



SOCIALIZATION OF LONG TERM CONTRACEPTION FAMILY PLANNING PROGRAM BKKBN SIDOMULYO LAMPUNG SELATAN

Yuli Evadianti, Retno Suhesti Sahriyani

1 Communication Science, Tulang Bawang University

2 Communication Sciences, Tulang Bawang University

Email: yulievadianti@gmail.com

Abstract. Contraception Period Long that is is method usage contraception futures long Which in its use have effectiveness And level continuity usage Which tall with number failure Which low. The classification contraception period long consists from tool contraception IUD, Implant, And Contact (steady contraception). To inform how to use contraception In the long term, the instructor's skills as a communicator are needed, as well notice message What just Which will be delivered as well as media What Which will used as an important point for the success of the implementation of socialization, apart from that it is also necessary Pay attention to behavior and character society will get it socialization about contraception period long program Family Planned. Questionresearch in writing this thesis is what is the implementation of socialization like? carried out by officers instructor contraception period long family program planned BKKBN Sidomulyo South Lampung and anything else obstacles faced by officers counselors in implementing long-term contraceptive socialization for family programs planning BKKBN Sidomulyo South Lampung. The method used is methodqualitative description with two person key informant as well as nine person informant. The conclusion in this research is the implementation of socialization carried out by officers long-term contraceptive instructor for the BKKBN Sidomulyo family planning program Lampung South form team executor until activity in the field, with prepare materials and props when carrying out socialization, and carry out personal approach and come to residents' homes if necessary. Use means communication like *cellphone* more make it easier public For get information Which required. Obstacle Which faced officer instructor in carry out socialization contraception period long program family planned BKKBNSidomulyo South Lampung is a lack of human resources (extension workers), and lack of public awareness of the importance of using long-term contraception long.

Keywords: socialization, persuasive communication, long-term contraception

I. INTRODUCTION

1.1. Background

In human life, since humans were born, since then there has been a process of exchanging ideas, ideas, requests, information, information, appeals, suggestions, suggestions and even orders. So the information or knowledge put forward by a person or group of people can be accepted by many people and ultimately the perception of something is able to make people understand it together. (Conscience, 2010).

In the lives of people in our beloved country, Indonesia, the Family Planning program has an important contribution in improving people's quality of life. However, in implementing the program, Family Planning has many factors that hinder it, wzhile one of the main factors that becomes an obstacle is the implementation of outreach to the community which has not achieved the targets determined by the government.



The lack of facilities that support the Family Planning (KB) program, the lack of family planning field instructors (PLKB) when they go to the location, as well as the mindset that has been ingrained in the target community, namely "lots of children, lots of good fortune" are inhibiting factors in socializing the Family Planning program.

BKKBN South Lampung in socializing the Family Planning Village Program to improve the quality of life of the community at the village or village level, through Population, Family Planning and Family Development programs, as well as developing related sectors in order to create quality small families, needs to be well informed to the community in order to achieve this goal.

In providing information, BKKBN urges the community to utilize the potential of their villages so that they can increase or support family economic growth and create quality small families.

In the communication process, in order to implement the program for establishing Family Planning Villages, it is necessary to have an effective communication strategy so that the program can be realized by considering the target community, the message conveyed and the use of appropriate media. So that the delivery of messages or materials can be well received by the public. The message can be understood by the public, if the delivery uses the right strategy. So that communicators can choose and determine ways to communicate according to their communication characteristics. The family planning program has various kinds of programs, one of which is long-term contraceptive methods.

Long-Term Contraception is a method of using long-term contraception which in its use has high effectiveness and continuity of use with a low failure rate. The classification of long-term contraception consists of IUDs, implants and Kontap (steady contraception).

In order to provide information on how to use long-term contraception, the instructor's skills as a communicator are needed, as well as paying attention to what messages will be conveyed and what media will be used, which are important points for the success of the socialization implementation. Apart from that, it is also necessary to pay attention to the behavior and character of the people who will receive the socialization. regarding long-term contraception in the Family Planning program.

The aim of this research is to analyze the implementation of socialization carried out by long-term contraceptive extension officers for the BKKBN Sidomulyo South Lampung family planning program, as well as analyzing the obstacles faced by extension officers in carrying out long-term contraceptive socialization for the BKKBN Sidomulyo South Lampung family planning program.

1.2. Literature Review

Theory (communication persuasive theory) As stated by McGuire in the journal (Endah: 2015), persuasive communication theory emphasizes that communication can be used to change health attitudes and behavior which are directly related in the same causal chain (Graeff, 1996).

The effectiveness of a given communication effort depends on various inputs (stimuli) and outputs (stimulus responses). According to this theory, changes in knowledge and attitudes are pre-conditions for changes in health behavior and other behaviors.

Input variables include: the source of the message, the message itself, the delivery channel, and the characteristics of the recipient and destination of the messages. Output variables refer to changes in certain cognitive factors, such as knowledge, attitudes, decision making and also observable behaviors.

1.3. Method

The method used is a qualitative descriptive method with two key informants and nine informants. To obtain optimal results in a research, the right type of research is needed, in this research the researcher used a qualitative research method, where the researcher intended to find out what problems existed during the socialization of long-term contraception by means of descriptions, discussions and words so that this research descriptive.

Descriptive is a prose written work whose subject refers to vision, an essay that notes and records the subject of the essay (Sobur, 2014). Narbuko (2009) explains that descriptive research is research that attempts to explain the solution to current problems based on data, so this research also presents data, analyzes and interprets it.

This qualitative descriptive method helps researchers explain the theories used in harmony with data taken in the field. In this research, researchers used 3 data collection techniques, namely observation, interviews and documentation.

In this research, researchers are looking for and will obtain data along with explanations regarding the Socialization of Long Term Contraception for the South Lampung BKKBN Sidomulyo Family Planning Program. The researcher's hope in this research is that the researcher will get answers to the existing questions. Researchers carried out observations and interacted directly with research subjects or informants and key informants who took part in the Socialization of Long Term Contraception for the BKKBN Sidomulyo South Lampung Family Planning Program.

II. RESULTS AND DISCUSSION

Sidomulyo Village is one part of the Sidomulyo District area which currently consists of 16 villages. Sidomulyo Village is a Colonization Village that came from several villages in Central Java and East Java Province. Sidomulyo Village originally came from the forest area of your country, in 1937 the colonization population came with a total of 45 families and as many as 135 people. Two years later the population increased by 100 families equal to 325 people, and in the next 2 years the population increased by 145 families equal to 325 people. with 460 people, clearing and working on land provided by the government covering an area of 322 Ha.

To socialize government policies and program activities, as well as to receive suggestions and constructive criticism to be conveyed to the government, Family Planning Counselors (PKB) must be able to provide as much information as possible to the community for the implementation of the Population Family Planning and Family Development Program, especially in Sidomulyo District, Regency. South Lampung.



Program socialization is the process of communicating company programs to the community with the aim of providing recognition and appreciation in a particular environment. (Widjaja, 2008)

a. Implementation of socialization by long-term contraceptive education officers.

The Family Planning Program is one of the Government's solutions and efforts to regulate the birth of children, the ideal birth distance and age, and regulate pregnancy by using one of the contraceptives, either short-term or long-term contraception.

Long Term Contraceptive Methods are contraceptive devices used to delay pregnancy and stop fertility which are used long term which include IUDs / intrauterine devices, implants and steady contraception. Few people choose to use long-term contraception. The people in Sidomulyo District, South Lampung Regency are no exception. Most people in Sidomulyo District, South Lampung Regency prefer to use contraceptive pills or injections.

Lack of public knowledge and interest in the use of long-term contraception is one of the problems. Information is accessed not only through the media, but health information can be conveyed through various activities.

The Family Planning Program is an integrated part of the national development program and aims to create economic, spiritual and socio-cultural prosperity for the Indonesian population so that a good balance can be achieved with national production capabilities.

Because family planning is a government program designed to balance needs and population, this family planning program is expected to accept the Happy and Prosperous Small Family Norms (NKKBS) which are oriented towards balanced growth.

It should be noted that the Indonesian National Family Planning Movement has been considered by the world community as a program that has succeeded in reducing the birth rate significantly. Planning family size with restrictions that can be done is by using contraceptives or birth control such as condoms, spirals, IUDs, and so on.

Couples who use birth control certainly have their own goals. Yes, family planning is not only done to reduce the number of births. More clearly, the purpose of family planning is divided into two parts, including:

1. General purpose

Improving the welfare of mothers and children in order to realize NKKBS (Normal Happy and Prosperous Small Families) which is the basis for realizing a prosperous society by controlling births while ensuring controlled population growth.

2. Special purpose

Increasing the number of people using contraceptives, reducing the number of births and improving the health of family planning by spacing births.

The measure of success of an activity is seen from the planning to the implementation of the activity. Preparation of activities also has an impact on the final results or desired goals.



The government's preparations for socializing long-term contraception for the BKKBN Sidomulyo South Lampung family planning program have been structured, starting from forming an implementation team to field activities.

b. Factors that hinder the socialization of long-term contraception in the BKKBN family planning program in Sidomulyo sub-district, South Lampung Regency

1. Lack of Human Resources

Human resources are the driving force of socialization activities. In reality, the existing human resources in socializing the long-term contraception of the BKKBN family planning program in Sidomulyo District, South Lampung Regency in particular cannot meet the information needs of the community. The lack of human resources has an impact on the performance produced by family planning instructors.

2. Lack of Public Awareness

Building public trust needs to be accompanied by optimal government action. The efforts made by the government to convey what should be the basic provisions of socialization, but there are still people who are not aware of the importance of long-term contraception in the BKKBN family planning program.

3. Less effective communication

Communication established between the government and the community has so far been implemented. However, there needs to be a social strategy formed to create effective communication.

This is proven by the fact that there are still people who do not understand the importance of socializing long-term contraception in the BKKBN family planning program.

II. CONCLUSIONS AND RECOMMENDATIONS

3.1. Conclusion

- a. The implementation of socialization carried out by long-term contraceptive extension officers for the South Lampung BKKBN Sidomulyo family planning program formed an implementation team for field activities, by preparing materials and props when carrying out the socialization, as well as taking a personal approach and coming to residents' homes if necessary. The use of communication facilities such as cellphones makes it easier for people to get the information they need.
- b. The obstacles faced by extension officers in implementing long-term contraceptive outreach for the BKKBN Sidomulyo South Lampung family planning program are a lack of human resources (extension personnel), and a lack of public awareness of the importance of using long-term contraception.
- c.

3.2. Suggestion

There is still a need to improve communication between the government and the community, even though it has been implemented so far. However, there needs to be a social strategy formed to create effective communication. This is proven by the fact that there are still people who do not understand the importance of socializing



long-term contraception in the BKKBN family planning program.

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