

The influence of mass media in the protection of women through the implementation of regional regulation no. 5 of 2013 on the protection of women and children in west Sumatra province

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Abstract: Gender equality is still one of the things that must always be pursued by the government together with all elements in each region. Gender equality can be seen from cases of gender-based violence that still exist in an area. The rate of violence against women in West Sumatra Province is still considered high. In 2022 the number of violence against women was 216 cases and in 2023 it increased to 228 cases. The Regional Government of West Sumatra Province has taken various ways to reduce the number of violence against women and realize gender equality, namely by making a Women's Protection policy, namely Regional Regulation No. 5 of 2013. Based on Regional Regulation No. 5 of 2013, the government collaborates with various stakeholders. This study looks at how collaboration between all elements in the protection of women in West Sumatra. This study uses quantitative methods to test the hypothesis about the influence of each stakeholder using Kendall's Rank formula. The Penta Helix collaboration theory according to Ramesh and Howlett will be used to see the collaboration relationship between actors in implementing women's protection policies. The results of hypothesis testing show that there is a positive relationship between actor collaboration in policy implementation. The most influential actors are the local government with an influence value of 0.741* and the mass media with an influence value of 0.530*.

Keywords: Collaboration, Mass media, Women's protection.

1. Introduction

Women and children are one of the groups that are still vulnerable to various acts of discrimination in family life, society and wider social life. Discrimination experienced covers various fields of life such as fulfilling needs in the fields of education, health, labor, politics and other needs. This condition is a concern for the government in seeking various ways to fulfill the needs of women and children fairly and ensure the protection of women and children. One of the efforts made by the government is to make regulations or policies that regulate the implementation of protection for women and children in order to provide guarantees for the fulfillment of their needs. Efforts to realize the protection of women and children are one of the efforts in fulfilling one of the *Sustainable Development Goals* (SDGs) achievement indicators, namely realizing gender equality. West Sumatra Province is committed to meeting the SDGs achievement indicators, one of which is by focusing on providing certainty in fulfilling the needs of women and children. The first step taken by the West Sumatra Provincial Government is to develop regulations on the protection of women and children contained in Regional Regulation No. 5 of 2013. Article 1 of Regional Regulation No. 5 of 2013 states that women's protection is a variety of efforts and strategies provided by the government to ensure and protect women's rights in order to live healthily, participate optimally and get protection from various forms of discrimination. (2013). Perda No. 5 of 2013 also states that child protection is all efforts and activities undertaken to fulfill and protect the

rights of children so that they can grow, live, develop and participate properly and avoid various forms of violence and discrimination. (2013). Given that Perda No. 5/2013 regulates two different things, namely the protection of women and the protection of children, this research focuses on the implementation of the protection of women. The author's reason for focusing on women is that there is still a high rate of gender disparity between women and men in various fields of life in West Sumatra Province.

BPS data for West Sumatra Province shows the number of violence against women as shown in the following table:

Table 1.
Number of violence against women in west Sumatra province.

No.	Year	Number of cases
1	2021	205
2	2022	216
3	2023	228

Table 1 shows that in 2021 there were 205 cases of violence against women and an increase in 2022 to 216 cases and continued to grow in 2023 to 228 cases. The high number of women as victims of violence is partly due to the economic conditions of the family. The economic condition of the family is one of the drivers for many women to work outside the home as an additional breadwinner and some even have to become the main breadwinner. Women in West Sumatra Province have a great opportunity to work in the agricultural sector, trade and still have difficulty in competing for opportunities to work in the professional field. BPS data for West Sumatra Province in 2021 shows the number of women working in the professional field as shown in Table 2.

Table 2.
Number of women workers in professional occupations.

No.	Year	Number of female workers (%)
1	2021	61.04
2	2022	60.20
3	2023	59.09

Table 2 shows that in 2021 there were 61.04% of women working in the professional field, but this number decreased in 2022 to 60.20% and in 2023 it also decreased to 59.09% (Central Bureau of Statistics of West Sumatra Province, 2023). The professional field in question can be in the form of government agencies, banks, strategic positions in various industrial companies and so on. The decline in the number of female workers in the professional field is due to the ability of competition between female and male workers who are still considered different. The gap in opportunities between men and women encourages the author to look at the involvement of all elements in carrying out various efforts to realize gender equality. One of the efforts made by the West Sumatra Provincial Government is to create and implement Provincial Regulation No. 5 of 2013 concerning the Protection of Women.

The protection of women is carried out with the aim of preventing violations of the fulfillment of women's rights, increasing the empowerment of women to be more independent and competitive, increasing the role of government and non-government institutions in various efforts to protect women, and maximizing the use of local wisdom and the participation of customary institutions in the protection of women. The protection of women in West Sumatra Province is implemented based on the principles of the best interests of women, gender justice and gender equality, local wisdom and legal certainty. The value of local wisdom in West Sumatra Province or also known as Minangkabau has its own uniqueness, one of which is known as the *Matrilineal* System. *The Matrilineal* System is a kinship system based on maternal lineage with several characteristics, namely [1] descendants are counted according to the mother's line; 2) tribes are formed according to the mother's line; 3) marriage is required with people outside the tribe (different tribes); 4) power within the tribe lies in the hands of the mother but is

rare; 5) marriage is matrilocal, namely the husband lives in the wife's house; 6) rights and inheritance are inherited from the mamak to the kemennya. *The matrilineal* system pays special attention to women by placing them in a central position in the management of inheritance. Women also have the right to make decisions within the community so that they are influential in social and community life. Given the uniqueness of local values owned by the Minangkabau community in the administrative area of West Sumatra Province, it certainly has its own influence in implementing various efforts to protect women. The influence that can be felt is the emergence of various non- governmental actors who are actively involved in the implementation of women's protection in West Sumatra Province.

2. Research Method

This research is an explanatory type of research, namely research that aims to test hypotheses about the relationship between predetermined variables [2]. This hypothesis test was carried out with a quantitative method using Kendall's Rank formula as follows [3]:

$$\tau = \frac{S}{1/2N(N-1)}$$

Description:

τ : Kendall's Rank Correlation Coefficient

S: Score

N: Number of respondents

Data collection in the field was carried out using questionnaire techniques, observation, interviews and literature studies so as to conduct in-depth analysis of the results of the Kendall's Rank correlation test. The hypothesis formulated is "there is an influence of stakeholder collaboration on the implementation of Regional Regulation No. 5 of 2013 concerning the Protection of Women and Children in West Sumatra Province".

3. Result and Discussion

Women's protection is a series of efforts and strategies undertaken by the government to fulfill women's rights and needs in a good and balanced manner. Efforts to protect women are carried out due to the fact that there are still many violations of the fulfillment of rights and needs experienced by women, including various forms of violence and discrimination experienced by women. Violence against women can cause various forms of losses both physically and psychologically. Physical losses in violence against women can include injuries, broken bones and death, while psychological losses can include anxiety, depression and mental disorders. Violence against women more broadly also has an impact on social life in the form of the emergence of stigma (labeling) in the community, discrimination and isolation of victims [4]. Facts on the ground show that in Indonesia there are still many acts of violence and discrimination against women. This fact encourages the government to make various efforts to provide protection to women. These efforts began with formulating various policies aimed at reducing violence and discrimination against women, including [4]:

1. Law No. 7 of 1984 on the Ratification of the Convention on the Elimination of all Forms of Discrimination against Women
2. Law No. 39 Year 1999 on Human Rights
3. Law No. 12 of 2002 on the Crime of Sexual Violence
4. Law No. 23 Year 2004 on the Elimination of Domestic Violence
5. Various articles in the Criminal Code (KUHP) including article 172, article 454, article 463, and article 473 on violence against women.
6. Regulation of the Minister of Women's Empowerment and Child Protection (Permen PPPA) No. 2 Year 2022 on Women's and Children's Protection Service Standards
7. Permen PPPA No. 13 of 2020 concerning Protection of Women and Children from Gender-Based Violence in Disasters

8. Government Regulation No.4/2006 on the Implementation and Cooperation of Recovery for Victims of Domestic Violence and various other policies that form the basis for each local government in developing regulations or action plans to provide protection for women.

Referring to various policies made by the central government, the West Sumatra Provincial government formulated a policy that regulates the protection of women, namely Regional Regulation No. 5 of 2013. Article 5 states that the protection of women in West Sumatra Province must focus on the fulfillment of women's rights in the form of (Regional Regulation of West Sumatra Province No. 5 of 2013, 2013):

1. Protection from various forms of discrimination
2. Protection from economic and sexual exploitation
3. Protection from physical, sexual, psychological abuse and neglect.
4. Protection in the workplace and opportunities for decent work
5. Receive full educational opportunities at every level of formal education
6. The opportunity to own and manage joint property in marriage in accordance with applicable regulations.

Tentang Perlindungan Perempuan dan Anak [5] has regulated women's protection efforts in detail and broadly. Seeing so many and complex women's rights that are sought in the implementation of women's protection, it requires the involvement of many actors in the implementation of the policy. In this policy, there are at least three elements of stakeholders that must be actively involved in the implementation of women's protection policies, namely the local government, the private sector and the community. The concept of implementing or implementing public policies carried out by the government together with elements or stakeholders outside the government is also known as the concept of collaboration. Collaboration according to Ansell and Gash is a method and strategy used by the government in managing government that involves stakeholders from outside the government, oriented towards consensus and deliberation to implement public policies Ansell and Gash [6]. Ansell and Gash [6]. Government collaboration focuses on public policies and public problems to be solved together. The goal of collaboration between stakeholders is to realize social justice in fulfilling the public interest. This collaboration concept is adapted by the West Sumatra Provincial government in implementing women's protection policies. The form of collaboration at the implementation stage of women's protection policies in West Sumatra Province can be seen from the many stakeholders who are actively involved, including victims' families, traditional institutions, religious leaders, women's organizations and local mass media. Each stakeholder has a different way of implementing women's protection efforts in accordance with their respective roles in social life. West Sumatra Province is one of the regions that still upholds and applies local cultural values, one of which is the application of the *Matrilineal* kinship system. The implementation of the *Matrilineal* system has influenced the style of community life in West Sumatra. One of them can be seen from the influence of traditional institutions and traditional leaders in the social life of the community. The customary institutions in question include the Nagari Customary Density (KAN) and *Bundo Kanduang*. KAN and *Bundo Kanduang* often carry out activities aimed at providing independence or empowerment for the community, especially women. In an effort to provide protection for women, KAN and *Bundo Kanduang* collaborate with the Office of Religious Affairs (KUA) to provide mentoring activities to prospective bridal couples. The hope is that the prospective bride and groom not only get information related to the rights and obligations as husband and wife in terms of religion and state law. However, they also get information on the rights and obligations of husband and wife based on traditional values and norms in West Sumatra. Another non-government stakeholder that also has a major influence on the protection of women is the active and balanced involvement of the mass media. West Sumatra Province has various local print media, including "Haluan" and "Singgalang", which always consistently display factual and balanced news and information. Print mass media is present with the aim of providing various information needs for the community and also as a medium of learning and socialization. Electronic

media television and radio are present as another form of information source for the community. Mass media as the main source of information can now be accessed easily, at low cost and in a fast time. This is because the mass media has adapted to technological advances so that it innovates in the form of television electronic mass media and internet electronic mass media that can be accessed anytime and by anyone. The advantages of electronic mass media, especially the internet, are one of the challenges for mass media activists to be able to present factual, actual and balanced information. The existence of mass media and efforts to protect women in West Sumatra Province are two things that cannot be separated. The wider community is introduced to the concept of gender equality through various news in the mass media. Balanced views from practitioners and experts in the field of gender social studies are displayed in various local mass media. The purpose of introducing the concept of gender equality is to change the mindset of the wider community about the roles, responsibilities and authority between men and women in the social life of society. Print and electronic mass media as an extension of the government are also encouraged to convey various kinds of news related to events about the fulfillment of men's and women's rights, especially in West Sumatra Province. The theory of stakeholders in collaborative implementation according to Ramesh and Howlett, also known as the Penta Helix model, there are six elements of stakeholders involved, namely the government, business institutions or the business world, academics, non-governmental organizations (NGOs) and the mass media [7]. In this model, the mass media is one of the stakeholder elements that should collaborate with the government and other elements. The five elements of stakeholders or also known as stakeholders have different roles and of course carry out various strategies to provide protection for the fulfillment of women's things.

Before conducting the Kendall's Rank correlation test, the level of relationship between variables is determined. According to Sarwono, the level of relationship between variables can be seen in Table 3 below [8]:

Table 3.
Degree of closeness of relationship between variables.

No.	Correlation coefficient value	Degree of correlation
1.	0.01 – 0.25	Very weak
2.	0.25 – 0.50	Strong enough
3.	0.51 – 0.75	Strong
4.	0.76 – 0.99	Very strong

The value of this level of closeness will later be used to see the level of closeness of each stakeholder element with efforts to protect women in West Sumatra Province.

Researchers conducted quantitative research on 100 respondents to see the magnitude of the influence of various stakeholder elements on the implementation of women's protection through the implementation of women's protection policies. using the Kendall's Rank correlation test, the test results are as follows:

Table 4.
Kendall's correlation test of Penta helix model of government elements with implementation of women's protection.

Correlations				
			Government elements	Implementation of women's protection
Kendall's tau_b	Government elements	Correlation coefficient	1.000	0.741*
		Sig. (2-tailed)	.	0.001
		N	100	100
	Implementation of women's protection	Correlation coefficient	0.741*	1.000
		Sig. (2-tailed)	0.001	.
		N	100	100

Note: *. Correlation is significant at the 0.05 level (2-tailed).

Table 4 shows that there is a significant relationship between government elements in collaborating in women's protection efforts. This significant relationship can be seen from the Sig. (2-tailed) of 0.001 with a significance level of 0.05. The Sig value of 0.001 is smaller (<) than the significance level of 0.05, so it is stated that there is a significant relationship between the presence of government elements in collaboration with efforts to implement women's protection in West Sumatra Province. Table 4 also shows the closeness of the relationship between variables which is 0.741* which is in the strong classification (see Table 3). The direction of the relationship between government elements and efforts to implement women's protection is positive. This can be seen from the positive correlation value, which means that the better the government is in implementing women's protection policies, the protection of women will also be well realized. The local government gives responsibility for women's protection to the West Sumatra Province Office of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB). The task of DP3AP2KB of West Sumatra Province is to carry out the preparation and implementation of regional policies in the field of women's empowerment and child protection as well as population control and family planning [9]. DP3AP2KB tasks are carried out by cooperating, coordinating and collaborating with other related government agencies. One of the efforts made by DP3AP2KB is to provide guidance and facilitation in the field of women's empowerment and child protection in the working area of West Sumatra Province. Handling cases of women's rights violations is carried out by DP3AP2KB [9] in collaboration with the police and professional psychologists. This effort aims to provide assurance of legal certainty in case resolution and assurance of mental and psychological health assistance for victims. The government also collaborates with various community organizations to provide socialization of women's protection values that must be known by all women and men simultaneously. Quantitative analysis through questionnaires processed using Kendall's Rank correlation formula shows that the various efforts that have been made by the government have a strong influence on the protection of women in West Sumatra Province. The second element measured using Kendall's Rank correlation is the private or business element with the following results:

Table 5.
Kendall's correlation test of private/business Penta helix model with implementation of women's protection.

Correlations				
			Private elements/Business world	Implementation of women's protection
Kendall's tau_b	Private elements/Business world	Correlation coefficient	1.000	0.316*
		Sig. (2- tailed)	.	0.004
		N	100	100
	Implementation of women's protection	Correlation coefficient	0.316*	1.000
		Sig. (2- tailed)	0.004	.
		N	100	100

Note: *. Correlation is significant at the 0.05 level (2-tailed).

Table 5 shows that the relationship between private elements and the implementation of protection is positive, as indicated by a correlation of 0.316*. This correlation number indicates a fairly strong influence relationship (see Table 3). The meaning of this positive correlation is that the efforts made by private institutions have a strong positive influence in providing protection to women in West Sumatra Province. An element of the private sector that is considered to have a major role in contributing to the protection of women is the banking world. West Sumatra Province has Bank Nagari, which is a regionally-owned bank that is committed to assisting all positive government programs. The involvement of the private sector can be in the form of financial assistance, technological facilities and professional assistance. Bank Nagari provides various forms of assistance through the *Corporate Social Responsibility* (CSR) program based on Law No. 40 of 2007 concerning Limited Liability Companies. Article 74 paragraph 2 of Law No.40 of 2007 states that every company is obliged to issue CSR, the amount of which is determined and calculated by the company itself with the principles of

appropriateness and fairness [10]. CSR is an activity of providing funds from a company for a form of responsibility for the impact of the company's existence in the field of community life, especially in the social, economic and environmental fields. Bank Nagari in West Sumatra Province has been actively involved in providing financial assistance used by the local government for various women's protection activities. The involvement of Bank Nagari as a private element through the CSR program has a strong influence (0.316*) on the implementation of women's protection. The third element is academics or universities that are involved in the implementation of women's protection. West Sumatra has many public and private universities and various study programs that make gender equality one of the focuses of study in the fields of research and service. The results of the Kendall's Rank correlation test to determine the relationship between the influence of the academic element on women's protection can be seen in Table 6 below:

Table 6.

Kendall's correlation test of the Penta helix model of higher education/academia with the implementation of women's protection correlations.

Correlations				
			Academics/University elements	Implementation of women's protection
Kendall's tau_b	Academics/University elements	Correlation coefficient	1.000	0.271*
		Sig. (2-tailed)	.	0.004
		N	100	100
	Implementation of women's protection	Correlation coefficient	0.271*	1.000
		Sig. (2-tailed)	0.004	.
		N	100	100

Note: *. Correlation is significant at the 0.05 level (2-tailed).

Table 6 shows that the correlation coefficient between the involvement of academics and the implementation of women's protection is 0.271*. The correlation value of 0.271* has a fairly strong level of influence (see Table 3), which means that the involvement of academics and universities has a fairly strong influence on the implementation of women's protection in West Sumatra. The nature of the relationship between academics and the implementation of women's protection can be seen from the significance value, Sig.2 (2- tailed) of 0.04, which means that there is a significant and positive relationship. This means that if the academic element can play a good role in efforts to implement women's protection, this will have a good influence on women's protection. The form of efforts to involve academics is by conducting various kinds of socialization and psychological assistance for victims and families of victims of violations of women's rights. Socialization is carried out in collaboration with the education office to provide information and understanding to students about the protection of women. In addition, assistance is also provided to victims of violence or to the families of victims as a form of mental or psychological health recovery approach. This effort is considered to be quite influential in implementing efforts to protect women.

The fourth element is NGOs that pay special attention to women's protection issues. Quantitative data processing shows the results as in Table 7:

Table 7.

Kendall's correlation test of NGO element Penta helix model with implementation of women's protection.

Correlations				
			NGO element	Implementation of women's protection
Kendall's tau_b	NGO element	Correlation coefficient	1.000	0.252*
		Sig. (2-tailed)	.	0.001
		N	100	100
	Implementation of	Correlation coefficient	0.252*	1.000

	women's protection	Sig. (2-tailed)	0.001	.
		N	100	100

Note: *. Correlation is significant at the 0.05 level (2-tailed).

From Table 7, it can be seen that there is a significant relationship between the elements of NGOs and efforts to implement women's protection as seen from the Sig value. (2-tailed) value of 0.001. The correlation value between the presence of NGO elements and the implementation of women's protection is 0.271*, which means that there is a positive relationship and influence between the presence of NGOs and the implementation of women's protection and is quite strong (see Table 3). This positive correlation means that if the NGO element conducts various women's protection activities well, the implementation of protection of women can also be done well. Many NGOs in West Sumatra have begun to pay special attention to gender equality efforts, one of which is through efforts to protect women. NGOs carry out various activity efforts starting from social activities, mentoring, professional training and various kinds of socialization activities. Social activities are carried out in the form of providing various kinds of material or non-material assistance to affected women.

The last element involved according to the Penta Helix model theory is the mass media element. The mass media acts as a link between the government and the community in fulfilling the needs of various information. The role of mass media in women's protection efforts can be seen in Table 8.

Table 8.

Kendall's correlation test of Penta helix model of mass media elements with implementation of women's protection.

Correlations				
			Elements of mass media	Implementation of women's protection
Kendall's tau_b	Elements of mass media	Correlation coefficient	1.000	0.530*
		Sig. (2-tailed)	.	0.004
		N	100	100
	Implementation of women's protection	Correlation coefficient	0.530*	1.000
		Sig. (2-tailed)	0.004	.
		N	100	100

Note: *. Correlation is significant at the 0.05 level (2-tailed).

The involvement of mass media in the protection of women is considered to have a very large role. This is supported by quantitative data showing the influence of mass media on women's protection in West Sumatra as shown in Table 8. The correlation value between the role of mass media and the implementation of women's protection is 0.53*, which means there is a strong influence relationship (see Table 3) and is positive. This positive value means that if the mass media does various positive things well and maximally related to women's protection efforts, it will affect the success of women's protection efforts carried out by the local government. The role of mass media elements has a significant influence on women's protection efforts in West Sumatra Province, which can be seen from the Sig. (2-tailed) value of 0.004. Various efforts to protect women carried out by the mass media are by presenting information that is balanced and has been tested for truth. The ability of the mass media to display news and information on violations of the fulfillment of women's rights can be interpreted with two assumptions of the conditions that occur. The first condition is that the more information on violations, the more cases are considered to have occurred. The second condition is that the more cases displayed in the mass media are considered a form of public courage in reporting and being open with every case that occurs. The ability of the mass media to encourage this condition is taken into consideration for local governments in formulating efforts to improve conditions for the protection of women. The mass media also cooperates with the government in displaying various government programs related to efforts to protect women in West Sumatra. The existence of mass media is considered to have a greater influence on the protection of women than other elements.

4. Conclusion

Women's protection programs and activities are one of the ways carried out by the government to achieve gender equality in various fields of community life. The government encourages the involvement of various elements in the implementation of women's protection, also known as collaboration. West Sumatra Province collaborates by maximizing the role of five different elements, also known as the Penta Helix Model. The Penta Helix model consists of elements of government, business or private sector, academia, NGOs and mass media. The role of each element involved has a different influence on the implementation of women's protection. Using the Kendall's Rank Correlation test method shows the magnitude of the influence relationship on each element in the form of:

1. The government element has a correlation value of 0.741 * providing a strong influence because it acts as a *leading sector* or key actor responsible for providing protection to women.
2. The business or private sector element received a correlation value of 0.316*, which means that it has a strong influence on the implementation of women's protection efforts.
3. The academic element has a correlation value of 0.271*, which means that it also has a fairly strong influence on the protection of women.
4. The element of NGOs/Non-Governmental Organizations with a correlation value of 0.252 * which means that there is a fairly strong influence on the implementation of women's protection.
5. The mass media element has a correlation value of 0.530*, meaning that mass media involvement has a strong influence on efforts to protect women in West Sumatra Province.

From the Kendall's Rank correlation test data, it can be seen that the element that has a very strong influence on the protection of women is the local government itself. Of the four elements outside the government that have a strong influence on the implementation of women's protection in West Sumatra is the mass media element.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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