

Analysis of Strategies to Increase the Roles of Family Planning Field Officers in Family Planning Village Program in East Tanjung Jabung District of Jambi Province

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ABSTRACT

The data of Indonesian Demographic and Health Survey of 2017 shows that Total Fertility Rate (TFR) in Indonesia is quite high (2.4), compared with the TFR target set by National Family Planning Coordinating Board (2.33). This shows that society growth has kept raising and when going uncontrollable it will bring negative impacts into a country's development. Therefore, in 2016 a program was launched, called Kampung KB or Family Planning Village to increase quality life of people in the village. National Family Planning Coordinating Board of Jambi Province also conducted this program. One of members directly serving the society and playing important role in the program is the Family Planning Field Officer. The officer is responsible for disseminating this program to society. Hence, this study aimed to analyze strategies to increase the roles of field officers so that this program will be successful in East Tanjung Jabung District of Jambi Province. This qualitative study gathered data through observation, interview, and documentation. The research was conducted from August 2018 to March 2019. The data was processed with SWOT analysis. The results are as follows: there should be more support from related parties in terms of finance, execution, reports, and supervisions. Moreover; there should be adjustment in the number of field officers due to spacious and distancing work field. Facilities and transportation in the village should be improved for easier access and field officers need mentoring to improve their creativity.

Keywords: *Strategies, Family Planning, Village*

1. INTRODUCTION

The Family Planning Program (known as the KB program) in Indonesia has been started since 1957 as a part of health affairs but has not become the part of population affairs yet. In line with the increasing population number in Indonesia and the high maternal mortality rate and the need for reproductive health, on June 29, 1970, Family Planning was then designated as a government program. The Family Planning program is used to reduce the population and to improve maternal and children health [1]. Indonesia is also a reference to other countries because it is inseparable from Indonesia's success in developing a Family Planning program, characterized with the increase in total fertility rate (TFR)

from 5.6 children per woman in the 1970s to 2.6 children per woman. The success in increasing population in the past brings positive impact to for Indonesia to be able to buy what is called a demographic bonus at this time [2]. The demographic bonus that will occur in 2020-2030 is the labor force aged 15-64 reaching 70 percent. Meanwhile, 30 percent of the population is in unproductive age group, between 0 to 14 years and above 65 years. On the other hand, demographic bonuses can be not only a gift but also a disaster resulting in iceberg phenomenon, such as increasing domestic violence due to unreached welfare, increased unemployment, and unfulfilled education. Quality generation can be measured with competence and character, realizing that the quality character is formed by father and mother and beginning when the child is still in the womb. So the Family Planning program must be re-echoed to provide

pregnancy space for mother so that her child can receive adequate nutrition [3].

Indonesia's high population growth rate, reaching 1.38 percent or 3 million people per year, requires the government to reconfirm the Family Planning program. The data of Indonesian Demographic and Health Survey (IDHS) of 2017 shows a quite high Total Fertility Rate (TFR) in Indonesia, 2.4. In fact, the Strategic Plan has been set by National Family Planning Coordinating Board (known as BKKBN) in 2017, with the target of reducing the TFR to 2.33. Based on the results of IDHS 2017, it can be said that the target to reduce TFR has not been achieved yet. Therefore, it is unsurprising that population growth continues to increase. This condition certainly must immediately find a solution, because the uncontrolled growth rate can bring adverse impacts on a country's development, in both economic and health aspects. Moreover, there are still many regions in Indonesia unable to meet the basic needs of their people until today [4]. Starting in 2016, National Family Planning Coordinating Board initiated a new initiative called Family Planning Village (known as *Kampung KB*) targeting poor areas, densely populated urban areas, fishing villages, slums and other disadvantaged areas. This is expected to make the Family Planning Program resound and able to reach the community, particularly those in villages, hamlets, and villages throughout Indonesia. Based on a report from Family Planning 2020 (FP2020), it was stated that more than 309 million women and women in 69 countries accessed modern contraceptives until July 2017, an increase by 38.8 million compared with that in the previous five years, in 2012. The increase by 21.9 million came from Asia including Indonesia. Indeed more and more Indonesian women use contraceptives and are aware of the importance of reproductive health. This increase is putatively due to, among others, the existence of Family Planning Village program [5].

Family Planning Village is a strategic activity needing to be done considering that the program is one of the government's priority development programs (usually called *nawacita*) for the 2015-2019 period on third priority number: "Building Indonesia from the periphery, by strengthening regions and villages within the framework of a unitary state" and the fifth number of *nawacita*. i.e. "Improving the quality of life of the people of Indonesia" [4]. The Family Planning Village Program has also been carried out by the National Family Planning Coordinating Board of Jambi Province, in which out of 11 districts and 141 subdistricts, 138 Family Planning villages have been formed in 2017 [6]. In other words, almost all districts of Jambi Province have formed a Family Planning Village. However, the activities carried out were only limited to the launching of the Family Planning Village in each district. The Study of Family Planning Evaluation was conducted in 2017 by National Family Planning Coordinating Board, one of the locations of which was Jambi Province. From this research, it can be seen that in general the development is still sectoral and has been neither scheduled nor coordinated. Various parties have important roles in

achieving the targets and success of the program. From that study, 72% of respondents knew Family Planning Village and 88.6% of respondents made Family Planning Field Officer (known as PLKB/PKB) a source of information related to the Family Planning Village program. In addition, 31% of respondents had a visit from officers who socialized the Family Planning Village program and 88.5% of the respondents said that the officers who visited them were Family Planning Field Officers. Therefore, it is well established that Family Planning Field Officer the one with a lot of direct involvements with the people targeted by the Family Planning Village program.

With this role, Family Planning Field Officer should be able to be the main asset for the National Family Planning Coordinating Board in achieving success in the Family Planning Village program. So we need to conduct a study on how the strategies can be done to increase the role of Family Planning Field Officer in conducting counseling to achieve the indicators of successful Family Planning Village program in Jambi Province. The research focusing on the role of the Family Planning Field Officer especially in the Family Planning Village program is expected to produce a strategy that can be a guideline for the Family Planning Field Officer to implement the Family Planning Village counseling. The strategy is obtained through a SWOT analysis describing strengths, weaknesses, opportunities and threats perceived by Family Planning Field Officer related to the implementation of the Family Planning Village program.

2. LITERATURE REVIEW

An analysis of the Family Planning Field Officer was conducted by Takziyatun Nufus [7] showed that the Family Planning Field Officer first communicated with figures the community, conducted data collection, recording, reporting, and evaluation of data the Family Planning Field Officer has obtained. Also, it directly socialized to the community. An analysis of the management of the Family Planning Village was carried out by Apriadalista Nurul Pertiwi [8] through a SWOT analysis technique. Her research was motivated by the existence of the Family Planning Village program promoted by the government to provide a decent living to every citizen, but in its management, it is not maximized yet. Evi Setyowati et al [9] also conducted a research related to the role of the Family Planning Field Officer finding that the Family Planning Field Officer has carried out its duties and functions by the rules, but there were some employees with slow responsiveness, the division of regions doing it duty not corresponding to the rules due to the limited number of officers, and the presence of multiple positions so that the delivery of information to the public is problematic. Some studies have been carried out related to Family Planning Field Officer and Family Planning Village. Therefore, this study will combine the two topics and will emphasize on the strategies that can be carried out to enhance the role of Family Planning

Field Officer in the Family Planning Village program, particularly in East Tanjung Jabung District, Jambi Province.

Related to the Role of Family Planning Field Officer, Soerjono Soekanto stated that the role includes three. Firstly, the role includes norms related to one's position or place in society. This is related to a series of rules guiding a person in social life. Secondly, the role is the concept of behavior carried out by individuals in society as an organization. And thirdly, the role can also be said as individual behavior important to the social structure of society. One of the steps taken by National Family Planning Coordinating Board to increase public awareness to participate in family planning programs is through to employ Family Planning Field Officers. It is because they play an important role as a manager mobilizing, empowering, and providing an approach to the community and all parties taking part in the implementation of family planning programs [10]. Family Planning Field Officer has some stages in carrying out its tasks, as summarized in the 10 steps of Family Planning Field Officer preceded by a Formal Figure Approach; Data Collection and Mapping; Informal Figure Decision; Agreement Formation; Consolidation of Agreements; Communication, Information and Education by the Community; Establishment of a Pioneer Group; Family Planning services; Coaching Participants; and ending with the Evaluation, Recording and Reporting steps [7].

The Family Planning Village Program initiated by National Family Planning Coordinating Board and then launched by the President of Indonesia, on January 2016, also requires the role of the Family Planning Field Officer. The general objective of the establishment of Family Planning Village is to improve the quality of community life at the village level and other related sector developments to create quality small families. Meanwhile, particularly, the Family Planning Village is established to increase the participation of the government, non-government and private institutions in facilitating, assisting and fostering community and to increase public awareness about population-oriented development. The main things to consider in the establishment of the Family Planning Village in an area are the availability of accurate population data, the support and commitment of the Regional Government, and the active participation of the community[7].

To fulfill the role of Family Planning Field Officer in the success of Family Planning Village program, a strategy is needed to encourage the increasing role of Family Planning Field Officer in carrying out their duties. Strategic planning is a way of helping an organization more productive by guiding the allocation of resources in order to achieve goals. In fact, strategic planning is a key to successful strategic management. The next phase of the strategic management process is external and internal analyses, also called SWOT Analysis. By conducting an external analysis, an organization identifies critical threats and opportunities in its competitive environment. It also examines how the competition in this environment likely evolves and what implications the evolution to the

threats and the opportunities an organization is facing. Internal analysis helps an organization identify its organizational strengths and weaknesses. It also helps an organization understand which resources and capabilities more likely and which ones less likely become sources of competitive advantage. Based on SWOT Analysis, organizations can choose the appropriate strategy [11]. This is shown in the following matrix table.

Table 1. Matrix SWOT Analysis

	Strengths	Weaknesses
Opportunities	Achieve opportunities that greatly match the organization's strengths	Overcome weaknesses to attain opportunities
Threats	Use strengths to reduce the organization's vulnerability to threats	Prevent weaknesses to avoid making the organization more susceptible to threats

Source: Chermack and Kasshanna, 2007: 387 [11]

Therefore, through this SWOT analysis strategies will be developed to encourage the role of Family Planning Field Officer in the success of the Family Planning Village program, especially in East Tanjung Jabung Regency, Jambi Province.

3. METHODS

This study used a qualitative research approach, in which the researchers did not measure the relationship between variables statistically. Qualitative research is used to examine the natural conditions of objects, where researchers are as key instruments, data collection techniques used is triangulation (combined), data analysis is inductive and result of qualitative research result emphasizes more on meaning than on generalization [7]. This research was carried out in the Family Planning Villages in the East Tanjung Jabung Regency, Jambi Province having received guidance from the Cipta Cara Padu Foundation as a government partner in supporting the strengthening of the Family Planning program. Data collection techniques employed consisted of observation, interviews, and documentation. Purposive sample technique was used to select informants of research, in which informants were selected based on certain considerations. The criterion of informants in this study is those involved in the Family Planning Village program. The number of informants made the sources of information in this study is determined based on the principle of data saturation. Glaser and Strauss (1967) defined saturation as no additional data found [12]. So if in the process of collecting data from informants the authors have found a pattern repeated many times, the data collection may have been stopped because data saturation occurs. In relation to data analysis, Miles and

Huberman [7] stated that there are three kinds of qualitative data analysis activities: data reduction,

followed with data display, and then conclusion drawing and verification.

Table 2 Matrix of SWOT Analysis From this Research

Internal Factors	<p>Strength (S)</p> <ul style="list-style-type: none"> • The informants understand the purpose of the Family Planning Village Program • Collaboration with relevant stakeholders • Support from the policy and budget side 	<p>Weakness (W)</p> <ul style="list-style-type: none"> • One Family Planning Village with a very wide area, but there is only one Family Planning Field Officer person • Benefits of Family Planning Village have not been felt yet • The role and the guidance of the Family Planning Field Officer, and the implementation of activities related to the Family Planning Village have not been optimal • Inadequate budget, facilities, infrastructure and access to roads
External Factors	<p>Opportunity (O)</p> <ul style="list-style-type: none"> • Family Planning Field Officer is a bridge between the community and various agencies • Family Planning Field Officer becomes a motivator for the community to increase the potential of the region and the public's understanding on population issues. 	<p>WO Strategy</p> <ul style="list-style-type: none"> • There should be adjustment in number field officers due to spacious and distancing work field. • Family Planning Field Officer has a routine schedule to provide guidance and to coordinate with the parties related to the Family Planning Village program. • Needing policies regarding the Family Planning Village budget.
<p>Threats (T)</p> <ul style="list-style-type: none"> • There has not been a full commitment from the parties involved in the Family Planning Village program so that the latest data on the achievement the Family Planning Village's target is not always available. • Hampered by long distances and damaged road access • Not all villages have an adequate budget for Family Planning Village • Support from community leaders and religious leaders is still limited • The community is still play an active role reluctantly 	<p>ST Strategy</p> <ul style="list-style-type: none"> • There should be more support from related parties in terms of finance, execution, reporting, and supervision. In addition, conducting regular evaluations and monitoring of the performance of all relevant parties. • Family Planning Field Officer takes an intensive approach along with community and religious leaders. So they can help carry out the socialization directly to the community about Family Planning Village. 	<p>WT Strategy</p> <ul style="list-style-type: none"> • Family Planning Field Officer is equipped with communication equipment and official vehicles, so that it can be easily contacted and can easily reach the location of Family Planning Village. • Improving facilities in the village for easier access and the Family Planning Field Officer needs mentoring to improve their creativity. • Increasing cross-sector integration and commitment from all parties, so that the benefits can be felt not just ceremonial activities. So that the community moves actively to make the Family Planning Village program run successfully

4. RESULTS AND DISCUSSIONS

The informants of study consisted of 10 people related to the Family Planning Village program in Tanjung Jabung Timur District, including Kampung KB Lagan Tengah, Kampung KB Hidayah, and Kampung KB Rano. Based on observations and interviews with informants, this study conducted data reductions that would be presented in narrative form for later completion. The following is a data analysis using SWOT analysis.

The matrix shows that Family Planning Field Officer plays an important role in the implementation of the Family Planning Village program. Family Planning Field Officer is demanded not only to be able to provide guidance to the community but also to be a connector

between community and all stakeholders. The Family Planning Village Program is a cross-sectoral activity, so that the Family Planning Field Officer also needs to be supported by policies and commitments from all agencies involved. This has also been mentioned in the results of research conducted by Pertiwi [8], the results of which illustrate that the right strategy to be implemented in Family Planning Village management is through collaboration with other relevant agencies to concentrate on improving the quality of community resources, evaluating policy management programs with related parties, and holding meetings with community leaders. The target of the Family Planning Village program is not just about fostering the family, but also encompassing other areas of life, leading to an increase in the welfare of the community in the Family Planning Village.

Updating of data related to the targets of this program

implementation becomes absolutely necessary. From the accurate and renewable data, this later can describe the real conditions of the people living in the Family Planning Village. The data can be used later as outputs and outcomes for the implementation of Family Planning Village program in the area concerned. It can be observed not merely in the data on paper, but also in the real life of society. It is undeniable that in its field implementation Many parties still consider that the performance of the Family Planning Field Officer is has not been optimal yet. The slow process of updating the data in the Family Planning Village should be fostered by Family Planning Field Officer and the guidance from Family Planning Field Officer has not been fully felt by the community. Therefore, it is necessary to have optimal support from stakeholders referring to policies in terms of budget, implementation, reporting, and supervision. Policies will later become guidelines and support for Family Planning Field Officer in carrying out their duties. It is also noteworthy that the number of Family Planning Field Officers covering the very broad and far-apart work area is very limited. This is in line with the findings of research conducted by Nufus [7] that the inhibiting factors experienced by Family Planning Field Officer in carrying out their duties are the lack of Family Planning Field Officer and the lack of funds provided. Setyowati et al [9] also explained that those weaknesses were caused by the existence of retired employees due to age factors and the existence of a moratorium system and there is no re-recruitment.

Coaching activities to the Family Planning Field Officer can also be an injection of motivation for them to carry out their duties more creatively, because the community still plays an active role reluctantly. This is also mentioned in studies conducted by Nurjanah & Susanti [13] and Hidayah & Latifah [14], finding that the community is less enthusiastic and participating inadequately in the implementation of Family Planning Village activities. Supporting infrastructure facilities in the Family Planning Village also becomes a matter of concern. Thus the activities of fostering, coordinating, and implementing programs to support the Family Planning Village can be carried out comfortably. The good condition of the transportation lane also facilitates the Family Planning Field Officer's journey to the Family Planning Village location.

5. CONCLUSION

The results are as follows. There should be more support from related parties in terms of finance, execution, reports, and supervisions. Moreover, there should be adjustment in number field officers due to spacious and distancing work field. Improving facilities and transportation in the village for easier access and field officers need mentoring to improve their creativity. In other words, the Family Planning Village program requires not only the Family Planning Field Officer's role but also support from all parties who having the same understanding, that is, to improve the welfare of the community through this program which is absolutely necessary. Hence, Family

Planning Field Officer can carry out their duties optimally, accompanied by intensive supervision and encouragement so that the targets set can be achieved.

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