

# An Analysis of Demographic Dividend Using the Kampoeng KB Program in West Java Province

Achmad Hufad\*, Purnomo, Joni R Pramudia

Community Education Department  
 Universitas Pendidikan Indonesia  
 Bandung, Indonesia

\*achmadhufad@upi.edu, purnomo@upi.edu, jonirp@upi.edu

**Abstract**—This study has been conducted based on the literary reviews of some statistic data and the report of the BKKBN program in West Java Province. The BKKBN program is, associated with the attempt at suppressing the birth rate, today optimizing another approach in economics, education, health, politics, etc. as the means of integrating the society's life into a better one. The attempt to integrating the society's life is known as *Kampoeng KB*; it is an innovating program focusing on empowering the society by optimizing their participation and raising their awareness. Being inhabited by about 43 billion people or at being 18% of the total of the population in Indonesia, West Java Province seems to be the most populous region. Based on the demographic data, 66% of the population in West Java Province is at age 15-64 years old. It indicates that BKKBN needs to prepare themselves to face the demographic dividend. It means West Java Province has more the productive-age population than the non-productive. Through the *Kampoeng KB*, the government tries to improve the human resource in terms of education and skills, to provide more job vacancies which in turn it can build the job market, to increase the society's savings, and to enhance the human resource in building up the economic growth.

**Keywords**—*Keluarga Berencana (Family Planning), society's empowerment*

## I. INTRODUCTION

National Population and Family Planning Board or known as BKKBN (*Badan Kependudukan dan Keluarga Berencana Nasional*) has given its contribution for many years. BKKBN [1] states that the family planning significantly influences the family reproduction rate. A family planning has been the priority of the international development. It does not only suppress the fertility but also change the family's perception on their participation in the development process.

Using varies approaches, BKKBN has already encouraged the society to participate in the family planning program. Referring to the government's regulation, BKKBN tries to

build up a cooperation and conduct some empowerment programs. Categorization which is integrated with environment can increase the rate and at the same time maintain the population's characteristics which become their basics. BKKBN creates some innovations by implementing some integrated and comprehensive approaches based on the region. The approaches were further elaborated in the program called *Kampoeng KB* in 2016.

The national development program by BKKBN through *Kampoeng KB* has focused on democratization and decentralization. That is, BKKBN encourages the society's participation so that they can be independent. The independence will show that the society has capability to deal with any natural problems in their environment. Building this independence needs a process which is done gradually [2-6].

*Kampoeng KB* is expected to be one of the most strategic innovations in implementing some primary KKBPK's programs entirely with the purpose to conduct the 5<sup>th</sup> key agenda (out of 9 agendas) of the government from 2015-2019. The 5<sup>th</sup> agenda says, "to improve the quality of the Indonesian population" through the national development and family planning program. In addition, BKKBN itself has already drafted Renstra 2015-2019 consisting of six established strategic targets. They are (1) suppressing the population's growth rate, from 1.38 % per year in 2015 to 1.21% per year in 2019; (2) suppressing the total of the fertility rate (TFR) from 2.37 per childbearing-aged woman in 2015 to 2.28% in 2019; (3) increasing the contraceptive prevalence rate (CPR) in all methods from 65.2% of the childbearing-aged couples in 2015 to 66% in 2019; (4) suppressing the KB-dependent condition from 10.6% in 2015 to 9.91% in 2019; (5) suppressing the age specific fertility rate (ASFR) from 46 / 1000 of 15-19-year old girls in 2015 to 28 / 100 of 15-19-year old girls in 2019; (6) suppressing the percentage of the unexpected pregnancy of the childbearing-aged women from 7.1% in 2015 to 6.6% in 2019 [1].

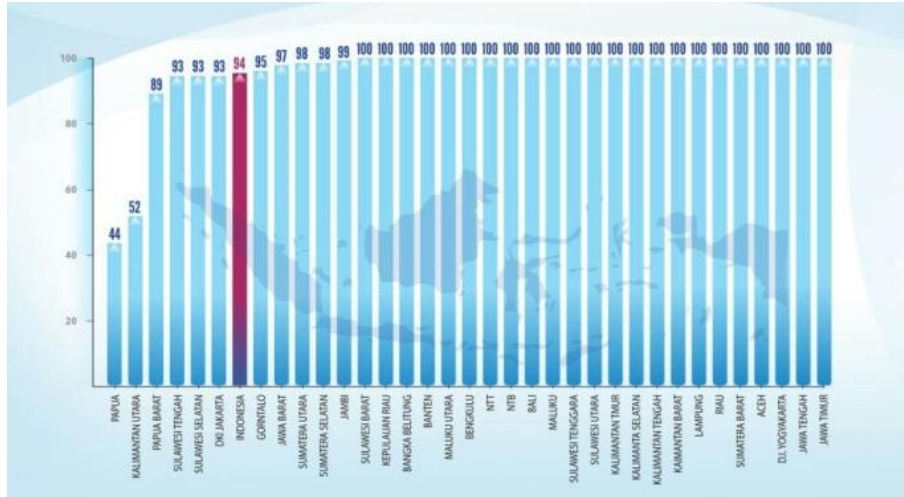


Fig. 1. The graphic of the achievement percentage of Kampoeng KB [1].

Figure 1 above shows the percentage of Kampoeng KB in each province in Indonesia. There are 23 out of 34 provinces which have conducted the Kampoeng KB with the percentage of 100%; the provinces are East Java, Central Java, D.I Yogyakarta, Aceh, West Sumatera, Riau, Lampung, West Kalimantan, Central Kalimantan, South Kalimantan, East Kalimantan, North Sulawesi, Southeast Sulawesi, Maluku, Bali, NTB, NTT, Bengkulu, North Maluku, Banten, Bangka Belitung, Riau Islands Riau, and West Sulawesi. The Kampoeng KB is conducted at being 99% in Jambi, 98% in South Sumatera and North Sumatera, 97% in West Java, 95% in Gorontalo, 93% in Jakarta, South Sulawesi, and Central Sulawesi, 89% in West Papua, 52% in North Kalimantan, and 44% in Papua. Overall, the Kampoeng Program in Indonesia has been conducted at being 94%. The graphic above indicates that there are some regions in Indonesia which have yet to maximize the Kampoeng KB program.

II. METHODS

The method of this study is categorized as a literature review; it attempts to look for the theoretical references which are relevant to the cases or problems this study explores. Then, the relevant theoretical references are used as the basic guideline and main instrument to conduct the study.

Literature review is a method used to collect data or sources related to the topic of the study. Literature review can be obtained from various sources such as journal, document, book, and Internet [7,8].

This study uses the primer data by doing an observation and collecting the secondary data -the data taken from journal, document, book, and Internet.

The collected data then analyzed using descriptive analysis method. Through the method, the evidences are firstly described and followed by analyzing it. This process provides thorough understanding and explanation.

III. FINDINGS AND DISCUSSION

A. Demographic Dividend in West Java Province

West Java is reportedly the most populous province in Indonesia. Based on the 2010 population census, there are 43 million people (18% of the Indonesian population) occupying this province. There are 28,282,915 (65.69%) people living in the urban areas and 14,770,817 (34.31%) people living in the rural areas. The lowest distribution, based on the regency/city level, is at being 0.41% found in Banjar City while the highest is at being 11.08% found in Bogor Regency. Based on the sex, there are 21,907,040 males and 21,146,692 females living in West Java. The sex ratio is 104; it means that there are 104 males for 100 females. The sex ratio of the 0-4 years old is 106; 5-9 years old is 106; 10-64 years old is 97-113; and 65-69 years old is 96. Based on the age, West Java is occupied by 29% of the young age (0-15 years old), 66% of the productive age (15-64 years old), and old age (above 64 years old). Based on these percentages, it shows that the high rate of the productive-aged population can benefit West Java.

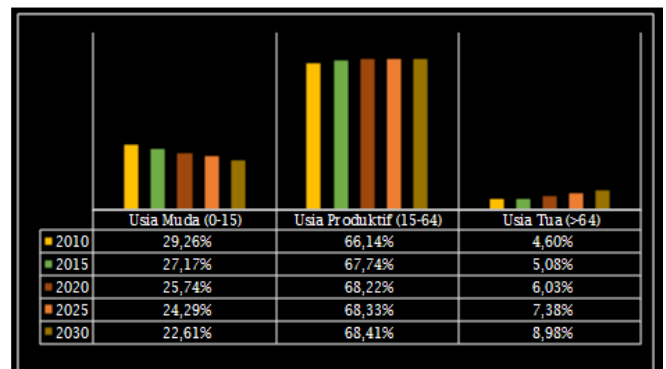


Fig. 2. The projective graphic of the population in West Java [9].

The graphic shows the projection of the population in West Java. Figure 2 shows that the productive-age and old age

populations are increasing while the young age population is decreasing every 5 years. The composition above shows that in 2030, West Java still benefit from the demographic dividend; it gives opportunities for some areas to use of the demographic dividend effectively.



Fig. 3. The projective graphic of the young age population in West Java [9].

The graphic in figure 3 shows the projection of the young age population in West Java Province per year. The young age population reached 12.60 people in 2010, 12.69 people in 2015, will reach 12.86 people in 2020, 12.82 in 2025, and 12.48 in 2030. It means that the young age population will decrease every 5 years.



Fig. 4. The projective graphic of the productive age population in West Java [9].

Figure 4 shows the projection of the productive age population in West Java per year. The productive age population reached 28.48 people in 2010, 31.64 people in 2015, will reach 34.07 people in 2020, 36.07 people in 2025, and 37.96 people in 2030.

The problems of the population in West Java will be the serious issue if there is no participation of the society. There are some challenges that West Java has been facing including (1) the population growth in West Java, (2) being the most populous province, (3) the high rate of the population density, (4) the higher rate of the young age population, and (5) the high

composition projection of the productive age population until 2030.

Demographic dividend is defined as the change of demographic dynamics caused by the change of the population structure based on the age. The decline of the birth rate supported by the long-term high rate of the death rate cause the demographic transition. The decline of the birth rate for the long-term will influence the decline of the young age population (<15 years old). On the other hand, the total of the productive age population (15-64 years old) will drastically increase as the side effect of the high birth rate in the past. Also, the 64-year-old population will slowly increase and then rapidly increase as the effect of the increase of life expectancy age. The condition where the productive age population exceeds the non-productive age population (less than 15 years and above 64 years old) is defined as Demographic Dividend [10,11].

The parameter used to assess the phenomenon of Demographic Dividend is Dependency Ratio; it refers to the ratio depicting the comparison between the non-productive age population (less than 15 years and above 64 years old) and the productive age population (15-64 years old). This dependency ratio shows the dependency burden of the productive age population toward the non-productive population. When the dependency ratio is low, it shows that the productive age population will merely bear less burden of the non-productive age population.

The low dependency ratio will give a nation a chance to improve their economic productivity. This condition will benefit the nation in term of the economic aspect if the nation uses the productive human resource wisely; the productive age population is expected to be able to earn money for themselves so that they can meet their own needs and encourage them to save their money and eventually encourage them to invest [12–14].

Thus, the theory of Demographic Dividend basically relates the population dynamics to the economic aspect. The economic growth is affected by the smaller number of the non-productive age population which will be the productive age population’s burden; the less non-productive population is, the better economic condition will be. Ideally speaking, the economic growth maximally will occur at the Dependency Ratio under 50. This condition is called “the window of opportunity” [15].

Ananta, states that the change of demographic dynamic where the rate of the productive age population is high, it will influence *Gross Domestic Product* per capita of a nation which in turn, this condition will influence [16]:

- The number of the productive age population: is increasing, and it will increase the output because there will be more job market available.
- The population savings: the population will be able to increase their savings.

- Human resource: there will be more human resources for the process of the economic development.

This condition can be realized if the nation can meet some requirements, they are:

- Increasing the productive age population which is supported by the improvement of the human resource quality, in the health, education, and skill aspects so that the population can meet the global competitive standard.
- Providing more job markets which are available for the productive age population.
- Providing more job vacancies for the productive age population.

If the requirements cannot be fulfilled, then the nation will suffer from *Demographic Dividend* (the opposite of the Demographic Dividend) or called as *Demographic Burden*. Less job market that can be used by the productive age population will be the economic burden for the nation. In this condition, the number of unemployed people will be increasing; as the result, the non-productive population will be the burden for the productive burden. According to the United Nations, the demographic transition which has currently occurred in Indonesia for the late decades will give chances for Indonesia to enjoy the demographic dividend from 2020-2030. The demographic transition show in figure 5

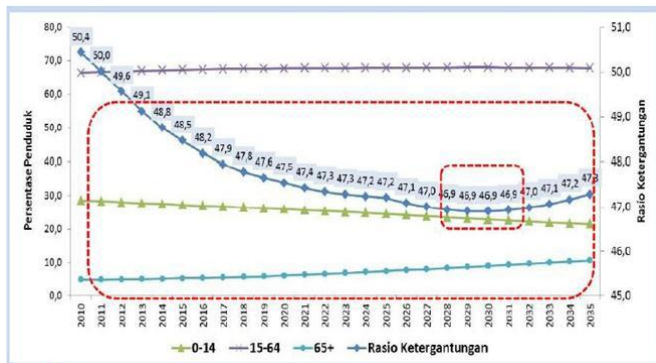


Fig. 5. Demographic transition and Indonesia's Dependency Load Ratio [17].

**B. Kampoeng KB Program**

Based on the phenomena and description of the problems that happen in West Java Province, BKKBN of West Java Province carries out their tasks and functions in controlling Population Growth Rate (in Indonesian language it is known as *Laju Pertumbuhan Penduduk*, LPP) and achieve a quality family. The attempts include (1) increasing the access and service quality of KB and KR; (2) increasing the resilience of families and adolescents; (3) strengthening advocacy and KIW; (4) strengthening partnerships and mobilization; (5) controlling population.

In 2016, BKKBN of West Java Province created a program namely *Kampoeng KB*. *Kampoeng KB* was and is conducted in each regency and city by the governor, regents, and mayors in Indonesia. *Kampoeng KB* was formed and implemented by involving religious and community leaders in an area with guidance and facility from both the Central Government and the Regional Government. The definition of *Kampoeng KB* in "Dictionary of Population and Family Planning" Terms or "Kamus Istilah Kependudukan dan KB" published by Directorate of Information Technology and Documentation in 2011 explains that *Kampoeng KB* is created as one of the attempts to strengthen the program of Population, Family Planning and Family Development (Kependudukan, Keluarga Berencana dan Pembangunan Keluarga, KKBPK) managed and executed from, by, and for the society to empower and ease the society to get total service of KB program so a quality family will be achieved [18,19].

*Kampoeng KB* is a miniature of the implementation of family planning program in an integrated and comprehensive way at the field line level (village / urban community / hamlet), such as education, health, and economy, with management program based on the principles of, by and for the community. *Kampoeng KB*-based prerequisites include: 1) slums; 2) coastal / fishermen; 3) river flow area; 4) railroad trains; 5) poor areas; 6) remote; 7) borders; 8) industrial estates; 9) tourist area; 10) high population density; 11) the number of pre-prosperous families (Keluarga Pra-Sejahtera, KPS) and prosperous families (Keluarga Sejahtera, KS) I above the average of KPS and KS I at the village level where the *kampoeng* is located; 12) the number of family planning participants below the average achievement of family planning participants. In West Java Province, currently there are 1,115 *Kampoeng KB* established including 605 sub-districts out of 626 sub-districts. Based on the priority target of *Kampoeng KB*, underdeveloped areas are regencies that are relatively less developed compared to other regions. The development scope of these villages is different with poverty reduction. It does not only cover economic aspect, but also social, cultural and security aspects (even concerning the relationship between underdeveloped regions and developed regions). In addition, the prosperity of community groups living in underdeveloped areas requires great attention and partisanship from the government. This family planning program seeks to create a quality prosperous family. The participation of various agencies in *Kampoeng KB* is very important so that full service can be experienced directly by the community to get their prosperity.

Various activities carried out in *Kampoeng KB* include: (1) optimization of nurturing and fostering child development since the womb until the thousandth day of life; (2) planning a good pregnancy from pre-marriage and during pregnancy; (3) reducing fertility rates through quality family planning services that are evenly distributed and accessible to all families; (4) developing family quality through Toddler Family Development (Bina Keluarga Balita, BKB). The establishment of *Kampoeng KB* is a momentum to provide a number of assistance to the community including: BKB kit package, IUD kit package, Genre package, Appropriate Technology Tool

(Alat Teknologi Tepat Guna, ATTG), implant kit, PMT pregnant mother, MP-ASI, house renovation, scholarship, aid for the female farmer group and the youth counseling information center, distribution of birth and marriage certificates, and various community needs according to the data in the area. Family coaching can support the development of other related sectors such as health, education and social welfare. *Kampoeng KB*'s activities are the concrete population programs. The control of population quantity through birth control is through the family planning program. Postponement of birth age through marriage age and birth thinning programs are the birth gap of at least three years.

The range of *Kampoeng KB* reaches the remote areas fulfilling the criteria. They are set as the main target of *Kampoeng KB* aiming to be able to carry out even distribution of family development across the archipelago. In general, the success of *Kampoeng KB* is strongly influenced by 5 (five) main factors, namely: (1) strong commitment from policymakers at all levels (districts, sub-districts, villages and urban village); (2) the intensity of public opinion about the KKBPK program along with its integration across sectors; (3) facilities and support optimization of work partners/stakeholders; (4) enthusiasm and dedication of program administrators throughout the regional level as well as family planning officers (PKB / PLKB); and (5) active community participation. These indicators are the illustration in which there is an improvement of involvement of the community and all work partners as the effort to improve the quality of the Indonesian community through family development programs which are Tribina (BKB, BKR, BKL)

UPPKS and PIK R / M by looking at potential data of local area in accordance with the priority of existing problems.

*Kampoeng KB* cadres as the executors at the bottom line are resources that need to be supported by adequate methods, mechanisms, funding and training as an effort to strengthen their movement. The regular training and gathering as the media to improve the quality of human resources in *Kampoeng KB* are absolutely necessary. If *Kampoeng KB* is only interpreted as a declaration, it will most likely not survive in the future. Zuhriyah, Indarjo and Raharjo [20], said that the lack of knowledge of cadres about family planning programs makes them unable to determine their attitudes to the program's target because they are afraid of something negative that might happen. According to Basri, [21] the provision of appropriate training is very effective in maximizing community empowerment activities. Therefore, the collaboration of the local government apparatus and the Provincial BKKBN in providing periodic training and evaluation monitoring will increase human resource capacity in *Kampoeng KB*.

Based on the data of BKKBN of West Java Province, from 2016 to 2017, the total number of *Kampoeng KB* were 1,115 which developed in the regency / city, with the establishment criteria as follows: a) in 2016, there were 27 models of *Kampoeng KB* distributed in 27 districts / cities; b) the number of *Kampoeng KB* established from Regional Income and Expenditure Budget (Anggaran Pendapatan dan Belanja Daerah, APBS) of regency / city is 483; and c) the number of the establishment of *Kampoeng KB* in 2017 is 605 out of 626 districts. Figure 6 show Distribution of *Kampoeng KB* of West Java Province.



Fig. 6. Distribution of *Kampoeng KB* of West Java Province, December 2016 [22].

In 2011, Ministry of Internal Affairs established Banjar city as one of regions that got innovative government award on public service. This prestigious achievement is influenced by the existence of *Kampoeng KB* pioneered at that year. *Kampoeng KB* tries to combine integrated development concept on family planning and prosperous family (Keluarga Berencana Keluarga Sejahtera, KB-KS). This is an attempt to make KB-KS be the program conducted from, by, and for the society. *Kampoeng KB* tries to empower and give the society ease to obtain a total service of family planning program to achieve a quality, prosperous family [1].



Fig. 7. The situation of *Kampoeng KB* in Banjar city [1].

The program of *Kampoeng KB* in Banjar city also runs family economic empowerment through *Usaha Peningkatan Pendapatan Keluarga Sejahtera* (UPPKS) or family planning service. Specifically, *Kampoeng KB* has an executor or administrator team coming to the regional people. Most leaders of *Kampoeng KB* are also the village chiefs. *Kampoeng KB* is designed as an attempt of community empowerment on family planning program. The programs are managed based on the principle from, by, and for the society. Therefore, the final goal is community development. It shows that there is support from the society that becomes one of the determinant factors of the success of *Kampoeng KB* in Banjar City. Figure 7 show the situation of *Kampoeng KB* in Banjar city.

**The Society Empowerment through *Kampoeng KB* Program**

Sustainable live hood can be built up if the society can manage the natural resource in their surroundings. The low-middle-socio-economic society's income should be paid attention by the government; that is, the local potential should be optimized. Lack of the society's participation in making decision of how to manage the local resource has become the main issue that the rural society faces. Therefore, the society empowerment, especially in the rural or other isolated areas, is required [23–25].

The society empowerment basically refers to the process to empower people. Each member in a society actually has

potential, ideas, and capability to bring him/herself and his/her community to the better condition. Yet, some certain factors inhibit the potential, ideas, and capability. According to Kartasmita [3], Fuseini et al. [26], Noorsetya et al. [27] the society empowerment is defined as the means of lifting the society's dignity by helping them escape from poverty. Here, empowerment is equal to be independent.

The society independence is a condition where the society is able to solve their problem related to the natural/human resource in their surroundings. To solve the problems, they have to start with the analysis -deciding the right actions to solve the problem using their own capability. Building up the society independence needs a process. It can be gained gradually [2–5]. Raising the society's awareness of independence is important to encourage them to be independent.

The awareness raising is conducted through the capacity development concepts. The capacity development is the attempt to enrich knowledge, improve behavior and skills so that the society can carry out the development independently and continuously. Suharto describes some principles of the society empowerment as follows [28]:

- Empowerment is a collaborative process. Therefore, the cooperation as a partner is needed.
- The society empowerment involves the society as the main actor or competitive subject who can gain sources and chances.
- The society should be able to see themselves as the key agent who can make a change.
- Competition can be enhanced through life experience, especially the one that is influential for the society.
- The solutions, which are raised from the certain conditions, need to be varies and contain values to respect the internal diversity.
- Informal social networks are the supporting resources used to reduce the tenses and improve an individual's competence and ability.
- The society needs to be involved in empowering themselves; goals, methods, and results should be formulated by themselves.
- The awareness level is the key in any empowerment program because knowledge and behavior will influence the change.
- An empowerment process involves access to resources and abilities to use the resources effectively.
- The empowerment process is dynamic, synergistic, and evaluative; every problem has varied solutions.
- The empowerment is realized through another personal structure of the economic development which is conducted in a parallel way.

Participation is one of the ways used to enhance roles and improve all the involved factors; through a participation, ideas and contribution can be given in the society empowerment [29–33]. Empowerment and participation are two different things, yet they have interrelation in terms of the development. The demands to participate has changed the paradigm of the society's position in the development process; it means the society is invited to be the subject rather than the object of the development. The society's capacity can build up the society's independence and improve their internal abilities. Thus, building up the initiative to be independent and to reach the development goals is necessary for the development process. The society has an important role in any activity that can stimulate the social change itself; the society can be more productive and active in the development process with the purpose to make a better [11,18,34].

The idea of the society participation in the development process refers to the participatory method. It has two key roles, that is position plays as a planner and the society plays as a program executor. In addition, the facilitator or program companion plays as the initiator of an empowerment program. Therefore, the society's participation is needed to carry out the planned program and used to achieve the determined goals [32,35–37].

The planning and activity of the program has been coordinated with the representative of BKKBN at the province level by involving all elements in the structure of the *Kampoeng KB* organization through a forum or inserting the other relevant forums. According to Pertiwi et al. [38], some elements need to be paid attention in the planning process and the activity of *Kampoeng KB* cover:

- First of all, the program substation and activity which have been planned should be related to the strategic targets of the 2015-2019 Renstra BKKBN. The planning is expected to consider the target achievement/program of KKBPK.
- *Petugas Lapangan* (PKB/PLKB) or “Man in the Field” should prepare the data or information of the issue, problems, and need of KKBPK or another sector which is then reported in the program planning and activity of *Kampoeng KB*.
- The development planning/ the activity integration in cross fields is adjusted to the need of each region and organized based on the evaluation result and the available information.
- The program planning and activity are organized based on the expected output and categorized based on the activity group which has been specified per field (based on the organized organization structure).
- The compilation of the budget plan and the activity framework
- The investigation of the need, allocation map, and budget which are supported by the budget of the

BKKBN representative, SKPD KB, and allocation of village fund or related cross sectors.

- The study of the needs and map of activity budget allocation flow, funded by the APBN representative of Provincial BKKBN, regional budget of KB SKPD, village fund allocation or related cross-sector

Before inaugurating the *Kampoeng KB* program, the government at the level of regency/city has prepared to socialize the program to the society intensely. Through the socialization process, the society will be familiar with the program. According to Zuhriyah [20], the understanding of a program will give positive impact on the attitude of the policy executor. The socialization activity is given by the government at the level or regency/city to the local figures or leaders who will become the *Kampoeng KB* organizers. Then, this activity is followed by up the leadership formation along with the distribution of their duties which will be given to the leaders or officers of the *Kampoeng KB*. The investigation of the potential each region has is important to conduct to discover the problem found in the surroundings and the solution so that the program can be conducted smoothly. Zuhriyah et al. state that the society's interest and initiative of knowing the problems, of gaining the political and financial supports, as well as of being aware of the policy are the keys to achieve the empowerment goals [20].

The study by Ramesh and Chandrababu [39] in India presents that community-based educational intervention in Indonesia known as *Kampoeng KB* is very effective to improve the knowledge and apply the practice as family planning program, especially in the village. This method is natural, safe, and educated, and it encourages women to participate in decision making. In addition, the implementation of *Kampoeng KB* program expect an active involvement from governmental institution in the field lines (district, village/urban village, neighborhood, and hamlet) involving the elements of community institutions in the village (Assistant for the Development of Village Family Planning (Pembantu Pembina Keluarga Berencana Desa/PPKBD, SUB PPKBD, Acceptor Group) and activity groups (Toddler Family Development (Bina Keluarga Balita), Elderly Family Development (Bina Keluarga Lansia), Adolescent Family Development (Bina Keluarga Remaja), and the improvement program of prosperous family's income (Usaha Peningkatan Pendapatan Keluarga Sejahtera) as well as the active roles of religious leader and public figure to improve community awareness on population-oriented development. Then, the optimization of *Kampoeng KB* role in each region as the basis of empowering family resilience movement and maintaining the participants of family planning is supported by field officers like DPPKB, PLKB, the activist and instructor of the village (*Tenaga Penggerak* and *Penyuluh Desa*).

Gray, Khoo, and Reimondos [40] explain that the job and response of the family can influence someone to be a volunteer promoting the other groups to improve their capacity. Meanwhile, the figures that involve the implementation of

*Kampoeng KB* program are a psychologist that can give an understanding of mindset and motivation to the society, a sociologist that can give an understanding of phenomena happening in the society as well as providing society the knowledge about a harmonic family, and a team of doctors that can give assistance regarding female reproductive problems and consultation about specific diseases experienced by women. Then, the evaluation process of the *Kampoeng KB* program is carried out by the sector of Family Planning Population of Family Development (*Kependudukan Keluarga Berencana Pembangunan Keluarga, KKBPK*) and the sector of *Kampoeng KB* program establishment at the provincial level. This evaluation is conducted every year through the *Kampoeng KB* coordination meeting to determine to what extent the *Kampoeng KB* program is developing in the community.

#### IV. CONCLUSION

In the next few years, Indonesia will encounter a demographic dividend phase. The demographic dividend is one of dynamic changes that happens due to population structural change based on the age. It is an opportunity that needs to be carried out to improve the capacity of national development. BKKBN as one of the governmental institutions of the Republic of Indonesia encourages the society to participate in family planning program by having cooperation and conducting community empowerment implementation. BKKBN has an innovation by having a program with an integrated and comprehensive approach based on the region through the innovative program of *Kampoeng KB* in 2016.

*Kampoeng KB* is a place to shape the independence of the community. The program is conducted by, from, and for the society. Therefore, it is expected that the society will show the ability to solve every problem with the resource from their circumstance. The society starts analyzing, deciding, and undergoing the problems encountered by utilizing their ability.

*Kampoeng KB* motivates the society to concern their circumstance. The society's awareness, concern, and responsibility on the importance of their participation in a program signifies that the society realizes the developmental activity is not only an obligation that should be executed by the government but also the involvement of the society.

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