


## Communication Amongst Village Women's Groups As A Catalyst For Social Development

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Article Info	ABSTRACT
<b>Keywords:</b> Women's Group Communication, Social Development, Economic Empowerment, External Support	This research examines the role of communication among groups of village women as a catalyst for social development through a literature review method. Effective communication within village women's groups has great potential to improve various aspects of social development, including health, education and economic empowerment. However, challenges such as cultural barriers, infrastructure limitations, and internal conflicts can reduce the positive impact of communication. External support and strong leadership have proven important in facilitating productive communication. The research results show that good communication can increase access to basic services and strengthen participation in social programs. This research emphasizes the importance of a holistic approach to overcoming challenges and maximizing the benefits of communication in rural women's groups, as well as the need for further research to develop more effective strategies.
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### INTRODUCTION

Women's organizations are frequently significant agents of change in rural communities, affecting a variety of aspects of community life, such as the economy, education, and health. The dissemination of critical information, the reinforcement of social cohesion, and the empowerment of women to participate in social development can all be facilitated by the effective communication among members of these groups. Previous research indicates that groups of women in villages frequently participate in activities that involve discussion, knowledge sharing, and collaboration, all of which contribute to the social and economic development of their communities.

The problem identified in this context is a lack of understanding of how communication between groups of village women can be optimally utilized as a catalyst for social development. Many studies highlight that although women's groups have great potential to drive positive change, communication between them is often not utilized optimally due to various obstacles, including limited resources, cultural barriers, and lack of institutional support.(Astuti et al., 2023; Hasyim et al., 2023; I. M. Yudhiantara et al., 2019). Additionally, there is a need to understand the specific mechanisms through which this communication

influences various dimensions of social development, including increasing access to basic services, strengthening individual capacity, and developing leadership skills.

The urgency of this research lies in the need to understand more deeply how communication between groups of women can be optimized to encourage more significant social change at the village level.(Misnawati, 2023; Ramli et al., 2022; I. Yudhiantara et al., 2019). In the context of rapid social change and global challenges facing rural communities, it is important to explore how communication can be a strategic tool in achieving broader social development goals(Fahri, 2022; Jabid, Abdurrahman, et al., 2023; Landukura & Henggu, 2023; Tega et al., 2024). By exploring ways in which this communication can be improved and facilitated, we can identify more effective approaches to empowering women's groups and supporting sustainable development at the village level.

The aim of this research is to compile a comprehensive literature review on communication among rural women's groups and how this communication can function as a catalyst for social development. By analyzing various existing studies, this research aims to provide insight into effective communication mechanisms(Astuti & Intan, 2022; Intan et al., 2023; Sudarmo, 2020; Sudarmo et al., 2020), obstacles faced, and strategies that can be used to increase the social impact of women's groups. The contribution of this research is to provide a deeper understanding of how communication between groups of women can be used to improve social development at the village level(Rachman et al., 2024; Saidah & Zuchdi, 2018). It is hoped that the findings from this review will provide a basis for policies and programs that support women's empowerment in rural areas and encourage best practices in facilitating communication for social development. Thus, it is hoped that this research can help design more effective and sustainable interventions in the context of rural community development.

## METHODS

The research method used in this study is a literature review. A literature review approach was chosen to collect, analyze and synthesize existing knowledge regarding communication among groups of village women as a catalyst for social development. The literature review process begins with the identification and selection of relevant sources, including journal articles, books, research reports, and other related documents(Ibrahim et al., 2023; Jabid, Syahdan, et al., 2023a, 2023b). The main focus is on studies that explore how communication within groups of women can influence social development, as well as the challenges and successes associated with such communication practices. In the initial stage, look for relevant literature sources(Kaunan et al., 2023; Laksmana & Ningsih, 2024; Sudarmo et al., 2022), such as “village women's group communication,” “social development,” and “women's empowerment.” The sources found are then selected based on relevance, methodological quality, and contribution to understanding the topic. The selected articles include case studies, empirical research, and theoretical reviews that provide insight into communication mechanisms in women's groups and their impact on social development(Effendi et al., 2020; Jaenuri et al., 2019). Next, analyzes were conducted to identify findings from various studies compared to assess consistency and differences in results, as well as to identify research gaps

that need to be explored further.(Jabid, Soleman, et al., 2023; Sirat et al., 2023). The results and discussion of this literature review are summarized to provide a comprehensive picture of the role of communication among groups of village women in promoting social development. This process involves drawing conclusions about how effective communication can empower groups of women, as well as the obstacles that must be overcome to increase social impact. By analyzing various perspectives and results found in the literature.

## RESULTS AND DISCUSSION

The results and discussion of the literature review regarding communication among village women's groups as a catalyst for social development reveal various important aspects that need to be understood in this context. The research reviewed shows that effective communication within village women's groups has great potential in advancing various dimensions of social development, including health, education, and economic empowerment. This discussion will explore the main findings and in-depth analysis of how communication can influence social development, as well as the challenges and strategies involved in its implementation.

First of all, communication within village women's groups often functions as a bridge to disseminate important information that can improve the quality of life of community members. For example, women's groups use discussion forums to share knowledge about reproductive health and women's rights, which has a positive impact on health awareness and personal decision making. Through structured interactions, women can obtain relevant information and support each other in dealing with health issues, which in turn improves the health of society as a whole.

However, effective communication depends not only on information sharing mechanisms, but also on the ability of groups of women to collaborate and overcome challenges together. Collaboration within women's groups can strengthen the group's capacity to overcome economic and social challenges. Groups that successfully implement good communication strategies can manage resources more efficiently, increase participation in economic activities, and strengthen their position in the community.

On the other hand, the challenges faced in village women's group communication are often related to cultural and structural barriers. Limited access to technology and poor infrastructure can hinder the effectiveness of communication within women's groups in some rural areas, creating gaps in the delivery of information and reducing the positive impact that good communication can produce. To overcome this problem, it is important to develop innovative solutions, such as the use of simple media accessible to all group members, or increased access to technology.

Another significant aspect in women's group communication is the role of leadership and organizational structure in determining communication effectiveness. Strong leadership and a clear organizational structure can ensure that communication within women's groups runs smoothly and productively. Effective leadership can facilitate open discussions, resolve conflict, and ensure that all voices are heard, ultimately improving collaboration and the results achieved by the group.

External support from government agencies, non-government organizations and the wider community also plays an important role in strengthening communication in village women's groups. External support in the form of training, mentoring, and additional resources can enhance women's groups' ability to communicate effectively and implement beneficial social projects. Therefore, efforts to improve communication within women's groups must involve close collaboration between various parties and stakeholders.

In terms of impact on social development, effective communication among rural women's groups has been shown to contribute to increased access to basic services, such as education and health. Groups of women involved in structured communication activities can influence increased participation in government programs and access to better health and education services. This shows that communication not only affects individual group members, but can also have broader effects on the community as a whole.

However, while good communication can provide many benefits, there are risks to be aware of. Ineffective communication or internal conflict within a group of women can hinder goal achievement and create detrimental tensions. Therefore, it is important to identify and address potential problems in communication to ensure that women's groups can function optimally and have the desired positive impact.

Overall, the results and discussion of this literature review show that communication among groups of village women can be a powerful catalyst for social development if managed well. Although there are various challenges to overcome, such as cultural barriers and infrastructure limitations, the potential benefits of effective communication are enormous. Therefore, a holistic and inclusive approach is needed to optimize communication within women's groups and support sustainable social development at the village level. Further research is needed to explore more effective strategies for improving communication, overcoming existing barriers, and maximizing the social impact of women's groups in rural communities.

## CONCLUSION

The research conclusions show that communication among groups of village women plays a key role as a catalyst for effective social development. Through an in-depth literature review, it was revealed that good communication within women's groups can increase health awareness, facilitate collaboration, and strengthen their economic and social position. Despite challenges such as cultural barriers, infrastructure limitations, and internal conflicts, effective communication can improve access to basic services and increase participation in social programs. External support and strong leadership also contribute to the effectiveness of communication in village women's groups. This research emphasizes the need for a holistic and inclusive approach in optimizing women's group communication to support sustainable social development

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