



Improving Family Economy through the Quality Family Village Program (Kampung KB) in Sumurbatu Village, Cikeusik District, Pandeglang Regency, Banten Province

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Abstrak

Kampung Keluarga Berkualitas (Kampung KB) didefinisikan sebagai satuan wilayah setingkat desa dimana terdapat integrasi dan konvergensi penyelenggaraan pemberdayaan dan penguatan institusi keluarga dalam seluruh dimensinya guna meningkatkan kualitas sumber daya manusia, keluarga dan masyarakat. Sebagai sebuah pendekatan pembangunan yang bersifat universal, dan dalam rangka meningkatkan kualitas sumber daya manusia serta mengoptimalkan penyelenggaraan pemberdayaan penguatan institusi keluarga, maka perlu didorong penyelenggaraan Kampung Keluarga Berkualitas di setiap desa/kelurahan. Untuk itu kelompok KKM 16 Tematik UNTIRTA melaksanakan sekaligus mensosialisasikan Program Kerja Kampung Keluarga Berkualitas (Kampung KB) guna meningkatkan kualitas hidup masyarakat di Desa Sumurbatu Kecamatan Cikeusik, Kabupaten Pandeglang Provinsi Banten. Pelaksanaan sosialisasi ini menggunakan metode ceramah, tutorial dan diskusi. Pada Prinsipnya Program KKBPK bertujuan untuk mewujudkan keluarga kecil bahagia sejahtera dengan melaksanakan delapan fungsi keluarga. Penerapan fungsi keluarga ini membantu keluarga lebih bahagia dan sejahtera, terbebas dari kemiskinan, kebodohan dan keterbelakangan. Hasil yang didapatkan yaitu antusiasme masyarakat dalam penyelenggaraan Program Kampung Keluarga Berkualitas (Kampung KB) di Desa Sumurbatu

Kata Kunci : *Kampung Keluarga Berkualitas, Pemberdayaan Masyarakat, Kualitas Hidup Masyarakat.*

Abstrack

Quality Family Village (Kampung KB) is defined as a regional unit at the village level where there is integration and convergence in the implementation of empowerment and strengthening of family institutions in all its dimensions in order to improve the quality of human resources, families and communities. As a development approach that is universal, and in order to improve quality of human resources as well as optimizing the implementation of empowerment to strengthen family institutions, it is necessary to encourage the implementation of Quality Family Villages in every village/kelurahan. For this reason, the KKM 16 Thematic UNTIRTA group carried out and socialized the Quality Family Village Work Program (Kampung KB) to improve the quality of life of the people in Sumurbatu Village, Cikeusik District, Pandeglang Regency, Banten Province. The implementation of this socialization uses the seminar method where the



teaching materials are presented by the speaker to the residents. The results obtained were community enthusiasm in implementing the Quality Family Village Program (KB Village) in Sumurbatu Village

Keywords : *Quality Family Villages, Community Empowerment, Quality of Community Life*

Introduction

The Quality Family Village Program (Kampung KB) is defined as a village-level unit where there is integration and convergence of empowering and strengthening family institutions in all dimensions to improve the quality of human resources, families, and communities (BKKBN, 2023). As a universal development approach aimed at improving the quality of human resources and optimizing the empowerment of family institutions, the implementation of the Quality Family Village Program needs to be promoted in every village or sub-district. During the thematic fieldwork of Student Study Excursion (KKM) by Group 16 in Sumurbatu Village, Pandeglang Regency, the Quality Family Village Program emerged as one of the flagship programs in empowering human resources, families, and communities in Sumurbatu Village.

The establishment of the Kampung KB is based on the directive of the President of the Republic of Indonesia on September 29, 2015, at the BKKBN. Subsequently, the development of Kampung KB was carried out in all regencies and cities across Indonesia, with the inauguration of the Kampung KB event by President Joko Widodo on January 14, 2016. Kampung KB is one of the priority activities in line with the instructions of the President of the Republic of Indonesia, particularly as an investment in the Family Planning Program that directly benefits the community. As of early 2023, a total of 20,698 Kampung KB have been inaugurated (bkkbn.go.id).

This program is also an implementation of NAWACITA, which represents the nine priority development agendas for the next five years. These nine priorities were part of the vision of President Joko Widodo and Vice President Jusuf Kalla during the 2014 presidential campaign. The Quality Family Village Program is one of the flagship programs of NAWACITA, focusing on:

1. Third Priority: Building Indonesia from the periphery by strengthening regions and villages within the framework of the Unitary State of the Republic of Indonesia (NKRI).
2. Fifth Priority: Improving the quality of life for the people of Indonesia.
3. Eighth Priority: Revolutionizing the character of the nation.

Through the implementation of the Quality Family Village Program, these NAWACITA priorities aim to empower and strengthen families and communities, improve the quality of human resources, and contribute to the overall development and progress of Indonesia.

The general objective of the Quality Family Village Program is to improve the quality of life for communities at the village or equivalent level through population, family planning, and family development programs, as well as the development of related sectors, in order to achieve quality small families with a spirit of mutual cooperation and self-reliance. The specific objectives of the Quality Family Village Program include:

1. Enhancing the role of the government, local government, non-governmental organizations, and the private sector in facilitating, assisting, and supporting the community in implementing the Quality Family Village Program and related sector development.
2. Increasing public awareness of population-focused development.
3. Increasing the number of active modern family planning participants.
4. Enhancing family resilience through programs such as Family Welfare Coaching (BKB), Family Welfare Advocacy (BKR), Family Welfare Learning (BKL), and Youth Information and Counseling Services (PIK Remaja).
5. Empowering families through the establishment of Family Welfare Development Groups (Kelompok UPPKS).
6. Reducing the incidence of Domestic Violence (KDRT).
7. Improving the overall health status of the community.
8. Increasing the average length of schooling for school-age population.
9. Improving the infrastructure and facilities for village development.
10. Enhancing sanitation and promoting a healthy and clean village environment.

The Quality Family Village Program serves as a flagship program of the National Population and Family Planning Agency, particularly targeting remote areas and communities with low education levels. With the implementation of the Quality Family Village Program, the aim is to improve the quality of life at the village level across various development sectors and achieve a better quality of life for small families.

The Quality Family Village Program (Kampung KB) is indeed a manifestation of the priority programs outlined in the NawaCita agenda, specifically priorities 3, 5, and 8.

1. Priority 3 of the NawaCita agenda focuses on building Indonesia from the periphery by strengthening regions and villages within the framework of the unitary state. The Kampung KB program aligns with this priority by empowering and developing communities at the village level, particularly in remote areas.
2. Priority 5 of the NawaCita agenda aims to improve the quality of life for the people. The implementation of the Kampung KB program contributes to this objective by promoting family-based communities, improving societal well-being, and meeting the needs of the community through various development programs across sectors.
3. Priority 8 of the NawaCita agenda emphasizes the need for a character revolution in the nation. This involves restructuring the national education curriculum to prioritize aspects of civic education, such as teaching the nation's history, instilling patriotic values and love for the country, promoting the spirit of defending the nation, and cultivating good character. The Kampung KB program supports this priority by incorporating these values into its initiatives.

Therefore, the KKM Group 16 of UNTIRTA undertakes the implementation and dissemination of the Quality Family Village Program (Kampung KB) to improve the quality of life for the community in Sumurbatu Village, Cikeusik District, Pandeglang Regency, Banten Province. The goal is to build a family-based society, uplift the well-being of the community, and fulfill their needs through the implementation of various development programs across sectors.

Implementation Method

The implementation scope of the Kampung KB program includes population, family planning, family resilience and empowerment, as well as cross-sector activities in areas such as housing, socio-economics, health, education, women's empowerment, child protection, and others. The presence of the Kampung KB aims to improve the quality of life for the community at the village level and promote development in various sectors to achieve quality small families. In other words, Kampung KB is not just about population control but also about empowering the potential of the community to actively participate in development through cross-sector integration, providing integrated services such as family planning services, document issuance (e.g., birth certificates, identity cards), road and bridge construction, integrated health posts (posyandu), community empowerment and family welfare programs, early childhood education, libraries, and more.

Various activities are carried out to realize the Kampung KB, using methods such as lectures, tutorials, and discussions. One such socialization event took place on Wednesday, January 25, 2023, at Mat'laul Anwar Kindergarten, Sumurbatu Village, Cikeusik District, Pandeglang Regency, Banten Province. The event was attended by all segments of society. The socialization process involved lectures, tutorials, and discussions.

The stages of implementation are as follows:

Here are the stages of implementation of the Kampung KB program using the specified methods:

1. **Ceramah Method:** In this method, participants are provided with insights into the importance of the Kampung KB program. Various cross-sector programs supporting the Kampung KB program are explained. The participants receive information through lectures that highlight the significance of the program and its related initiatives.
2. **Tutorial Method:** In the tutorial method, the material is delivered through tutorials accompanied by exercises or case studies. Participants are given training on enhancing the eight functions of the family, targeting working groups and activity groups. The tutorial sessions involve practical exercises or case studies to help participants understand and apply the concepts effectively.
3. **Discussion Method:** In the discussion method, participants are given the opportunity to discuss issues related to program development, implementation, and evaluation. They can engage in conversations and share their perspectives, experiences, and challenges regarding the formulation and execution of the Kampung KB program. This method allows for collaborative problem-solving and the exchange of ideas among participants.

Additionally, there will be accompanying activities to support the implementation of the program. One such activity is the preparation of reports on various activities carried out by working groups and community activity groups in Sumurbatu Village, Cikeusik District. The schedule for these activities will be adjusted to accommodate the participants' availability and engagement.

Result and Discussion

Kampung KB (Quality Family Village) is a concrete initiative aimed at revitalizing the Family Planning Program, which has not shown satisfactory performance in the past 10 years. The implementation process of Kampung KB consists of planning, execution, and evaluation involving all relevant ministries and institutions at the central, provincial, and district/city levels, under the coordination of the Coordinating Minister for Human Development and Culture of the Republic of Indonesia at the central level, Governors at the provincial level, and Regents/Mayors at the district/city level.

The underlying principle of the Kampung KB program is to create happy and prosperous small families by implementing the eight functions of the family. By applying these family functions, families are expected to become happier and more prosperous, free from poverty, ignorance, and underdevelopment. The objective of the Kampung KB program is to improve the quality of life for communities at the village or equivalent level through population, family planning, family development programs, and related sector development, all done with a spirit of mutual cooperation and self-reliance.

The specific objectives of the Kampung KB program include:

1. Enhancing the role of the government, both at the central and regional levels, as well as non-governmental organizations and the private sector, in facilitating, assisting, and nurturing communities to implement the Kampung KB program and related sector development.
2. Increasing public awareness of population-focused development.
3. Increasing the number of active modern family planning participants.
4. Strengthening family resilience through programs such as Family Welfare Coaching (BKB), Family Welfare Advocacy (BKR), Family Welfare Learning (BKL), and Youth Information and Counseling Services (PIK Remaja).
5. Empowering families through the establishment of Family Welfare Development Groups (Kelompok UPPKS).
6. Reducing the incidence of Domestic Violence (KDRT).
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Poverty is a common issue in our country, and its mitigation strategies vary in each region depending on the local situation and the efforts made by each area. In addressing poverty in Sumurbatu Village, Cikeusik District, Pandeglang Regency, one of the approaches taken is community empowerment through the establishment of Kampung KB. The goal is for the entire village community to optimize their activities and contribute to the economic development of the village, ultimately leading to poverty reduction. The increased development is expected to accelerate poverty alleviation.

One of the efforts to alleviate poverty is through the establishment of Kampung KB, which is a village-level unit equivalent to a neighborhood unit (RW) and meets specific criteria. It involves a systematic and systematic integration of the KKBPK program. The progress of Kampung KB activities, program implementation, and budget realization are reported regularly (quarterly, semi-annually, and annually) by the Kampung KB Chairperson, cascading the reports to the Head of the Family Planning and Population Control Agency (SKPD KB), with copies sent to the Regent/Mayor as the Supervisor of Kampung KB and the Head of the BKKBN Provincial Representative Office.

The socialization activities of the Kampung KB program were presented by Ibu Een in one of the Kindergartens in Sumurbatu Village, attended by enthusiastic participants from four neighborhood units (RT). This program received a positive response from the community, as there had been no previous socialization efforts specifically about the Quality Family Village Program in Sumurbatu Village. The program discussed the revitalization of the Family Planning Program, which had not shown effective signs in the past 10 years.

The implementation of activities aims to provide an understanding of the importance of involving all layers of society in every program and activity to achieve a prosperous and well-off community in Sumurbatu Village, Cikeusik District, Pandeglang Regency. The activities conducted by the Student Study Excursion Group 16 from Untirta include:

- a) Providing an understanding of the importance of involving all layers of society in every program and activity to achieve a prosperous and well-off community in Sumurbatu Village, Cikeusik District, Pandeglang Regency.
- b) Organizing various training activities that support the implementation of the Kampung KB program, including in the fields of health, economy, education, religion, and other skills.

Furthermore, an explanation is provided regarding the stages of forming Kampung KB:

A. Commitment:

1. Regent/Mayor
2. Related sectors
3. Sub-district head (Camat)
4. Village Head (Kepala Desa)/Sub-district head (Lurah)
5. Neighborhood Unit (RW)/Community Unit (RT) leaders
6. Community members

B. Profile of the prospective Kampung KB area:

1. Area's size and geographical location
2. Compliance with the criteria for Kampung KB formation
3. Demographic data of the Kampung KB area
4. Family planning data
5. Socio-economic data

C. Establishment Process:

1. Meeting to determine the Kampung KB area, conducted by the Regent/Mayor based on proposals from the Head of the Family Planning and Population Control Agency (SKPD KB) and related agencies.
 2. Development of the Kampung KB organizational structure by the SKPD KB and its approval through the Regent/Mayor's Decree (SK).
 3. The recapitulation of the Kampung KB area, including the approved organizational structure, is sent by the SKPD KB to the Provincial Representative Office of BKKBN.
- D. Provision of data and information:
1. Family members' data/Individual data
 2. Data and information related to civil records in the Kampung KB area.
 3. Data and information about Activity Groups (Poktan) and Poktan Cadres per sector.

The formation of Kampung KB in Sumurbatu Village is expected to bring significant benefits, such as poverty alleviation and bringing development from various sectors closer to the community. With the establishment of Kampung KB, it is hoped that the community can directly experience the implementation of programs from various participating institutions, including the community service programs carried out by students.

Kampung KB is a flagship program of the National Population and Family Planning Agency, primarily targeting remote areas with low levels of education. The presence of the Kampung KB program in Sumurbatu Village is expected to improve the quality of life for the community at the village level across various development sectors and achieve a better quality of life for small families.

Based on BKKBN's statistical data, as of January 2023, there is no Kampung KB established in Cikeusik District. Therefore, it is necessary to implement effective strategies involving all stakeholders to ensure the prompt establishment of Kampung KB, particularly in Sumurbatu Village, Cikeusik District, Pandeglang Regency.

Conclusion

The implementation of the Kampung KB program aims to improve the quality of life for the community at the village level through population, family planning, and family development programs, as well as related sector development, with a spirit of mutual cooperation and self-reliance. The residents of Sumurbatu Village have shown great enthusiasm for this program, as there had been no previous socialization efforts regarding the Kampung Keluarga Berkualitas in the village. There are three essential requirements for the establishment of a Kampung KB: a) Availability of accurate population data. b) Support and commitment from the local government. c) Active participation of the community.

In the implementation of these activities, continuity is essential and should be carried out by the residents of Sumurbatu Village to ensure the sustainability of the program and improve the quality of life for the community. The Kampung KB program can serve as a means of community empowerment through various programs aimed at transforming attitudes, behaviors, and ways of thinking towards a better direction.

This way, Sumurbatu Village can progress and be on par with other more developed villages.

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Appendix
Documentation

