

RINGKASAN

Penelitian ini berjudul Perbandingan Implementasi Penanganan Kasus Stunting pada Program Kampung KB (Keluarga Berencana) di Desa Datar, Gandatapa, dan Susukan di Kecamatan Sumbang Kabupaten Banyumas. Penelitian ini dilatar belakangi Kampung KB sebagai wadah dalam meningkatkan upaya peningkatan kualitas manusia termasuk di bidang kesehatan. Stunting menjadi salah satu jumlah yang kasusnya tinggi dalam masalah kesehatan yang ditangani Pemerintah secara serius sejak tahun 2018. Untuk itu, Kampung KB sebagai satuan organisasi yang terdekat dengan masyarakat desa/kelurahan diharapkan dapat berjalan secara terpadu bersamaan dengan program pembangunan lainnya sesuai dengan amanat yang tertuang dalam agenda prioritas ke-5 yaitu “Meningkatkan kualitas hidup manusia Indonesia”.

Metode penelitian yang digunakan adalah deskriptif kualitatif agar dapat digali implementasi Program Kampung KB dalam Penanganan Kasus Stunting dari aspek komunikasi, sumberdaya, disposisi, dan struktur birokrasi. Data yang dikumpulkan menggunakan wawancara, observasi, dan dokumentasi. Teknik pemilihan informannya menggunakan teknik *purposive sampling*. Metode analisis data yang digunakan adalah analisis data kualitatif secara interaktif.

Hasil kajian menunjukkan perbandingan implementasi program Kampung KB dalam penanganan stunting di tiga desa yaitu Desa Datar, Gandatapa, dan Susukan belum cukup baik karena belum memenuhi di setiap aspeknya dan kasus stunting masih banyak setiap tahunnya. Namun dalam aspek komunikasi, pengurus Kampung KB khususnya kader beserta pelaksana lainnya telah melaksanakan komunikasi dengan bentuk sosialisasi kepada masyarakat. Dalam aspek sumberdaya belum cukup baik karena tidak semua fasilitas dari pemerintah desa terpenuhi. Selanjutnya dalam aspek disposisi, masing-masing pengurus sudah memiliki ketersediaan dalam melaksanakan program Kampung KB dalam penanganan stunting. Lalu yang terakhir aspek struktur birokrasi, ketiga Kampung KB di Kecamatan Sumbang tersebut memiliki struktur kepengurusan namun untuk penanganan stunting, *Standard Operational Procedures* (SOP) hanya berasal dari Puskesmas Sumbang dan jarang pengurus mengetahui hal tersebut.

Kata kunci: implementasi, kampung KB, *stunting*, komunikasi, sumberdaya, disposisi, struktur birokrasi.

SUMMARY

This research is titled Comparison of the Implementation of Stunting Case Handling in *Kampung KB* (Family Planning) Village Program in Datar, Gandatapa, and Susukan Villages in Sumbang District, Banyumas Regency. This research was motivated by the KB Village as a forum to improve efforts to improve human quality, including in the health sector. Stunting has become one of the highest number of cases in health problems that have been seriously handled by the Government since 2018. For this reason, KB Village as the closest organizational unit to the village community is expected to run in an integrated manner along with other development programs in accordance with the mandate contained in in the 5th priority agenda, namely "Improving the quality of life of Indonesian people". The research method used is qualitative research with the aim of knowing and describing the Family Planning Village Program in Handling Stunting Cases in the Subdistrict of *Sumbang*, Banyumas Regency by using aspects of communication, resources, disposition, and bureaucratic structure. The informant selection technique used purposive sampling technique. Collecting data used in this study by using interviews, observations, and documentation. The data analysis method used is interactive qualitative data analysis.

The research method used is descriptive qualitative in order to explore the implementation of the *Kampung KB* Program in Handling Stunting Cases from the aspects of communication, resources, disposition, and bureaucratic structure. Data collected using interviews, observations, and documentation. The informant selection technique used purposive sampling technique. The data analysis method used is interactive qualitative data analysis.

The results of the study show that the comparison of implementation of the *Kampung KB* program in handling stunting in three villages, namely Datar Village, Gandatapa, and Susukan is not good enough because it has not fulfilled every aspect and there are still many stunting cases every year. However, in the aspect of communication, the management of *Kampung KB*, especially cadres and other implementers, have carried out communication in the form of socialization to the community. In terms of resources, it is not good enough because not all facilities from the village government are fulfilled. Furthermore, in the aspect of disposition, each administrator already has the availability in implementing the *Kampung KB* program in handling stunting. Then the last aspect of the bureaucratic structure, Standard Operational Procedures (SOP) only comes from Sumbang Public Health Center and administrator rarely know about it.

Keywords: Implementation, Family Planning Villages, Stunting, Communication, Resource, Dipotition, Bureucratic Structure.