



Implementation of Family Planning Village Program on the Effectiveness of Acceptor Users in Manjapai Village, Gowa Regency

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ABSTRACT

Background. The village family planning program is one of the government's innovative programs to reduce fertility rates in order to achieve balanced population growth, increase family resilience and welfare, prepare and regulate marriage and pregnancy, control birth rates and reduce maternal and child mortality after childbirth. The purpose of this study was to determine the implementation of the village family planning program in Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency. **Methods.** This type of research is qualitative with a case study approach. Collecting data using interview and documentation techniques with a total sample of 13 respondents. The data collected from this study were sourced from primary data and secondary data. **Results.** The research results obtained are: (1) Communication in the implementation of the Kampung KB program so far can be said to have been implemented but has not been running effectively (2) The available resources are sufficient for both human, financial and budgetary resources originating from the APBN (3) Disposition related to the attitude of the implementer is not optimal due to lack of awareness and commitment in implementing this KB village program (4) The bureaucratic structure from the results of this study shows that the formation of the KB Village management has been carried out based on the SOP at the time of the declaration of formation in the KB Village. **Conclusion.** This study found that it is necessary to improve communication from the dimensions of consistency, clarity of information and transparency between implementors and target groups as well as monitoring in the implementation of Kampung KB program policies.

Keywords: kb village; birth control; pregnancy restrictions; acceptor users

ABSTRAK

Latar Belakang. Program kampung KB adalah salah satu program inovatif pemerintah untuk mengurangi laju fertilitas guna mewujudkan pertumbuhan penduduk yang seimbang, peningkatan ketahanan dan kesejahteraan keluarga, penyiapan dan pengaturan perkawinan serta kehamilan, pengendalian angka kelahiran dan penurunan angka kematian ibu dan anak pasca persalinan. Tujuan dari penelitian ini adalah untuk mengetahui pengimplementasian program kampung KB di Dusun Kaluarrang Desa Manjapai Kecamatan Bontonompo Kabupaten Gowa. **Metode** Jenis penelitian ini adalah kualitatif dengan pendekatan studi kasus. Pengumpulan data menggunakan teknik wawancara dan dokumentasi dengan jumlah sampel sebanyak 13 responden. Data yang dikumpulkan dari penelitian ini bersumber dari data primer dan data sekunder. **Hasil.** Hasil penelitian yang diperoleh yaitu: (1) Komunikasi dalam penerapan program Kampung KB sampai saat ini dapat dikatakan sudah terlaksana namun belum berjalan secara efektif (2) Sumber daya yang dimiliki sudah mencukupi baik sumber daya manusia, finansial dan anggaran yang berasal dari APBN (3) Disposisi terkait sikap pelaksana kurang maksimal dikarenakan kurangnya kesadaran dan komitmen dalam melaksanakan program kampung KB ini (4) Struktur Birokrasi dari hasil penelitian ini menunjukkan bahwa telah dilakukan pembentukan pengurus Kampung KB berdasarkan SOP pada saat pencaangan pembentukan di Kampung KB. **Kesimpulan.** Studi ini menemukan bahwa perlu peningkatan komunikasi dari dimensi konsistensi, kejelasan informasi dan transimis antara implementor dan kelompok sasaran serta monitoring dalam pelaksanaan kebijakan program Kampung KB.

Kata Kunci: kampung kb; keluarga berencana; pembatasan kehamilan; pengguna aseptor

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INTRODUCTION

The problem of population growth in Indonesia needs serious attention from all parties, both government and non-government parties. Uncontrolled population growth is one of the most severe obstacles in development in several sectors in Indonesia. If left untreated, it will result in increasing poverty and public health will also decrease, so that the competitiveness of a nation is lower. From these problems, it is necessary to have a population control program policy.

One form of government policy to reduce fertility rates to improve welfare is carried out through the Family Planning program. With the issuance of Presidential Decree of the Republic of Indonesia Number 8 of 1970, the National Family Planning Coordinating Board was formed, abbreviated as BKKBN.

The Family Planning Program is an effort to overcome population problems, which is an integrated part of achieving national development programs and aims to participate in creating economic, spiritual, social and cultural welfare. Family planning essentially aims to increase community awareness and participation through maturation of marriage age, birth control and fostering family resilience that will contribute to improving family welfare in order to realize a happy and prosperous small family (Ariani, 2018).

The government's efforts in reviving and reinforcing the Family Planning and Family Development Population program, abbreviated as KKBPK, are further related to the direction of the Government's national development policy for the 2015-2019 period. BKKBN is mandated to be able to continue to succeed the Development Priority Agenda (Nawacita), especially in priority agenda number 5 (five) "Improving the Quality of Life of Indonesian People" through Population and Family Development Berencana, as well as implementing the National Development Strategy in the field of health and mental character (Mental Revolution) (BKKBN, 2015).

According to the 2016 National Medium-Term Development Plan (RPJMN) survey report, the rate of family planning use using all methods is 60.9%, the rate of contraceptive use used by women of childbearing age (PUS) consists of traditional methods 1.4% and modern contraception 59.5%. In the implementation of the Population, Family Planning and Family Development program, there are several programs to increase the number of modern family planning usage based on the third Nawacita, namely "starting development from the periphery by strengthening regions and villages within the framework of the Unitary State", and the fifth Nawacita, namely "improving the quality of life of the Indonesian people". And revive the family planning program to welcome the achievement of the demographic bonus that is predicted to occur in 2010-2030 (Angisna, 2018).

The Kampung KB program is one of the most powerful programs to improve family resilience, health, safety of mothers, children, and women. The increasing population growth in Gowa Regency has made Gowa Regency one of the regions that run the Kampung KB program, through the Population Control and Family Planning Office (PPKB). Currently, at least 27 KB villages have been formed since 2016-2018. (BKKBN Gowa Regency, 2019).

Based on data from BKKBN Gowa Regency in 2018 as many as 8 KB Villages were formed including, (1) KB Manjapai Village (2) KB Datara Village (3) KB Rannaloe Village (4) KB Bolaromang Village (5) Tamalatea KB Village (6) Lassa-Lassa KB Village (7) Bontomanai KB Village (8) Bilanregi KB Village. Meanwhile, of the 8 KB Villages formed in 2018 in Gowa Regency, KB Villages that experienced a decrease in data on the number of KB acceptor achievements and KB Village group targets were in KB Village, Manjapai Village, Bontompo District, Gowa Regency, with target data before the establishment of KB villages as much as (80.64%) in 2017 and in 2018 after the establishment of Villages, the percentage of KB acceptor coverage decreased by (7.79%) with the percentage of total EFAs participating in KB as much as (72.85%). (BKKBN Gowa Regency, 2019).

METHODS

The type of research used in this study is qualitative research with a case study approach. Data analysis was carried out descriptively which explained the factors that affect the incidence of BBLR in the working area of the Tanralili health center, Maros Regency. Data analysis used is data reduction, data presentation (Data Display), Conclusion and Verification (Conclusion and Verification). Testing the validity of the data against this study is a test of data credibility. Credibility testing is carried out by: triangulation (checking data from various sources), discussion with peers and membercheck (checking data).

RESULTS

The existence of a written policy or Decree (SK) of the program implementer in this case for KB Village, Kaluarrang Hamlet, Manjapai Village is a requirement for the validity of a KB Village program issued by the local Village Head for the implementor of the policy program. The Decree (SK) on the KB Village Program in Kaluarrang Hamlet, Manjapai Village, Bontonompo District has been implemented with a decree that has been made since its declaration in 2018.

Promotional media about Family Planning (KB) such as banners installed at home and other informants said that at the gate of Kampung KB there were also promotional media in the form of banners, but now it has been damaged. Constraints were found in the aspects of transmission and consistency, especially the input of website data and information.

Socialization about the implementation of KB Village in Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency was found to have been carried out but not optimally because only some were invited and the meeting was also only a few times due to the conditions of the Covid-19 pandemic. The socialization carried out by the management level was only attended by representatives of each field, while for the community, especially housewives, active family planning participants were socialized only a few times compared to the beginning of the establishment of the KB village and database access on the internet has not been updated.

The implementation of the Kampung KB program will run optimally if the division of duties and responsibilities as the implementing party and targets in this policy program is clearly known by the structural management of Kampung KB. Based on the results of an interview with one of the informants, he said that when socialization activities were carried out, all KB village administrators, including every field representative, were present during the meeting and socialization.

Financial resources/funds and infrastructure that support the successful implementation of the KB village program in Kaluarrang Hamlet, Manjapai Village, it can be concluded that the budget source comes from the State Budget.

The reason for removing contraceptives is because of planning to have another child. As long as the Kampung KB program policy is implemented, the goals and benefits over time, the community understands. This can be seen by the presence of respondents who plan to re-pregnancy, so they remove contraceptives.

The policy implementor of the Kampung KB program in Kaluarrang Hamlet, Manjapai Village already has SOPs, but they are not effective in their implementation. In the process of implementing the Kampung KB program implementation policy in Kaluarrang Hamlet, Manjapai Village, it can be said that it has not been good overall, judging from several shortcomings related to the quality of implementors in the Kampung KB program policy, which in this case is the process of providing information on the official BKKBN website which is not updated data.

DISCUSSION

The Kampung KB Program is a national policy established in RW, Hamlet or equivalent level area units that have certain criteria where there is an integration of population, family planning, family development, and related sector development programs that are implemented systemically and systematically. Kampung KB is planned, implemented and evaluated by and for the community. Local governments, non-government institutions and the private sector play a role in facilitation, assistance and guidance (BKKBN, 2015).

Successful policy communication requires that implementors know what to do. The goals and objectives of the policy should be transmitted to the target group so as to reduce distortions in implementation. If the goals and objectives of a policy are not clear or even not known at all by the target group, then there will likely be resistance from the target group (Subarsono, 2005: 90-92).

After conducting interviews, the results related to communication variables in the implementation of the KB village program on the effectiveness of acceptor users (KB) to date can be said to have been implemented but have not run effectively. One of the things that makes this policy has not run effectively is because of the media promotion and socialization carried out by the management to the community (target). This is in line with research conducted by Hidayat (2019) on government regulation NO. 87 of 2014 concerning the implementation of family planning (case study in Kota Karang Village, Muaro Jambi Regency) that what hinders the implementation of this policy is the lack of communication and approach taken to the community. Although the family planning program policy on the effectiveness of acceptor users (KB) has been officially implemented in Manjapai village, it has not been maximally improved by the management. So there are still many things that need to be improved in the implementation of this policy.

One that can maximize this program is socialization and promotional media created. From this research, in terms of socialization, it has been carried out but has not been maximized because when socialization was carried out only a few parties were invited so that people who were not invited did not understand the village program (KB). This is in line with research conducted by Rahman HM and Junaidi Indrawadi (2019) on the implementation of the family planning village program in improving community welfare in Gunung Pangilun Village, North Padang District, Padang City, explaining that the methods used are in the form of counseling, health services and skills training, but not all communities participate in this family planning program so that this has not reached the target of BKKBN in efforts to implement the KB village program which should be followed by all residents in the KB village. Media promotion and socialization about the implementation of the village program (KB) in Manjapai Village has been carried out by the management but is not effective and efficient so that it can hinder the smooth running of the program. For promotional media such as banners have been installed in several places, but currently the banners placed in front of the entrance gate have been damaged and have not been repaired.

The management of Manjapai Village and the village management (KB) have done a good cooperation to inform the community about the benefits and objectives of establishing a KB village. From this research, several people interviewed all had the same answers, where they already knew the benefits and objectives of establishing a family planning village. Information obtained by the community from various parties, for example, a resident gets information from meetings and training from BKKBN officers. One of the communities suggested that the benefits of KB Village in Kaluarrang Hamlet, Manjapai Village, in addition to alleviating poverty, can also minimize maternal and child mortality through family planning planning. In essence, this program involves all development sectors. In other words, Kampung KB is not only a matter of limiting and suppressing population growth, but also empowering the potential of the community to play a real role in development.

If the delivery of information changes and is not clear, it will be confusing in the implementation of the program policy. In research conducted for communication variables, several inhibiting factors were found so that the program did not run well, namely not carried out good socialization from village administrators (KB) and promotional media only in a few places, and even then it had been damaged.

In implementing the Kampung KB policy, the availability of resources is a very important factor to pay attention to. Without the availability of resources, it is very unlikely that the Kampung KB policy in Manjapai Village can be implemented properly. Resources have three sub-indicators in it that are used to support the successful implementation of the Kampung KB program, including: Human resources, budget resources, and also facility resources. Policy implementation needs the support of both human resources and non-human resources (Subarsono, 2005: 90-92).

The informants and administrators of the KB village program are all people in Manjapai Village. The management of this KB village program has carried out its duties but has not been maximized and efficient. Researchers conducted an interview with the head of Manjapai Village as the parent about the family planning village program policy and found that this program policy has been implemented but has not been smooth because there are several obstacles. The policy of the kampung KB program is clear to the community in Manjapai Village so that the socialization carried out by the management in this policy can be regular and directed. The researcher interviewed one of the informants saying that the policy of this family planning program is because this family planning program is to improve the quality of life of the community at the village level or equivalent through population, family planning and family development programs and other related sector development in order to realize quality small families.

In implementing the family planning village program policy in Manjapai Village, the resources owned are sufficient both human resources, budget resources and financial resources. With this resource, it can maximize the implementation of family planning village program policies. Human resources from the family planning village program policy in Manjapai village are adequate. This can be seen from the socialization activities that all KB village administrators were present during meetings and socialization. But at this time, the obstacle is that the current condition is still covid, which hampers socialization and meetings. The source of funds from the KB village program in Manjapai Village is obtained from the State Budget. So it can be concluded that the resources from the policy of the family planning village program in Manjapai Village are sufficient but not yet maximized. This is in line with research conducted by Nurhafifah Zultha (2017) on the implementation of the Kampung KB program in poverty reduction efforts (study in Kelurahan Kota Karang Raya, Teluk Betung Timur District, Bandar Lampung City) that in the implementation of the Kampung KB program the implementers and targets have supported, while resources are still not achieved due to inadequate facilities due to lack of budget and participation and awareness of the community less. This is

also in line with research conducted by Seventina Nurul Hidayah and Ulfatul Latifah (2018) on the implementation of the family planning village program as a strategic innovation in preventing 4T (4 Too) in pregnancy in RW 10 Margadana Tegal, that in the implementation of this program there are inhibiting factors in the implementation of the family planning village program, because the program does not yet have a special allocation in its budget.

Disposition is to show characteristics that are closely attached to the policy/program implementor. The most important characteristics possessed by the implementor are honesty, commitment, and democracy. To run the policy well, the implementor must have a good disposition as well.

In interviews conducted by researchers with implementors about commitment and honesty in implementing family planning village program policies, it was shown that people who already understood the goals and benefits of family planning planned to get pregnant again. However, if the board does not commit to what has been programmed, it can hinder the implementation of this policy. This is in line with research conducted by Sulistianto, et al (2015) that the lack of commitment and dedication from the implementers to the target group makes the policy implementation process not run as desired because the implementor does not provide a good disposition to the target group. The implementation of the family planning village program policy has been running but not optimally due to lack of awareness, commitment and honesty so that it is often found that people are not aware that this program is very useful, for example the use of family planning acceptors.

The implementation of the Kampung KB program policy in Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency implemented by the local village government and as a protector is a policy program for all couples of childbearing age as a target group. A leader cannot necessarily make decisions for personal or organizational interests without being based on the Qur'an and Sunnah, either for a decision, policy or determination of a punishment.

A citizen's obedience to the leader does not all have to be obeyed because there are also certain restrictions. The limits of obedience in leadership are as long as the leader does not command his people to commit immorality. In other words, a leader tells his people to commit immorality, then a citizen can refuse.

The bureaucratic structure shows that democratic structure becomes important in policy implementation. This aspect of bureaucratic structure includes two important things, first is the mechanism and organizational structure of the implementer himself. Program implementation mechanisms are usually established through Standard Operating Procedures (SOPs) listed in the program/policy guideline.

The results showed that the establishment of KB village administrators had been carried out based on SOPs at the time of the declaration of this policy. This is in line with research conducted by Nur Fitria Ramadhan and Tukiman (2020) on the implementation of the KB village program in Sidotopo Village, Semampir District, Surabaya City, that the bureaucratic structure of implementing the KB village program in Sidotopo Village is carried out in accordance with SOPs and sub-district decrees that KB village activities are not illegal and already have a written organizational structure. In the process of implementing the Kampung KB program implementation policy in Kaluarrang Hamlet, Manjapai Village, it can be said that it has not been good overall, judging from several shortcomings related to the quality of implementors in the Kampung KB program policy, which in this case is the process of providing information on the official BKKBN website which is not updated data. This is a problem or obstacle so that the bureaucratic structure of the KB village policy in Manjapai Village does not work well. This is in line with research conducted by Munari Kustanto et al (2020) on the challenges of developing population data houses in Sidoarjo Regency that the condition of my data house in Sidoarjo Regency is still far from expectations as a prerequisite for the formation of KB Villages, it turns out that in Sidoarjo Regency there are only three data houses. Compared to the number of KB villages which reached 42 units, the population data house is only 7% in Sidoarjo Regency.

CONCLUSION

Based on the results of the study, it can be concluded that there are factors that hinder the success of the implementation of the KB village program in Manjapai Village, Bontonompo District, Gowa Regency, namely: (1) Communication, has not been carried out properly between the implementor and the target group, this can be seen from the limited management of KB villages involved in various activities; (2) Resources, in general, human and financial resources already exist but all of them are not optimal. It can be seen the damage to several facilities including promotional media and identification marks; (3) Disposition, the implementor of program policies has not been able to show good consistency, this can be seen from the lack of maintenance of promotional media at the gate of the KB Village. In addition, data that is not updated

on the official website of PLKB Manjapai Village and (4) Bureaucratic Structure. The implementation of the overall program policy has not been effective, this is due to the limited number of all administrators to be involved in each activity. Some suggestions and recommendations for the management of Kampung KB, namely: (1) Improve communication from the dimensions of consistency, clarity of information and transparency between implementors and target groups, (2) The need for monitoring in the implementation of Kampung KB program policies, (3) Increase the commitment of each administrator so that the implementation of program policies can be more focused by implementors, (4) Reorganize all forms of promotional media such as banners, especially at the entrance gate of Kampung KB and (5) Update information about the implementation of the Kampung KB program, Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency on the official website of the BKKBN Gowa Regency.

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