

**Efektivitas Pelaksanaan Program Kampung KB dalam Upaya Peningkatan
Kesejahteraan Masyarakat di Desa Rejasa**

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ABSTRAK

Desa Rejasa merupakan salah satu Kampung KB di Kecamatan Penebel, Tabanan, Bali, yang telah terbentuk sejak tahun 2016 karena telah memenuhi 3 persyaratan inti, yaitu: (1) kriteria utama, (2) kriteria wilayah, dan (3) kriteria umum. Namun, efektivitas program yang dicanangkan belum terungkap. Berkenaan dengan itu dilakukan penelitian dengan tujuan: (1) menganalisis program KKBPK di Kampung KB desa Rejasa, (2) menganalisis efektivitas pelaksanaan program KKBPK di Kampung KB desa Rejasa, dan (3) mengidentifikasi faktor-faktor penghambat dalam pelaksanaan program KKBPK di Kampung KB Desa Rejasa. Subjek penelitian untuk petugas KB, kelompok kerja Kampung KB, dan Kepala Desa menggunakan studi populasi dan untuk kepala keluarga menggunakan penelitian sampel yang ditentukan secara *Proportional Random Sampling*. Data dikumpulkan menggunakan metode observasi, wawancara terstruktur, dan pencatatan dokumen yang selanjutnya dianalisis secara Deskriptif Kualitatif melalui analisis tabel. Hasil penelitian menunjukkan: (1) perencanaan program KKBPK di Kampung KB Desa Rejasa terkategori 'sangat baik' (85%), (2) terdapat dua dari delapan indikator yang belum efektif dalam pelaksanaan program KKBPK di Desa Rejasa, yaitu indikator pemberdayaan perempuan dan anak, dan indikator sosial ekonomi, (3) faktor penghambat dalam pelaksanaan program KKBPK di Kampung KB Desa Rejasa adalah komitmen dan komunikasi.

Kata Kunci : Efektivitas, Kampung KB, Program KKBPK

UNDIKSHA

The Effectiveness of the Implementation of the KB Village Program in Efforts to Improve Community Welfare in Rejasa Village

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ABSTRACT

Rejasa Village is one of the KB Villages in Penebel District, Tabanan, Bali, which has been formed since 2016 because it has fulfilled 3 core requirements, namely: (1) main criteria, (2) regional criteria, and (3) general criteria. However, the effectiveness of the proposed program has not been disclosed. In this regard, research was conducted with the objectives of: (1) analyzing the KKBPK program in the KB village of Rejasa village, (2) analyzing the effectiveness of the implementation of the KKBPK program in the Rejasa village KB village, and (3) identifying the inhibiting factors in the implementation of the KKBPK program in the KB village. Rejasa Village. The research subjects for family planning officers, the working group of the KB village, and the village head used a population study and for the head of the family the sample was determined by Proportional Random Sampling. Data were collected using observation methods, structured interviews, and document recording which were then analyzed qualitatively descriptively through table analysis. The results showed: (1) the declaration of the KKBPK program in the KB Village of Rejasa Village was categorized as 'very good' (85%), (2) there were two of the eight indicators that had not been effective in implementing the KKBPK program in Rejasa Village, namely indicators of empowering women and children. , and socio-economic indicators, (3) the inhibiting factors in the implementation of the KKBPK program in the KB Village of Rejasa Village are commitment and communication.

Keywords: Effectiveness, KB Village, KKBPK Program