Kespro (Kesehatan Reproduksi) Podcast K-POD.

Source: PKBI's Asset

Additionally, PILAR PKBI runs other initiatives like Pilar Goes To School and Nutritalk, both designed to introduce educational content 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 aimed at addressing the mental health needs of Indonesian youth, especially university students and young adults. Building upon the Sobat Sambat peer counseling program under PILAR PKBI Central Java, Sobat Sambat Pro was developed to provide professional psychological support for more complex cases that peer-based services are not equipped to handle. The core objective of this service is to create a safe, inclusive, and youth-friendly environment where individuals can openly discuss their emotional concerns with licensed psychologists, all within a framework that is both accessible and destigmatized. The service is available through online sessions, offering

flexibility and privacy, as well as offline face-to-face consultations for those seeking more personal interaction.

However, despite its careful design and relevance, Sobat Sambat Pro has faced significant challenges in its early stages. With limited promotion and public awareness, the service has only attracted one paying client within the first three months of its launch. This indicates not only a lack of demand but also highlights the need for improved brand positioning, targeted outreach, and a stronger connection with the emotional and digital behavior of Gen Z. As a result, Sobat Sambat Pro stands at a critical turning point, transitioning from its initial concept to strategic activation. The future success of the service will depend on how effectively it can communicate its value and resonate with the very audience it was designed to support.

2.3 Stakeholders of Sobat Sambat Pro

Stakeholders are crucial to the development, implementation, and long-term sustainability of any service-based initiative, including Sobat Sambat Pro. As a premium psychological counseling service launched by PKBI Central Java, Sobat Sambat Pro depends on the active involvement and collaboration of both internal and external stakeholders to ensure its effectiveness and broaden its reach.

2.3.1 Internal Stakeholder (Pilar & PKBI)

PILAR PKBI and PKBI Central Java serve as the primary internal stakeholders in both the establishment and ongoing operations of Sobat Sambat Pro. They were the driving forces behind the creation of Sobat Sambat Free, an initial mental health support program that focused on providing peer-to-peer counseling and emotional support. This program was facilitated by trained youth volunteers, known as peer counselors, who were mentored and empowered by PKBI to become active listeners and mental health advocates within their communities. However, as mental health challenges among young people grew more complex and required professional expertise, Sobat Sambat Pro was developed as a premium service offering access to licensed psychologists.

Throughout the development and launch of Sobat Sambat Pro, both PILAR PKBI and PKBI Central Java have been integral not only in supporting its operational aspects but also in ensuring its long-term sustainability. PILAR PKBI, in particular, serves as the central platform for promoting Sobat Sambat Pro to the wider public. Although promotional efforts have been limited thus far, PILAR PKBI remains dedicated to increasing the service's visibility and engagement. Their dual role as founders and ongoing supporters places them in a pivotal position, holding strategic influence over the future direction of Sobat Sambat Pro, particularly in areas such as outreach, service delivery, and ensuring its long-term impact.

2.3.2 External Stakeholder

The external stakeholders involved in Sobat Sambat Pro's counseling services are the licensed psychologists who deliver professional mental health support to clients. Among these stakeholders are Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi, Psychologist, both of whom bring over ten years of experience in the field of psychological counseling. In partnership with PILAR PKBI, they play a key role in developing counseling services that are not only youth-friendly but also affordable, ensuring that the services remain accessible and relevant for adolescent clients.

2.4 Communication Program of Sobat Sambat Pro

The communication program promoting Sobat Sambat Pro is shared through the Instagram account @pilar_pkbi.

2.4.1 Sobat Sambat Pro Social Media Content (@pilar_pkbi)

Sobat Sambat Pro is a paid counseling service that provides sessions with professional psychologists at affordable, youth-friendly rates. In August 2024, the Sobat Sambat Pro team developed introductory content to announce the transition from the free Sobat Sambat service, which was facilitated by Peer Counselors, to the Sobat Sambat Pro version, a paid

service offering professional psychological support. This content was shared on the PILAR PKBI Central Java Instagram account.



Figure 2.12. 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, despite this post being the sole promotion for Sobat Sambat Pro, the program has only attracted one client as of December 2024.