

Public Relations Strategy of the National Family Planning Coordinating Board (BKKBN) in Socializing the Family Planning (KB) Program in Kec. Tarowang, Jeneponto Regency

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Abstract

The purpose of this study was to determine BKKBN in Socializing Family Planning (KB) Programs in Tarowang District, Jeneponto Regency. This type of research is qualitative. The type of data used in this study is qualitative data obtained from interviews with several informants. Data collection is done by observation, interviews and documentation. In this study, the data sources used in data collection include primary data and secondary data. The research instrument used in this study is interview guidelines. Based on the results of the research that has been conducted, the conclusion of this study is to explain that the strategy of the national family planning coordinating board (BKKBN) in socializing family planning (KB) programs in Tarowang District, Jeneponto Regency consists of several stages. First, BKKBN conducts audience analysis by understanding the characteristics and needs of local communities through surveys and data collection. Furthermore, BKKBN chooses the right communication method, composes messages clearly and according to the needs of the audience, and chooses diverse and appropriate communication strategies. The use of outdoor media such as banners and stickers is carried out in BKKBN's efforts to convey messages about family planning to the community effectively.

Keywords: Strategy, BKKBN, Family Planning

INTRODUCTION

Public relations is the most important part needed by every company, organization, even government agency, both commercial and non-commercial. Moreover, large scale companies really need Public Relations to improve or advance a company or agency. Meaning: Public relations as a source of trusted information is increasingly felt in the current era of globalization and "information flood". (Linggar, 2005).

Government public relations is different from non-government public relations in that government public relations does not have anything to buy and sell, however government public relations also always uses publicity techniques to socialize government activities. Government public relations is responsible for disseminating information regarding the interests of the community, so that the public knows and responds to all forms of activities and programs planned by the government (Widjaja 1992).

An organizational communication strategy within a company or government agency is very necessary. Considering whether communication is successful or not effectively is largely determined by the communication strategy (Onong, 2003). To achieve the goals you want to achieve, every company or government agency definitely needs a good communication strategy, especially with the diversity of society that exists, a professional public relations person must be able to make good strategies to achieve the targets that have been set and that the company wants to achieve. . What is meant by strategy is a very fundamental method that

will be used by an organization to achieve a goal and its various targets by always taking into account the environmental constraints that it will definitely face (Sondang, 1995).

Furthermore, in the book *Strategic Management and Company Policy*, strategy is a unified, comprehensive and integrated plan that links the company's strategic advantages with environmental challenges and is designed to ensure that the main goals of a company or agency can be achieved through proper implementation by the company (Jauch and William, 1988).

Communication is an interaction between one person and another person or in other words, there is an interaction between the source giving the message and the recipient of the message so that there is an understanding of the message conveyed. So, communication is the delivery of messages that can be understood by the source giving the message and the recipient of the message so that there is an understanding of the message conveyed (Deddy, 1999)

The process of conveying information to the public is of course by using good and effective communication strategies, in order to achieve maximum goals. Conveying information to the public is of course inseparable from public relations which has the role of conveying information to the public, and explaining in more depth about the programs that have been planned so that they run smoothly. Public relations is a management function with the task of conducting research on public opinions, desires and attitudes, carrying out information and relationship efforts to achieve mutual understanding, trust, integrated relations with the public. Confirmation of public relations activities according to Cultip and Center (Onong, 1992), can be formulated as follows:

1. Supporting management activities in achieving organizational goals;
2. Fostering harmonious relations between the organization and the public, both external public and internal public;
3. Create reciprocal two-way communication by spreading
4. information from the organization to the public and disseminating public opinion to the organization;
5. Serve the public and advise leaders in the public interest.

In this research, public relations BKKBN Kec. Tarawang has the responsibility to provide information on family planning programs and also as a forum for the community to provide input and criticism to BKKBN Kec. Tarawang, so that there is a reciprocal communication relationship between BKKBN and the community for mutual understanding.

كُنَّا نَعْزِلُ عَلَى عَهْدِ رَسُولِ اللَّهِ - صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ - قَبْلَ أَنْ نَبِيَّ اللَّهِ - صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ - فَلَمْ يَنْهَنَا .

It means; "We used to do "azl during the time of the Messenger of Allah, may God bless him and grant him peace, and it reached his ears, but he did not forbid it" (HR. Muslim no. 1440).

As we already know above, the Hadith explains the practice of 'azl which was carried out by ancient people during the ancient times. Raulullah Saw and Rasulullah himself did not forbid it.

At that time, this method was often used to stop or shorten the pregnancy period. That 'azl which is carried out in an effort to regulate or prevent pregnancy can be justified by Islam.

In the process of socializing the family planning program to the community, carried out by public relations for the BKKBN Kec. Tarawang District. Jeneponto, is not just limited to letting the public know and understand, but more than that, BKKBN public relations must be more aggressive in implementing persuasive approaches as a strategic step to raise the public's motivation to participate in the family planning program. Thus, communication strategies both

macro and micro (*single communication medium strategi*) has a double function (Onong, 1992):

1. Disseminate communication messages that are informative, persuasive and instructive systematically to targets to obtain optimal results.
2. Bridging the “cultural gap” (*cultural gap*) due to the ease of obtaining and ease of operation of such powerful mass media, which if left unchecked will destroy cultural values.

Public Relations of BKKBN District. For this reason, Tarawang must play an active role in socializing all forms of Family Planning programs so that the public understands the Family Planning program, so that the public can participate in every Family Planning program carried out by the BKKBN. Therefore, it is clear that the success of the family planning program cannot be separated from the participation and support of the community as the object of the family planning program.

RESEARCH METHODS

This research uses a qualitative descriptive research type using primary data sources and secondary data. The informants or sources for this research are the Head of UPTD PP and KB region IV and Coordinator and Family Planning Counselor for Tarawang sub-district. This research technique is carried out through interviews or observation.

RESULTS AND DISCUSSION

The increasing population density in Tarawang District, Jeneponto Regency every year has raised concerns among the community that there will be a population explosion in the province. However, not all communities pay attention to this problem; some see it as the government's responsibility, not theirs. Lack of awareness and information about the impact of population density in Indonesia is a fundamental problem. Currently, it is important for people to realize that this population explosion has a direct impact on their living needs, including the costs of education, health, as well as increasing unemployment and crime rates. Therefore, the National Population and Family Planning Agency (BKKBN) plays an important role in forming public awareness of the importance of the Family Planning (KB) Program as a step to overcome the problem of population explosion.

BKKBN realizes that effective communication strategies can be a strong tool to create public awareness of the importance of the Family Planning Program in overcoming the population explosion. By providing clear and easy to understand information about the benefits of family planning and the consequences of the population explosion, BKKBN can invite the public to actively participate in this program. Through the right approach and extensive use of media, BKKBN can reach various levels of society and help change thought patterns and behavior related to family planning. Thus, it is hoped that this effort can improve the condition of excessive population density and reduce its negative impact on the welfare of the people in the province. The BKKBN strategy in socializing the Family Planning (KB) program in Tarawang District, Jeneponto Regency, is carried out in several stages, namely as follows:

1. Communication Goal Analysis

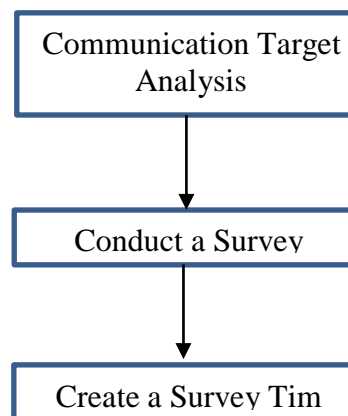
Before carrying out communication to communication targets, BKKBN determines who will be the target or audience for the Family Planning program. This is directly related to the

communication goals to be achieved. By identifying communication targets, BKKBN can plan the right strategy to provide information about family planning programs to the public. For this reason, conducting audience analysis is an important step in the process of creating awareness of family planning programs.

So BKKBN conducts a survey first before socializing the family planning program to the community. This step shows BKKBN's seriousness in understanding the audience and their needs. Audience analysis helps BKKBN to find out the best way to convey information, both to large and small audiences. In this way, BKKBN can be more effective in approaching BKKBN officers at the district and city levels.

Through this survey, BKKBN gained a deeper understanding of communication targets. BKKBN becomes more aware of how messages and information about family planning programs can be conveyed effectively to the public. Thus, audience analysis is a very important first step for BKKBN in implementing the Family Planning program, so that it can avoid communication errors and ensure that the message conveyed can be well received by the audience. With an appropriate approach, it is hoped that the family planning program can be accepted and implemented optimally by the community.

The following is the operationalization or display of the audience analysis steps carried out by BKKBN:



Information:

a. Data collection from BKKBN was carried out to obtain information about the population in each region. Apart from that, this kind of coordination is also important to build synergy in the work between the Provincial BKKBN and the relevant Provincial and City BKKBN. The formation of the Survey Team, which consists of a combination of Provincial BKKBN officers and BKKBN in each Regency and City, aims to understand the character and culture of the people in various regions. The Provincial BKKBN believes that BKKBN officers at the local level know the local community better, making it easier to analyze the target audience for family planning program awareness.

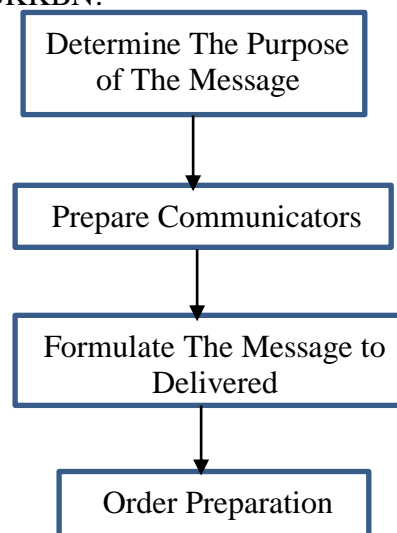
b. The next step is to conduct a survey, which aims to validate the data obtained from the BKKBN in each city and district. This survey provides a direct picture of the character of the local community, which becomes the basis for planning the messages, methods and communication media that will be used. In this way, the Provincial BKKBN can have a clear understanding of their audience in delivering family planning programs, and ensure that the messages conveyed are relevant to the social and cultural conditions of the local community.

2. Selection of Communication Methods

After collecting communication target data, BKKBN selects a communication method that suits their needs and preferences. Before crafting a message, the communicator must understand the audience well, from their language to their culture. The Provincial BKKBN uses various methods, one of which is providing guidance to communicators before conveying information or messages to BKKBN officers and the public. Message delivery is carried out through various media, including a combination of text and images conveyed through outdoor media or other media. An example of a widely known message is the BKKBN logo "two children are better", which contains the message that having two children who are taken care of is better than having many children who are not taken care of.

The message conveyed by BKKBN about the Family Planning program is not just information, but also provides education to the public. The aim is for the public to have broad knowledge about family planning and realize the importance of following the program consciously. The Provincial BKKBN has an advocacy and IEC (communication of information and education) section which is responsible for not only providing information, but also educational values to the community, especially the younger generation, regarding the dangers of drugs, sex, HIV and AIDS.

In preparing messages, BKKBN really pays attention to its audience with the principle of "one word, one language", so that communication becomes more effective and messages can be understood and well received by the audience. In this way, BKKBN strives to ensure that the messages it conveys are conveyed clearly and effectively, and are able to positively influence people's behavior regarding the Family Planning program. Below are the operational steps in the message strategy carried out by BKKBN:



Information:

- Composing a message begins with determining the purpose of creating the message, namely for what purpose and to whom the message will be delivered. This is done so that the message can reach the target appropriately.
- Next, communicator preparation is carried out to formulate the message that will be conveyed clearly and according to needs.
- Developing a message also involves selecting the media to be used, because the media chosen will influence how the message will be delivered. For example, in outdoor media, the

message will be shorter and clearer with large picture illustrations, whereas in electronic media such as radio, the message script has a dominant role.

d. The BKKBN team formulates messages to be conveyed in activities such as seminars or counseling as a means of conveying messages. These messages are formulated according to the principle of "one word one language". Message preparation also takes into account the needs of the event or activity to be held, either deductively, inductively, chronologically or topically, according to the required approach. In addition, messages are also prepared using the AIDDA approach (*Attention, Interest, Desire, Decision, Action*) to ensure messages can achieve the desired communication goals.

3. Selection of Communication Strategy

The effectiveness of communication is not only determined by the stability of the message content which is adapted to the audience's conditions, but also by the communication strategy used. BKKBN implements communication strategies in creating awareness of the family planning program through several strategic stages. One of the aspects that will be described is the use of communication methods used in socializing family planning programs or conveying the objectives of the message content to the public.

Communication methods play an important role in achieving communication goals, because they influence the implementation, form and content of the message conveyed according to the purpose. BKKBN uses informative methods as an approach to convey messages to its audience. However, BKKBN does not only rely on informative methods, but also uses persuasive methods to encourage people to take part in family planning, educational methods to provide extensive knowledge about the importance of participating in family planning programs, and redundancy to make people remember and be aware of the importance of family planning. .

In its communication strategy, BKKBN always considers who will be the recipient of the message (communicant). This makes it easier to achieve message objectives, because it allows BKKBN to adapt communication methods to the characteristics of its audience. BKKBN is also not fixated on just one method, but uses various methods such as informative, persuasive, educational, and redundancy, in order to achieve message objectives effectively. In this way, the BKKBN shows its seriousness in communicating the importance of family planning programs to the community by using a variety of approaches that suit the needs of its audience.

4. Use of Outdoor Media

BKKBN uses outdoor media as one of its communication strategies. BKKBN puts up posters and banners in strategic places to convey messages about family planning to the public directly. This outdoor media helps reach the wider community with messages about family planning. Interpersonal communication channels such as telephone, letters and telegrams are media used to communicate directly between individuals.

However, in the process of creating awareness of the family planning program, BKKBN uses various communication media to convey messages to the public. The media chosen include print media such as catalogs, stickers, posters and newspapers, electronic media such as radio and video, as well as new or internet media such as websites and blogs. Media selection is based on careful selection, taking into account who the audience or communication target is, the purpose of the communication message, and the communication methods used.

BKKBN understands the differences in media use between people in cities and villages. In cities, people tend to be more practical and have wider access to various media. A higher level of education also allows them to choose media that suits their preferences. Meanwhile, in villages, access to media may be limited, and people tend to rely on print media such as newspapers. The importance of using media in BKKBN's communication strategy in creating awareness of family planning programs is emphasized. BKKBN must be selective in choosing media that is suitable for its targets so that the message or information conveyed can reach its audience effectively.

Accuracy in choosing communication media is the key to success in conveying messages. BKKBN is very selective in using media that suits the characteristics of its audience. With this careful approach, BKKBN seeks to prevent mistakes in choosing media which can result in messages or information not being delivered or not being effective. Therefore, choosing the right media is a very important strategy in BKKBN's efforts to create public awareness of family planning programs.

CONCLUSION

Based on the results of this research, the conclusion of this research is to explain that the strategy of the National Family Planning Coordinating Agency (BKKBN) in socializing the family planning (KB) program in Tarawang District, Jeneponto Regency consists of several stages. First, BKKBN carries out audience analysis by understanding the characteristics and needs of local communities through surveys and data collection. Next, BKKBN chooses the right communication method, composes messages clearly and in accordance with the needs of the audience, and chooses various and appropriate communication strategies. The use of outdoor media such as banners and stickers is carried out in BKKBN's efforts to convey messages about family planning to the public effectively.

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