



## Research

# Implementation of the Kampung KB program on the effectiveness of family planning acceptor users in Desa Manjapai Kabupaten Gowa

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## ABSTRACT

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. 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. 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, Kaluarrang Village, Manjapai Village, Bontonompo District Gowa Regency

## 1. 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 the development of several sectors in Indonesia. If not addressed, it will result in

increased poverty and public health will also decline, so that the competitiveness of a nation is getting lower. From these problems, it is necessary to have a population control program policy. One form of government policy to reduce the fertility rate in order to improve welfare is through the Family Planning program. With the issuance of Presidential Decree of the Republic of Indonesia No. 8 of 1970, the National Family Planning Coordinating Agency was established, 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 maturing marriage age, birth control and fostering family resilience which will contribute to increasing family welfare in order to realize a small happy prosperous family (Ariani, 2018).

The government's efforts to revive and strengthen the Population Family Planning and Family Development program, abbreviated as KKBPK, were further initiated in relation 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 Indonesian Human Life" through Population and Family Development, as well as implementing the National Development Strategy in the fields 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 was 60.9%, the rate of contraceptive use by women of childbearing age (PUS) consisted of traditional methods 1.4% and modern contraceptives 59.5%. In the implementation of the Population, Family Planning and Family Development program, there are several programs to increase the use of modern family planning 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 re-energize the family planning program to meet the demographic bonus that is predicted to occur in 2010-2030 (Angisna, 2018).

The KB Village 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 runs the KB Village program, through the Population Control and Family Planning Office (PPKB). Currently, at least 27 KB villages have been formed since 2016-2018 (BKKBN Kab. Gowa, 2019).

Based on data from the BKKBN of Gowa Regency in 2018, 8 KB villages were formed including, (1) Manjapai KB Village (2) Datara KB Village (3) Rannaloe KB Village (4) Bolaromang KB Village (5) Tamalatea KB Village (6) Lassa-Lassa KB Village (7) Bontomanai KB Village (8) Bilanrengi KB Village. Meanwhile, of the 8 KB villages formed in 2018 in Gowa Regency, the KB village that experienced a decrease in data on the number of KB acceptor achievements and the target of the KB village group was in the KB village of Manjapai Village, Bontonmpo District, Gowa Regency, with target data before the formation of the KB village as much as (80.64%) in 2017 and in 2018 after the formation of

the village the percentage of KB acceptor coverage rates decreased by (7.79%) with a total percentage of PUS participating in family planning as much as (72.85%). (BKKBN Gowa Regency, 2019).

## **2. Method**

The type of research used in this study was qualitative research with a case study approach. Data analysis was carried out descriptively explaining the factors that influence the incidence of LBW in the working area of the Tanralili Health Center, Maros Regency. The data analysis used is data reduction (Data Reduction), Data Presentation (Data Display), Conclusion and Verification (Conclusion and Verification). Data validity testing of this research is the data credibility test. The credibility test is carried out by: triangulation (checking data from various sources), discussion with peers and membercheck (checking data).

## **3. Results & Discussion**

### **3.1 Communication**

The existence of a written policy or Decree (SK) implementing the program in this case for the KB Village in Kaluarrang Hamlet, Manjapai Village is a requirement for the validity of a KB Village program issued by the local Village Head for implementers 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 the declaration in 2018.

Promotional media about family planning (KB) such as banners installed at home and other informants stated that at the KB Village gate 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 of the implementation of KB Village in Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency was found to have been carried out but not maximized because only some were invited and the meetings were 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 active KB participant housewives, the socialization was carried out only a few times compared to the initial establishment of the KB village and access to the database on the internet has not been updated.

### **3.2 Resources**

The implementation of the KB Village program will run optimally if the division of tasks and responsibilities as the implementer and target in this policy program is clearly known by the KB Village structural management. Based on the results of an interview with one of the informants, it was said that when socialization activities were carried out, all KB village administrators, including each field representative, were present when conducting meetings and socialization.

Financial/funding resources 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 APBN.

### 3.3 Disposition

The reason for removing contraceptives is because they plan to have another child. During the implementation of the KB Village program policy, the objectives and benefits over time, the community became aware. This can be seen by respondents planning to have another pregnancy, thus removing contraceptives.

### 3.4 Organizational structure

The implementor of the KB Village program policy in Kaluarrang Hamlet, Manjapai Village has an SOP, but it is not effective in its implementation. In the process of implementing the policy implementation of the KB Village program in Kaluarrang Hamlet, Manjapai Village, it can be said that it is not good overall, seen from several shortcomings related to the quality of implementers in the KB Village program policy, which in this case is the process of providing information on the official BKKBN website which is not updated data.

The success of policy communication requires that implementers know what to do. What are the goals and objectives of the policy must be transmitted to the target group so that it will reduce implementation distortions. If the goals and objectives of a policy are unclear or even not known at all by the target group, then there is likely to be resistance from the target group (Subarsono, 2005: 90-92).

After conducting interviews, the results relating 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 not running effectively. One of the things that makes this policy 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 to the community. Although the KB village program policy on the effectiveness of family planning acceptors has been officially implemented in Manjapai village, the management has not made maximum improvements. So there are still many things that need to be improved in the implementation of this policy.

One of the things that can maximize this program is the socialization and promotional media made. From this research, in terms of socialization, it has been carried out but not maximized because when the socialization is carried out, only a few parties are invited so that people who are not invited do not understand the kampung (KB) program. This is in line with research conducted by Rahman HM and Junaidi Indrawadi (2019) on the implementation of the KB 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 people participate in this KB program so that this has not reached the target of BKKBN in an effort to implement the KB village program which should be followed by the entire population in the KB village. Media promotion and socialization about the implementation of the kampung program (KB) in Manjapai Village has been carried out by the management but is not effective and efficient so that it can hamper the smooth running of the program. For promotional media such as banners, they

have been installed in several places, but currently the banners placed in front of the entrance gate are damaged and have not been repaired.

The Manjapai Village management and the village (KB) management have cooperated well to inform the community about the benefits and objectives of the KB village. From this research, several communities interviewed all answered the same, where they already knew the benefits and objectives of establishing KB villages. Information obtained by the community from various parties, for example, one resident got information from meetings and training from BKKBN officers. One community suggested that the benefits of KB villages in Kaluarrang Hamlet, Manjapai Village, in addition to alleviating poverty, can also minimize maternal and child mortality through family planning. The point is that this program involves all development sectors. In other words, KB Village 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 unclear, it will confuse the implementation of the program policy. In the research conducted for the communication variable, several inhibiting factors were found so that the program did not run well, namely that there was no good socialization from the village management (KB) and promotional media was only in several places, and even then it was damaged.

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

The informants and administrators of the KB village program are the entire community in Manjapai Village. The KB village program management has carried out its duties but has not been maximized and efficient. Researchers conducted an interview with the head of Manjapai Village as the protector of the KB village program policy and found that this program policy had been implemented but not smoothly because there were several obstacles. The KB village program policy is clear to the community in Manjapai Village so that the socialization carried out by the management in this policy can be organized and directed. Researchers conducted an interview with one informant who said that the KB program policy is because this KB 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 as well as the development of other related sectors in the framework of realizing a small quality family.

In implementing the KB village program policy in Manjapai Village, the resources owned are sufficient, both human resources, budget resources and financial resources. With these resources, it can maximize the implementation of the KB village program policy. The human resources of the KB village program policy in Manjapai village are adequate. This can be seen from the socialization activities that all KB village administrators are present when conducting meetings and socialization. However, the current obstacle is the current condition which is still covid so that it hampers socialization and meetings. The source of funds for the KB village program in Manjapai Village is

obtained from the APBN. So it can be concluded that the resources of the KB village program policy in Manjapai Village are sufficient but not optimal. This is in line with research conducted by Nurhafifah Zultha (2017) on the implementation of the KB Village program in poverty reduction efforts (study in Kota Karang Raya Village, East Teluk Betung District, Bandar Lampung City) that in the implementation of the KB Village program the implementers and targets are supportive, while the resources are still not achieved due to inadequate facilities due to lack of budget and lack of community participation and awareness. This is also in line with research conducted by Seventina Nurul Hidayah and Ulfatul Latifah (2018) on the implementation of the KB village program as a strategic innovation to prevent 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 KB village program, because the program does not yet have a special allocation in its budget.

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

In interviews conducted by researchers to implementors about commitment and honesty in implementing the KB village program policy, it shows that people who already understand the goals and benefits of the KB village plan to become pregnant again. However, if the management is not committed to what has been programmed, it can hinder the course of this policy. This is in line with research conducted by Sulistianto, et al (2015) that the lack of commitment and dedication of the implementers to the target group makes the policy implementation process not run as desired because the implementers do not provide good disposition to the target group. The implementation of the KB village program policy has been running but not optimal due to a lack of awareness, commitment and honesty so that it is often found that people are less aware that this program is very useful, for example the use of family planning acceptors.

The implementation of the KB Village program policy in Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency, which is 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 immediately make decisions for personal or organizational interests without being based on the Quran and sunnah, whether for a decision, policy or determination of a punishment.

The obedience of a people to a leader is not all that must be obeyed because there are also certain limitations. The limits of obedience in leadership are as long as the leader does not order his people to commit sin. In other words, if a leader tells the people to commit sin, then the people can refuse.

Bureaucratic structure shows that democratic structure is important in policy implementation. This aspect of bureaucratic structure includes two important things, the first is the mechanism and structure of the implementing organization itself. The program implementation mechanism is usually determined through the Standard Operating Procedure (SOP) included in the program/policy guideline.

The results showed that the KB village board had been formed based on the SOP at the time of the declaration of the formation 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 Subdistrict, Surabaya City that the bureaucratic structure of the implementation of the KB village program in Sidotopo Village is carried out according to the SOP and the sub-district head decree that KB village activities are not illegal and already have a written organizational structure. In the process of implementing the KB Village program implementation policy in Kaluarrang Hamlet, Manjapai Village, it can be said that it is not yet good as a whole, seen from several shortcomings related to the quality of implementers in the KB Village 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 is not running 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 Didoarjo Regency there are only three data houses. Compared to the number of KB villages which reached 42 units, the population data house was only 7% in Sidoarjo Regency.

#### 4. Conclusion

Based on the results of the study, it can be concluded that there are factors that hinder the successful implementation of the KB village program in Manjapai Village, Bontonompo District, Gowa Regency, namely: (1) Communication, has not been well implemented between the implementers and the target group, this can be seen from the limited number of KB village administrators 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 that some facilities including promotional media and identification signs are damaged; (3) Disposition, program policy implementers have not been able to show good consistency, this can be seen from the untreated promotional media at the gate of the KB Village. In addition, data is not updated on the official website of the Manjapai Village PLKB and (4) Bureaucratic Structure. The overall program policy implementor has not been effective, this is due to the limited number of all administrators to be involved in each activity.

Researchers proposed several suggestions and recommendations for the KB Village management, namely: (1) Improve communication from the dimensions of consistency, clarity of information and transparency between implementers and target groups, (2) The need for monitoring in the implementation of the KB Village program policy, (3) Increase the commitment of each board so that the implementation of program policies can be focused by implementers, (4) Reorganize all forms of promotional media such as banners, especially at the entrance to KB Village and (5) Update information about the implementation of the KB Village program in Kaluarrang Hamlet, Manjapai Village, Bontonompo District, Gowa Regency on the official BKKBN Gowa Regency website.

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