



## The Role of Leadership In The Management of Family Planning Villages As A Family-Based Community Empowerment Strategy

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### Abstract

**Background.** The Indonesian government believes that the rapid population growth will have a significant impact on the country. The development program aims to improve the quality of life of the community. This quality of life includes various aspects related to prosperity and well-being.

**Aims.** The purpose of this study is to identify and describe the role of leadership in managing KB Villages as a family-based community empowerment strategy in Balagedog Village, Sindangwangi District, Majalengka Regency.

**Methods.** This study uses a qualitative descriptive approach. Data collection by conducting observations, interviews with primary informants and supporting informants, and documentation. This study utilizes leadership theory from Newstrom (2011), as cited in Wibowo (2018:5), with indicators including influence/support, voluntary effort, and goal achievement.

**Result.** Based on the results of this study, the leadership role of the Family Planning Village in Balagedog Village, Sindangwangi District, Majalengka Regency has been running but is not optimal because several obstacles occur such as from several communities, especially in teenagers who are lacking and resulting in misperceptions of the family planning village program, approach strategies that have not been maximized, and lack of facilities and infrastructure.

**Conclusion.** The researcher suggested that the approach strategy should pay more attention to the preparation and implementation of the family planning village program more maturely.

**Implementation.** This will allow the community to understand accurately what is needed for the program, as well as the facilities and infrastructure that need to be improved.

**Keywords:** The role of leadership, leaders, community empowerment



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## INTRODUCTION

Population is significant for the development of a region, development is a process of sustainable change that is planned, and consciously with the aim of improving welfare and a better life (Farida et al., 2020). Magnitude population growth affects the level of community welfare (Fizabillah et al., 2024). The Indonesian government believes that the rapid increase in population will have a major impact on the country (Arpan et al., 2023). The development program aims to improve the quality of life of the community. This quality of life includes various aspects related to prosperity and well-being.(Prasetyowati et al., 2024).

Law Number 52 of 2009 concerning Population Development and Family Development emphasizes that in realizing balanced population growth and quality families, efforts are made to control the birth rate and reduce the death rate, direct population mobility, develop population quality in all dimensions, increase family resilience and welfare, prepare and arrange marriage and pregnancy so that the population becomes human resources that are resilient for national development and resilience, and are able to compete with other nations, and can enjoy the results of development fairly and evenly (Law of the Republic of Indonesia Number 52 of 2009, 2010). Furthermore, Government Regulation Number 87 of 2014 concerning Population Development and Family Development, Family Planning, and Family Information Systems states that in order to implement Law Number 52 of 2009 concerning Population Development and Family Development, it is necessary to stipulate a Government Regulation on Population Development and Family Development, Family Planning, and Family Information Systems containing family development is an effort to realize quality families living in a healthy environment (Indonesia, 2014)

The government, through the National Population and Family Planning Agency (BKKBN) launched the Quality Family Village Program (KB Village) in 2016 to bring the government's program closer to empowering the community to create quality and prosperous families (Rahmat & Sugiarti R, 2021). The function of the family shows the prosperity or welfare of the family, so the family planning village program is designed to fulfill the eight functions of family, religion, love, protection, reproduction, social and educational, economic, and environmental. (Maleke et al., 2022).

Kampung KB offers various programs aimed at achieving small and happy families, making it known as the government's approach to community empowerment (Rahmat & Sugiarti R, 2021). Community empowerment in the implementation of family planning is a

method to address population problems by providing direction to the community for better family development (Aji & Yudianto, 2020).

A larger population can affect the development and quality of that population (Sitorus & Hutasoit, 2021). In 2024, Indonesia's population will reach 281.6 million people, and West Java Province is one of the most populous provinces, with a population of 50.3 million people (BPS, 2024). There are general challenges such as declining achievement of family planning participants, lack of public participation or awareness related to the importance of welfare and health in the future, as well as obstacles present at the regional and sub-district levels or even from the individual community (Maleke et al., 2022). Therefore, community empowerment is needed in various cross-sectors, such as family planning programs launched by the National Population and Family Planning Agency (BKKBN). KB Village (Quality Family) offers a range of solutions, including Toddler Family Development (BKB), Elderly Family Development (BKB), Youth Family Development (BKR), Youth Counseling Information Center, and Acceptance Family Income Increase Efforts (UPPKA). The above empowerment activities are expected to be beneficial for population control, building quality small families, and creating prosperous families.

The criteria for implementing KB Villages are: 1) The highest level of the number of underprivileged families or poor families at the village level is located. 2). The category of remote and border areas, which are far from health facilities, government services and poor areas. 3). The rate of couples of childbearing age who do not have family planning is higher than the average of the village.

According to the welfare indicators of Majalengka Regency, the percentage of the poor who have an elementary or junior high school education and below (72.2%) (BPS, 2023). With that, it shows that the small opportunity for households to pursue education to a higher level makes them vulnerable to poor conditions and unprosperous families. In community empowerment, leadership plays an active role that is inseparable from it. The role of leadership and active participation of the community supports the success of village development (Hutasoit et al., 2024). Leaders have an important role in the success of a group or organization in achieving their goals (Sutarto, 2018). Leadership is the ability to motivate, encourage, and facilitate every activity to contribute to achieving organizational goals (Wibowo, 2018). Of course, it also requires members who actively participate in the organization. Because teamwork is instilled to produce maximum work (Elaine O'Neill, 2019).

Based on problems such as the lack of active community participation in several activity programs in Balagedog Village, Sindangwangi District, Majalengka Regency, KB Village leaders need to pay attention to the process of carrying out activities carried out in community empowerment, including: a). Influence and support, b). Voluntary efforts in carrying out programs and activities, c). Achievement of program goals. This can encourage the development of prosperous families if the leadership role in it can run well, which is characterized by a significant reduction in poverty rates, better economic growth, the creation of a prosperous family that is planned, and an improvement in the quality of education and health.

In a previous study in the journal *Thessaloniki Syela Maleke*, Masje Pangkey, Deysi Tampongangoy identified how the implementation process of the family planning village program runs and becomes a benchmark for the success of the family planning program, whether it is effective or not, with obstacles such as people with insufficient human resources, inadequate socialization, and lack of infrastructure. However, research specifically regarding the role of leadership in KB villages is still limited, particularly in terms of the process of community empowerment through these programs.

The purpose of this study is to 1) find out the role of KB village leadership in empowering the community to realize a prosperous family, 2) to find out the obstacles of KB village leadership, and 3) to find out the leadership efforts of KB villages. By examining the role of village leadership, it is hoped that this will inform policies that involve family welfare and enhance community empowerment through the family planning village program, particularly for small families.

## **LITERATURE REVIEW**

This research discusses community empowerment in achieving a prosperous family, focusing on the role of village leadership in family planning. Community empowerment serves as a means and strategy to address population problems, and the community itself plays a crucial role in increasing the community's ability and independence (Aji & Yudianto, 2020). In addition, the concept of a prosperous family is important because it is one of the factors for the success of community empowerment. A Prosperous Family is one that can meet the basic needs of all its members, including adequate clothing, nutritious food, a decent home, and opportunities for socializing and worshipping safely and comfortably (Sari et al., 2023). In achieving these goals, the role of leadership is important because it can determine the success

of the program. A Leadership role is someone who can create good relationships, can motivate, can solve existing problems, and can influence to achieve goals (Subni, 2024). With the existence of the KB village program, it is hoped that community empowerment in realizing a prosperous family can be achieved, KB Village is a specific area at the village level that has special criteria that are the focus of development aimed at improving the quality of life of the community and Quality Families (Arthawati & Mevlanillah, 2023).

This research employs the Leadership Theory developed by Newstrom (2011) in Wibowo (2018:5, second edition), which incorporates indicators of influence/support, voluntary effort, and goal achievement. The support of reference journals used in this study includes:

The first is the journal *Tesanolika Syela Maleke*, Masjey Pangkey, Deysi Tamponanggoy, which discusses the Effectiveness of the Family Planning Village Program in Temboan Village, Maesan District, South Minahasa Regency, using the Richard M Steers Theory, regarding effectiveness and indicators that affect its effectiveness, namely goal achievement, integration, and adaptation. The method used in this study is descriptive with a qualitative approach, the results of this study are that the Kampung KB program has been said to be effective, but there are still some obstacles in its implementation such as the human resources of the community itself are still lacking, the socialization process is not ready, and facilities and infrastructure that still need to be added.

The second is in the journal *Maulana Satria Aji*, authored by Gita Putra Heru Yudianto. The method used in this study is qualitative, and the results found that the implementation of community empowerment in the KB village program, as reviewed in the context of the Ottawa Charter, has not been optimal. This is evident in the absence of a written health policy and weak collaborative communication.

Third, in the journal *Jumiati Tuharea*, Louisa M, Metekohy, and Santi Maatoke discuss how Family Planning programs improve community welfare and the impact of the Family Planning Village program. The method uses a descriptive qualitative approach. The data collection technique employed was an interview; the results show that Wasia Village has achieved several notable milestones, including BKR, BKL, BKB, and PIK R, as well as free family planning programs. Through the program, it can have a significant influence on the people of Wasia Village in economic, social, and educational aspects.

Fourth, in the journal, Basuki Rahmat and Eva Sugiarti state that the method used is qualitative. However, the implementation results have not been achieved due to the participation of families, communities, and facilities, as well as inadequate budgets.

Fifth in the journal of Andi Djalante, Didiek Handayani Gusti, Gusriyani. Discussion of the influence of leadership, motivation, and communication separately or simultaneously on the performance of employees in the development of the Kampung KB program, as well as identifying and analyzing the most influential factors in the Health and Population Control Office and the Family Planning of Sidenreng Rappang Regency. The approach taken in this study is a survey that selects a sample from a single population and applies a questionnaire. The results of the study show that, separately, the communication variables have an impact on employee performance, while simultaneously, the variables of leadership, motivation, and communication also have an influence on employee performance.

Previous studies have only focused on the implementation of the KB Village program in general. However, these studies have not specifically highlighted the role of family planning village leadership, because of this gap, this research is here to fill the gap by analyzing how the role of family planning village leadership in the community empowerment process through the programs in it, it is considered important because the role of leadership in moving, supporting, and encouraging community participation can affect the success of the program.

## **METHODS**

Based on Moelong's opinion, such as behavior, perception, motivation, and other aspects, this is done by describing using words and language in specific natural contexts with various methods that are natural (Suprayitno et al., 2024). To analyze in depth Community Empowerment in realizing a Prosperous Family through the Leadership Role of KB Villages.

Conducting in-depth interviews with related sources, with the main informant, namely the head of the Family Planning Village, and the supporting informant, namely the Majalengka Regency Child Protection and Family Planning Women's Empowerment Office (DP3AKB), the coordinator of the Sindangwangi District Family Planning Center, and the community who participated in the family planning village activities.

Data collection refers to various methods by which data is collected, retrieved, or captured (Dr. Suwartono, 2014). The data collection method in this study involved observation, interviews, and the collection of documentation. The observation in this research is conducted by directly observing field conditions. The initial step in this study involves compiling

questions relevant to the research, followed by face-to-face interviews, and recording the respondents' answers to be analyzed and documented in the form of photos.

According to Sugiyono, data analysis techniques involve the process of obtaining and compiling data systematically, based on interview outputs, on-site notes, and other sources, so that the data is easy to understand and can be effectively conveyed to others. (Saleh, 2017). In this study, analysis techniques were used with data reduction (summarizing and filtering important data), data display (displaying data in an easy-to-understand form), and drawing conclusions (deducing the meaning of data).

## **DISCUSSION**

### **The role of family planning village leadership in empowering the community to realize a prosperous family**

The Leadership Role is someone who can create good relationships, can motivate, can solve existing problems, and can influence to achieve goals (Subni, 2024). The results of observations and interviews with the Head of the KB Village as the primary informant, as well as the support of informants from the Women's Empowerment, Child Protection and Family Planning Office (DP3AKB), the Coordinator of the District KB Center, and the community of the KB Village program activity group in this study were analyzed using leadership theory by Newstrom (2011) with indicators *Influence/Support* (influence and support), *voluntary effort* (voluntary efforts), and *Goal Achievement* (goal achievement) can answer the formulation of the problem as follows:

#### **Influence/support**

Influence and support reflect the extent to which leaders can build motivation, foster harmonious relationships, and encourage community participation. The Chairman of the KB Village tries to provide positive motivation to the community by building relationships and trust through a good direct approach with the community, prioritizing a participatory approach, providing influence through direct approach communication to the community by going to the field and giving real examples of the success of the KB village program to the community at the time of socialization, the chairman also emphasized to the community that the KB village program is not only about tools Contraceptives only. Support for the program is carried out through coordination with various parties, including village officials, village midwives, and family planning extension workers at the Family Planning Center. Additionally, it provides a

form of support in coordinating resources among working groups for the implementation of activity programs and overseeing the smooth operation of activities. Supported by the results of interviews with the community, the head of the KB village in Balagedog Village gave his influence and support in the form of counseling, coaching, and socialization to the community, together with related parties. This demonstrates the leader's ability to build trust and encourage citizen involvement in KB Village activities, although the challenge of achieving broader participation remains an obstacle that needs to be overcome. The Women's Empowerment, Child Protection, and Family Planning Office (DP3AKB) stated that the agency's support was not channeled directly to the head of the family planning village, but rather through coaching and briefing to the coordinator of the Family Planning Center. The influence and support provided by the KB Center is achieved by holding regular meetings and coaching every month, and the chairman is given actual facilities from the center as well, namely TAB, for the purposes of the PIK-R program. The influence/support indicator was achieved well, as the Head of the KB Village successfully built motivation by fostering a sense of trust within the community, while also providing active encouragement through coordination with other parties involved in the program.

### **Voluntary effort**

Volunteering involves contributing to the execution of its duties, as well as coordinating with other parties to ensure the program's success. The head of the KB village showed high volunteer effort by taking the time to accompany the community in various activities such as socialization, counseling, and helping the community access government services. Coordination is also carried out with the village government, village midwives, community leaders, and social organizations. Coordination with the Family Planning Center is held at regular meetings. The initiative of the KB village chairman also collaborates with local youth to hold activities such as volleyball. Additionally, there is a reading corner, initiated by the chairman, located at the house of the KB village chairman. The community of the activity group stated that the head of the KB village showed voluntary efforts in running the program by being regularly present in counseling and socialization activities regarding family planning, and child parenting, cooperation between the head of the KB Village and the community was also carried out through coordination with RT/RW to invite residents to participate. The Family Planning Center stated that the voluntary effort carried out by the head of the KB village, after the passage of time, the KB village scheduled a meeting with the KB Center. Although the

Women's Empowerment Office for Child Protection and Family Planning (DP3AKB) stated that it was not directly involved with the head of the Family Planning Village in the Village, but there were regular meetings for briefings conducted by the Family Planning Center, also strengthened by the statement of the coordinator of the Family Planning Center that the Family Planning Center and the Village held special training for the head of the Family Planning Village at the beginning of the leadership period as a form of capacity building that supports the role of the leader in the implementation of the program. The indicator of voluntary effort was well achieved, as the head of the KB village demonstrated high dedication in mobilizing the community and establishing cooperation with the village and the KB center.

### **Goal achievement**

Goal achievement assesses how far the leader can run the program effectively and achieve the expected goals. The Chairman of Kampung KB stated that the Kampung KB program has been running and is beginning to show results, including increased public understanding of family planning and reproductive health. Programs such as Toddler Family Development (BKB), Youth Family Development (BKR), Elderly Family Development (BKL), Acceptance Family Income Increase Efforts (UPPKA), and Youth Counseling Information Center (PIK-R) have been running, but there are still obstacles in terms of low community participation, especially from adolescents. The head of the KB village continues to take a direct approach through meetings at BKB, BKR, BKL, UPPKA, and PIK-R activities. The chairman and the working group also approach every problem with communication and cooperation, for example, by conducting re-socialization by collaborating with family planning extension workers, villagers, and community leaders. Based on the results of interviews with the community, some people who are actively involved in the program are satisfied because they can feel the benefits of the KB village program, especially in increasing knowledge and skills. However, the community hopes that there will be a new strategy so that more residents are willing to participate. Balai KB stated that the success of KB Village leaders is measured by the results of activities they have created, particularly in the formation and management of activity groups. The Family Planning Center also periodically monitors activities and evaluates reports through an online system. However, the Agency stated that there is no definite measure of success in assessing KB village leaders, and in Majalengka Regency itself, there is no classification of villages that have been independent in running the KB village program. Program evaluation is only carried out through the review of activity reports uploaded to the

web, without any direct field evaluation. Thus, *the goal achievement* indicator shows that the program has achieved several goals; however, there are still challenges in increasing community participation, especially among adolescents.

### **Obstacles to KB Village Leadership in Community Empowerment**

The implementation of community empowerment through the Quality Family Village program is greatly influenced by leadership, which plays a central role in mobilizing citizen participation. However, in practice, based on the results of observations and interviews conducted by researchers with the head of the KB village, Balagedog Village, Sindangwangi District, several obstacles are faced by the KB village leadership in mobilizing the community as a whole. Information from the head of the Balagedog Village Family Planning village indicates that one of the main obstacles is the low participation of the community, particularly among the adolescent age group and families who do not fully understand the scope of the family planning village program. Many people still believe that the Kampung KB program primarily focuses on the use of contraceptives, which is why they are less interested in participating in other activities that encompass aspects of health, family education, a productive economy, and life skills. In addition, the busyness and lack of motivation from the community itself, infrastructure facilities that are not optimal, such as facilities for the reading corner, which was finally carried out at the house of the head of the KB village, and the lack of innovative approaches are the reasons why community participation has not been maximized. This causes most of the activities that have been designed to have not been able to reach all elements of society, especially target groups who are very strategic in building quality families.

### **KB Village Leadership Efforts in Community Empowerment to Create Prosperous Families**

Despite facing various obstacles, the leadership of Kampung KB continues to make efforts in optimizing the implementation of programs to achieve prosperous families. Based on the results of observations and interviews with the head of the KB Village, it is known that the form of the effort made is to continue to strengthen the approach to the community, the KB village chairman is always present in various activities, participates in direct socialization, and establishes good communication with residents so that the program can be more accepted and understood. Of course, coordinating and collaborating with related parties, such as the Village, Village midwives, extension workers/coaches from the Family Planning Center, and religious

leaders, makes it easier to provide socialization to the community and counseling to the assisted families. Regular meetings are also held periodically with the Family Planning Center as a means of evaluating and improving the program, showing that leadership does not only stop at the implementation of activities, but also at improving the quality of activities, leaders are also active in creating local innovations such as establishing reading corners in private homes to reach groups of children and adolescents.

Based on observations and interviews with various related parties, as well as a study of leadership theory by Newstrom (2011), this study found that the leadership of family planning villages plays a significant role in empowering the community towards achieving a prosperous family. This can be seen in the efforts of leaders to motivate, coordinate, and support the community through counseling, socialization, and coaching in the fields of health, economy, and family education. However, the main challenges faced are low community participation and a lack of understanding of the benefits of programs beyond contraception. To overcome this, KB village leaders optimize the community approach and collaborate with community leaders.

## **CONCLUSION**

Based on the results of research that has been carried out through in-depth observations and interviews in the field, it can be concluded that community empowerment in realizing a prosperous family through the leadership role of family planning villages in Balagedog Village, Sindangwangi District, Majalengka Regency, obtained the following results:

The leadership role of family planning villages, as described in the influence/support indicators, is well achieved, as evidenced by the ability of family planning village leaders to foster harmonious communication with the community, provide motivation, and create a conducive atmosphere for community participation in family planning village activities. The indicators of voluntary effort were also well achieved, the leaders of the family planning village showed high dedication in carrying out their duties voluntarily attending every program activity, establishing coordination with various parties such as village officials, family planning extension workers, village midwives and working groups, and initiating programs that were relevant to the needs of the community. The goal achievement indicators have been partially achieved. Although the implemented programs have provided benefits to the community in terms of improving knowledge, skills, and access to family health services, the achievement of the program's goals as a whole still faces challenges. The obstacles faced are low community

participation, especially among teenagers, public misperception of the family planning village program, which is considered limited to contraceptives, lack of facilities and infrastructure, as well as innovations in the approach to activities. Efforts are made to continue to strengthen a direct approach to the community, active collaboration with various parties (Villages, family planning centers, community/religious leaders), creation of local innovations such as reading corners in private homes, routine evaluations with the Family Planning Center for program improvement.

This emphasizes that it is necessary to improve strategies in approaching the community, especially adolescents, either through the use of social media or collaboration with schools and youth communities. Besides that, the government and stakeholders need to increase the support of program facilities.

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