



SWOT Analysis in Improving Community Welfare Through the Family Planning Village Program

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Abstract — The government promotes the Family Planning Village program in order to make the family planning program successful to improve the community welfare, but its management still needs some improvements. This research locus is Bunulrejo Village, Blimbing Subdistrict, Dinoyo Village, Lowokwaru Subdistrict and Kotalama Village, Kedungkandang Subdistrict, Malang Municipality. This study aims to formulate the strategy of Department of Population Control, Family Planning, Women's Empowerment and Child Protection to make the family planning program successful and improving the people welfare of Family Planning Village. Data were collected by observation methods and secondary data and then analyzed by SWOT analysis (Strengths Weaknesses, Opportunities, and Threats). This research uses descriptive qualitative method. The results showed that management of Family Planning Village program still needed some improvements. Strategies that can be done are through inter-sectoral coordination, assistance and supervision in each program implementation, and material approach with community.

Keyword — SWOT, family planning, village program, community welfare

I. INTRODUCTION

Population is one problem faced by several countries, especially in Indonesia. The Central Statistics Agency [1] explained that Indonesia's population was 258,704,900 people in 2016. This figure is 8.5% higher or an increase of 20,186,200 people compared to 2015 which amounted to 238,518,800 people. This population explosion is caused by high rate of population growth. The population problem is a fairly complex problem. These include early marriage, infant and high maternal mortality rate, and high population growth. Population is a crucial problem that cannot be avoided. The high rate of population growth continues to cause various problems, such as declining quality of human resources, unemployment, employment, crime, and others that will have a negative impact on life in [3].

The high population is certainly not an easy problem to solve. Sustainable efforts are needed to reduce the rate of population growth. One effort to do is to make policies from government which has a role and responsibility in dealing with problem of population growth. The Indonesian government has made efforts in handling population problems, one of which is the launch of Family Planning (KB) Program.

The government launched the Family Program to create quality of human resources. The President of Republic of Indonesia, Ir. Joko Widodo, ordered the National Population and Family Planning Agency (BKKBN), and simultaneously promotes mental revolution movement to could carry out a family-based mental revolution. Joko Widodo wants to start Indonesia's development from less accessible places. This is the background of Family Planning Village launching. Family Planning Village is a new government program to overcome the population problems, especially in areas that are rarely seen by government. Literally, Family Planning Village is an area unit at hamlet/RW level with certain criteria where there is an integration of Population, Family Planning and Family Development (KKBPK) programs and related sector development with a systematic implementation. This study aims to design a strategy with SWOT analysis on Management of Family Planning Village Program in Bunulrejo Village in Blimbing District, Dinoyo Village in Lowokwaru District and Kotalama Village in Kedungkandang District, Malang Municipality.

II. LITERATURE REVIEW

Family Planning Village

The Dictionary of Population and Family Planning Terms published by Directorate of Information and Documentation Technology (Dittifdok) in 2011 (Page:

53) defines Family Planning Village as “one effort to strengthen the KKBPK Program which is managed and organized from, by, and for community in empowering and providing convenience for community to obtain total family planning services as an effort to create a high-quality family. Family Planning Village is a regional unit at level hamlet or equivalent, which has certain criteria, where there is an integration of population, family planning, family development and related sector development programs that are done systemically.

Law Number 52 year 2009 [17] on Population Development and Family Development as the basis for implementation of Population and Family Planning Program emphasizes that authority of National Population and Family Planning Agency (BKKBN) is not only limited to issues of Family Planning and Family Welfare but also concerns to population control. Then Law Number 23 year 2014 [16] on Regional Government further emphasizes this authority, where in attachment of Law Number 23 of 2014 on the Division of Concurrent Government Affairs between the Central Government, Provincial and Regency/City Regions in letter N Four sub-fields of control affairs population and family planning that must be done by each level of command, namely; (1) Population Control sub-affairs, (2) Family Planning sub-affairs, (3) Prosperous Family sub-affairs, and (4) Certification and Standardization sub-affairs.

The Family Planning Village is one strategic innovation to fully implement the priority activities of KKBPK Program. Family Planning Village is one form/miniature model of total implementation of KKBPK Program as a whole which involves all fields within BKKBN and synergizes with Ministries/Agencies, work partners, stakeholders of relevant agencies in accordance with regional needs and conditions, and it is implemented at lowest level of government (according to needs and conditions of region). Prerequisites to determine location of Family Planning Village in all districts and cities. Family Planning Village is a regional unit at level hamlet or equivalent, which has certain criteria, where there is an integration of population, family planning, family development and related sector development programs that are done systemically.

SWOT

Formulation of an appropriate strategy can be done in 2 stages. These stages can be used for all types of organizations and can help to identify the strategic planning, to evaluate and selecting the right and appropriate strategy applied in company. The first stage of a comprehensive strategy formulation framework consists of an external factor evaluation matrix (EFE), a factor evaluation matrix internals (EFI). This stage is called the input stage. The second stage is called the

analysis stage, which focuses on efforts to produce alternative strategies that can be implemented by combining external and internal factors. The second stage techniques consist of a matrix of Strengths, Weaknesses, Opportunities, and Threats. This stage is called the input stage to analyze external opportunities and threats with internal strengths and weaknesses. Analyzing the external and internal success factors is the key to making alternative strategies that can be done by company [2].

SWOT analysis is one of instruments that can be used to analyze the internal and external organizational factors [2] for profit and non - profit organizations such as the government [8]. Another opinion regarding the SWOT analysis was also expressed by Rangkuti (2015) [9] that SWOT analysis stands for internal environment of strengths and weaknesses as well as the external environment of opportunities and threats faced by business world. SWOT analysis compares external opportunities and threats with internal strengths and weaknesses. Research shows that company performance can be determined by a combination of internal and external factors, both factors must be considered in a SWOT analysis.

The SO strategy in this SWOT matrix is a strategy used by company by utilizing or optimizing the strengths (S) to take advantage of various opportunities (O). While the WO strategy is used by company optimally by minimizing the weaknesses (W) to take advantage of various opportunities (O). ST strategy is used by companies by optimizing strengths (S) to reduce various threats (T) that may surround the company. Finally, WT strategy is used to reduce weaknesses (W) in order to minimize threats (T). Table 1 shows the form of SWOT analysis matrix [11].

Table 1: SWOT Matrix

| | Strength | Weakness |
|--------------------|---|--|
| Opportunity | SO STRATEGY Formulating strategy using power to take advantage of opportunity | WO STRATEGY Formulate strategy to minimize weakness to take advantage of opportunity |
| Threat | STRATEGY Formulating strategy using power to overcome threat | WT STRATEGY Formulating strategy to minimize weakness and avoid threats |

Source: Siagian (2018) [11]

Internal Environment: Strengths and Weaknesses

The internal environment consists of components within organization itself. Components of internal environment tend to be more easily controlled by organization or within organization's intervention. The internal environment consists of following indicators.

- 1) Organization is a container or tool to achieve a goal. With existence of an organization, division of tasks and the structure of working relationship can be divided evenly and known by members of organization. Hasibuan (2011:26) [6] defined organization as "The structure of division of labor and the structure of working relationship between groups of position holders who work together in a certain way to jointly achieve a certain goal". An organization must have a goal to be achieved, namely by combining several work processes of a person or group of people, where achieving these goals requires an efficient, systematic, positive structure and clear coordination.
- 2) Finance is very important in order an organization can do things related to goals that have been set previously. In addition, with adequate finances, achieving goals will be easier.
- 3) Technology usage plays an important role in increasing work efficiency and productivity. Siagian (2018) [11] defined technology as a collection of public knowledge related to industrial world. In addition, use of technology can also improve the image of government as an organization if the technology can be used well.
- 4) Human Resources (HR) is a very important factor in an organization where HR in organization is the subject of every activity or can be said to be an implementing element [4].

External Environment: Opportunities and Threats

The external environment is components or environmental variables from outside the organization. In order to achieve the goals, objectives and mission of the organization, it is inevitable that interaction between the organization and its external environment is very necessary. External factors consist of several indicators, where these indicators can be opportunities and threats or challenges. These indicators can become an opportunity if used properly by the organization [12]. Siagian (2018) [11] defined opportunities as various favorable environmental situations for a business unit. Opportunities analysis aims to see the possibilities that can be utilized by organization. If these opportunities cannot be utilized properly, it will become a threat to organization, where threats are challenges that arise due to an unfavorable trend or development in environment and will lead to a decline in organization position if there is no action with right goals. The external environment consists of indicators below.

- 1) Technology is something that cannot be separated in development of an organization. Technology in organization can create higher work efficiency and product quality.
- 2) Economics is an important thing in every organization, both government organization and non-government organization, because there are no

activities without money. The greater the amount of money available, more possibilities of activities or work that can be done and better management.

- 3) Social is various interactions that occur between the organization and the various community groups it serves. Therefore, it is necessary to introduce various social factors in society, such as beliefs, education and the value system adopted. The introduction of social factors is very important because social factors in society are always changing where these changes are sometimes with very high intensity.

Based on problems identification presented and the initial observations made by researchers on object of research, the researcher assumes that SWOT research on Analysis of Family Planning Village Program Management in Bunulrejo Village in Blimbing Subdistrict, Dinoyo Village in Lowokwaru Subdistrict and Kotalama Village in Kedungkandang Subdistrict, Malang Municipality requires some improvement and does not yet have the right strategy selection in achieving its success. This is based on existence of problems arise.

III. RESEARCH METHOD

This study uses descriptive qualitative research methods to observe and explaining an object. Moleong (2017:5) [7] explained that qualitative research is data collection in a natural setting, using natural methods, and done by people or researchers who are naturally interested. Moleong (2017:4) [7], defines qualitative methodology as a research procedure to produces descriptive data in form of written or spoken words from people and observable behavior. This approach is directed at background and the individual holistically. It is not permissible to isolate individuals or organizations into variables or hypotheses, but it is necessary to view them as part of a whole. From study of these definitions, it can be synthesized that qualitative research is intended to understand the phenomenon of the research subject [7].

The research location was in Bunulrejo Village, Blimbing Subdistrict, Dinoyo Village, Lowokwaru Subdistrict and Kotalama Village, Kedungkandang Subdistrict, Malang Municipality. The reason is that determination of Family Planning Village program requires determining the right strategy in order to be able to improve the community welfare.

David (2011:324) [2] explained that SWOT analysis technique has 4 variables to affect the strategies success, namely Strengths, Weaknesses, Opportunities, and Threats. These four variables are considered appropriate to answer the problems of this research.

- 1) Strength is a situation or condition to strengthen the organization.
- 2) Weakness is a situation or condition to degrade the organization.
- 3) Opportunity is outside situations or conditions to advance organization and provide development opportunities for organization in future.
- 4) Threat is impedances to organization that come from outside the organization and can threaten the organization existence in future.

This collects primary and secondary data type. Primary data is obtained through observations in form of a description of attitudes, behavior, behavior, actions, and the overall interaction between humans. The researcher immediately went to research location and made direct observations to the studied objects and recording the data related to research activities. In addition, observation is an activity to include systematic recording of behavioral events, objects and other things needed to support the done. Sugiyono (2017:226) [13] classifies observations as participating observation, open and covert observation, and unstructured observation.

Researchers collect data frankly to data sources. Researchers are also involved with their daily activities. The research needs accurate, complete, sharp and reliable data. In addition, researchers also conducted covert observations where the parties studied did not know that researchers were conducting research activities.

Secondary data was obtained by collecting documentation related to research in DPPKBP3A, such as agency profiles, staffing, organizational structure, and other related data. This method is also used to collect data available in document records. The function of data derived from documentation in social research is more widely used as supporting and complementary data for primary data obtained through observation.

Data Validity Test

Testing the validity of data can be done by using a triangulation approach with possibility of making methodological breakthroughs on certain problems that may be done as Denzin said with "Triangulation". The term combining methods is known more familiarly among beginners as "meta-methods" or "mix-methods", namely mixed methods, where quantitative and qualitative methods are used together in a study. This method is used as a tool to test whether the data from research that has been collected is different or not, so that it can be seen that data is considered valid or not. This study uses two approaches triangulation techniques to test the validity of data from results of field research.

- a) Source triangulation, it can be done by checking the obtained data from various sources, then sorted,

selected and presented in form of a matrix table. Data from different sources are described, categorized based on difference, and specificity.

- b) Technical triangulation, it can be done by checking data from various data collection techniques [13].

IV RESEARCH RESULT AND DISCUSSION

Data description is an explanation of collected data

from observations during the research process. This research uses SWOT analysis theory [2][11]. The theory provides an overview of important components that must be considered by organizational leaders to ensure that they can run organization. An effective strategy includes a consistent relationship of strategic factors, namely internally is strengths, weaknesses, and externally is opportunities, threats from an organization.

Researcher choose the strategy by determining the strengths, weaknesses, opportunities, threats factors from an organization implementing the Family Planning Village program. The researcher matches the opportunities with threats faced by organization with strengths and weaknesses into a SWOT matrix to produce four sets of strategic alternatives that will provide a clear picture of success strategy.

This study uses qualitative approaches. The descriptive data are obtained in form of words and sentences from field observations, interviews, and other data or documentation results. The words and actions of informants are the main data sources. Based on qualitative data analysis techniques, data were analyzed during the research, where the data is data related to SWOT Analysis. The data is analyzed so that later it will produce a new understanding of data obtained. Secondary data sources obtained in form of documentation.

Analysis of Research Results

Data analysis was done continuously from data collected until the end of study. To strengthen the data analysis, researcher uses a SWOT analysis to examine the strengths, weaknesses, opportunities, treats or consists of two factors, namely internal and external factors.

Field observations shows the current village Family Planning Village program, It can be seen from programs that have been implemented and the development of village from before the Family Planning Village program. However, the implementation, it is still not optimal, it can be seen from number of personnel or human resources that are still lacking, village infrastructure facilities are not optimal, and the level of welfare of family or village community is still low. Table 2 shows the results of SWOT analysis.

Table 2: SWOT Matrix

| | Strength | Weakness |
|---|--|--|
| Internal factors | <ul style="list-style-type: none"> a. National Policy that announced by president. b. The existence of cross-sectoral cooperation (enriching partners) c. Cross-program coordination DPPBP3A as the leading sector d. It is a form of implementation of 5th Nawacita | <ul style="list-style-type: none"> a. Minimal support from budget b. Regional Original Income is still small c. HR employees are still lacking d. Cross-sectoral coordination is still minimal e. Facilities and infrastructure are not complete |
| External Factors | | |
| Opportunity (O) | SO Strategy | WO Strategy |
| <ul style="list-style-type: none"> a. Orders to all offices to concentrate on human resources improvement b. As a level of achievement or expectation c. Programs that touch directly to smallest strata of society d. As a forum to help the village community e. Community quality improvement program | <ul style="list-style-type: none"> a. Utilizing national policies as orders to all relevant agencies to concentrate on village community human resources improvement b. Conducting cross-sectoral collaboration to help improve the community welfare c. Utilizing cross-sectoral coordination to reaches directly to smallest layers of society d. Increasing the level of achievement or expectations of Family Planning Village program as a form of implementation of fifth Nawacita | <ul style="list-style-type: none"> a. Building cross-sectoral coordination for programs to improve people's quality of life b. Adding human resources or field technical employees to maximize the level of achievement c. Mobilizing all departments to work together to improve incomplete facilities and infrastructure d. Motivating and convince all related agencies to help from a budget that is still minimal |
| Threat (T) | ST strategy | WT Strategy |
| <ul style="list-style-type: none"> a. People's beliefs are still traditional b. Active community participation is still minimal c. Low public acceptance of government programs d. Only a few roles from other relevant agencies or sectors involved in program | <ul style="list-style-type: none"> a. Conducting meetings with community leaders to socialize the implemented program b. Conducting cross-sectoral collaboration to carry out intensive socialization to local community c. Evaluating the policy of Family Planning Village management program with related parties | <ul style="list-style-type: none"> a. Improving coaching and meetings between community leaders and the sector related b. Conducting other activities that have not been done before, such as development for welfare of society c. Increasing collaboration with cross-sectors |

Source: Data processed, 2022

SO Strategy (Strengths-Opportunities)

The results of field research and secondary data show that management of Family Planning Village program in Bunulrejo Village, Blimbing District, Dinoyo Village, Lowokwaru District and Kotalama Village, Kedungkandang District, Malang Municipality based on SO (Strengths-Opportunities) strategy can be done by national policies. All relevant offices should concentrate on human resources improvement of village community. The Family Planning Program was launched in context of government's efforts to develop quality Indonesian people. The attention to human aspect is done in order for change process to reach the goals of changing conditions for better and can be used as future controllers in carrying out development. The development process involves the meaning that humans are the object of development and at same time the subject of development. As the subject of human development, it must be taken into account, because he has extraordinary value and potential.

The cross-sectoral collaboration should be used to improve the life quality of community. The existence of cross cooperation in management of Family Planning Village program involves 11 regional work units due to

their involvement in implementing programs for welfare. For example, public health programs through the Department of Health and the agricultural business sector is handled by Department of Agriculture. The success of 12 year compulsory education involves the local Education and Culture Office. This Family Planning Village aims to create a small family that excels and improving the community welfare, so the population spikes can be controlled. Besides that, it can also take advantage of cross-sectoral coordination that touches directly to smallest layers of society. The handling should more concentrates on initial goal of village program implementation.

Family Planning should increase the expectations level of Family Planning Village program as a form of implementation of fifth Nawacita. The Family Planning Village program is one of national priority programs which is the embodiment of development priority agenda or commonly known as Nawacita, especially in fifth Priority Agenda number, namely Improving the Quality of Indonesian Human Life through Population Development and Family Planning, as well as implementing the National Development Strategy. 2015-2019 on Human Development dimension. Cultivating the Family Planning Village program

requires the involvement of all sectors, both central, provincial, and district/city governments as well as the private sector that have aspirations or hopes in realizing a just, prosperous and prosperous society.

WO Strategy (Weaknesses-Opportunities)

The management of Family Planning Village program based on WO (Weaknesses-Opportunities) strategy can be done by building cross-sectoral coordination for programs to improve the community welfare. The existence of cross cooperation in management of Family Planning Village program involves 12 (twelve) regional work units due to their involvement in implementing programs for welfare. Therefore, building good cross-sectoral coordination is needed for every program to improve the life quality of rural communities to optimize the welfare.

The human resources or field technical employees should be added to maximize the level of achievement. Previously, human resources in Office of Population Control, Family Planning, Women's Empowerment and Child Protection itself amounted to 112 (one hundred and twelve) people, where for technical employees only one person to hold one sub-district, it seriously hampers the performance which ideally should be held by seven to eight people per sub-district. In addition, Family Planning Field Officer Staff is also held by one person in Family Planning Village.

All departments should be mobilized to work together to improve incomplete facilities and infrastructure. The other relevant agencies or sectors should involve in village KB (Family Planning) program. The handling of KB village involved 12 regional work units due to their involvement in implementing programs for welfare. For example, field of public health programs through the Department of Health. Likewise, the success of 12-year compulsory education involved the local Education and Culture Office. All regional work units should continue to be mobilized for implementation of programs for community welfare, especially in terms of facilities and infrastructure.

All relevant agencies should be motivated and convinced to provide more budgets. In addition, all agencies should work together to improve facilities and infrastructure. It also mobilizes and convinces all related agencies to increase the budget, even though the actual handling in Family Planning Village is also budgeted in Village Fund Budget and involving surrounding community.

The ST (Strengths - Threats) strategy that can be done is to hold meetings with leader's community about the program to be implemented. The trust of local community is minimal, it greatly affects community participation. For example, public's perception of KB or implant installation program is forbidden by religion. In

fact, in this modern era, it is very important to help restrain rate of population growth and minimize the birth rate of population. The number of children is not proportional to parent income. It could have a lot of negative impacts, such as higher percentage of poverty rate to decrease the community welfare. In addition, limited family income can lead to crimes such as stealing, and so on. Some of these factors are a concern for local governments to manage their communities. Cross-sectoral collaboration should be done for intensive socialization to local community. Regional Work Units should concern to health, Health Office should carry out socialization. Education Office should conduct socialization to local community.

It is very important to evaluate the policy of KB Village management program with related parties. The maximum results in every program needs evaluation step as an improvement program in future to maximize the service to community.

WT Strategy (Weaknesses-Threats)

The WT (Weaknesses-Threats) strategies that can be done are to increase coaching and meetings between community leaders and related sectors. The need for an agreement between program organizers and program targets will create good agreement and cooperation between the two parties. It can minimize rejection or at least reduce the passive participation of community.

The other activities that have not been done before should be held, such as development programs for community welfare. The purpose of this family planning village is to form a excel family, so that population spike can be controlled, and the declaration of Family planning village is not only based on contraceptives usage. According to master plan, village can continue to develop both in terms of education, health and other fields.

The population, family planning and family development programs are actually efforts to improve the quality and welfare of human life. In addition, family resilience is the foundation and fortress of life that must be built firmly throughout the ages. The family planning village should be integrated with other development programs, such as Education, Health and Economy to improve the success.

The collaboration with cross-sectoral should be improved. This is related to all programs that will be implemented by Office of Population Control, Family Planning, Women's Empowerment and Child Protection. For example, public health programs are handled by Department of Health. The success of 12-year compulsory education involves the local Education and Culture Office.

The purpose of family planning village is to create excel family and improves the community welfare to

control population spikes. The handling should more concentrate with initial goal of holding this Family Planning Village program.

V. CONCLUSIONS AND SUGGESTIONS

Based on results of research and findings in field, researchers concluded that management of Family Planning Village program still needs to be optimized in Bunulrejo Village, Blimbing District, Dinoyo Village, Lowokwaru District and Kotalama Village, Kedungkandang District, Malang Municipality. The strategies that can be done by Office of Population Control, Family Planning, Women's Empowerment and Child Protection are cross-sectoral coordination, assistance and supervision in each program implementation, and a material approach with community. The achievement of this optimal strategy cannot be separated from factors in implementation of strategy, namely internal factors as well as external factors.

The obstruction of internal factors is minimal budget, minimal Regional Original Income, a lack of human resources (HR) employees, minimal cross-sectoral coordination, and low facilities and infrastructure. The obstruction of external factors is traditional public trust, low active community participation, low public acceptance of government programs and low participation from other related agencies or sectors. The internal factors have many problems than external factors.

Based on conclusions, researchers convey the following suggestions in order to assist the Office of Population Control, Family Planning, Empowerment Women and Child Protection in management of KB Villages.

- 1) The Office of Population Control, Family Planning, Women's Empowerment and Child Protection in management of family planning villages should propose an additional budget for family planning villages program to Regional Financial and Asset Management Office.
- 2) Encouraging the formulation of a Presidential Instruction (Inpres) as a more technical rule to embrace other relevant agencies to play an active role in implementation of family planning villages.
- 3) The Office of Population Control, Family Planning, Women's Empowerment and Child

Protection in management of family planning villages should improve the coordination and cooperation between other cross-sectors in terms of activities to increase participation in management of this Family Planning Village program, especially in field of development and infrastructure improvement as well as public health.

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