ABSTRACT

In line with the increasing Indonesia's population and reproductive health problems, Family Planning Program was implemented starting in 1970. Family Planning Program was implemented well, but not for a long time. Starting in 2012, population growth rates again increased and Family Planning Village was launched since 2016 to reduce the problem. The purpose of this study was to describe the implementation of Family Planning Village in Sidomulyo, as the best Family Planning Village in East Java 2018.

The method in this research was qualitative with descriptive evaluative research design through phenomenology approach. Furthermore, the results of this study were analyzed based on the system approach in accordance with the Family Planning Village implementation module. The study was conducted through in-depth interview to 7 people, Focus Group Dissuccession to 2 groups (acceptors and non-KB acceptors), and observation. Respondents in this study were taken by purposive sampling. Research variables were input, process, and output.

Input factors (man, money, material, method, market, and time) were well implemented, even though the market needed to be given continuous intervention. The process were wel implemented, but communication and reward to the community was still lacking. The output factors regarding family planning service (active contraceptive participation, long-term contraceptive method participation, unmetneed, and the establishment of low parity fertility and postpartum) were also well implemented. Although it did not succeed in reducing population growth rates in Sidomulyo.

The conclusion that can be drawn is the lack of communication in the implementation of the Family Planning Village in Sidomulyo. Improving the quality of communication between policy makers and the community needs to be done. Another recommendation to policy makers is the existence of rewards for the community, in order to be more active and creative in their activities.

Keywords: Family Planning, Phenomenology, System Approach

ABSTRAK

Sejalan dengan peningkatan penduduk Indonesia dan adanya masalah kesehatan reproduksi, Program Keluarga Berencana (KB) diimplementasikan mulai tahun 1970. Program KB terlaksana dengan baik, tetapi tidak dalam waktu yang lama. Mulai 2012, angka pertumbuhan penduduk kembali meningkat, sehingga program Kampung KB dicanangkan mulai tahun 2016 untuk mengurangi masalah tersebut. Tujuan dari penelitian ini adalah mendeskripsikan implementasi program Kampung KB, di Dusun Sidomulyo, selaku Kampung KB terbaik se-Jawa Timur 2018.

Metode dalam penelitian ini adalah kualitatif dengan rancangan penelitian deskriptif evaluatif melalui pendekatan fenomenologi. Selanjutnya, hasil dari penelitian ini dianalisis berdasarkan pendekatan sistem sesuai dengan modul pelaksanaan Kampung KB. Penelitian dilakukan melalui *indepth interview* kepada 7 orang, *Focus Group Disucussion* kepada 2 kelompok masyarakat (akseptor dan non akseptor KB), serta observasi. Responden dalam penelitian ini diambil secara *purposive sampling*. Variabel penelitian adalah *input*, proses, dan *output*.

Faktor *input* (*man, money, material, method, market,* dan *time*) terlaksana dengan baik, meskipun *market* Kampung KB perlu diberi intervensi terus-menerus. Proses pelaksanaan Kampung KB terlaksana dengan baik, tetapi komunikasi dan *reward* kepada masyarakat masih kurang. Faktor *output* mengenai pelayanan KB (kepesertaan KB aktif, KB MKJP, *unmetneed*, dan terbinanya pusmupar dan pospartum) juga terlaksana dengan baik, meskipun belum berhasil menurunkan angka pertumbuhan penduduk di Dusun Sidomulyo.

Kesimpulan dari penelitian ini adalah program Kampung KB di Dusun Sidomulyo terlaksana dengan baik. Tetapi, komunikasi dalam implementasi Kampung KB di Dusun Sidomulyo masih kurang. Peningkatan kualitas komunikasi antara pemangku kebijakan dan masyarakat perlu dilakukan. Rekomendasi lain ke pemangku kebijakan adalah adanya *reward* bagi masyarakat agar lebih aktif dan kreatif dalam berkegiatan.

Kata kunci : Fenomenologi, Kampung KB, Keluarga Berencana, Pendekatan
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