

RINGKASAN

Penelitian ini dilatarbelakangi oleh permasalahan kependudukan di Indonesia yang terus meningkat dan berdampak pada kualitas hidup masyarakat. Pemerintah melalui BKKBN meluncurkan program Kampung Keluarga Berencana (Kampung KB) sebagai strategi untuk meningkatkan kesejahteraan melalui penguatan fungsi keluarga. Di Kabupaten Probolinggo, khususnya Desa Kalisalam, program Kampung KB diimplementasikan guna mendorong pemberdayaan masyarakat. Teori yang digunakan dalam penelitian ini mengacu pada model implementasi kebijakan menurut Van Meter dan Van Horn, yang mencakup enam variabel: ukuran dan tujuan kebijakan, sumber daya, komunikasi, karakteristik agen pelaksana, kondisi sosial ekonomi politik, dan disposisi pelaksana. Selain itu, konsep pemberdayaan masyarakat digunakan untuk menilai efektivitas pelaksanaan program.

Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan fenomenologis. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, dengan informan dari berbagai pihak terkait seperti perangkat desa, PLKB, serta masyarakat Desa Kalisalam. Fokus utama penelitian adalah pelaksanaan program Kampung KB dalam upaya pemberdayaan masyarakat menuju kesejahteraan. Lokasi penelitian dipilih berdasarkan relevansi topik dan efisiensi sumber daya, yaitu di Desa Kalisalam Kecamatan Dringu serta instansi terkait di Kabupaten Probolinggo. Analisis data dilakukan dengan model Miles dan Huberman melalui proses reduksi, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi program Kampung KB di Desa Kalisalam sudah berjalan baik dengan beberapa kegiatan utama seperti budidaya ikan lele, pembinaan keluarga balita (BKB), dan Sekolah Lansia Tangguh (SELANTANG). Proses pemberdayaan masyarakat melalui program ini mencakup enam tahapan mulai dari identifikasi masalah, analisis situasi, penetapan tujuan, perencanaan, pelaksanaan, hingga evaluasi. Budidaya lele menjadi salah satu program unggulan yang berdampak langsung pada peningkatan ekonomi keluarga dan penanganan stunting. Meski demikian, beberapa kendala masih ditemukan seperti kurangnya pemahaman masyarakat serta keterbatasan partisipasi aktif. Namun, secara umum program ini dinilai mampu memberikan kontribusi positif terhadap peningkatan kesejahteraan masyarakat di Desa Kalisalam.

Kata Kunci: Implementasi, Kampung Berencana, Pemberdayaan Masyarakat

SUMMARY

This research is motivated by the increasing population problem in Indonesia, which is impacting the quality of life of the community. The government, through the National Population and Family Planning Agency (BKKBN), launched the Family Planning Village (KB Village) program as a strategy to improve welfare by strengthening family functions. In Probolinggo Regency, specifically Kalisalam Village, the KB Village program is implemented to encourage community empowerment. The theory used in this study refers to the policy implementation model by Van Meter and Van Horn, which encompasses six variables: policy dimensions and objectives, resources, communication, implementing agent characteristics, socio-economic and political conditions, and implementer disposition. Furthermore, the concept of community empowerment is used to assess the effectiveness of program implementation.

This research uses a descriptive qualitative method with a phenomenological approach. Data collection techniques were conducted through interviews, observation, and documentation with informants from various relevant parties, such as village officials, the PLKB (Community Planning and Family Planning Agency), and the Kalisalam Village community. The main focus of the research is the implementation of the KB Village program in an effort to empower the community towards prosperity. The research location was selected based on topic relevance and resource efficiency, namely in Kalisalam Village, Dringu District, and related agencies in Probolinggo Regency. Data analysis was conducted using the Miles and Huberman model, including data reduction, data presentation, and conclusion drawing.

The results indicate that the implementation of the Family Planning Village program in Kalisalam Village has been successful, with several key activities such as catfish cultivation, family development for toddlers (BKB), and the Resilient Elderly School (SELANTANG). The community empowerment process through this program encompasses six stages: problem identification, situation analysis, goal setting, planning, implementation, and evaluation. Catfish cultivation is a flagship program with a direct impact on improving family income and addressing stunting. However, several obstacles remain, such as a lack of community understanding and limited active participation. Overall, however, this program is considered to have made a positive contribution to improving community welfare in Kalisalam Village.

Keywords: Implementation, Village Planning, Community Empowerment