

EFFECTIVENESS OF THE KAMPUNG KB PROGRAM ON FAMILIES AT RISK OF STUNTING IN BERANG REA VILLAGE MOYO HULU DISTRICT

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ABSTRACT

KB Village is an activity to empower the community in an effort to provide balanced nutrition for families at risk of stunting. In KB Village, it is hoped that we can provide a nutrition center that can provide balanced nutrition services for at-risk families, because stunting must be overcome before the first 1000 days of life (HPK). Because after 1000 HPK, the structure of the human skull is closed and the brain can no longer develop rapidly, so they have limited intelligence, limited height and in old age they are easily affected by disease so they are not productive." The stunting prevention and control policy in Sumbawa Regency has been implemented since 2019, included in the RPJMD which is part of the regent's program, through indicators. This research uses mix-method research with qualitative and quantitative approaches, data collection techniques through interviews, observation, documentation and questionnaires with key informants such as family planning instructors, informants, families at risk of stunting. The research results show that the effectiveness of the Family Planning Village program is in the "Effective" category. This can be seen from people's understanding, right on target, on time, achievement of goals and real change. Almost all the people in Berang Belo Hamlet, Berang Rea Village, are aware of the Family Planning Village Program. The targets of the KB Village, namely couples of childbearing age/PUS, teenagers, the elderly and families with toddlers, have largely been achieved. The Berang Belo Village KB Work Program, Berang Rea Village, has largely achieved the set target time. The objectives of the Family Planning Village Program that have been achieved by Berang Belo Family Planning Village, Berang Rea Village include increasing modern family planning users, increasing family resilience through Tribina. Some of the objectives being improved are improving community welfare through UPPKS. The real change felt by the local community is that health and population services are easily accessible, inexpensive, and there is room to convey criticism and suggestions. Thus, it can be concluded that the effectiveness of the Family Planning Village program in Berang Belo Hamlet, Berang Rea Village reached 62,728 and is in the "effective" category. This effectiveness can be seen from various indicators, namely understanding the program, being on target, being on time, achieving goals and real changes.

Keywords : Effectiveness; KB Village; Families at Risk of Stunting .

1. INTRODUCTION

KB Villages can be used as a vehicle for community empowerment through community-oriented education which is implemented through various KB Village program activities. Activities in the KB Village program aim to change people's attitudes and behavior so they can live a healthy lifestyle, as well as changing people's way of thinking (mindset) for the better. Public education is very important to increase public awareness and concern about health problems and their impacts. We hope that this sense of concern can encourage local communities to actively participate in KB Village activities. The KB Village Program provides the widest possible opportunity to participate in the development process, starting from development planning, development implementation, to development evaluation in accordance with the mandate of community-centered development. The author found the case above in Berang Belo Hamlet, Berang Rea Village, Moyo Hulu District, Sumbawa Regency. The author found that

Berang Rea Village has great potential, has sufficient natural agricultural resources, fertile land and a fairly high population density, but at the family level the risk of stunting is very high.

According to Mahmudi (2005, p. 92), "Effectiveness is the relationship between results and goals, the greater the contribution of results to achieving goals, the more effective the organization, program or opinion is according to Soedarmayanti's thinking. (2009, p. 109) that effectiveness is a measure that provides insight into the extent to which a goal can be achieved. Based on the opinions of the experts above, we can conclude that effectiveness is a measure of the success of something in achieving certain goals or targets.

Measures of effectiveness are based on understanding the program, targets, timeliness, achieving goals, and real changes from the Family Planning Village program which includes increasing family resilience through Toddler Family Development (BKB), Youth Family Development (BKR), Elderly Family Development (BKL) and Youth Information and Counseling Center (PIK), Family Empowerment (UPKS Group). There are four target families at risk of stunting, namely catins, pregnant women, postpartum women, and toddlers.

This research specifically aims to provide an overview of the situation of families at risk of stunting, to provide an overview of the effectiveness of the Family Planning Village program, and to analyze the impact of the Family Planning Village program on families at risk of stunting in Berang Rea Village, Moyo Hulu District, Sumbawa Regency.

2. METHODOLOGY

1.1. Time and place

This research was conducted in Berang Belo Hamlet, Berang Rea Village, Moyo Hulu District, Sumbawa Regency. This research was conducted in 2024, namely from March 2024 to June 2024.

2.2. Research Approach

Writing this thesis uses a mixed method approach. A mixed approach or mixed method is a researcher's perspective that is based on the use of qualitative and quantitative research methods. Mixed research or mixed methods has the characteristics of a detailed, rigid, static and precise research focus, and the subsequent process must follow the path that has been prepared at the beginning of the research and cannot be changed. The key to the success of research using a mixed-methods approach is planning maturity (sociologis.com).

2.3. Research methods

The research conducted by researchers used three methods, namely survey, descriptive and correlational research methods. The survey method is quantitative research using the same structured or systematic questions to many people, then all the answers received by the researcher are recorded, processed and analyzed. These structured and systematic questions are called questionnaires. (Prasetyo and Miftahul Jana, 2005, p. 143). The descriptive method is designed to help solve problems that arise today and focuses on current issues. The descriptive method explains each research stage in detail. Sujana and Ibrahim (2007, p. 64) say, "Descriptive research is research that attempts to describe a symptom, event, event that is currently occurring."

Sujana (2007, p. 77) says that "correlation studies examine the relationship between two or more variables, namely the extent to which variations in one variable are related to variations in other variables". Meanwhile, the aim of correlational research according to Arikunto (2010, p. 270) is to find out what exists whether there is a relationship between variables, how closely the relationship is, and whether the relationship is significant or not.

2.4. Data analysis

2.4.1. Descriptive Analysis

This descriptive analysis is used to obtain a general picture The variables tested were Variable X "Effectiveness of the Family Planning Village Program" and Variable Y "Families at Risk of Stunting" based on respondents' responses. Sugiyono (2015) states that "Descriptive statistics are statistics used to analyze data by describing or illustrating the data collected as it is, without the intention of drawing generally accepted conclusions or generalizations."

2.4.2. Correlation analysis

Analysis Correlation is used to determine the strength of the relationship and the contribution of the independent variable (X) to the dependent variable (Y). The strength of the relationship between variables is expressed by the correlation coefficient. The largest positive correlation coefficient is said to be = 1 and the largest negative correlation coefficient = -1 and the smallest = 0.

2.4.3. Simple Linear Regression Analysis

Simple linear analysis was carried out to partially determine the influence of one independent variable (X) on the dependent variable (Y).

There are two basic principles of decision making in simple linear regression analysis, namely:

a. Significance Value

If the significance value is <0.05 then variable X has an effect on variable Y. Meanwhile, if the significance value is >0.05 then variable X has no effect on variable Y.

b. t value Calculate

The purpose of the t test is to partially determine the influence of an independent variable on the dependent variable, whether it has a significant effect or not. The t-test can be formulated as follows:

$$t = \frac{\sqrt{n - 2}}{\sqrt{1 - r^2}} \quad (\text{Priyatno, 2013})$$

Information:

r = partial correlation found n= amount sample

t = t count Which furthermore consulted with t table

If calculated t value > t table, so variable X influence on variable Y. Whereas If mark t count < t table so variable X No influentialto variable Y.

2.4.4. Coefficient of determination

The coefficient of determination (R 2) is intended to determine the best level of accuracy of regression analysis, as evidenced by the coefficient of determination (R 2) between 0 (zero) and 1 (one). The coefficient of determination (R 2) in the absence of an independent variable has absolutely no effect on the dependent variable. If the coefficient of determination is close to one, then it can be said that the independent variable has an influence on the dependent variable. The coefficient of determination is also used to determine the percentage change in the related variable (Y) caused by the independent variable (X).

3. RESULTS AND DISCUSSION

Based on several diagrams regarding the portrait of community participation in Berang Belo Hamlet, Berang Rea Village and the Effectiveness of the Family Planning Village Program in Berang Belo Hamlet, Berang Rea Village, in previous findings there was no information regarding the level of community participation and the overall level of effectiveness of the Family Planning Village Program. To measure the level of families at risk of stunting and the effectiveness of the Family Planning Village in Berang Belo Hamlet, Berang Rea Village as a whole, the author used the Numericale method or numerical scale from Sekaran, (2006, p. 33), namely by changing the raw form of the questionnaire in the form of numbers to be interpreted in terms of meaning. qualitative.

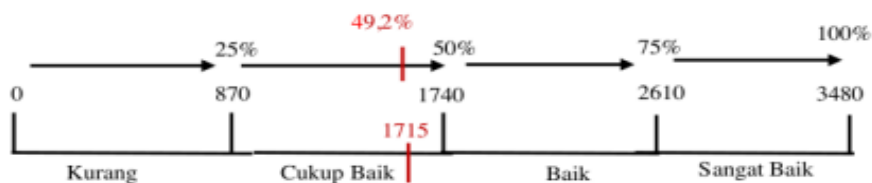
A. Level of Community Participation in Berang Belo Hamlet, Berang Rea Village

Moyo Hulu District, Sumbawa Regency based on 4 targets.

The number of variable questions (Y= 6) is multiplied by the highest value for each answer (score= 4) then multiplied by the number of respondents (sample = 145) to get the ideal score.

Ideal score = 6 x 4 x 145 = 3480

Real score = 242 + 217 + 208 + 300 + 311 + 438 = 1715
 1715/3480 X 100% = 49.2%



Based on the Continuum above, it can be seen that the recapitulation of community participation in Berang Belo Hamlet, Berang Rea Village is 49,296 and is in the Fairly Good category.

B. Effectiveness of the Family Planning Village Program in Berang Belo Hamlet, Berang Rea Village, Moyo Hulu District, Sumbawa Regency

The number of questions for Variable

Ideal score = 20 x 4 x 145 = 11600

Real score = 7276

The real score is divided by the ideal score and multiplied by 100%

7276 / 11600 x 100% = 62.72%

C. Level of Effectiveness of the Family Planning Village Program in Berang Belo Hamlet, Berang Rea Village, Moyo Hulu District

The effectiveness of a program can be measured by several indicators. In this research the author adheres to the opinion according to Sutrisno, (2007) The indicators used to measure the level of effectiveness are:

1) Program Understanding

A program or activity can be said to be effective if the target group can understand the program.

This understanding can be seen from the target group's knowledge of the program's objectives. Based on the findings, the indicators of understanding are as follows:

a. Perception

A person's attitude towards an object is a feeling of support or impartiality or a feeling of not supporting or impartiality can be said to be a perception (Hendayana, 2014 p. 3). Based on the research findings, the perception or response of the people of Berang Belo Hamlet, Berang Rea Village regarding the KB Village was 12% strongly agree and 88% agree. In other words, the entire community of Berang Belo Hamlet, Berang Rea Village agrees with the Family Planning Village Program.

b. Knowledge

From the research findings, it was found that 96% of respondents answered correctly, while 4% of respondents answered incorrectly. If the community's knowledge about the Family Planning Village (99%) and knowledge about the requirements for family planning (96%) are averaged, the community's knowledge about the Family Planning Village program is 97.5%. Thus, it can be concluded that almost all the people in Berang Belo Hamlet, Berang Rea Village are already aware of the Family Planning Village Program.

c. Awareness

According to the Cambridge International Dictionary of English quoted by Halawa (2007), awareness can be defined as "being awake or understanding what is happening." People who understand the benefits of activities organized through the Kampung KB program such as BKB, BKR, BKL and UPPKS will consciously take part in these activities without coercion. Based on research findings, it can be seen that public awareness regarding the importance of the BKB, BKR, BKL and UPPKS programs is very high, namely 98%, while 2% consider it less important. Thus, it can be said that almost all people are aware of the importance of the activities of BKB, BKR, BKL and UPPKS.

d. Interest

Humans tend to be attracted to things that are considered beneficial to them, such as things

that can improve their health, wealth and personal relationships. This interest or interest usually arises from motivation. The motivation that arises is in line with Maslow's Hierarchy of Needs theory that a person's behavior is influenced by their needs. From the research findings, it was found that 88% were interested in the activities held through the KB Village Program, while 12% of respondents thought they were less interested in KB Village activities.

A person's interest in an activity can be a driving factor for a person's participation as stated by Whiteley and Seyd (1992) regarding the Social-Psychological model of participation. Participation can be influenced due to expressive attachment, namely feelings of being tied to a group. This feeling of attachment can be based on pleasure or interest in something.

e. Opt-in

Community activity in several KB Village activities based on (*Civic Engagement*) according to L. Gorgol in Seminole State College, n.d., p. 2) is included in the 3rd category, namely the community as community members are involved. Means contributing to a community either through presence or support. Based on the overall calculation regarding Community Understanding of the Family Planning Village Program, it was obtained: Perception 88%; Knowledge 975%; Awareness 98% and Interest 88%. On average, the community's understanding of KB Village is 92,899. Thus, it can be concluded that almost all the people in Berang Belo Hamlet, Berang Rea Village are aware of the Kampung KB program.

2) Right on target

Based on research findings, the target group for the KB Village program who participated in KB Village activities was 46% of couples of childbearing age (PUS), 48% of elderly people, 41% of teenagers, and 34% of families with toddlers. On average, the target achieved in the Family Planning Village program is 42.25%.

3) On time

Based on research findings, 76% of respondents assessed that most of the KB Village work programs were achieved on time, while 8% of respondents assessed that a small portion of the KB Village work programs were achieved on time. From several respondents' opinions regarding the timeliness of the KB Village work program, it can be concluded that most of the work programs have reached the target time, only a small portion have not met the set time target.

4) Achievement of Goals

Based on research findings, it was found that the objectives of the Family Planning Village program that had been achieved were as follows:

a. Increasing Modern Active Family Planning Participants

As many as 93% of respondents answered that they really felt the positive impact of the existence of the Family Planning Village in increasing Modern Active Family Planning participants. 7% of respondents answered that they didn't feel it. This can happen because in the Family Planning Village program, family planning socialization continues to be intensively carried out by PLKB from BKKBN to suppress population growth and educate the public about population-oriented education. Thus, it can be concluded that almost all people in Berang Belo Hamlet, Berang Rea Village, feel the increase in modern active family planning participants.

b. Increasing Family Resilience through Tribina

The success of Berang Belo KB Village, Berang Rea Village, in increasing family resilience through Tribina activities, namely Toddler Family Development (BKB), Youth Family Development (BKR), and Elderly Family Development (BKL), is proven by 86% of respondents answering that they felt an increase in family resilience. Meanwhile, 14% of respondents answered that they did not feel it. Thus, it can be concluded that almost all the people in Berang Belo Hamlet, Berang Rea Village have felt an increase in family resilience through the Tribina program which is implemented through the KB Village.

Berang Belo KB Village, Berang Rea Village, has received awards for its achievements, including first place in KB Village at the Sumbawa Regency level, first place in KB Village at the NTB Province level, and VI Major Nomination at the National Level. This can happen because in the KB Village

program socialization regarding family resilience continues to be intensively carried out by PLKB from BKKBN to increase community understanding. Apart from that, BKB, BKR and BKL activities have been scheduled and well organized by the KB Village management.

c. Increasing family empowerment (UPPKS group)

Based on research findings, 62% of respondents felt the influence of UPPKS in empowering the community in Berang Belo Hamlet, Berang Rea Village. Meanwhile, 38% of respondents answered that they didn't feel it. Even though the UPPKS program has carried out its function in empowering the community, there are still many people in Berang Belo Hamlet, Berang Rea Village who are not yet independent and prosperous. This can happen due to various factors, namely lack of capital resources to build a business, human resources who do not understand entrepreneurial skills and several other factors.

5) Real Change

Researchers adopted indicators from the Private Sector Index Survey written by (Intan, PIPEL and PIKSA Writing Team, 2008. p.12). These indicators are:

- a. *Efficiency* , related to the costs required to access Kampung KB services. The fewer the costs the more efficient the program. The Family Planning Village Program in Berang Belo Hamlet, Berang Rea Village can be said to be efficient because providing services requires minimal costs. For example, for free medical treatment activities, people only need to bring a Healthy Indonesia Card (KIS), people who don't have one can pay IDR 10,000. Other activities such as socialization, PIK-R, BKB, BKR, and BKL are free of charge.
- b. *Quality* , related to the quality of the Kampung KB program services. Based on research findings, it was found that the level of community satisfaction with the quality of KB Village services was 5% of respondents who were very satisfied with KB Village services. 56% of people are satisfied with the KB village services and 39% of respondents are quite satisfied with the KB Village services. Thus, it can be concluded that the KB Village service in Berang Belo Hamlet, Berang Rea Village is very good so that the entire community is satisfied with the service they receive.
- c. *Access to service* , related to service access that is getting easier or even more difficult. Family planning village services in Berang Belo Hamlet, Berang Rea Village can be said to be easy to access and have a wide reach. This is proven by the results of interviews with several communities, Village Heads and KB Village Field Managers (PLKB) who said that the reach of KB Village services almost covers the entire village.
- d. *Customer feedback* , related to whether there is space for the people of KB Village in Berang Belo Hamlet, Berang Rea Village, opens ample opportunities for the community to convey criticism and suggestions if there are deficiencies or complaints in the services provided. In this way, the KB Village in Berang Belo Hamlet, Berang Rea Village, can be more advanced and have a greater positive impact on the community.

From several descriptions regarding the effectiveness of the Family Planning Village Program in Berang Belo Hamlet, Berang Rea Village. It is necessary to know the level of effectiveness of the Family Planning Village Program as a whole to find conclusions. In this way, the author converted the score results obtained in the questionnaire into qualitative form. The effectiveness obtained was 62.729 in the "Effective" category.

D. The Influence of the Effectiveness of Family Planning Villages on Families at Risk of Stunting

In accordance with the researcher's initial assumption in the previously proposed hypothesis that there is a significant influence on the effectiveness of the Family Planning Village program on families at risk of stunting. The results of the hypothesis test showed that the initial hypothesis was accepted and the results of the correlation test found that an effective Family Planning Village Program could have a strong and positive influence on families at risk of stunting. This can be proven from the experience of the local community and government who feel that the existence of the Family Planning Village program in Berang Belo Hamlet, Berang Rea Village has helped the people of Berang Rea Village improve community participation which was previously lacking and uncoordinated to become better. Thus, it can be said that the KB Village program can provide encouragement and responsibility to the government, community leaders and the entire community to actively participate in all activities that

support development in improving public health, more specifically in reducing stunting rates.

The effectiveness of the Family Planning Village program in Berang Belo Hamlet, Berang Rea Village reached 62,728 and is in the "effective" category. This effectiveness can be seen from various indicators, namely understanding the program, being on target, being on time, achieving goals and real changes. Based on William Dunn's (2003) opinion regarding policy evaluation indicators, the Family Planning Village Program has met the effectiveness indicators. The local community has experienced various changes towards progress through the existence of the family planning village program.

Based on the discussion regarding the Effect of the Effectiveness of the Family Planning Village Program on Families at Risk of Stunting, it can be concluded that there is a significant relationship between the Effectiveness of the Family Planning Village Program on Families at Risk of Stunting. The resulting relationship is a strong and positive relationship. The effectiveness of the Family Planning Village Program really helps the community to contribute their participation in the form of thoughts, energy, financial assistance and maintaining development results. For this reason, Quality Family Villages are expected to become a vehicle for community empowerment through various programs that lead to efforts to change people's attitudes, behavior and way of thinking in a better direction. Villages that were previously left behind are expected to be on par with other villages.

4. CONCLUSION

From the previous description it can be concluded that: The family situation at risk of stunting in Berang Belo Hamlet, Berang Rea Village can be said to be quite high. However, after the Family Planning Village program was implemented, the number of families at risk of stunting decreased. This can be seen from the level of community participation in participating in socialization and mentoring so that it has an impact on reducing the risk of stunting. The Family Planning Village Program in Berang Belo Hamlet, Berang Rea Village has been running effectively. This effectiveness can be seen from people's understanding, accuracy of targets, timeliness, achievement of goals, and real changes. Through an effective Family Planning Village Program, several population problems in Berang Belo Hamlet, Berang Rea Village, can be minimized. The KB Village program has brought many changes towards progress so that the government and local communities can benefit from the development of the KB Village. Even though the KB Village Program in Berang Belo Hamlet, Berang Rea Village has been running effectively and community participation has been quite good, the performance of the KB Village management, local government and community still needs to be improved. This aims to ensure that the changes and progress experienced by the people of Berang Belo Hamlet, Berang Rea Village, can continue to increase. There is a strong and positive influence from the effectiveness of the Family Planning Village Program on Families at Risk of Stunting in Berang Belo Hamlet, Berang Rea Village. The impact resulting from the effectiveness of the Family Planning Village program in Berang Belo Hamlet, Berang Rea Village, can provide facilities and organize community participation well so that it can reduce the number of families at risk of stunting.

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