

SWOT ANALYSIS: REGIONAL GOVERNMENT STRATEGIES IN HANDLING VIOLENCE AGAINST WOMEN

Sri Fatkhana¹, Dwi Sri Mulya Ningsih², Aghnia Dian Lestari^{3*}

Universitas Swadaya Gunung Jati, Cirebon, Indonesia^{1,2,3}

*Correspondence: aghnia.dianl@ugj.ac.id

Abstract

Violence against women in Cirebon City is a phenomenon that needs serious attention. In this research, the author uses SWOT analysis as a relevant framework element to gain an understanding of more efficient strategies to address violence against women. The main objective is to find out the strategies carried out by the Cirebon City regional government in overcoming this problem. Qualitative methods were used in this research, with the aim of comprehensively understanding the behavior, perceptions, motivations, actions, and experiences of research subjects, using descriptive language, and observing subjects in natural contexts. This approach is also supported by various scientific methods. The results of research using SWOT analysis show that the strengths of the Cirebon City Women's Empowerment, Child Protection, Population Control and Family Planning (DP3APPKB) Service are strengthening networks such as developing the Domestic Violence Prevention Task Force (PKDRT), Family Resilience Motivator (Motekar) and other networks to help socialize the Prevention of Violence against Women in the people of Cirebon City. Weaknesses in DP3APPKB Cirebon City, namely the lack of Human Resources such as psychologists and counselors so still rely on outside energy. However, they have opportunities to overcome weaknesses, namely they have P2TP2A for the handling process, which includes legal volunteers and psychologist volunteers. Threats to the Cirebon City DP3APPKB are that there are still many people who do not dare to report and do not complete their reports so that handling is not optimal.

Keywords: Government Strategy, Handling Violence, Women's Protection, SWOT, Human Resources

INTRODUCTION

Violence against women is still a challenge that women continue to face both at home and in public spaces. Violence against women has become a problem that is widely discussed in the mass media, both print and digital. The issue of violence against women is a topic that is commonly discussed among individuals from various backgrounds. The problem of violence against women is a substantial global concern, which continues despite various efforts to combat it. The World Health Organization (WHO) has released a report indicating that the global prevalence of physical or sexual violence against women has reached alarming proportions. According to the survey, around 33% of women have experienced such violence in their lives.

Women are often victims of discrimination, harassment, and violence. The violence experienced includes physical violence such as abuse and sexual violence such as rape. However, this violence can also take the form of psychological or verbal violence. Victims of violence are usually aged 18 years and over and experience impacts such as physical injuries and psychological trauma such as fear, loss of self-confidence and a feeling of helplessness. The perpetrators of violence are often people closest to them, such as parents, uncles, husbands, or friends, and this incident can occur in various places such as home, school, work, or other public places.

Several factors that cause this are women's education levels which tend to be lower than men. Low levels of education make it difficult for women to get decent work, so they tend to depend on their husbands for their economic life. This condition also makes them choose to stay in an abusive relationship because they are afraid of poverty. Apart from that, patriarchal culture which considers men to have a higher status than women also play a role in this problem. In the household context, women are taught to obey their husbands, so they feel they must accept all their husband's treatment, even if it includes violence.

The Cirebon City Regional Government has implemented the Regulation of the Minister of Women's Empowerment and Child Protection of the Republic of Indonesia Number 3 of 2023 concerning the Implementation of Concurrent Government Affairs in the Field of Women's Empowerment and Child Protection. This regulation covers various important aspects in efforts to protect and empower women and children, so that it can increase the effectiveness of handling cases of violence and provide better protection and support to victims of violence.

Cases of violence against women in Cirebon City are a phenomenon that needs serious attention. Based on data the author obtained from the Cirebon City Women's Empowerment, Population Control, Child Protection and Family Planning (DP3APPKB) Service, there were a total of 18 incidents of violence against victims in 2018. In 2019, cases of violence decreased, with a total of 13 victims. Between 2020 and 2022, there will be an increase in the number of victims of violence. However, in 2023 there will be a decrease in cases of violence against women, with a total of 23 victims recorded. It can be seen from the following graph:

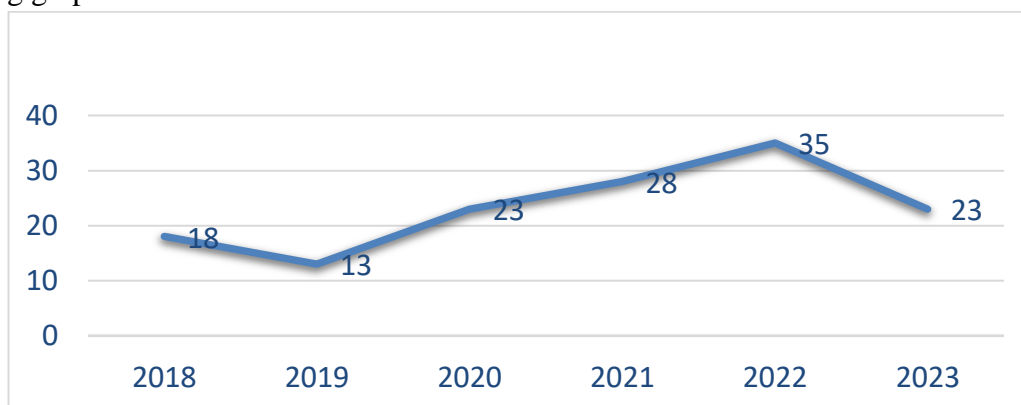


Figure 1. Graph of Violence Cases Against Women in Cirebon City

Source: DP3APPKB Cirebon City.

The graph above shows the number of cases of violence against women in Cirebon City during the period 2018 to 2023. Several types of cases are physical violence, psychological violence, and sexual violence and neglect.

Local governments have a very important role in addressing this problem through the formulation, implementation, and evaluation of effective strategies, as they are responsible for the implementation of policies and social services that directly affect local communities. Efforts made by local governments to address violence against women, internal and external challenges often hamper the effectiveness of implemented strategies.

This research combines local government strategies with a SWOT analysis of Strengths, Weaknesses, Opportunities, and Threats which provides a framework for understanding the complex dynamics involved in local government efforts to deal with violence against women.

LITERATURE REVIEW

SWOT analysis

SWOT analysis is a tool used to formulate strategies. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a strategic management tool used to evaluate internal and external factors that influence the performance of a strategy (Kotler & Keller, 2016).

1. Strengths: are the skills and advantages possessed by the company/organization. Every company needs to assess its strengths and weaknesses. Such assessments can be based on factors such as resources, manufacturing capabilities, network strength or collaboration.
2. Weaknesses: is the condition of a company in facing challenges such as limitations or deficiencies, skills, and abilities such as facilities and infrastructure that it owns or does not have which become obstacles to organizational performance.
3. Opportunities: are conditions that are profitable for the company. Encouragement and support from the government can be an opportunity for organizations/companies to obtain additional resources and technical support.
4. Threats: are challenges demonstrated or cast into doubt by an unfavorable development in the environment. So, it can be said that threats are environmental factors that do not benefit an organization/company.

The aim of this analytical method is to describe the situation and conditions being faced by an organization and is not an analytical tool that can provide solutions to the problems being faced (Radna Andi Wibowo 2019).

Violence Against Women

Violence against women is still a challenge that women continue to face both at home and in public spaces. Violence against women has become a problem that is widely discussed in the mass media, both print and digital. The issue of violence against women is a topic that is commonly discussed among individuals from various backgrounds. The problem of violence against women is a substantial global concern, which continues despite various efforts to combat it. The World Health Organization (WHO) has released a report indicating that the global prevalence of physical or sexual violence against women has reached alarming proportions. According to the survey, around 33% of women have experienced such violence in their lives.

Pasalbessy (2010) defines violence against women as any act specifically targeted against a person because of their gender, which results in or has the potential to cause physical, psychological, or social damage or misery. Violence against women has a huge impact on women, causing decreased self-confidence, disturbed health, and disruption of

women's roles in various aspects of life (Hikmah, 2012). Women often experience the following types of violence:

1. **Physical Violence:** Includes the use of physical violence that can cause physical injury or trauma to women (Garcia-Moreno et al., 2015).
2. **Sexual Violence:** Includes rape, sexual harassment, or coercion to perform sexual acts without the woman's consent (Jewkes et al., 2013).
3. **Psychological Abuse:** Involves insults, threats, or emotional control that adversely affects women's psychological well-being (Dutton, 1994).
4. **Economic Violence:** Occurs when women are prohibited or restricted from accessing economic resources or income independently, or when women are abused through financial control (Ellsberg et al., 2008).

Violence against women is a form of action that violates human rights, because the right to protection from violence of a woman which is guaranteed by the 1945 Constitution and the Law on Human Rights has been violated by perpetrators of violence, which should be respected and upholding improved human dignity, welfare and justice for women (PERMENPPA 2011). Violence against women is difficult to report for several reasons. First, violence against women is often considered a problem that does not need to be addressed because it is believed that there is no adequate solution, and women as victims are often blamed (Sumirat in Al Hakim 2021). Second, institutions to assist women who experience violence at police stations, government and non-government institutions are not yet operating optimally. Third, socialization about violence has not been optimally carried out comprehensively at all levels of society, and supporting policies are not yet fully available so that effective action for women who experience violence is still limited (Siregar in Al Hakim 2021).

METHOD

This research uses a qualitative approach, which according to Moleong (2010) aims to understand phenomena such as behavior, perception, motivation, actions and other aspects experienced by research subjects holistically and descriptively, using words and language in natural contexts, and utilizing diverse scientific methods. The main aim of qualitative research is to provide an in-depth understanding of the topic under study (Bakry, 2016).

The data in this research were obtained through interviews with informants with Mrs. Weri S.Kep, Ners as Head of the Women's Empowerment Division, Mrs. Maulidiyah Nuryanti, S.Sos as Sub Coordinator for Women's Protection, and Mrs. Aan Siti Hasanah, SKM., M.Si as Sub Coordinator for Improving Family Quality from the Cirebon City Women's Empowerment, Child Protection, Population Control and Family Planning (DP3APPKB) Service. In addition, the secondary data used comes from documents, literature such as journals and books, laws and regulations, and other sources relevant to the research context.

RESULTS AND DISCUSSION

Based on regulations issued by the Mayor of Cirebon through Cirebon Mayor Regulation Number 47 of 2021 concerning the organizational structure of Services and Sectors within the Cirebon City Regional Government, the main task of the Women's Empowerment, Child Protection, Population Control and Family Planning (DP3APPKB) Department is especially in the field Women's Empowerment is divided into three sub-sections, namely Sub-Coordinator for Women's Protection, Sub-Coordinator for Improving Family Quality, and Sub-Coordinator for Gender Mainstreaming and Women's Empowerment. These three sub-coordinators are part of the DP3APPKB strategy in dealing with violence against women in Cirebon City.

Handling of violence against women in Cirebon City must continue to be improved to increase its effectiveness. Therefore, the government needs to implement strategies that can help achieve organizational goals by conducting a comprehensive analysis. One analysis method that can be used is SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). By using this SWOT approach, organizations can more easily identify internal and external potentials and formulate appropriate strategies for further development and achieving specific goals. The SWOT analysis study used in this research comes from Kotler & Keller (2016). Below are several strategies implemented by the Cirebon City Department of Women's Empowerment, Child Protection, Population Control and Family Planning (DPAPPKB) in an effort to deal with violence against women in the Cirebon City area.

Strengths (strength)

In the context of regional government strategy through DP3APPKB, it has strengths, which are internal factors in providing efforts to deal with violence against women and how these advantages have a positive impact on the effectiveness of programs and services. Several factors will be used to monitor the level of success or failure of the handling carried out by DP3APPKB, especially in the field of Women's Empowerment.

When the author conducted interviews with informants regarding the powers that the Department has to deal with violence against women in Cirebon City, he said that: "Strengthening the work network in efforts to prevent and protect violence against women, we formed UPT PPA (Protection of Women and Children), formed Motekar (Family Resilience Motivator), as well as coaching the PKDRT, PKK, Wadul Bae (Concerned Citizens of Boy Lan Mboke) Task Force." (Interview with Sub Coordinator for Women's Protection DP3APPKB on 20 May 2024)

From the statement above, DP3APPKB already has a pretty good network. In this case, it is hoped that forming these working networks can help them carry out the government's strategy to reduce violence against women in Cirebon City.

Weaknesses

Weaknesses are a factor that is difficult to avoid because there will always be weaknesses in every institution or government agency as a policy organizer. In this case, the Women's Empowerment Sector in DP3APPKB is related to dealing with violence against women in Cirebon City, namely the lack of Human Resources.

The following is an excerpt from an interview conducted by the author with one of the informants regarding the weaknesses experienced by the Department in its efforts to handle violence against women in Cirebon City, related to the level of violence against women in the area. The following is the response given by him: "In the field of women's empowerment itself there are weaknesses, namely deficiencies in Human Resources (HR). There are no accompanying/counseling staff such as counselors, psychologists and other social workers, we still rely on external sources. "Other weaknesses are that the infrastructure is not yet optimal, for example concrete places for counseling, places for handling cases do not yet exist, and assessments are still lacking or not yet optimal" (Interview with Sub-Coordinator for Women's Protection DP3APPKB on 20 May 2024)

Due to the lack of Human Resources (HR) needed to implement strategies for handling violence against women in Cirebon City, they have the potential to be less effective and those that have been planned will not be successful. This confirms that Human Resources are a crucial element that influences the success in handling violence against women, as the main potential source of individuals who influence essential factors in the implementation of these efforts.

Opportunities

Opportunities are external factors that can be utilized to strengthen government strategies. After conducting an interview with the sub-coordinator for family quality development, the author presents a description of the initiatives carried out by the Women's Empowerment Division at DP3APPKB Cirebon City: "We have an Integrated Service Center for Women's Empowerment and Child Protection (P2TP2A) for treatment flow. In it there are legal volunteers, psychologist volunteers. So, if the case cannot be handled internally, we will then coordinate with P2TP2A to handle it. Then we also have cadres at the Social Service because they have Social Media which contains how to handle cases. Then there are other opportunities from the Regional Secretariat, Hospitals, Health Services, Education and Higher Education Services" (Interview with Sub-Coordinator for Family Quality Improvement DP3APPKB on May 20 2024)

Based on the results of the interview above, the opportunities provided by DP3APPKB itself are quite good. By collaborating with related institutions, this is one of their assets to formulate effective strategies for dealing with violence against women. By collaborating

with related institutions, we can at least minimize the impact of a lack of Human Resources which is their weakness.

Threats

Threats are unfavorable factors that provide obstacles to the development or running of a company. The author was able to obtain the results of the interview with the sub-coordinator, namely that there were several unfavorable factors in handling cases of violence against women in Cirebon City. This condition is a challenge in itself for the Cirebon City DP3APPKB, so that they immediately address this problem and look for solutions or appropriate steps to overcome the problem so as not to hamper effectiveness in dealing with violence against women in Cirebon City.

Thus, it can be seen that SWOT analysis is an important factor in formulating strategies, especially the strategy implemented by the Cirebon City DP3APPKB in the Government's strategy in handling cases of violence against women. This analysis helps identify an organization's internal and external strengths and weaknesses, as well as opportunities and threats, with the goal of developing effective strategies to exploit opportunities and strengths, as well as address threats and improve weaknesses. Even though data from interviews and observations shows that the government's strategy has been running well, it has not yet achieved optimization due to limited human resources and infrastructure in DP3APPKB Cirebon City. However, they can see external opportunities and threats themselves. By taking advantage of these opportunities they can overcome threats. Even so, they will continue to evaluate and improve the handling of violence against women in Cirebon City.

CLOSING

Conclusion

Violence against women is still a challenge that women continue to face both at home and in public spaces. Violence against women has become a problem that is widely discussed in the mass media, both print and digital. The issue of violence against women is a topic that is commonly discussed among individuals from various backgrounds. The problem of violence against women is a substantial global concern, which continues despite various efforts to combat it. The World Health Organization (WHO) has released a report indicating that the global prevalence of physical or sexual violence against women has reached alarming proportions. According to the survey, around 33% of women have experienced such violence in their lives. SWOT analysis show that the strengths of the Cirebon City Women's Empowerment, Child Protection, Population Control and Family Planning (DP3APPKB) Service are strengthening networks such as developing the Domestic Violence Prevention Task Force (PKDRT), Family Resilience Motivator (Motekar) and other networks to help socialize the Prevention of Violence against Women in the people of

Cirebon City. Weaknesses in DP3APPKB Cirebon City, namely the lack of Human Resources such as psychologists and counselors so still rely on outside energy. However, they have opportunities to overcome weaknesses, namely they have P2TP2A for the handling process, which includes legal volunteers and psychologist volunteers. Threats to the Cirebon City DP3APPKB are that there are still many people who do not dare to report and do not complete their reports so that handling is not optimal. Therefore, to achieve the government's strategic goals optimally, it is necessary to increase the awareness of the community itself to be more courageous in reporting any violence they experience. In response to this, the Cirebon City DP3APPKB is faced with the challenge of continuing to increase the intensity of outreach and education to the community, so that efforts to prevent and handle violence against women can be carried out optimally and sustainably.

REFERENCES

- Alhakim Abdurrahman. (2021). Kekerasan Terhadap Perempuan: Suatu Kajian Perlindungan Berdasarkan Hukum Positif Di Indonesia. *Jurnal Pendidikan Kewarganegaraan Undiksha*, 9 (1), 116-117.
- Azis, N. I. R. (2024). Evaluasi Proses Perencanaan Dan Penganggaran Di Kantor Lurah Sumompo. *Jurnal LPPM Bidang Ekonomi Sosial Budaya dan Hukum*. 8(2), .
- Dutton, D. G. (1994). Patriarchy and wife assault: The ecological fallacy. *Violence and Victims*, 9(2),.
- Dworkin, S. L. (2019). *The New Politics of Women's Rights: Navigating Change and Conflict in the Twenty-First Century*. Oxford University Press.
- Ellsberg, M., Heise, L., Pena, R., Agurto, S., & Winkvist, A. (2008). Researching domestic violence against women: Methodological and ethical considerations. *Studies in Family Planning*, 39(2), 101-112.
- Fadli, Rizal. (2022). Alasan Perempuan Rentan Menjadi Korban Kekerasan. <https://www.halodoc.com/artikel/ini-4-alasan-perempuan-lebih-rentan-menjadi-korban-kekerasan>.
- Kurniasih, D., & Rusfiana, Y. (2021). *Teknik Analisa*. Bandung : Alfabeta, cv. Hal 66
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- Maulidya, Aldina. (2022). Strategi Pemerintah Singapura Dalam Menangani Kekerasan Terhadap Perempuan Yang Meningkat Selama Periode Rangkaian Pemecah. *Jurnal Studi Diplomas dan Keamanan*,14(2).
- Miyayi, E. N., Nugroho, H. S., Wicaksono, F., & Ardiyati, A. (2023). Strategi Dinas Pemberdayaan Perempuan Dan Keluarga Berencana (DP3AP2KB) Kabupaten Sleman Dalam Upaya Meningkatkan Kualitas Hidup Perempuan Di Kabupaten Sleman. *Jurnal Dinamika*, 3 (1), 56-60.
- Moleong, Bogdan dan Taylor. (2010). *Metodologi Penelitian Kualitatif edisi Revisi*. Bandung: Remaja Rosdakarya.
- Peraturan Menteri Pemberdayaan Perempuan Dan Perlindungan Anak No. 3 Tahun 2023 Tentang Penyelenggaraan Urusan Pemerintahan Konkuren Bidang Pemberdayaan Perempuan Dan Perlindungan Anak

- Peraturan Menteri Negara Pemberdayaan Perempuan No. 4 Tahun 2018 Tentang Bentuk Layanan UPT PPA
- Peraturan Menteri Negara Pemberdayaan Perempuan No. 19 tahun 2011 Tentang Pedoman Pemberdayaan Perempuan Korban Kekerasan
- Peraturan Wali Kota Cirebon No. 47 Tahun 2021 Tentang Peembentukan, Kedudukan, Tugas dan Fungsi, Susunan Organisasi serta Tata Kerja Unit Pelaksanaan Teknis pada Dinas dan Bidang di lingkungan Pemerintah Daerah Kota Cirebon.
- Rangkuti, F. (1998). Analisis SWOT teknik membedah kasus bisnis. Gramedia Pustaka Utama.
- Silap, C., Kasenda, V., & Kumayas, N. (2019). Peranan Dinas Pemberdayaan Perempuan dan Perlindungan Anak Dalam Menangani Kekerasan Terhadap Perempuan di Kota Manado. *Jurnal Ilmu Pemerintahan Fakultas Ilmu Sosial dan Politik Ratulangi*. 3 (3),.
- Wibowo, R. A. (2019). Manajemen Pemasaran. Radna Andi Wibowo.
- Zulfiani Dini, Indrawati, Kondorura Oktavianus, dkk. (2018). Penanganan Kekerasan Terhadap Perempuan Dan Anak Di Provinsi Kalimantan Timur. *Jurnal Administrative Revorm*, 6 (3), 143-144.

**SWOT ANALYSIS: REGIONAL GOVERNMENT STRATEGIES IN
HANDLING VIOLENCE AGAINST WOMEN**

Sri Fatkhana¹, Dwi Sri Mulya Ningsih², Aghnia Dian Lestari³

DOI: <https://doi.org/10.54443/sibatik.v3i7.2269>

