

PRESS RELEASE**FOR FAMILY WELFARE: OJK AND FAMILY WELFARE EMPOWERMENT (PKK)
PIONEERING TEAM IMPROVES FINANCIAL LITERACY AMONG WOMEN****The 2026 Financial Literacy Month**

Jakarta, 9 June 2026. Indonesia Financial Services Authority (OJK) continues promote financial literacy among women as part of efforts to increase family welfare.

OJK invites Family Welfare Empowerment Pioneering Team (TP-PKK) to collaborate in improving and advancing financial literacy programs for communities, Chairperson of Board of Commissioner of OJK Friderica Widyasari Dewi conveyed during the financial education for thousands of women.

The educational event was held for TP-PKK Jakarta members as a part of the 2026 Financial Literacy Month “Financially Empowered Women: Household Finances Literacy for Prosperous Communities” at Dhanapala Building, Jakarta, Tuesday.

In her remarks, Friderica highlighted women's central roles in creating financially smart generation.

“Financial literacy for women goes beyond understanding money and finances, it is about continuously building an enduring family, bearing a financially smart generation, and strengthening common welfare,” Friderica said.

Friderica said financial education for women aligns with the Indonesia Financial Literacy National Strategy (SNLKI)’s main priorities, women, as their roles are extremely significant in households, MSME, and the national economy. Furthermore, Friderica explained that financial literacy and inclusion for women is not only an educational agenda, but a strategic empowerment that creates resilient families and a more inclusive economy.

Meanwhile Chief Executive of Consumer Protection and Market Conduct of OJK Dicky Kartikoyono stated that women are the key to financial resilience with major roles in managing the household finances.

“Women, particularly in PKK, are the key to household financial resilience and the foundation of common welfare. When women are financially empowered, the impact expands, not only in the family unit, but driving the overall economic growth too,” Dicky said.

He noted women’s role as economy drivers, instead of merely household manager. By strengthening financial literacy among women, household economy may be strengthened further to national economy.

OJK encourages women in PKK to become financial literacy ambassadors in addition to understanding finances, to influence their surrounding families and communities on mindful financial management habits.

Chairwomen of TP-PKK Tri Tito Karnavian extended her appreciation to OJK for the initiative to empower women all over Indonesia through the essential financial education for women.

“Financial literacy is the main foundation of family and common welfare. With good comprehension, women become more resilient in managing finances and avoiding illegal financial practices,” Tri Tito Karnavian said.

She expected financial education to be continuously expanded, reaching women and communities in the regions for equally distributed benefits so women can be the frontliners of financial management education in their household and their local communities.

The education aims to improve financial products and services knowledge as well as household financial planning skills. Moreover, the program also motivates women to become an empowered financial literacy agent to create family welfare and a more stable community in the era of digital economy.

As a part of the event, the discussion session featured experts such as Principal Consultant & CEO of Zapfinance Prita Ghozie and Vice President Director of PT BRI Vivian Dyah Ayu Retno as speakers, with President Commissioner of Bank Jago Anika Faisal as the moderator. Participants were prepped with practical knowledge on assets management, safe investment instrument choices, and smart and responsible uses of financial technology.

The educational event was held in hybrid manner, participated by 4,000 TP-PKK members in total, where 1,000 members attended on-site and 3,000 members attended online.

Director of PKK Nita Rosalin, Secretary General of PKK Lusje Sugeng, and Head of TP-PKK Special Capital Region of Jakarta Province Endang Nugrahani Pramono and senior advisors also attended the event.

Through extensive and inclusive financial education programs, OJK remains committed to enhancing women’s financial capabilities, empowering them to improve family welfare, and protecting communities from illegal financial activities.

For more information

Head of Financial Services Sector Surveillance and Integrated Policy Department of OJK –

Agus Firmansyah

Tel. 021.29600000; Email: humas@ojk.go.id