

Communication medium for family planning in realizing quality families in east java

Ido Prijana Hadi^{1,*}, Desi Yoanita², and Titi Nur Vidyarini³

¹Communication Science Department, Petra Christian University, Surabaya 60236, Indonesia. ²Communication Science Department, Petra Christian University, Surabaya 60236, Indonesia. ³Communication Science Department, Petra Christian University, Surabaya 60236, Indonesia.

Abstract. The Covid-19 pandemic globally has come to the attention of the Government of Indonesia, namely in dealing with problems that arise in terms of access and services for prosperous families, population, and family planning. Moreover, paying attention to the implications of a pandemic on the resilience and well-being of Indonesian families. This research was conducted to see the communication medium of the East Java Provincial Government in implementing the Strategic Plan of the National Population and Family Planning Board (BKKBN) in 2020-2024. This strategic plan has a vision of realizing quality family planning by maintaining a balanced population growth. Moreover, to support the achievement of a developed Indonesia that is sovereign, independent, and has a personality based on mutual cooperation. This research uses a constructionist paradigm according to a qualitative research approach with a case study method. Data collection used in-depth interviews with the Head of BKKBN for East Java Province and their staff, interviews with couples of reproductive age, observations, field notes, and document reviews. The results showed that the family planning communication medium through various media platforms, including online media (siapbahagia.com). Moreover, before couples of childbearing age marry, they already have information about all types of contraception, a two-child program so that the family is healthier, consequently more qualified. The implication of this study is that there is a need for a paradigm shift, where family planning, which previously had government affairs, was transferred to become the affair of every family.

Keywords: Communication medium, family planning, media platforms

1 Introduction

Discussing population integration and development in any country, there are two things. First, residents are not only treated as objects but also subjects who fully participate in development. Second, when the population has a role as the subject of development, empowerment efforts are needed to increase the capacity of the population in development, towards quality human resources. (BKKBN Strategic Plan 2020-2024). Moreover, Warwick (1986) calls this a community and client-centered implementation strategy. The implementation of population-oriented development is crucial to strengthen the implementation of family and population development. Moreover, the implementation of family planning with various priority activities. Especially, in terms of controlling population quantity - including changes in the number, structure, composition and distribution of the population in a balanced manner in accordance with the carrying capacity, including the environmental capacity -, besides in terms of improving its quality, namely efforts to realize the norms of small, delighted, and prosperous families.

The global Covid-19 pandemic has become a concern for the Government of Indonesia, especially in dealing with problems that arise in terms of access to and services for prosperous families, population, moreover in family planning. Including, paying attention to the implications of the pandemic on the resilience and welfare of Indonesian families. This research was conducted to see the communication efforts of the East Java Provincial Government in implementing the Strategic Plan (Renstra) of the National Population and Family Planning Board (BKKBN) 2020-2024. This strategic plan is also an elaboration of the 2020-2024 National Medium-Term Development Plan (RPJMN). This strategic plan has a vision of realizing quality family planning by maintaining a balanced population growth, in order to support the achievement of an advanced Indonesia that is sovereign, independent. Moreover, has a personality based on mutual cooperation”.

At the end of 2019, BKKBN introduced the 2020-2024 Strategic Plan with the term Family Development Program, Population and Family Planning or shortened to *Bangga Kencana*. The essence of *Bangga Kencana* is to improve Quality and Competitive Human Resources (HR). In line with the national priority activities of the BKKBN, the topics of this research are aligned, especially on increasing access to and improving maternal, child, family planning (KB) and reproductive health, and accelerating the improvement of community nutrition. The family is the smallest community unit as a determinant of the quality of a nation. Meanwhile, a quality family is a healthy family that has emotional mental maturity. Moreover, considering the ideal age of marriage, which is around 20 to 21 years for women, and 25 years for men. Married couples who have this age range will already have adequate family planning (KB) knowledge. Married couples

* Corresponding author: ido@petra.ac.id

who have a mature mindset of knowledge, besides that preparation in planning to have children will certainly be tough in navigating the household. Therefore, in the family will create quality relationships. If not, it can be fatal for the family. Ranging from prolonged conflict to suicide or killing a child due to postnatal depression.

Since the first positive case of Covid-19 entered Indonesia on March 2, 2020, the spread of Covid-19 has occurred rapidly and massively in all 34 provinces in Indonesia, including East Java. The central and regional governments have also taken various steps to deal with the global pandemic. Starting with the appeal for physical distancing, an appeal to stay at home, the policy of working from home (WFH). Moreover, the establishment of Large-Scale Social Restrictions (PSBB) in several regions. In addition to WFH, the public is also asked not to visit health facilities if it is not in an urgent or emergency condition. This situation finally has an impact on the implementation of the Family Planning Program, consequently in contraceptive services and the continued use of contraception for couples of childbearing age (PUS). Consequently, according to the Head of the East Java Province BKKBN Representative, Sukaryo Teguh Santoso, *“the implementation of the Family Planning program has decreased due to less than optimal family planning services, and limited public access to health facilities during the pandemic. People are afraid to go to health facilities to get family planning services”* (BKKBN, 2020).

The difficult situation of the Covid-19 pandemic caused the increase in pregnancy rates in May 2020 in East Java to increase by 10%. This increase was accompanied by a decrease in the interest of married couples in carrying out family planning programs. Moreover, many women who do not want to get pregnant or have more children cannot go out of the house to join the family planning program. Data from the East Java BKKBN for Couples of Childbearing Age (PUS) in April 2020 amounted to 7,849,073 people. Moreover, data in February 2020 there were more than 299 thousand pregnant women in East Java or around 2.84%. Meanwhile, in March 2020, it increased by 2.93%. While in February 2020 the number of PUS who dropped out of KB or dropped out of KB was 1.34 percent. Moreover, in March it increased to 4.6 percent and April 7.07 percent or around 414,000 KB participants who dropped out. (BKKBN, 2020).

During the Covid19 pandemic, the BKKBN hopes that there will be no more unplanned pregnancies, but the East Java BKKBN predicts that in a pandemic situation the pregnancy rate will increase (East Java BKKBN). As stated by Sukaryo Teguh Santoso, *“there are indications of an increase in family planning drop outs for the reason that when people come to health facilities they are worried about being exposed to COVID-19. Moreover, they do not travel and work from home. Therefore, it is necessary to anticipate with communication messages with the intention of family planning drop-outs do not increase unwanted pregnancies.”* Therefore, the East Java BKKBN is worried about a baby boom, namely large numbers of births (the baby boom occurred in the 1960s) and an increase in pregnancy rates during the COVID-19 pandemic. This is in line with a decrease in the number of family planning (KB) participants in East Java during the COVID-19 pandemic. The highest drop-outs data for family planning participants occurred in Sampang Regency, which was 19.95 percent, followed by Mojokerto City with 17.36 percent, Sumenep Regency with 16.31 percent. Conversely, the lowest was in Malang City at 2.98 percent. In Greater Surabaya, namely the City of Surabaya, the number of drop-outs for family planning participants was 6.58 percent, Gresik Regency was 10.3 percent, and Sidoarjo Regency was 6.5 percent.

Based on the situation of the case, the East Java BKKBN continues to try to convey communication messages related to the Family Planning Program. One of them is through the media siapbahagia.com (readyhappyness) which is a product of the East Java BKKBN. Siapbahagia.com is a website for consulting services and information about families. Consultations are handled by professional psychologists, doctors and midwives. Consisting of youth consultation, bride and groom consultation. Moreover, family consultation. The expected implication for young couples of childbearing age is a paradigm shift in achieving quality young families, where they also play a role in controlling population growth. In reviewing the literature, the authors did not find the results of previous studies similar to the topic of this paper. Consequently, the authors refer to relevant previous research results. One relevant previous research result is from Humphreys, Rodger and Flabouris (2013) entitled Understanding the Role of Medium in the Control and Flows of Information in Health Communication. This study looks at the use of social media, digital and online as a resource in health promotion within the framework of the theory of the medium. The results of the study outline the strategies developed by the project, using social, digital, mobile, and online media to meet the information needs of clinic clients in new ways.

Another study from Dida, et al (2019) regarding the consumption of media related to reproductive information among West Java students. The research finding occurs that the highest widely accessed information media platforms occur Instagram and Twitter, while the lowest is newspapers, followed by radio. The method of delivering messages with infographics and memes is considered the most effective for social media. The results of research from Susanti (2015) with the title BKKBN strategy in the Yogyakarta area obtained findings that the Yogyakarta BKKBN carried out socialization through mass media such as public service advertisements on television and radio, internet media by creating websites, blogs, Facebook, Twitter. Moreover, using billboards.

This paper shows a different aspect from previous research, which focused on the communication medium for family planning programs in realizing quality families in East Java, Indonesia. Moreover, this research is based on cases in East Java based on the experiences of the actors in the field. This is an interesting and novelty of the results of this study, especially from the aspect of health communication. Based on the background of the problem, the statement of the problem in this research focuses on how is the communication medium for family planning programs in realizing quality families in

East Java?. This study aims to examine the communication medium for family planning programs in realizing quality families according to the BKKBN vision, namely a peaceful, independent, happy family. The academic benefits of this research are expected to provide a theoretical contribution to case studies in the field of health communication and, moreover, the practical benefit is to see the reality for young couples of childbearing age in an effort to strengthen knowledge of family planning programs towards quality families.

2. Literature review

Understanding the current situation, the author uses concepts that are relevant to the topic as a way to understand the phenomenon being studied.

2.1. Communication Medium

The high mobility of citizens with various activities requires means to support the achievement of goals. One of the means is the use of communication media to get speed and accuracy of information. In addition, citizens of the community are experiencing the difficult situation of the pandemic in their daily activities, adapting to the corona virus that has affected various elements of their social life. The local government implements social restrictions or quarantines the area to prevent the spread of the virus. However, the implications of this policy have a real impact on the country's economy as well as citizens.

The medium of communication in a social distancing situation is crucial as a means of their symbolic interaction in the communication process. Moreover, population density in various regions in Indonesia is also a problem in maintaining the consistency of social distancing. This means that the daily activities of citizens cannot be separated from the medium of communication. Conversely, the media does not have to be the mass to be the media. This fact draws our attention to the historical notion of a medium (singular form) as an intervening substance or agent (Williams R, 1983). Before the era of mass media, the term 'medium' referred to something or someone that lies between the object (message sent) and subject (recipient of the message). This argument is in accordance with L. McKinnon (McKinnon, 2012) who quotes the phrase McLuhan (McLuhan, 1964), "The Medium is the message", the medium is not the content itself which is the focus of the mass communication process. The central proposition of the theory of the medium is that the medium of communication (newspapers, magazines, radio, television, films, posters, social media, internet media) has a significant influence on the nature. Moreover, the content of human communication.

Then the question is what is the difference between media and medium in communication? Several scholars of media theory, such as Innis (Innis, 1964), McLuhan (McLuhan, 1964), Meyrowitz (Meyrowitz, 1994), Holmes (Holmes, 2005), Moores (Moores, 2005), Laughey (Laughey, 2007) assert that media the messenger while the medium carries the content in addition to the context of the communication. Consequently, Innis said that the medium has an significant influence on changes in civilization. Moreover, the way knowledge is communicated regardless of space and time. McLuhan (1964) supposed "the medium is the message" that the medium not only mediates the message nonetheless the medium is the message itself that will change the pattern of human communication. Indonesian society is attached to a high-context culture – borrowing a term from Hall (Hall, 1976) – meaning that one feels that the communication medium has a very strong influence in the process of delivering messages from subject to object. As Hall points out, high-context communication is characterized by large amounts of information that is not “encoded, explicit [or] transmitted” (Hall 1976: 79) but is assumed or known to be shared. Moreover, accessible and understandable to those involved in the communication process. The media as messengers are crucial in discussing the various programs and activities carried out by the National Population and Family Planning Board (BKKBN). Moreover, Family Planning Extension Workers. Adequate information enables the public to gain an understanding of the importance of participating in the Family Planning Program, including knowledge of modern contraceptive methods for couples of childbearing age (*Pasangan Usia Subur*).

2.2. Family Planning Program

The Family Planning Program is a policy of the Indonesian government since 1970. The policy is to limit the birth rate. BKKBN was established in 1970 where family planning services are still limited in Java and Bali which are integrated into health service clinics (Reese et al., 1975). Definition of Family Planning according to Constitution No. 52 of 2009 Article 1, concerning Population Development and Family Development is an effort to regulate child birth, birth spacing and age, regulate pregnancy, through promotion, protection and assistance in accordance with reproductive rights to create a quality family. The National Family Planning Program was re-branded as the Population, Family Planning and Family Development Program (KKBP acronym for *Program Kependudukan, Keluarga Berencana dan Pembangunan Keluarga*). The KKBP program seeks to increase awareness, moreover community participation through maturing the age of marriage, birth control, fostering family resilience, increasing family welfare to create happy and prosperous small families towards quality families. Over the last 40 years, Indonesia has significantly reduced the average birth rate from 5.6 children per woman of childbearing age in the late 1960s to 2.4 in 2017.

BKKBN re-branded the program (KKBPK) at the end of 2019 and introduced ***Bangga Kencana***, an acronym for Family Development, Population, and Family Planning (*Pengembangan Keluarga, Kependudukan, dan Keluarga Berencana*). The intention behind this change was to have a program name that is easier to remember and articulate. Moreover, placing ‘family development’ at the beginning of the acronym represents BKKBN’s commitment to benefit Indonesian families. The implementation of the KKBPK Program which later changed to *Bangga Kencana* was motivated by several key factors such as communicating with acceptors. Moreover, prospective acceptors through Communication, Information and Education (KIE acronym for Komunikasi, Informasi dan Edukasi). The entire CIE process aims to bring about changes in the knowledge, attitudes and positive behavior of the target (individual/group). Service activities of *Bangga Kencana* through the delivery of messages/information in a complete, honest and correct manner using various existing channels/media, in addition to pay attention to the socio-cultural norms. Moreover, norms that live in the community.

The success of the implementation of the family planning program services up to now is due to the role of family planning instructors (PKB acronym for *Penyuluh KB*). PKB's performance in this era of adapting to new normal is greatly felt by cadres in the field. Moreover, they have been helping PKB in carrying out their duties (Ramlan, Uniek Mulyaning Sari, Oktirianto, M. Nur Iman Ridwan, 2020). Most of the PKB services select to go directly to the community members who stay participate in the Family Planning Program. Nevertheless, the community members feel more valued by their close relationship with PKB services, including accessing information on family planning programs. The significant objectives of implementing the Family Planning Program include forming a little prosperous family, in accordance with the economic condition of the family. Planned a small family with two children is enough. Prevent marriage at an early age. Reducing maternal and infant mortality due to pregnancy at an age that is extremely young or extremely elderly. Moreover, due to diseases of the reproductive system. Suppress the population and balance the number of needs with the population in Indonesia.

2.3. Quality Family

One of the strategic efforts of the Indonesian government in realizing quality families is by building a Family Planning Village (Kampung KB). In accordance with the vision in the 2020-2024 BKKBN Strategic Plan (BKKBN, 2020). The Family Planning Village was inaugurated by the President of the Republic of Indonesia Joko Widodo on January 14, 2016. The number of villages has more than 1,000 KB Villages. Moreover, the family planning village bring benefits to the community to become quality families. A quality family is a family that is formed based on a legal marriage, a peaceful family, an independent family, a happy family, has the ideal number of children, is forward-looking, responsible, harmonious and devoted to God Almighty. Moreover, Quality family according to the strategic vision of the BKKBN is a family that is harmonious, self-reliant, and has healthy well-being. *Bangga Kencana*, an acronym for Family Development, Population, and Family Planning (BKKBN 2020-Strategic Plan BKKBN 2020-2024). Placing ‘family development’ at the beginning of the acronym represents BKKBN’s commitment to benefit Indonesian families. BKKBN aims to ensure that there is a balance in Indonesia’s population growth in terms of size and quality. Moreover, distribution as well as the population’s coexistence with the environment. BKKBN also seeks to improve the quality of Indonesian families, to nurture their well-being and bring about hope for a better future, and to grow their ability to be self-reliant in realizing their physical and mental wellness.

3. Research Method

This research was conducted using an interpretive paradigm, a qualitative approach using the case study method. Research attempts to interpret by understanding the reasons the actors have for the social actions they take. Moreover, it investigates the way principals construct their lives and the meaning they give to those lives. The research focuses on an in-depth understanding of the uniqueness of cases during the implementation of the Family Planning Program in East Java, Indonesia during the Covid19 Pandemic where the birth rate increased as shown in the data presented in the introduction. The research subjects were selected by purpose sampling related to the topic, including the Head of the East Java BKKBN Representative, East Java BKKBN staff, several young married couples who were willing to share their experiences. At the same time, these individuals act as a unit of analysis with the narratives of the stories they get. Primary data collection of research through in-depth interviews that focus on access to information on the Family Planning Family Population Program (KKBPK). Moreover, secondary data collection as supporting data comes from data from the East Java BKKBN Strategic Plan 2020 report, data from jatim.bkkbn.go.id and data from siapbahagia.com.

4. Research Findings

The findings of this study answer the formulation of the problem in the introduction, the sub-headings are the results of research findings in the field.

4.1. The communication medium for family planning programs during the pandemic is through media networks.

One of the efforts of the East Java BKKBN in conducting a family planning program campaign towards quality families is to consistently organize communication, information and education (KIE) for the family planning program. Family planning is often misunderstood as a program to deny the presence of children. Notwithstanding, the fact is the opposite. The goals and benefits of the family planning program are actually beneficial in order to create a healthy, joyful. Moreover, prosperous family. Family planning (KB) is a national-scale program that provides many benefits, one of which is producing quality families.

The efforts of the East Java BKKBN to convey the communication message of the family planning program in the Covid-19 pandemic situation using media networks, in the sense of reaching the target correctly using media that provide facilities for users to be able to connect with family planning information services personally. The East Java BKKBN has developed a site ready to be happy (siapbahagia.com) to serve families. Affirmed by Ayu Mayliawati, a staff of the East Java BKKBN, *"during the Covid19 pandemic the power of the BKKBN media was through media networks, whether it was social media or anything related to reaching the masses. Siapbahagia.com site is a product of the BKKBN representative from East Java. Moreover, the website is actually one of our efforts to disseminate information, especially to young couples and prospective young couples who want to know how to plan a family"*.

The tendency of young married couples to have different interests in following and accessing family planning information. Therefore, the East Java BKKBN facilitates a digital communication medium for family planning participation targets. On the website siapbahagia.com, the East Java BKKBN has included information about the Covid 19 pandemic. Consequently, families are ready to face the pandemic situation. All digital media on various platforms such as Facebook and Instagram can support family planning program campaigns. Affirmed by Sukaryo Teguh Santoso, Head of Representative of BKKBN East Java stated, *"for people who want to get services about families, they can access the East Java BKKBN website, siapbahagia.com. On this page, people can ask anything related to family problems, teenagers and others. In that service, there are professional staffs, including doctors and psychologists."* [Siapbahagia.com](http://siapbahagia.com) to be a medium for disseminating information on healthy families and consulting media.

Moreover, husband and wife of childbearing age are expected to use appropriate contraceptives. The BKKBN's appeal is to be able to postpone pregnancy until the pandemic is over, and pregnancy must be planned as well as possible so that there is no risk of unwanted births between husband and wife. Therefore, the BKKBN seeks to carry out family planning services simultaneously with the tagline of a million acceptors (KB participation). In the siapbahagia.com content, there are professional counselors in the family consultation room who are ready to provide solutions, related to consultations on the development of toddlers and children, consultations for elderly families, family planning consultations and family reproductive health. Online youth consultation room about adolescent life includes adolescent development consultation, adolescent reproductive health consultation, bride and groom consultation room is prepared for the readiness of couples to enter marriage, including physical readiness for reproductive health, psychological readiness, social and economic readiness. The Bangsa Kencana information service room (Development of Family Population and Family Planning) includes information on healthy family development programs, information on population, information on family planning.

One of the pairs of research subjects, Vicorio Valentino (32 years old) is an elementary school teacher and Muti (30 years) with a marriage age of 4 years. They have a 3-year-old child and say that mass media or social media is a source of information when planning a pregnancy or planning a family. *"Social media is extremely influential in our domestic life, mainly like Instagram. All information such as parenting, how to educate a four-month-old child, what to eat, and so on."* This couple reads family planning program information on useful content until they become followers of social media. However, this couple has never accessed siapbahagia.com, because according to Vico, he never found out on the Instagram feed. So according to him, BKKBN needs to campaign for family planning programs through multimedia/various platforms – podcasts, live IG, talk shows on YouTube or zoom – so that the family planning campaign towards quality families is conveyed to married couples. Actually the East Java BKKBN already has social media such as FB <https://www.facebook.com/bkkbnjatim/> , Instagram <https://www.instagram.com/bkkbnjawatimur/> , radio broadcasts streaming BKKBN East Java which can be accessed <http://sx.alhasmedia.com/public/25>

Another married couple, Rahadyo Widiastomo (32 years) worked as creators / illustrators animation, and Grahita Nuradityarini (30 years), their marriage age was 3 years and his wife was 18 months pregnant when this study was conducted June 2021. They know and carry out the family planning by severing the husband and wife's intercourse relationship to have children in a natural way, namely knowing his wife's menstrual cycle. They do not use an IUD, tubectomy, vasectomy, or take pills. The reason is not to implicate his wife's physical condition. The couple Widiastomo and Nuradityarini suggested that the BKKBN in the family planning program campaign could develop it into social media, *"effectively using social media such as Instagram, Facebook, or Tiktok, or info graphics. To be more effective using influencers, because I know my mothers or friends must also follow somebody who is influential. People who have influence can be artists who love sports, or artists who are also mothers who are responsible for the family"*.

This is reinforced by the statement of Iswari Hariastuti of BKKBN East Java staff who stated that the information media of family planning program not only provides knowledge and awareness, but can provide strengthening of husband and wife for decision-making. For example, the results of the Demographic and Health Survey of Indonesia 2017, 99% of

all women already know the type of contraception, but only certain types of contraception. Then, women who took the decision to use contraception were only 57.9%. In East Java only 62%, meaning that women know the type of contraception but are not necessarily willing to use. In fact, knowledge of birth control and family planning is one of the prerequisites for understanding and using appropriate and effective contraceptive methods.

Based on the results of the survey in general, the group of women aged 30-34 years who live in urban areas, and have the highest level of higher education has the highest knowledge about contraceptive methods, both modern and traditional methods of contraception. In contrast, married women aged 15-19 years, living in rural areas, and lowly educated have low knowledge of contraceptive methods. Methods of contraception are divided into two categories, namely modern methods of contraception and traditional methods. In this survey, contraceptive methods were grouped into two types: modern and traditional. Modern methods include female sterilization, male sterilization, pill, intrauterine device (IUD), injectables, implants, male condom, intravag, diaphragm, emergency contraception, and lactational amenorrhea method (LAM). Traditional methods include periodic abstinence (rhythm method), withdrawal, and herbs. (BKKBN, 2017).

4.2. Family planning program requires medium of communication that can provide behavior change

The people of East Java almost 99% recognize the family planning program, but who are willing to take decisions following the family planning program only 62%. Therefore, the target of family planning programs is expanded, not just families but teenagers aged 10-24 years. The program is the maturity of the age of marriage, which is so that teenagers have readiness in building a family including mentoring at the time they are getting married. Moreover, when they get married, psychologically it is ready to build a family. Husbands play a role in reproductive health, including husbands as acceptors. Husband and wife equality in aspects of reproductive life becomes crucial to avoid unwanted pregnancies. According to Sukaryo Teguh Santoso, Head of Representative of BKKBN East Java, *"the tendency in Indonesia of the 10 pregnant women, 4 pregnant women supposed the pregnancy was not planned. Based on data in East Java, unwanted pregnancy in 2019 is 14.4%, the target until 2024 is expected to be 12.2%"*.

Unwanted pregnancy occurs due to many factors. First, couples it does not understand access to information. For example, couples do not desire to have children immediately, but when having sex the husband and wife do not apply contraception, as a result of an unwanted pregnancy. Second, couples do not desire to have children again, but when having sex do not apply contraceptives as a result can also become pregnant. Third, unwanted pregnancy due to irresponsible adolescent behavior in reproductive life. In fact, reproductive life among adolescents is very worrying. Free sex and early marriage, among teenagers are quite significant in East Java. Married under the age of 20 years in 2020 data 13.11% of all marriages with a wife under the age of 20 years.

Based on the data, education and mentoring to teenagers become much-needed with a very youth friendly education. Apply contextual communication styles, apply role models, apply teen ambassadors and genre ambassadors. Using peers, peer educators, peer counselors, and so on. So education to the community to the family, specially to teenagers in the context of the realization of this quality family an inevitability. The crucial problem is that today's youth are already living in the age of information technology today. Moreover, this is the challenge of BKKBN, namely how to create communication methods or communication patterns that can be accepted by the adolescent mind. Consequently, this program is more grounded to teenagers, so that it is easier to access information.

E-counseling communication room in siapbahagia.com where every woman of childbearing age can consult concerning contraceptives that need to be known, types of contraception, marriage and family. Moreover, they become clarity and end up choosing the right one and making the right decision. As stated by Iswari Hariastuti that more crucial is the communication of behavior adjustment, for providing information and awareness is only 50% impact on behavior adjustment. Family planning program education has targeted young couples. Moreover, prospective young couples who desire to know how to plan a family. Affirmed by Iswari Hariastuti (staff of BKKBN East Java). During the Covid 19 pandemic situations, where the activities of Family Planning extension officers do not leave to the field to provide services family planning program, then their activities through media networks. That is through social media or anything related to the family planning program, which can reach the target of lots people meeting with a partner.

5. Discussion

BKKBN has taken policies and strategic steps in the implementation of Bangsa Kencana program as an effort to ensure the accessibility of family planning services and health reduction, efforts to improve family resilience through various media facilities and community institutions. This effort is carried out, considering the Covid-19 pandemic has impacted the implementation of Bangsa Kencana program, so it is feared that it can lead to a surge in unwanted baby births, disturbing the tranquility, independence, and happiness of the family that leads to a decrease in the quality of the family. The prolonged corona virus pandemic 2019 requires BKKBN strategic planning to innovate, and breakthrough programs with information technology for facilities that can be used to reach the target. The synergy of Bangsa Kencana Program which is a transformation of the population, family planning, and family development programs needs to be improved. Moreover, the synergy of communication facilities by providing communication media as an advocacy media for citizens,

communication media, educational media of policyholders, individual educational media, family and community education media.

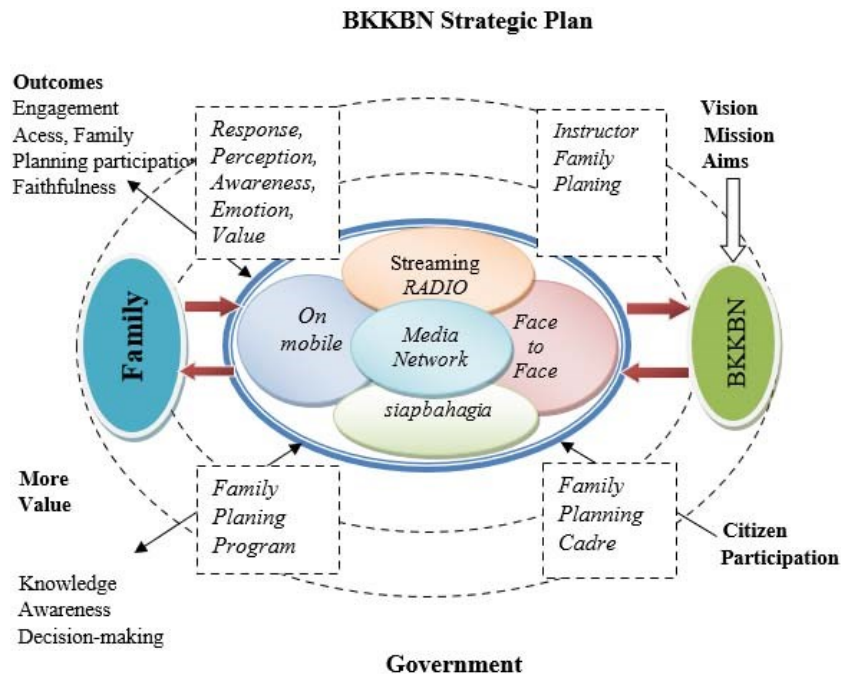


Fig1. Communication Medium Scheme in BKKBN
Source: Processed by researchers

Technology as a communication medium in principle will strengthen the communication process. Where technology ultimately affects a person's perceptions, feelings, emotions, and values. Moreover, the success of the East Java BKKBN family planning program must be contextual according to the changing conditions of community behavior. Affirmed in classical media theory (Mc. Luhan, 1964) with socio-cultural traditions will help to understand how the function of communication media and responses to media become part of a wider social context. The media chosen to convey the message of family planning is as important as the message of the family planning program itself. It is not the message that affects human consciousness but the medium that gives the implication. Media which is also a medium in the socio-cultural context of digital society plays a very important role in influencing the human subconscious in their social actions. Media improve human perception and organize everyone's experience.

The concept of the medium ultimately shapes the message itself, not the other way around. In the end the author can illustrate in Figure 1, that human behavior using communication technology (on mobile), doing media networking with the community, using streaming media, using online media, conducting face-to-face meetings to convey messages and confirming participation in family planning can provide more value. Moreover, the involvement of community participation provides awareness of a sense of belonging to implement family planning programs in the family. So it is hoped that a decision will be made to participate in and run the family planning program with the aim of achieving quality families.

6. Conclusion

Population as the basic capital and dominant factor of development becomes the central point in sustainable development because a large population with low quality and rapid growth will slow down the achievement of ideal conditions between the quantity and quality of the population with the carrying capacity and capacity of the environment. Success in realizing balanced population growth. Moreover, developing the quality of the family will improve all aspects of the development dimensions of community life.

The communication medium of the East Java BKKBN in promoting family planning programs uses various media platforms. Communication, information and education in support of creating quality families through media networks to achieve the target of couples of childbearing age or families. The communication is contextual so that the message of the family planning program is received by each different generation. So that the contextual communication medium provides behavioral changes in efforts to control birth rates, reduce mortality rates, direct population mobility, develop population quality in all its dimensions, increase family resilience and welfare, prepare and regulate marriage, and plan pregnancy.

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