

Family Planning Communication Strategy On Field Officer Used For Daily Planning Programme In Langkat District, Sumatra, Indonesia

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Abstract: Communication strategy on family planning campaign is the interpretation on knowledge, attitude and practice theory (KAP theory) that commonly used in many health campaign programs in developing countries and advance countries in the world. This theory can also be applied for other programs such as agriculture, family planning, commercial, and society capacity building. The aims of this research are to described and analyzed communication strategy on family planning campaign by the field officer for family planning campaign, and also to find out all factors that can be the obstacle on family planning program in Sumatera Utara province, especially in Langkat District. The long term goal of this research is to find out the best method that can be done by the government in order to get people's support. It can only be achieved if the program are transparant, clearly stated and on the perfect target. The population of the research are the field officer for family planning campaign (10 person) and also the citizen of Langkat District (10 person plus their husband/wife). All informants were being selected by purposive sampling technique. Observation, interview and Focus Group Discussion were also being held in order to get best result. Several results were shown: It showed that the better productive age couples receive information about family planning, the use of contraception (especially using injection and implant methods) among productive age couples is increasing. Biggest problem in Langkat District is that many of the family planning acceptors using short term contraception method such as pill, condom and injection rather than long term contraception method such as IUD, implant or vasectomy/tubectomy. BKKBN (National Family Planning Coordinating Body) in Langkat District still need to improve many aspects on doing communication strategy on family planning campaign by the field officer for family planning campaign, especially in the low income productive age couples where the birth rate number is still high. Another thing they should do is to raising the number of supply for the contraception products such as pills and IUD.

Index Terms: family planning campaign, communication strategy, Langkat District

1 Introduction

Indonesia is the fourth most populous country in the world after China, India and United States of America (<http://hanyalakukan.blogspot.co.id>). In average, Indonesian citizen increasing around 270,833 new born babies every month. Badan Pusat Statistik (Central Bureau of Statistics) stated that there are 2 new born babies every 1 second in Indonesia. The high fertility rate causing problems for Indonesia. That was the main reason the government launching the family planning program to solved the problem. Several problems in Indonesian family are: 1) rapid fertility rate, 2) people's migration to town/city 3) low quality people (Pahlupi, 2012). Increasing fertility rate without control could create another problem in social and economic sector and give negative impact on development in Indonesia. The need of housing facility, health facility, education facility and other facilities will also be growing higher. This is another hard problem for the government to solved in order to create happy and healthy family with better income in Indonesia. Indonesian government through Badan Koordinasi Keluarga Berencana Nasional (BKKBN or National Family Planning Coordinating Body), initiating Program Keluarga Berencana (family planning program) in order to control the fertility rate number among Indonesian citizen. This program aims to reduce fertility rate number with the using of contraceptions such as pill, condom, injection, intrauterine device (IUD), implant, women medical operation (tubectomy) and men medical operation (vasectomy).

All of this contraception method is given freely by the government and can be found at Pusat Kesehatan Masyarakat (Puskesmas or Community Health Center), family planning clinic and center of family planning services all over Indonesia. For the vasectomy and tubectomy methods can only be doing in the hospital or certified health services clinic with health expert and medical operation supporting devices in it. Family planning program primary target are productive age couple who wish to control the number and the range of birth of their children to create quality family. Family planning program are also aims to reducing the number of unwanted pregnancy and to reduce the number of death among mother while delivering their babies. According to Undang-Undang Republik Indonesia (Indonesian Law) number 52 in year 2009 about Perkembangan Kependudukan dan Pembangunan Keluarga (Population increasing and family development), the aims of family planning program is to increasing the quality of life and wealth in Indonesian family. Basically, family planning program is under the coordination of Badan Koordinasi Keluarga Berencana Nasional (BKKBN or National Family Planning Coordinating Body). One of the most effective ways of conducting family planning program in the society is through communication campaign. The family planning program campaign will success if the message is clearly delivered by the communicator to the communicant so they can have mutual understanding. By doing communication campaign, Petugas Lapangan Keluarga Berencana (PLKB or family planning campaign field officer) are also expected to gained more participation from productive age couple of using appropriate contraception methods according to their needs and their own health experiences. Family planning campaign field officer are expected to become their counsellor for new family planning acceptor, helping them to choose the right method so they can gain the most satisfaction experiences of using family planning methods. A research conducted by Riza Pahlupi, Asep Suryana and Agus Setiawan in 2012 about "The relations between family planning program campaign with the

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attitude changes of Garut Regency society” found out that the good family planning program campaign with the support of media, content, method, right time and right place will create positive impact towards attitude changes among productive age couple and decreasing resistency against family planning program. Based on the data that we already received, Langkat District is the second largest district area in North Sumatera Province after Deli Serdang District. Langkat District area is as big as 626,329 hectares with 23 sub-districts and average population density of 2,070.32 life in every village. Considered as multicultural area with different ethnicities, Javanese are the biggest population among the people of Langkat District. Javanese people for years has been known for their motto “mangan ora mangan asal ngumpul” (or translated as “whether we have food to eat or not, the most important things is to grouped as family) is very unproductive for family planning program since for them family is the most important thing, no matter how big is your family number. Based on the previous situation, we decided to make a research about the communication strategy on family planning campaign by the family planning campaign field officer in Wampu Sub-district in Langkat District, Sumatera Utara province.

Problem Statement

Based on the situation on the introduction section, the problem statement in this research are:

1. How is the communication campaign strategy that being doing by the family planning campaign field officer so far in Langkat District
2. What is the best way that can be done by the family planning campaign field officer to grow attention and action from the society about the importance of family planning program
3. Analyzing factors that could become obstacles on the communication campaign strategy by the family planning campaign field officer

Research goals

The goals of the research are:

1. To find out, to describe and to analyze family planning campaign communication strategy that being done by the family planning campaign field officer in Langkat District
2. To find out the best way that can be done by the family planning campaign field officer to grow attention and action from the society about the importance of family planning program
3. To find out factors that could become obstacles on the communication campaign strategy by the family planning campaign field officer.

Research Output

The output of this reserch is to create a better family planning campaign communication strategy at Wampu Sub-district in Langkat District

2. Theory of Communication Strategy Campaign

Campaign can be defined as a social, economic and political changes process to empowerment and strengthen the society ability through participated group learning process, in order to make behaviour changes in every stakeholder (individual, group or institution) whose involved in the development process, to create more powerful, independent and partipated society for a wealthier sustainable life. Campaign is a

communication process where an individu transmitting certain symbols (usually verbal symbol) to influence communicant behaviour. Communication campaign strategy goal is always connected to change the attitude, opinion, behaviour, knowledge and skill of the communicant, direct or indirect to to the communicant to create a better way by following the suggestion, idea or innovation. The using of Knowledge, Attitude, Practice theory is simply because of in many developing countries, this theory were using for many health campaign programs since it is one of the most suitable theory to use in this situation. The idea behind this theory is that in many real life situation, a new attitude will appear in someone if their cognitive domain was stimulated by a new knowledge. Then there will be some responses in their attitude, and in many cases the response is practicing the new knowledge based on what they just realized. To find out the communication strategy campaign, there are several things to notice, they are: campaign method, content, media, skill and time. In communication strategy campaign, there are 3 approaches that can be use: 1). Personal approach such as house visiting, telephone and so on. 2) Group approach through meeting group because there will be some interaction and experiences sharing among the member of the group that can stimulated their attitude and norms. 3). Mass approach through mass media. According to Milikan and Hoopgood (in Kartasapoetra, 1994), the content of a campaign must have some impact towards the targeted people, and they must have have certain values such as:

1. Profitable: every individual gain benefit and profit from the campaign
2. Complementary: campaign material must have complementary activity base on situation and goals of the campaign itself
3. Simplicity: campaign material should be very simple to understand
4. Compatibilty: campaign material must adopt local culture and never against it
5. Availability: campaign material should have been mastered by the campaign officer

In campaign, there are some media or supporting media campaign that being use for years. Kartasapoetra (1994) mention that basically, campaign media are divided into: 1). Living media; a certain people who has applied a new living style according to the content of the campaign. They can make a good sample of media campaign. 2). Dead media; certain media that being used as a mediator between the communicator and the communicant such as a sample, model, brochure, poster, photo, leaflet, sheet, slide, film, film-strip, video, movie-film and graphical symbol like diagram, scheme and map. And last, time is also very important in communication strategy campaign. We must choosing the right time and the right place according to our targeted society situation and condition to achieved the best result of our campaign. Sometimes, we must coordinate with our society to set the right time and place to launch our campaign perfectly.

3. Research Method

The research method that being used in this research was qualitative method. Qualitative method does not rely on the number of population and sample, but it is rather how to achieve the deepest information from the informant no matter how small the population and the sample number is. If the

information is enough, we do not have to find another sample. In qualitative research, researcher play an integral part of the data, wick mean the researcher actively participated in choosing the suitable data for the research (Kriyantono, 2006: 57).



Population and Sample

The population of this research are the productive age couples at Wampu Sub-district in Langkat District with total number of 44,803 couple consist of 22,415 men and 22,388 women (www.kecamatanwampu.com, 2015). Researcher were using purposive sampling technique to choose the right sample for this research. By using this technique, researcher pick up some sample based on what we have determine before. Researcher also using indepth interview with the choosen sample to gain all the data needed for this research.

Data Collecting Method

Data collecting method in this research were doing in 3 ways: observation, interview and focus group discussion (FGD).

Research Matrix

Society of Langkat District  Observation and indepth interview	<ul style="list-style-type: none"> • Number of children in the family • Attitude and culture of the society • Family planning information acces • Facilities and supporting facilities
Family planning campaign field officer  Observation and FGD	<ul style="list-style-type: none"> • Field officer competence • Family planning nformation acces given to the society • Communication strategy campaign

Field research were conduct using observation and indepth interview among the choosen productive age couple informan. Based on what Spradley (1980: 3) said, indepth interview focusing on learning by people and not study of people because researcher is also part of the people. It took about 2 months for data collecting through indepth interview for this research. After that, researcher conducted FGD for family planning campaign field officer of Langkat District.

Data Analyses Method

Data analyses for this research is in inductive narative style, by using: a) making notes on every single things that happened during research, b) trying to understanding the situation through the informant's point of view/perspective, c) giving more attention on the factors that relates one to another, d) making specific analyses for every cases and every situation (Daymon, 2007: 162).

4. Result and Analyses

As the fourth most populous country in the world, Indonesia also has the very high proportion of productive age citizen. Until the year of 2030, this situation consider as a "demographic bonus" in Indonesia. Demographically, the number of productive age citizen should be a potential point for the development of this country. But to make it happen, we still need more effort from all institution, by providing at least 4 conditions:

1. High quality population
2. More job opportunity for the productive age citizen

3. Raising the account of saving in every family
4. Increasing the female worker in the working field

If we are talking about sexual reproduction anf the level of fertility among women in the family of Indonesia, family planning program by using contraception method (especially pill and injection) are the most favourite in the productive age couple family planning method. The use of long term contraception method such as IUD and sterilization (vasectomy and tubectomy) is still very low compare to short term contraception method. Unwanted pregnancy among short term contraception method user is higher than long term contraception method user. 6 out of 100 injection user having unwanted pregnancy during their first year because they have to get injected every month to prevent unwanted pregnancy. While IUD could last longer (around 8 years) and the risk of unwanted pregnancy during the first year is only 0.8 out of 100 user. This is one factor that consider as the factor that makes Indonesian Total Fertility Rate (TFR) is still stagnant at 2.6. This indicates that in national average, every productive age women delivering 2.6 babies during her life. One of the result of this research found out that the level of knowledge among Langkat District citizen about family planning is already at the high level. Most of married women at the age of 15-49 and married men at the age of 15-54, at least knew 2 contraception methods. The more educated the married women, the more they aware of using contraception to prevent unwanted pregnancy. The reason behind married women that did not use contraception are: health factor, side effect, lack of information, high cost (for independent family planning method) and also fertility reason (such as menopause and unable to have children) Family planning campaign field officer duty is to give information to all productive age couples in their area. Making routine scheduled for family planning campaign will helps productive age couple to be more aware of any kind of contraception method that most suitable for their own condition.

Langkat District Description

Langkat District is situated on the east coast of Sumatera Utara Province. The distance from Medan city as the capital city of Sumatera Utara province to Langkat District is only 25 kilometers. Langkat District is situated at the border of Sumatera Utara Province with Nanggroe Aceh Darussalam Province. Most Langkat citizen is working as farmer, while other works as fishermen, civil servant and other job. The research is only focus on Sei Wampu sub-district because this area is the plantation area and very rich of cultural and social environment. There are 13 villages in Sei Wampu Sub-district:

1. Kelurahan/Desa Besilam Bukit Lembasa
2. Kelurahan/Desa Bingai
3. Kelurahan/Desa Bukit Melintang
4. Kelurahan/Desa Gergas
5. Kelurahan/Desa Gohor Lama
6. Kelurahan/Desa Kebun Balok
7. Kelurahan/Desa Mekar Jaya
8. Kelurahan/Desa Paya Tusam
9. Kelurahan/Desa Pertumbuhan
10. Kelurahan/Desa Stabat Lama
11. Kelurahan/Desa Stabat Lama Barat
12. Kelurahan/Desa Stungkit
13. Kelurahan/Desa Sumber Mulyo

From 13 villages, researcher has chosen Desa Stabat Lama and Desa Gohor Lama as the area for this research. Most of the population are working as plantation worker, farmer and cone brick maker. Most people in Wampu Sub-district are Javanese ethnic and Melayu/Malay ethnic. Both of this ethnics is already known for their cooperative attitude towards family planning program. The biggest problem in family planning in this place is the lack of family planning product and facilities, while so many productive age couple has high awareness on family planning program and are able to joining it. Criteria for purposive sampling technique for this research are:

1. Productive age couple
2. Actively joining family planning program or had try it once
3. Inhabitant of Desa Stabat Lama and Desa Gohor Lama

The biggest obstacle in these two villages is that the field officer for family planning campaign has not been independent enough. From 13 villages, only 1 field officer for family planning available. This condition is far from ideal situation, where there should be at least 1 field officer for family planning for only 2 villages. The good news is that people in this 2 villages are very cooperative. Many of them are able to joining family planning program based on their own will. but, the lack number of medicines and health services that provides in family planning program service car (moyan or mobil pelayanan KB), had been the biggest disappointment for the villagers. In other words, people's ability to join family planning program in the 2 villages is very high and very cooperative, while the supply of medicines and health services for family planning program is very limited. Focus group discussion was conducted in Langkat District on 26 October 2016 followed by 10 participants (9 women and 1 man). Several results that we achieved on that FGD are: Few factors that prevent the productive age couple from joining family planning program:

1. Low educational level, that mostly only graduated from junior high school or senior high school
2. Lack of medical supply and medical facilities for family planning program, especially for long term method products such as IUD
3. Family influence, especially parent or mother in law that prevent them from joining family planning program
4. Lack of intensity of campaign, mostly they are exposed to campaign material during perwiridan (Al-Qur'an recital) at their village
5. Lack of personel for family planning campaign, where 1 field officer covering to many areas with high population
6. Side effect that can occurs from contraception method, such as internal bleeding, vomid and other side effect on women's side, while their husband do not want to use any of the contraception method.
7. Unable to provide contraception product because they are coming from low income family (always rely on free contraception products)
8. Embarrassing feeling (especially for IUD user because they have to show their genital area to the doctor or nurse)
9. Still wants to have more children (especially in Batak's tribe who still failed to have son because they are adopting patrilineal line)
10. Old pameo "banyak anak, banyak rezeki" (more kids, more incomes).
11. Another program from Ministry of Social that against family planning program, where they gave financial support for the low income family with many children.

Communication strategy the family planning program field officer has already doing so far:

1. Persuasive approach through continuous campaign
2. Giving understanding that government aid won't last forever
3. Giving best services all the times during everyday activities
4. Let the people making mistakes so that they can learn from it
5. Mouth to mouth communication campaign is so far the best method for Wampu sub-district

Source of information:

1. The main source of information is from family planning program field officer
2. Information from the hospital, Puskesmas, Posyandu or clinic providing direct from doctor or nurse.
3. Brochure, poster and other information sources that almost always available all the time at the chief of the village office
4. Internet cannot be easily accessed in this area, so only 1 informant that had been exposed by the family planning program information through internet

Social cultural problems in family planning program campaign at Wampu sub-district:

1. Few fanatic Islamic follower that believes they should never applying family planning program because in their opinion it's against the law of Islam
2. Internet signal is very weak, so many of them are unable to find out more information about family planning program
3. They should recruit more men for field officer to reaching more participation from men.

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