

# The role of the Ambassador of The BKKBN planning generation in socializing the Family planning program in North Sumatera

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## ABSTRACT

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Indonesia is an equatorial country which has a high population density. Data from the Central Bureau of Statistics in 2010 stated that of the total population of 237.6 million, including teenagers aged 10-24 years as much as 27.6 percent. The number of Indonesian adolescents based on the projection of Indonesia's population from 2010 to 2035 in 2018 will reach around 66.3 million (25.6%) of the total population. Based on this, the government must try to control the very high population growth rate. In this study, the authors used a qualitative descriptive research method. The results of the research are the role of an ambassador for the planning generation in disseminating the BKKBN program to the community, especially to adolescents in North Sumatra in order to prepare family life for adolescents to realize a prosperous family, then the target material that must be conveyed by the ambassadors for the planning generation is adolescent reproductive health, PKBR (Preparation of Family Planning for Youth), Life Skill, GenRe Program, Population, and other materials related to the BKKBN program. to the ambassador to maximize the targets and vision and mission to be achieved. In the aspect of completeness of information, it needs to be evaluated in order to provide the information needed by adolescents so that they still get mutual support to achieve the target of holding a periodic evaluation activity to measure the success of achieving their targets.

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## 1. Introduction

Indonesia is an equatorial country which has a high population density. Data from the Central Bureau of Statistics in 2010 stated that of the total population of 237.6 million, including teenagers aged 10-24 years as much as 27.6 percent. The number of Indonesian adolescents based on the projection of Indonesia's population from 2010 to 2035 in 2018 will reach around 66.3 million (25.6%) of the total population. Based on this, the government must try to control the very high population growth rate (Herman / FER, 2020).

The number of teenagers on a large scale is a national asset. If guidance is not carried out intensely and well, it will give birth to Indonesian teenagers who have unhealthy personalities and have no morals. The above will have an impact on causing unhealthy behavior because Indonesia does not only demand the number of adolescents but also the quality and the quality of Indonesia can also be seen from the quality of its adolescents (Feigenson, Dehaene, & Spelke, 2004).

A planning generation program is a place for the development of the nation's character because this is where teenagers are taught to stay away from early marriage, premarital sex, and drugs to create adolescents who are strong and able to contribute to the country and the nation. Therefore, the role of the ambassador for the planning generation is to help the government, which is packaged through a generation planning program that is developed with material such as adolescent reproduction, life skills to prepare family life, as well as population and family development. This program is also implemented through the development of a youth information and counseling center (PIK) with an approach from, by, and for adolescents according to the tendency of adolescents who like stories about problems with their peers (Reichheld, 2003).

Based on the above background, the researcher is interested in conducting research on the role of ambassadors for the planning generation in disseminating family planning programs to adolescents, counseling information centers in North Sumatra. The purpose of this study is to provide an overview of the role of the ambassadors for the planning generation of the BKKBN in socializing the family planning program in North Sumatra.

## 2. Theoretical Framework

Role theory is a theory that is a combination of various theories, orientations, and scientific disciplines. Apart from psychology, role theory originated and is still used in sociology and anthropology. In the three fields of science, the term "role" is taken from the world of theater. In theater, an actor must reflect as a certain character and in that position, he is expected to behave in a certain way (Agusti & Dwi, 2021).

According to Biddle and Thomas in Sarwono (2005), dividing the terms of role theory into four groups, namely: (1) people who take part in social interactions, (2) the behavior that appears in the interaction, (3) the position of people in behaving.

Role theory is a theory used in the world of sociology, psychology, and anthropology which is a combination of various theories, orientations, and scientific disciplines. Role theory talks about the term "role" which is commonly used in the theater world, where an actor in the theater must play a certain character and, in that position, he is expected to behave in a certain way. The position of an actor in a theater is analogous to one's position in society, and both have the same position (Sarlito Wirawan Sarwono, 2005).

**Definition of planning generation** The National Population and Family Planning Agency (BKKBN) is an agency that actively participates in youth development through the planning generation program. the planning generation program is a program developed in the framework of preparing family life for adolescents so that they are able to carry out a planned education level, have a career in a planned job, and get married in full planning according to the reproductive health cycle (Jandevi, 2019).

The purpose of the planning generation program is to increase the understanding, knowledge, and positive attitudes and behavior of adolescents about their reproductive health and to prepare family life in an effort to improve the quality of future generations. Adolescents who are the targets of this program are adolescents aged 10-24 years who are not married, unmarried students / female students, families, and people who care about youth. The generation plans program has a program to reduce the rate of early marriage through promoting postponement of the age of marriage, providing reproductive health information through PIK Adolescents so that they are not trapped in drug abuse, HIV, and AIDS or unwanted pregnancies, and promoting family life planning. The substance of the generation planning program includes the maturity of marriage age, sexuality, drugs, HIV / AIDS, Life Skill Education, Family Life Education, and also eight family functions (Sarlito W. Sarwono, 2010).

Communication West & Turner (2019) is a social process in which individuals use symbols to create and interpret meaning in their environment. Based on the definition of communication above, it can be seen that communication has several characteristics as follows (Sanusi & Darmawan, 2016) :

*1) Communication Is a Process*

Communication as a process means that communication is a series of actions or events that occur sequentially (there are stages or sequences) and are related to one another within a certain period of time. As a process, communication is not static, but dynamic in the sense that it will always change and take place continuously.

The communication process involves many factors or components. The factors or elements referred to include, among others, communicators, communicants, messages (content, form, and method of delivery), channels, or media used to convey the message, time, place, results, or consequences arising from the existing situation or condition. when communication takes place.

*2) Communication is a deliberate and purposeful effort*

Communication is an activity that is carried out consciously, deliberately, and in accordance with the goals or desires of the perpetrator. The meaning of consciousness here indicates that the communication activities carried out by a person are completely in a controlled or controlled psychological mental state, not in a "dream" state. Intentional means that communication is carried out according to the will of the perpetrator. While the goal refers to the desired result or effect. The purpose of communication covers many things, depending on the wishes or expectations of each actor.

*3) Communication demands participation and cooperation from the actors involved*

Communication activities will run well if the communicating parties (two or more people) are both involved and both have the same attention to the topic of the message being conveyed.

*4) Communication is symbolic*

Communication is basically an action carried out using symbols. The symbol most commonly used in human communication is verbal language in the form of words, sentences, numbers, or other signs. The verbal language used for the purpose of persuading or asking for help will of course be different from the verbal language used for the purpose of ordering or coercing. The difference is not only in the words used but also in the stress of tone or intonation.

Apart from verbal language, there are also nonverbal symbols that can be used in communication, for example, gestures (movements of the hands, feet, or other body parts), colours, sitting postures, standing, and various other forms of symbols. The use of these nonverbal symbols is usually intended to strengthen the meaning of the message conveyed.

*5) Transactional Communication*

Communication basically requires two actions, namely giving and receiving. These two actions certainly need to be carried out in a balanced or proportionate manner by each of the actors involved in communication. What we receive, the value depends on what we give. The definition of transactional also refers to a condition that the success of communication is not only determined by one party but is determined by the two parties involved in the communication. This means that communication will be successful if both parties involved have an agreement on what is being communicated.

*6) Communication Penetrating Time and Space Factors*

The point is that the process participants or actors involved in communication do not have to be present at the same time and place. With the existence of various communication technology products such as telephone, internet, facsimile, and others, the time and space factor is no longer a problem in communicating. Communication Science is part of social science. Therefore, the conditions for the object of scientific study are no different from other social sciences. In social sciences, study subjects are divided into two, namely the material object (subject matter) and the formal object (the focus of interest). Material objects are objects from which knowledge in the same field is observed. Meanwhile, the formal object is the angle from which the material object is studied more specifically. In social sciences (say for example politics, sociology, anthropology, psychology) the object of material study is the same, namely human behaviour. Meanwhile, what distinguishes it is that the formal object of sociology is often referred to as human relations between humans and the process of relations between humans in society.

### 3. Method

The research method used in this research is qualitative with a descriptive study approach. Descriptive studies attempt to describe activities related to the role of genre ambassadors in socializing family planning programs in North Sumatra. The informants in this study are the community, especially adolescents (Sugiyono, 2018).

### 4. Results and Discussion

Generational ambassadors plan to play their role in socializing the family planning program to help BKKBN succeed in the program. Youth is the nation's next-generation, where they should prepare and plan for a prosperous life. Disseminating the planning generation program delivered by the ambassador to the community, especially teenagers in North Sumatra, by delivering a family life preparation program for adolescents (PKBR), adolescent reproductive health, adolescent nutritional health, then planning generation material, and being proud of Kencana.

In addition, other programs carried out by Genre ambassadors are Realizing youth-friendly programs, where programs are carried out and developed from adolescents, adolescents, and adolescents in order to achieve the generation planning program. Introducing PRO - PN materials to adolescents at the counselling information centre in North Sumatra, Youth is a national priority project of the National development policy frame. Moreover, the generation plans that the presence of teenagers in the vortex of stunting is very influential, so that prospective parents and those who have children under five are teenagers who now and will become prospective parents (Glynn et al., 2012).

In carrying out the socialization, the generation ambassador plans to use media/tools for effectiveness in delivering programs to adolescents. Providing information through social media, such as programs that have been run by GensuLive, GensuRepost, GenQumis so that teenagers are interested in receiving this information. Then the supporting tools for socializing to make it interesting use a projector / in-focus, loudspeaker, stationery (office stationery), the GenReKid method with tools, and others.

The meeting in the program socialization is in accordance with the follow-up plan agreed upon by genre forums and counseling information centers throughout North Sumatra at the North Sumatra genre forum work meeting, which is 2 times a month as well as socialization tasks that are directly assigned by BKKBN to genre ambassadors with conditional timing. Work meeting between North Sumatra genre forum administrators and counseling information centers throughout North Sumatra at the North Sumatra genre forum work meeting to work together in implementing the program, create an activity that invites and increases youth life skills with programs from BKKBN and North Sumatra genre forums such as events selection of North Sumatra genre ambassadors, genre festivals, genre creativity events, genre seminars, fellow shipments, and others (BKKBN, 2017).

### 5. Conclusion

Disseminating the planning generation program delivered by the ambassador to the community, especially teenagers in North Sumatra, by delivering a family life preparation program for adolescents (PKBR), adolescent reproductive health, adolescent nutritional health, then planning generation material, and being proud of Kencana. And Realizing youth-friendly programs, where programs are carried out and developed from adolescents, by adolescents, and for adolescents to achieve the planning generation program. As well as Introducing PRO - PN materials to adolescents at counseling information centers in North Sumatra, Youth is a national priority project National development policy frame. Moreover, the generation plans that the presence of teenagers in the vortex of stunting is very influential, so that prospective parents and those who have children under five are teenagers who now and will become prospective parents.

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