

## ABSTRACT

### **Developing Model of Individual Value-added For Family Planning**

#### **Fieldworker at East Java**

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This research has goal to develop model of Individual Value Added for PKB/PLKB officers that confront improvement of duties and empowering according to vision of a regional/city KB program. This model is expected to be able to grow their motivation in maintaining or improving their performance within transition post regional autonomy.

Starting from main goal of this research, this research is designed to be qualitative, focusing on non generalized purpose of situational analysis case study. This research tries to illustrate social situation that take place but does not has general characteristics in similar social situation of same subject and different location.

Primary and secondary data become priority to solve problem in this research. Therefore, to obtain data that appropriate to credibility standard of this research, we utilize data analysis technique, a taxonomic analysis domain. In the last step of this research, we will discuss the problem until we derive open conclusions and suggestions for further research.

This qualitative approach is able to analyze existing dynamics and conflict strips. This approach is required to identify the main phenomenon that trigger, maintain, or solve the phenomenon putted in the research.

The result of this research is discovery of several factors that influence Individual Value-Added of PKB/PLKB officers, i.e.: Possessing high competency and loyalty to KB program, accepted well by their stakeholder, an important commitment of organization is required by KB program.

#### Keywords:

*Model Individual Value-Added, PLKB (Fieldworker) of BKKBN, motivation, competency and self-concept.*