

Family Planning Program Services in Efforts to Maintain Community Satisfaction in the Covid-19 Pandemic Period National Planning Family Population Agency in Lampung Province

M. Fikri Akbar*, Asmaria, Henni Kusumastuti, Neysa Amallia, Erwin Putubasai
 State Administration, Social and Political Science Faculty
 University of Sang Bumi Ruwa Jurai
 Bandar Lampung, Indonesia
 *fikri.m.akbar@gmail.com

Abstract—This writing aims to determine the family planning program's service to maintain community satisfaction during the Covid-19 pandemic in BKKBN Lampung Province and find out what factors affect the services provided by the Lampung Province BKKBN. This research aims to change the mindset, work culture, and BKKBN management system of Lampung Province in public services. In contrast, this research's practical use is as information or reference material for those who need it, especially the BKKBN of Lampung Province. The research method used in this research is descriptive qualitative. Based on the data obtained, the researcher can conclude that BKKBN Lampung Province has made improvements from year to year, increased capacity, and improved Performance in Lampung Province BKKBN. However, during the Covid-19 pandemic, all services cannot be done optimally. Besides, there are still many obstacles in the form of insufficient budget, minimal supporting facilities and infrastructure, the lack of cooperation from the government and the community, making the services provided by the Lampung Province BKKBN not fully realized.

Keywords—service, satisfaction, pandemics covid-19

I. INTRODUCTION

The realization of a healthy condition is the will of the individual and families, groups, and even communities. To realize optimal public health status and empowerment of Family Planning/"*Keluarga Berencana* (KB)", the government should make various efforts to provide health services. The implementation of health services for the community at the provincial level in Indonesia is through the National Family Planning Population Board /" *Badan Kependudukan Keluarga Berencana Nasional* (BKKBN)" which is responsible for preparing the main task of preparing a comprehensive and integrated national planning policy for the community of each sub-district area of the regency/municipality concerned.

BKKBN makes efforts to make people satisfied with the services provided because it is a form of strategy to shape healthier community behavior. Society is a number of people who are a group that is kept in touch and have the same interests. Society is a group of relatively independent people, live together for a long time, live in a specific area, have the same culture, and carry out most of the activities within the human group/collection [1]. Community satisfaction is the feeling of pleasure or disappointment that comes from comparing the impression and expectations of a product [2].

BKKBN is a non-departmental institution directly responsible to the President and has the main task of preparing a comprehensive and integrated national planning policy. BKKBN was first established on the Java and Bali islands, then in 1974, BKKBN was added to 10 branches outside the islands of Java and Bali, including Lampung Province. BKKBN Lampung Province is an institution that has the main task of preparing a comprehensive and integrated program. In its implementation, BKKBN Lampung Province has one of the programs, namely family planning, where the program aims to inhibit the growth rate from 2.3% in the 1971-1980 period to 1.4% per year for the 1990-2000 period the population of Indonesia always continue to increase year by year. In some areas where population growth has decreased, there has been a change in the age structure of the population which is marked by a decrease in the proportion of children under 15 years of age accompanied by a rapid increase in the proportion of the population of working age and a gradual increase in the proportion of the elderly population.

Human resources or labor is an essential element in both companies and government institutions. Basically, an agency's employees are the only primary source of the organization that cannot be replaced by other resources. No matter how good an organization is, the complete facilities and facilities will not be useful without an employee who regulates, uses, and maintains it. The success of an agency in achieving its goals is one

reflection of an effective organization. If BKKBN Lampung Province can provide good service to the community, the community will be satisfied with the service they get. However, during the Covid-19 pandemic, many family planning programs did not work because health workers prioritized handling the covid-19 problems that were hitting around the world.

In the Covid-19 pandemic era, the dynamics of life are increasingly complicated, including in the field of health services. Moreover, with the increasing level of education and the community's socio-economic condition, the community's needs and health demand also increase even though during the pandemic. In order to fulfill these needs and demands, the government cannot make other efforts except to provide the best possible health services. As a health institution with a mission to improve public health status, the Lampung Province BKKBN has played a role in maintaining and enhancing the community's health status.

Services that have been implemented in BKKBN Lampung Province to every community who come to follow KB program counseling before Covid-19 pandemic are provided with good inspection services to every community who come for treatment so that it gives a familiar and comfortable impression and does not cause a sense of concern for the community. The form of health services provided by the BKKBN Lampung Province is expected to provide a separate assessment of this satisfaction. However, all of these things could not be entirely appropriately done by the BKKBN during the Covid-19 pandemic. The ability of agencies to maintain the quality of services provided to the public is one factor that determines the success of a government institution to remain superior and reliable and able to handle any complaints raised by the public even during the Covid-19 pandemic. Service is the key to success in various service businesses. Service satisfaction will be more difficult when the whole world is experiencing the Covid-19 pandemic.

II. RESEARCH METHODS

This type of research is descriptive qualitative research, namely data collected in words, pictures, not number [3]. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words. Meanwhile, descriptive research is a form of research aimed at describing or describing existing phenomena, both natural and human engineering phenomena. Meanwhile, descriptive research aims to make systematic, factual, and accurate facts and characteristics of a particular population or area. This study was used to determine how the KB program services in an effort to maintain community satisfaction during the Covid-19 pandemic at BKKBN Lampung Province.

This study aims to obtain a clearer, more complete, and possible and easy picture and information for researchers to conduct observational research. Therefore, the authors determine the research location is the place where the research will be carried out. In this case, the research location is located

in BKKBN Lampung Province. In their book entitled *Qualitative Research Methodology*, they argue that the main data sources in qualitative research are words and actions, the rest are in the form of additional data such as documents and others [4]. In this regard, it is clear that the data is divided into words and actions, the rest is in the form of additional data such as documents and others. In this regard, it is clear that the data is divided into words and actions, written data sources, and photographs. This research study focuses on family planning program services in an effort to maintain community satisfaction during the Covid-19 pandemic at BKKBN Lampung Province.

III. RESULTS AND DISCUSSION

In accordance with the aim of knowing the services of the family planning program in an effort to maintain community satisfaction during the Covid-19 pandemic in BKKBN Lampung Province. The subjects of this study have general characteristics, namely employees in the Lampung Province BKKBN Office and people who participate in the male and female KB program, at the time this research was carried out had the status of an active employee. However, the specific characteristics differ from each respondent in detail.

One theory that can explain the low Performance of the Lampung Province BKKBN during the Covid-19 pandemic due to limited interaction with the community, such as the findings of this study [5]. This theory explains that a mission drives the organization. More efficient than procedure-driven organizations, mission-driven organizations are more effective than organizations that can only be improved by changing their vision, mission and goals. BKKBN Lampung Province organization is a procedure-driven bureaucratic organization with a hierarchical relationship leadership's coach based on the administration.

An organization's success in managing its resources to achieve its mission is primarily determined by the level of efficiency it reaches. Even efficiency determines the level of the organization's ability to meet customer expectations and satisfaction. The level of organizational efficiency compares the input factors and administrative resources to produce one-unit output in the form of goods or services. In this case, what BKKBN Lampung Province can be in the form of assistance in counseling. In contrast, resources can be in the form of funds, human labor, equipment, time used to produce output. In accordance with the efficiency indicators in this study, the amount of time used to run programs in the extension sector, the amount of costs used in the implementation of extension. However, during the Covid-19 pandemic, most of the health funds were spent on efforts to contain the Covid-19 virus. Outreach activities that are usually carried out directly to the community are also difficult to do.

One of the reliable organizational resources is the existence of strong and excellent teamwork. Teamwork must be built and developed continuously according to the demands and challenges of the organization's tasks. Therefore, one of the

important organizational Performance that must be achieved by an organization is to build strong teamwork. Organizations can achieve high output performance which is very much determined by the solid teamwork to do work that is the responsibility of the organization. To build strong teamwork, there is not only a clear division of tasks between each individual and the amount of authority they have to do the work. But what is more important is that a strong team must trust each other in the integrity, motivation, values and all the attributes possessed by team members. Team members trust each other and must uphold each other's strengths and weaknesses that other team members have. Mutual respect encourages all team members to be loyal and have high motivation to be involved in the teamwork process.

Strong teamwork is complementary between team members. It is fulfilling each other, emphasizing that the team carried out a continuous learning process, especially in adapting to environmental changes. This is where the team performs the process of empowering its team members, and the team-building process grows and develops. In the end, nothing else can separate them. They are bound by the same team vision and mission to achieve the goals set together. The Lampung Province BKKBN needs to collaborate and distribute tasks properly to provide family planning services still to maintain community satisfaction during the Covid-19 pandemic in BKKBN Lampung Province.

It is full of excellent teamwork because the Lampung Province BKKBN and the community are still quite transparent, trusting, and respecting each other for all their strengths and weaknesses. Respondents' opinion regarding the level of trust and mutual respect was due to: (1) some employees found places that were 'wet', even though the work they did was not the main job, only supporting work; (2) dedication and compensation have not been received by employees/workers so that the employees' total involvement in their work is still low; (3) the Lampung Province BKKBN treatment/policies on workers who are diligent, smart and who have the same abilities; and (4) the absence of a clear performance appraisal of the success rate of an employee in doing his job.

The phenomenon that can be explained about the low Performance of the Lampung Province BKKBN in building team cooperation is the pattern of cooperation that tends to be based on an approach of authority and power, where the cooperation relationship between employees is based on a hierarchical division of tasks that is very rigid with existing limitations on main tasks and functions. This principle is known in Weber's ideal type of bureaucracy [6], where one of the ideal principles of bureaucracy is the existence of hierarchical-structural relationships in the network of cooperation.

Before the Covid-19 pandemic, the working relationship between the Lampung Province BKKBN and the community was at a fairly good level or in other words, the level of Performance of the Lampung Province BKKBN relationship

with the community was in a fairly good category, but in this study, it has not had a close relationship with the level of involvement. Participation, a sense of responsibility of the ranks of this service to the achievement of the service's main duties and functions, especially in the implementation of operational activities during the Covid-19 pandemic. The working relationship of Lampung Province with the community can also be explained by information according to the informant. All people must obey and obey all Lampung Province BKKBN, manage community resources, and monitor all community behavior. The success in carrying out its main functions and duties is highly dependent on the BKKBN Lampung Province. The Performance of the Lampung Province BKKBN bureaucracy is an employee of the Lampung Province BKKBN after implementing all the requirements or duties according to their competence.

Based on the results of observations and interviews with respondents, various supporting and inhibiting factors were found during the Covid-19 pandemic in an effort to maintain the quality of bureaucratic services at BKKBN Lampung Province. These factors can occur both internally and externally in the organization. Internal factors include elements contained in the body of the organization, namely BKKBN Lampung Province. The external factors come from outside the Lampung Province BKKBN, such as the government, relevant agencies, and the community.

In terms of organizational efficiency during the Covid-19 pandemic, there are supporting and inhibiting factors. Based on the results of the interview, these factors were found. Supporting elements for organizational efficiency include; (1) there is awareness of employees in carrying out their roles and functions in the best possible time, (2) the use of budgets in accordance with the needs of education development is quite right on target, (3) the use of employees in proper and professional job descriptions is developed within the service, (4) integration between the number of programs and the desired quality. Apart from these factors, other indicators that can be measured from supporting elements are; (1) support and cooperation from employees who are quite substantial, (2) vertical and horizontal relationships run well within the organization to create a harmonious atmosphere, (3) a relatively professional division of labor, (4) support from the Lampung Province BKKBN (5) participation pretty good society.

If data from interviews with informants confirm it, it can be seen that the quality of service faces the main obstacles: (1) the budget allocation for employee development is relatively low; (2) lack of initiative from the Lampung Province BKKBN to formulate employee development programs; (3) the current pattern of community development in participating in family planning programs is still very centralized; (4) community initiative to develop themselves is still low; (5) the coverage of the work area is broad compared to the number of extension workers, which makes it difficult to control in remote areas, and (6) the limitations of staff in using technology. Through its leadership policy, the Lampung Province BKKBN issued a

series of policies to improve efficiency supporting factors and try to eliminate inhibiting factors during the Covid-19 pandemic.

In some cases, the work program implemented by the BKKBN has undergone a pattern change adjusted to health protocols during the pandemic following government regulations. In terms of providing outreach to the public which is one of the BKKBN's main duties in maintaining and maintaining family planning participants, efforts are made to reduce face-to-face meetings and those that are mass gathering by using virtual spaces with application-based platforms using internet media, becoming an alternative that is considered effective in dealing with situations like this. BKKBN and the community, like it or not, must immediately adjust to the virtual space so that the community can still utilize BKKBN services. Likewise, with other technical work such as providing information, responses and complaints from the public, still using application-based virtual communication has the advantage of being able to be used quickly even though over long distances and with many participants so that it can help the government break the chain of spreading the coronavirus without changing the relationship. Both BKKBN and family planning families, because based on the results of interviews it has been seen that there is a reduction in the number of family planning registrants and those already registered in the family planning family have experienced a decrease in the intensity of communication with the BKKBN, this will certainly have an impact such as increasing the population during a pandemic. Therefore, BKKBN continues to use virtual spaces to maintain communication to maintain the number of family planning families and as much as possible to recruit new family planning families, so thin BKKBN Lampung Province program can continue to run well. Likewise, all BKKBN employees were asked to continue providing family planning program services to all people in need to maintain community satisfaction in Lampung Province.

IV. CONCLUSION

Based on the results of research on family planning program services in an effort to maintain community

satisfaction during the Covid-19 pandemic in BKKBN Lampung Province, it can be concluded that the majority of respondents said they were quite satisfied with the quality of service during the Covid-19 pandemic provided by the Lampung Province BKKBN. Based on the results of the interview, it shows that the service quality of the family planning program in an effort to maintain community satisfaction during the Covid-19 pandemic has been quite good even though in some cases, the services they received virtually did not change the quality of service. The division of labor among BKKBN Lampung Province employees has also provided more specific space to handle the task professionally.

ACKNOWLEDGMENT

Praise and thank God the Almighty for all His grace and grace, which provides health and opportunities to the author. The research with the title Family Planning Program Services in Efforts to Maintain Community Satisfaction during the Covid-19 Pandemic Period at BKKBN Lampung Province can be completed well.

REFERENCES

- [1] O. Mujiyanto, Pengaruh Tingkat Kualitas Pelayanan Terhadap Kepuasan Pengguna Jasa Di Terminal C Kecamatan Ngawen Kabupaten Blora. Doctoral dissertation, Bojonegoro: Universitas Bojonegoro, 2019.
- [2] A. Prasetyo, "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan," *Manag. Anal. J.*, vol. 1, no. (1), 2012.
- [3] B. Kartowagiran, "Pendekatan Kualitatif Dan Pendekatan Kuantitatif Dalam Penelitian Tindakan Di Bidang Psikologi," 2015.
- [4] L.J. Moleong, *Metodologi Penelitian*. Bandung: Penerbit Remaja Rosdakarya, 2004.
- [5] D. Osborne and T. Gaebler, "Reinventing government," *Journal of Leisure Research*, vol. 27, no. (3), p. 302, 1995.
- [6] A. Kadir, "Prinsip-Prinsip Dasar Rasionalisasi Birokrasi Max Weber Pada Organisasi Perangkat Daerah Kota Kendari Provinsi Sulawesi Tenggara," *J. Anal. Kebijakan. Pelayanan Publik*, vol. 1, no. (1), pp. 40–54, 2015.