

Empowering Young Indonesian Women: Reflections on the Role of a Puan

Bisa Ambassador

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ABSTRACT

This reflective essay undertakes an in-depth examination of the transformative dimensions inherent in the role of a Puan Bisa Ambassador, the program designed to facilitate the empowerment of young Indonesian women. The program, orchestrated by Puan Bisa, strategically centers its objectives on the spheres of mental health, self-improvement, and career development. With a deliberate intent to dismantle entrenched societal barriers stemming from patriarchal cultural norms, economic constraints, and a deficiency of parental support for educational pursuits, the author meticulously elucidates their engagement in a structured training regimen comprising three distinct boot camps. These intensive sessions meticulously address pivotal subjects, including Mental Health, Self Improvement, and Career, culminating in the creation of substantive social media content crafted to exert a positive influence on its audience.

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1. INTRODUCTION

The Puan Bisa Ambassador program, orchestrated by Puan Bisa, endeavours to cultivate empowerment among young Indonesian women, focusing on mental health, self-improvement, and career development. Established in October 2020, Puan Bisa is committed to raising awareness and fostering self-love through three foundational pillars: mental health, self-improvement, and career advancement.

The complex landscape of womanhood in Indonesia presents formidable challenges, with pervasive societal barriers hindering the realization of full potential among young women. Predominant among these challenges is the enduring influence of patriarchal culture, compounded by economic constraints and inadequate parental support for educational pursuits. This narrative underscores the prevalent insecurities and self-comparisons experienced by numerous young women, spanning adolescence to early adulthood.

2. METHODOLOGY

In the capacity of an ambassador, the author unravels the multifaceted challenges confronted by numerous young women, encompassing impediments to education, societal expectations, experiences of isolation, and the intricate journey towards self-discovery. The narrative discerningly illuminates the unexpected regional variations in the empowerment of women, underscoring the imperative for persistent endeavors to ameliorate these divergences. Furthermore, the author articulates personal evolution, heightened empathetic inclinations, and the intrinsic significance of offering support through motivational content dissemination.

The narrative consummates with an optimistic vision for a future wherein young women can expeditiously discern their identities, accompanied by an unwavering commitment to transcending virtual platforms and engaging directly with communities to perpetuate the empowerment agenda. The author concludes by reflecting on acquired insights, elevated mental well-being, refined communication proficiencies, and the cultivation of a supportive network within the cohort of ambassadors.

3. RESULTS AND DISCUSSIONS

The Puan Bisa Ambassadorial role entails a comprehensive training regimen conducted through three sequential boot camps addressing critical themes of Mental Health, Self Improvement, and Career. Each week-long boot camp is followed by the creation and dissemination of impactful social media content, designed to motivate and inspire young women to transcend comfort zones and confront toxic environments. In executing my duties as a Puan Bisa Ambassador, revelatory insights emerged. Beyond the transmission of knowledge and influence on fellow women, the ambassadorial role provided a platform for the sharing of personal narratives.

A recurring theme among participants was the hindrance of pursuing higher education post-high school, primarily attributable to economic constraints and parental perceptions dictating traditional gender roles. The spectrum of challenges ranged from familial unsupportiveness, encountering fake friendships, bullying, to becoming victims of violence, all contributing to a pervasive sense of isolation. These shared experiences, despite varying circumstances, collectively underscored a common obstacle: the struggle to maximize potential within the confines of limitations or toxic environments.

a. Personal Feelings and Thoughts

Contrary to initial assumptions regarding the privilege of participants, the Ambassador program illuminated stark regional disparities in women's empowerment within Indonesia. While strides have been made in prominent urban centers, suburban and rural areas continue to lag behind. Additionally, the revelation of persistent societal attitudes that denigrate and marginalize women provoked contemplation on the perceived value attributed to women.

The Ambassador program not only imparted knowledge on potential maximization but also instilled heightened sensitivity towards the diverse experiences of women. Post-program engagement involves the consistent creation of motivational content, including positive affirmations, inspirational narratives, and recommended self-development literature.

This sustained effort has elicited expressions of gratitude from acquaintances who attest to newfound self-awareness and enhanced confidence. Envisioning the future, aspirations extend beyond digital advocacy to

direct community engagement. The fervent desire is for young women to swiftly discover their identity, with an overarching goal to extend empowerment initiatives to those less fortunate.

4. CONCLUSIONS

The transformative trajectory of this experience encompasses multifaceted insights, ranging from enhanced mental well-being and increased empathy to refined communication and public speaking skills. The formation of a supportive network among fellow ambassadors further underscores the enduring impact of the Puan Bisa Ambassador program.

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