

RINGKASAN

Latar Belakang : Permasalahan dalam implementasi program Kampung Keluarga Berencana (Kampung KB) hingga saat ini masih banyak mengalami kendala, sehingga realisasi program Kependudukan, Keluarga Berencana dan Pembangunan Keluarga (KKBPK) khususnya program KB bagi masyarakat masih rendah. Capaian program Kampung KB sangat dipengaruhi oleh faktor komunikasi, sumberdaya, disposisi dan struktur birokrasi yang saling berkaitan dalam pelaksanaan program Kampung KB. Salah satu faktor penting yang dapat diidentifikasi yaitu peran Institusi Masyarakat Pedesaan (IMP) sebagai tenaga lini lapangan dalam keberhasilan pelaksanaan Program Kampung KB. Perlunya kejelasan regulasi sebagai perhatian yang tinggi terhadap tingkat kesejahteraan Kader IMP sebagai faktor motivasi dalam implementasi kebijakan, sehingga mereka berdaya dan mampu menjalankan program dengan baik. Perumusan masalah dalam penelitian ini adalah apakah faktor komunikasi, sumber daya, disposisi dan struktur birokrasi berpengaruh terhadap keberhasilan implementasi program kampung KB. Tujuan penelitian ini untuk menganalisis pengaruh faktor determinan terhadap keberhasilan implementasi program kampung KB.

Metode : Jenis penelitian kuantitatif deskriptif. Variabel penelitian terdiri variabel bebas (X1) Komunikasi, (X2) Sumberdaya, (X3) Disposisi, (X4) Struktur Birokrasi dan Variabel terikat (Y) Keberhasilan Implementasi Program Kampung KB. Responden yaitu Institusi Masyarakat Pedesaan (IMP) Kecamatan dan Desa berjumlah 180 orang sebagai sampel penelitian. Pengumpulan data menggunakan *google form* yang sudah diuji validitas dan reliabilitasnya. Analisis data secara deskriptif dan Regresi Berganda.

Hasil penelitian menunjukkan angka signifikansi yang diperoleh diketahui nilai signifikansi Komunikasi 0,000, Sumber Daya 0,908, Disposisi 0,026, Struktur Birokrasi 0,012. Variabel terikat 10,569. Hasil analisis dari proses pengujian keempat faktor yang menentukan keberhasilan implementasi program kampung KB terdapat faktor sumber daya yang memiliki pengaruh tidak signifikan.

Kesimpulan dengan rendahnya pengaruh yang ditimbulkan oleh faktor sumber daya yang mencakup sumber daya manusia, sumber daya anggaran, dan sumber daya informasi dan kewenangan diantaranya adalah banyaknya SDM pelaksana Kampung KB merangkap jabatan dalam program lain sehingga dapat berdampak pada masing-masing pelaksana kurang mencurahkan perhatian terhadap pelaksanaan program Kampung KB. Selanjutnya ketersediaan alokasi anggaran Bantuan Operasional Keluarga Berencana (BOKB) yang relatif rendah/belum maksimal, adanya ketidaksesuaian antara ketetapan anggaran yang ditentukan oleh BKKBN dengan kebutuhan anggaran yang dibutuhkan oleh kelompok sasaran. Dalam hal ini proses perencanaan kegiatan dan penganggaran serta rekrutmen kurang melibatkan unsur IMP selaku tenaga Lini lapangan yang ada di wilayah Kampung KB. Saran bagi Pemerintah Daerah selaku Pengambil Kebijakan adalah dengan adanya kejelasan aturan dan Regulasi yang jelas serta komitmen bersama lintas sektor dan Stakeholder.

Kata kunci: Komunikasi, Disposisi, Keberhasilan Implementasi, Program Kampung KB Struktur Birokrasi, Sumber Daya

SUMMARY

Background: Until now there are still many problems in the implementation of the Family Planning Village (KB) program, so that the realization of the Population, Family Planning and Family Development (KKBPk) program, especially the family planning program for the community, is still low. The achievements of the KB Village program are strongly influenced by communication factors, resources, dispositions and bureaucratic structures that are interrelated in the implementation of the KB Village program. One important factor that can be identified is the role of Rural Community Institutions (IMP) as field staff in the successful implementation of the Family Planning Village Program. The need for regulatory clarity as a high concern for the level of welfare of IMP Cadres as a motivating factor in policy implementation, so that they are empowered and able to run the program well. The formulation of the problem in this study is whether communication factors, resources, dispositions and bureaucratic structures influence the successful implementation of the KB village program. The purpose of this study was to analyze the influence of the determinant factors on the successful implementation of the KB village program.

Method: Type of descriptive quantitative research. The research variables consist of the independent variable (X₁) Communication, (X₂) Resources, (X₃) Disposition, (X₄) Bureaucratic Structure and the dependent variable (Y) Successful Implementation of the KB Village Program. Respondents, namely Rural Community Institutions (IMP) in Districts and Villages, totaled 180 people as the research sample. Data collection uses a google form that has been tested for validity and reliability. Descriptive data analysis and Multiple Regression.

The results showed that the significance value obtained was known to be a significance value of Communication 0.000, Resources 0.908, Disposition 0.026, Bureaucratic Structure 0.012. The dependent variable is 10.569. The results of the analysis of the testing process of the four factors that determine the success of implementing the KB village program include resource factors that have an insignificant effect.

The conclusion with the low influence caused by resource factors which include human resources, budgetary resources, and information resources and authority among them is the large number of KB Village implementing HR holding concurrent positions in other programs so that it can have an impact on each implementer not paying enough attention to implementation of the KB Village program. Furthermore, the absorption of the budget allocation for Family Planning Operational Assistance (BOKB) is relatively low/not yet maximized, there is a discrepancy between the budget provisions determined by the BKKBN and the budget requirements required by the target group. In this case the process of planning activities and budgeting as well as recruitment does not involve elements of the IMP as field staff in the KB Village area. Suggestions for the Regional Government as Policy Makers are to have clear rules and regulations as well as cross-sector and stakeholder joint commitment.

Keywords: Communication, Disposition, Successful Implementation, KB Village Program, Bureaucratic Structure, Resources