

## RINGKASAN

Program Kampung Keluarga Berencana (Kampung KB) merupakan upaya pemerintah untuk meningkatkan kualitas hidup keluarga melalui penguatan pelayanan kependudukan, KB, dan pembangunan keluarga berbasis komunitas. Desa Brecek, Kecamatan Kaligondang, Kabupaten Purbalingga ditetapkan sebagai Kampung KB karena tingginya angka stunting, rendahnya partisipasi KB, serta kurang meratanya edukasi kesehatan reproduksi. Penelitian ini bertujuan untuk mengetahui implementasi Program Kampung KB dalam mendukung terwujudnya keluarga berencana mandiri di Desa Brecek. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Informan penelitian meliputi Dinas Sosial Pengendalian Penduduk dan Keluarga Berencana, Balai Penyuluhan KB, pengurus Pokja Kampung KB, pemerintah desa, serta masyarakat Desa Brecek. Analisis data dilakukan melalui reduksi, penyajian data, dan penarikan kesimpulan dengan teknik triangulasi untuk menguji validitas.

Hasil penelitian menunjukkan bahwa implementasi Program Kampung KB di Desa Brecek telah berjalan cukup efektif. Tingkat kepatuhan aktor terhadap isi, tujuan, dan mekanisme pelaksanaan program tergolong tinggi, ditandai dengan koordinasi intensif, komunikasi formal dan informal yang baik, serta keselarasan pemahaman mengenai urgensi program. Pelaksanaan kegiatan seperti pendataan keluarga, pembinaan BKB–BKR–BKL, edukasi kesehatan reproduksi, serta pelayanan KB telah berlangsung secara konsisten. Selain itu, partisipasi masyarakat meningkat melalui keterlibatan dalam posyandu, kelompok kerja, dan kegiatan bina keluarga. Keberhasilan implementasi dipengaruhi oleh beberapa faktor, antara lain kepemimpinan fasilitatif Dinas terkait, desain kelembagaan yang jelas melalui regulasi daerah, serta kolaborasi lintas sektor yang saling melengkapi. Namun demikian, masih terdapat kendala berupa keterbatasan sumber daya dan fasilitas yang perlu diperkuat.

Secara keseluruhan, Program Kampung Keluarga Berencana di Desa Brecek berjalan dengan baik karena adanya kerja sama yang solid antara pemerintah, instansi terkait, dan masyarakat. Seluruh pihak memiliki pemahaman dan tujuan yang sama, didukung oleh koordinasi yang rutin, kepemimpinan yang memfasilitasi kolaborasi, serta aturan yang jelas sehingga program dapat dilaksanakan secara efektif. Untuk meningkatkan keberlanjutan program, diperlukan sosialisasi dan edukasi yang lebih intensif dan mudah dipahami masyarakat. Selain itu, kerja sama dengan pihak non-pemerintah perlu dikembangkan guna memperluas dukungan, meningkatkan pendampingan, serta menghadirkan inovasi agar program Kampung Keluarga Berencana dapat memberikan manfaat yang lebih optimal.

Kata kunci: Implementasi Program, Kampung Keluarga Berencana, Kolaborasi Stakeholder.

## SUMMARY

The Family Planning Village (Kampung KB) Program is a national initiative aimed at improving the quality of family life through strengthened population services, family planning, and community-based family development. Brecek Village in Kaligondang District, Purbalingga Regency, was designated as a Kampung KB due to high stunting rates, low family planning participation, and limited public awareness regarding reproductive health. This study aims to analyze the implementation of the Kampung KB Program in supporting the realization of independent family planning in Brecek Village. This research employed a descriptive qualitative method, using in-depth interviews, observations, and documentation as data collection techniques. Informants consisted of officials from the Office of Population Control and Family Planning, the Balai Penyuluhan KB, members of the Kampung KB working group (Pokja), village government, and the local community. Data were analyzed through reduction, data display, and conclusion drawing, with triangulation techniques used to ensure data validity.

The findings reveal that the implementation of the Kampung KB Program in Brecek Village has been relatively effective. Stakeholders demonstrate high compliance with the program's content, objectives, and procedures, as reflected in intensive coordination, effective formal and informal communication, and shared understanding of the program's urgency. Key activities—such as family data updating, BKB–BKR–BKL development, reproductive health education, and family planning services—have been consistently carried out. Community participation has also increased through involvement in posyandu, working groups, and family development activities. Several factors support the program's success, including facilitative leadership from the relevant government agencies, clear institutional frameworks through regional regulations, and strong cross-sectoral collaboration. However, challenges remain, particularly in terms of limited resources and facilities that require strengthening.

Overall, the the implementation of the Kampung KB Program in Brecek Village is running well thanks to solid cooperation between the government, relevant agencies, and the community. All parties share the same understanding and goals, supported by regular coordination, leadership that facilitates collaboration, and clear rules so that the program can be implemented effectively. To improve the sustainability of the program, more intensive and easily understandable socialization and education are needed. In addition, cooperation with non governmental parties needs to be developed in order to expand support, improve assistance, and bring innovation so that the Family Planning Village Program can provide optimal benefits

**Keywords:** Program Implementation, Family Planning Village, Stakeholder Collaboration.