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Strategy of Communication in Family Planning Program in Sidoarjo

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Abstract The purpose of the study is to find information about the effect of communication strategy towards the Family Planning Program in Sidoarjo, East Java. The setting of the study was 18 (eighteen) regions or districts in Sidoarjo namely Tarik, Prambon, Krembung, Porong, Jabon, Tanggulangin, Temple, Sidoarjo, Tulangan, Wonoayu, Krian, Balongbendo, Taman, Sukodono, Buduran, Gedangan, Sedati, and Waru. The study is conducted in 2014. The findings reveal that (1) the most frequent type of contraceptive people in Sidoarjo use is condoms; the t-value is 5.5272 (P> 0.05); and (2) communication strategy has an impact on the Family Planning Program in Sidoarjo.

Keywords Communication Strategies, Contraception, Family planning

1. Introduction

One of the effects of regional autonomy in the implementation of the national family planning is reducing numbers of field personnel. There is significant decrease in the number of employees responsible for the national family planning program managers and supervisors. There is discrepancy between the current number of the employees and the current need of employees to take care of the national family planning program. The condition worsened due to retirement and mutation [1].

Such condition affects successful implementation of the family planning and population control. The data show that in the past 5 (five) years, the population has increased significantly where the national population growth is 1.3 per year [2]. It is alarming because rapid growth of population results in various social impact and high social cost in the future.

Therefore the East Java Association of the Family Planning Counsellors (IPKB) of East Java conducted a gathering to unify their visions and give some contributions towards issues related to the family planning and population control. This study is aimed to find information about the effect of communication strategy towards the Family Planning Program in Sidoarjo, East Java.

2. Material and Methods

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2.1. Study Site

Sidoarjo municipality is the smallest yet the most populated region in East Java. The total area is 63,438.534 hectares or 634.39 km^2. The neighboring region is Surabaya (32.5) and it also is located next to Kali Porong (47km). The potential of Sidoarjo are:

a. Rice field : 28,763 Ha
b. Sugar cane plantation : 8,164 Ha
c. Aquaculture : 15,729 Ha
d. The remaining area consists of yards, residential areas, industrial areas, housing and others.

Sidoarjo municipality was established on January 31, 1959; the geographical location is between 112.5– 112.9 East Longitude and 7.3 LS – 7.5 South Latitude. The boundaries are:

- North : Surabaya and Gresik
- South : Pasuruan
- West : Madura
- East : Madura Strait

Elevation from the Sea Level

a. 0-3 m asl: The eastern area consists of aquaculture and beaches (29.99%); most of them are salt water.
b. The middle are around the highway (40.81%) is fresh water area.
c. The western area (29.20%)

Based on the 1996 National Social Economic Survey, the total population in Sidoarjo is 1,354,749 and the population density is 2,135.52 per kilometer square. The average growth of population between1990-1996 is 2.92% per year. Growth of the industry, instead of unsuccessful implementation of the family planning, is the cause of growing population in

Sidoarjo. Sidoarjo is the hub city or buffer zone for Surabaya, the capital city of East Java.

2.2. Variable Identification

To give clear understanding towards the study, the researchers give some descriptions of the variables in the study. The independent variable is communication strategy (X) and the independent variable is the family planning.

1. Communication strategy (X_1) refers to reflective process or a process that is initiated and maintained only by agents or individuals whose purpose is authority or self- determination. On the other hand, other process gives individuals climate, relationship, sources and procedures to improve their standard of living.
2. The family planning (Y) refers to individual or group activity where material becomes the foundation through particular system, procedure and methods in order to fulfill other people's interests, which is in line with their rights.
3. Contraception is an effort to anticipate and attain individual's desired number of children as well as the spacing and timing of their birth using contraceptives [3]. In general, the family planning refers to a method to control birth rate in order to give some advantages for parents, babies and other family members. It is expected unwanted pregnancy will not affect a family in a negative way.

2.3. Data Collection

The data collection techniques are questionnaire, observation, interview and documentation. Primary data are the data obtained, analyzed and described by researchers. The primary data are obtained by interviewing the respondents and distributing questionnaires. The questionnaire consists of a set of questions related to the technical information about the family planning revitalization in Sidoarjo given by the Ministry of Public Health. The information affects the revitalization of the program that ensures program sustainability in the future. It is the object of the study. As for the secondary data used is data from interviews and sidoarjo BKKBN data.

On the other hand, secondary data are data obtained, analyzed and described by individuals other than the researchers. The secondary data are activities of all families participating in the family planning in Sidoarjo.

2.4. Data Analysis

In order to answer the research question formulated in the form of hypothesis, regression analysis is needed [4].

$Y=a + b_1x_1 + b_2x_2 + e$

X = communication strategy

Y = the family planning

a = constants

b = regression coefficients

To find out whether the hypothesis is accepted or rejected, quantitative data analysis is conducted. T-test is used in data analysis. Research hypothesis this is a model and communication strategy to give effect to the number of participants in the district of family planning Sidoarjo.

3. Results and Discussion

Statistical data about the communication strategy in the implementation of types of contraceptives for new and active participants of the family planning in Sidoarjo in 2004 are described in the following figure 1.

Based on the table, the number of PPM for IUD is 11613.71. The region of Tarik got the highest number followed by Sedati and Krembung consecutively. The lowest number of IUD is in Prambon.

The highest PPM number for MOP is 1,292.93. Candi region got the highest number of MOP followed by Jabon and Tulangan respectively. The lowest number of MOP is in Wonoayu.

The highest PPM number for MOW is 1,112.8. Sidoarjo got the highest number followed by Waru and Krian respectively. The lowest number of MOW is in Balongbendo. The highest PPM number for implants is 1,344.89. Taman got the highest number followed by Wonoayu and Tulangan consecutively. The lowest number of implants is in Tanggulangin.

The highest PPM number for injection is 993.51. Sedati got the highest number followed by Krembung and Taman consecutively. The lowest number of injection as contraceptives is in Gedangan. The highest PPM number for birth control pills is 825.92. Sedati got the highest number followed by Sukodono and Prambon respectively. The lowest number of birth control pills is in Gedangan.

The highest PPM number for condoms is 1,874.95. Krian got the highest number followed by Taman and then Balongbendo. The lowest number of condom as contraceptive is in the District of Tarik.

Based on the t-test, the t-value is > t-table (0.05%). It means that the communication strategy has very significant impact toward the implementation of the family planning in Sidoarjo. Based on the data, the most frequent type of contraceptive in Sidoarjo is condom. There are 1,874.95 condom users in the area. The respondents prefer using condom because it is easy to wear, and easy to get. It is also effective and efficient in terms of time and place. In addition, socialization by the Ministry of Public Health also has significant effects for both individual and group that involve methods of communication and communication strategies [5]. Carefully selecting the type of media used to describe information about the family planning is also detrimental. Communication strategies should be prepared prior to the implementation of the program so that the expected outcome can be achieved.

It is in line with the following information: People began using condom as contraceptive in the 18th century in the

United Kingdom. It was made of sheep colon and in 1844 Goodyear started using latex to make condoms. Nowadays, condom is made of latex and available in various sizes and color. Effectiveness of condom depends upon its quality as well as how careful users in using condom.

Advantages:

- Condom prevents pregnancy and sexually transmitted disease (STD) as long as it is used properly.
- Condom does not affect fertility even though it is used for a long period of time.
- Condom is easy to get and affordable.

Disadvantages:

- Condom is very thin so it may break due to improper use or storage.
- Some male are not able to have erection when they use condom
- After ejaculation, men have to pull out their penises from the vagina. Otherwise, pregnancy or sexually transmitted disease (STD) might happen.

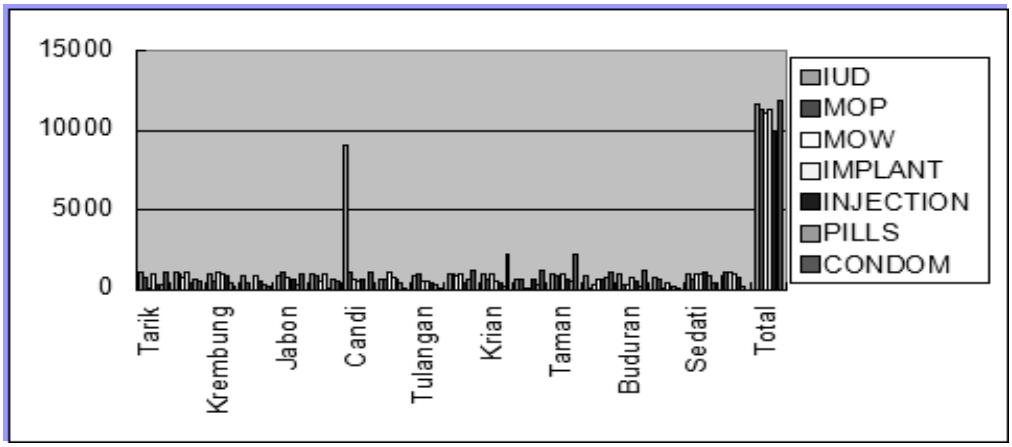


Figure 1. Family Planning Program in Sidoarjo (2014)

Table 1. Family Planning Program in Sidoarjo (2014)

Regions	IUD	MOP	MOW	IMPLANT	INJECTION	PILLS	CONDOM
Tarik	1111.51	770.37	44.61	992.87	334.64	332.9	1153.8
Prambon	1101.28	991.67	777.58	1115.66	449.31	668.18	558.4
Krembung	999.01	555.07	1100.71	990.84	882.30	444.04	225.71
Porong	881.43	440.03	22.97	889.7	559.87	335.55	224.20
Jabon	883.8	1100.00	771.85	559.41	666.21	339.04	999.40
Tanggulangin	995.16	885.00	550.06	993.45	110.12	666.58	554.40
Candi	9105.88	1103.85	669.28	551.56	669.64	338,07	1115.88
Sidoarjo	661.57	660.36	1132.33	774.4	644.40	448.85	118.99
Tulangan	884.82	995.65	557.02	555.21	447.52	330.36	77.34
Wonoayu	997.25	990.00	881.25	994.07	449.43	667.14	1158.29
Krian	997.44	668.62	997.34	554.53	440.81	228.97	2215.38
Balongbendo	662.78	661.94	112.22	113.59	667.01	332.7	1194.52
Taman	996.95	887.68	771.85	994.44	666.22	558.67	2206.20
Sukodono	883.48	114.19	335.22	661.46	661.82	772.98	1107.96
Buduran	996.20	336.11	336.40	774.72	556.26	226.8	1160.00
Gedangan	772.89	666.70	117.69	444.41	115.53	220.37	99.04
Sedati	999.90	663.64	991.40	992.00	1100.36	888.43	447.47
Waru	882.36	1101.35	1103.36	992.57	772.06	226.29	00.97
Total	**11613.71**	**11292.23**	**11112.80**	**11344.89**	**9993.51**	**8825.92**	**11874.00**

A country that wishes to intensify the development should work hard so that its citizens have higher orientation towards the future [6]. When the citizens have better wish for the future, they will manage their spending more carefully, appreciate innovations and willingness to create innovations, have higher orientation towards achievement and eventually appreciate one's willingness for independence, hard-work, self-confidence, discipline and responsibility. As the result, the national development of which purpose is to develop the nation and the citizens as a whole should be based on a paradigm that is pattern that increases innovations and provide solutions for various issues both in the present and the future, which is formulated in the *Outlines of Nation Policy or GBHN*. In the implementation, the purpose of the national development should not be dilemmatic or problematic which is due to lacking understanding of the current condition in the country.

In the implementation of programs of development, there are 3 (three) aspects to be taken into account, namely: (1) the society should be able to conduct the programs easily; (2) the programs should be able to increase income of the society; and (3) once implemented, they do not create social gap in the society. So, prior to selecting suitable communication strategies to describe the programs of development, one should understand and adjust to social condition in particular areas. There are some means of communication as alternatives, mass media, group or one-on-one communication/discussion. In Indonesia, communication development has been applied in various fields such as agriculture, the family planning, education and health.

The current communication development tends to focus on communication process that has yet paid any attention to globalization and is limited to positivism, post-positivism and critical theory. In order to have competitive advantage in the global era, there is a need for communicative strategy that emphasizes on the society and the culture as authority.

There is not one universal model for development; development is an integral, multidimensional and dialectal process that is different from one society to another. The previous paradigm has yet been successful to solve issues related to economics and social justice. The current paradigm for development is designed for approach towards problems with freedom and justice related to pressure between individual and the society as well as limited growth that is cannot be separated from the interaction between the society and environment.

There are 5 (five) substantial components in the proposed communication strategies to identify approaches used in communication development, namely:

(1) interdisciplinary among various branches of knowledge,
(2) homogeneity and cultural diversity,
(3) the most current form of modernization,
(4) country-nation and national culture and
(5) relationship with global and local environment.

Development in information technology and communication such as computer telecommunication devices and internet network can be alternatives to gain access to information about the development programs, create transparent and efficient government service, encourage public participation in the process of democracy, improve trade and marketing, encourage participation from the society especially women, as well as develop networking and create income for women. In developing the communication strategy for the programs of development and rural areas, there is a need to establish an institution to bridge the gap. The institution may be a non-government organization or private institution that focuses on developing agriculture and rural areas such as the Information Center for Development Program.

4. Conclusions

Based on the findings of the study, it can be concluded that the most preferable type of contraceptive in Sidoarjo is condom. Furthermore, communication strategy used to describe the family planning program affects successful implementation of the program in Sidoarjo. A model and communication strategy to give effect to the number of participants in the district of family planning Sidoarjo. It is expected that future researchers conduct further studies about how convenient the family planning program is for the society. In addition, all individuals should get access to food, education, job, housing and health. All living being needs food even before he/she was born (fetus) until one passed away. Access to education begins once a person is 6 (six) years old, while job is needed once a person is at least 18 (eighteen) years old. When a person is at least 25 (twenty-five) years old, he/she will need a house. Health insurance is needed especially during the adulthood.

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