

Communications strategy representatives of the national population and family planning (BKKBN) of West Sumatera Province in promotion planning program Generasi Berencana (GenRe)

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Abstract

Generasi Berencana (GenRe) is a program of the BKKBN in response to all the problems of adolescence so that teens can be protected from the risk of KRR triad. Promotional activities are highly needed in promoting something – service and things. the media is one of the most influential component to the success of such promotional activities. This study aimed to describe the media campaign that used BKKBN representatives of West Sumatera province through a program GenRe (Generation Planning), know the strengths and weaknesses of communication analysis communication strategies used BKKBN representatives of West Sumatera Province in the promotion of program GenRes. The method used in this research is qualitative method with descriptive approach. Data on get by observation, interviews and documentation, etc after that data analysis that consists of data collection, data reduction, data presentation and conclusion. This study uses a model of Braddock communication with the seven components in it that communicator communications, messaging, media, communicant, situation, goals, and effects. These results indicate that the BKKBN representatives of West Sumatera province using local media in West Sumatera to promote the program GenRe. The media is Above the Line (ATL), such as newspapers, television and radio; Bellow the Line (BTL) as outdoor media, and New Media. However, the use of new media is very minimal, not too take advantage of social media. Besides representatives BKKBN West Sumatra province also establish how the media strategy and message strategy in promotional activities of this program.

Keywords: GenRe; BKKBN West Sumatera; ATL; BTL and New Media;

1. Introduction

Many Indonesian teenagers who have high achievement both in terms of academic and non academic. Already many young Indonesians who scent the name of Indonesia in the world. But from many Indonesian teenagers are also possible also many problems among teenagers themselves who do freesex, drugs addiction and the ends will be infected with HIV Aids with it will greatly affect the development of adolescents themselves. Teenagers are expected to avoid the Triad KRR and become Tough Teens.

Teenage problem is a very complex problem ranging from large enough to the problem of TRIAD KRR (Kesehatan Reproduksi Remaja). Based on the projection of population in 2015 shows that the number of adolescents (age 10-24 years) Indonesia reached more than 66.0 million or 25% of the total population of Indonesia 255 million (Bapenas, BPS, UNFPA 2013). That is, 1 out of every 4 Indonesians are teenagers. The large number is added by the increasing number of births among adolescents (15-19 years) and TRIAD KRR (Reproductive Health of Youth).

Based on SKRRI data of 2003 and 2007, there is a tendency to increase the proportion of adolescents aged 15 - 24 who are sexually active, especially among men, 1% in women and 5% in men in 2003, to 1% in women and 6% In men in 2007 (Utomo 2013). According to data from SDKI 2012, the lift increased to 8.3% for men while for women showed a stable trend. Then the birth of adolescents in Indonesia can be viewed based on the number of Age Specific Fertility Rate (ASFR) is a number that shows the number of births per 1000 women at a certain age. Based on SDKI 2012, the Indonesia Specific Fertility Rate (ASFR for the 15-19 ages) in general decreased insignificantly from 51 to 48 per 1000 births (SDKI 2007 and SDKI 2012), still far from the expected number in BKKBN Strategic Plan 38 per 1000 births (in 2019). All these data, indicating the high incidence of births in adolescents in Indonesia. This is because marriage among adolescents still occurs, ie the proportion of adolescents aged 15-19 who have given birth and the first child pregnant up from 8.5% (IDHS 2007) to 9.5%

(SDKI 2012). This is in line with the latest data from the Annual Review - Unicef Year 2014, indicating that one in four women in Indonesia married before the age of 18 years. This condition is estimated as a result of an early marriage that is arranged by parents and the result effect of freesex. (BKKBN Representative Office of West Sumatera Province in 2015)

According to preliminary observations of the researchers in an interview with the Head of Youth Affairs Development Division of the BKKBN representative of West Sumatra Province that in the Mentawai area about 100 people who entered high school out of the high school who graduated only 75 percent of it occurred because of teenagers problems such as sex before marriage, Early and so on

Other facts also show that Indonesian teenagers are increasingly involved in drug abuse (Narcotics, Psychotropic and other Addictive Substances). Data from Badan Narkotika Nasional (BNN) indicates that in 2012 the number of drug users among adolescents reaches 3.6 million people, then increased by 3.8 million people in 2013. If not prevented, the number will reach 5 million people by 2016. Several studies have shown a significant association between drug users and the behavior of Free Sex in adolescents. Several studies have shown that young people are already sexual - active (sexual intercourse). The results of Survei Kesehatan Reproduksi Remaja Indonesia (SKRRI) in 2012 showed 1 percent of female adolescents and 8 percent of teenage boys admitted having had premarital sexual intercourse. In fact there are 1.1 percent of teenage boys aged 15-19 years who claimed to sex before marriage when she was less than 15 years old. (BKKBN Representative Office of West Sumatera Province in 2015)

In addition to causing pregnancy and childbirth at a young age, freesex in adolescents is also one of the causes of adolescents at risk of contracting Penyakit Menular Seksual (PMS). As well as HIV - Aids. Data for HIV-Aids show that of a total of 118,787 HIV cases and 45,650 cases of Aids (Ministry of Health, 2013), the highest percentage of Aids cases (34.5 percent) is in the 20 to 29 year age group. The number is increasing trend every year. If associated with Aids characteristics that symptoms appear after 3 - 10 years of infection. So it is increasingly proving that most of those affected by Aids have been infected at a younger age. (BKKBN Representative Office of West Sumatera Province in 2015)

To overcome these teenagers' problems, the government has made various efforts through various programs and across institutions. BKKBN responds to the problems of adolescents according to their responsibilities in the effort of population control and family development (UU No 52 Tahun 2009 Pasal 54), that is through family development policy.

Sensus Penduduk 2010 in Wirdhana (2011: 1) that the number of adolescents aged 10-24 years in Indonesia amounted to 67 million or 30% of Indonesia's 237.6 million inhabitants. While the number of adolescents aged 10-24 years in West Sumatra in 2011 amounted to 4.9 million people. With a male population of 2.43 million and a female population of 2.47 million (Sumatera Barat dalam Angka, 2010: 79). The large population of adolescents and the development of information technology have an influence on adolescent development. As a result, various problems arise amid the life of adolescents, including abuse of narcotics, freesex. In addition, adolescents are also very susceptible to adolescent reproductive health problems.

Adolescents are especially adolescent reproductive health risks. Based on data on adolescents from 4,726 junior and senior high school respondents in 17 major cities in Indonesia concluded that 97% of adolescents had watched pornographic films, 93.7% had ever done kissing, genital stimulation, and oral sex, and 62.7% of adolescents admitted not virgins Again as well as 21.2% of them ever had an abortion (BKKBN, 2012). Teens sexual behavior at risk will cause adolescents to be easily infected with various sexually transmitted infections, such as HIV / AIDS virus. In West Sumatra there are 90 cases of HIV cases in 2012 and AIDS cases in West Sumatra in 2012 as many as 715 cases (Komisi Penanggulangan Aids Sumatera Barat, 2012).

The teenage issues described above are very worrying. Teenagers no longer have the opportunity to behave healthy lives and build a good life plan for the future. Therefore, the government made various approaches through BKKBN as a government agency. Through the Development of Generation Plans Program (GenRe), BKKBN seeks to realize this. Step BKKBN present Generation Planning program (GenRe) is expected to make the quality of Indonesian teenagers able to become teenagers who can replace the next generation, so that Indonesia will be more advanced and calculated in the world. Generations that are prepared with a planned require a helping and cooperation of all parties, so that the problems of adolescents and obstacles can be solved together. Because the generation of Planning, not impossible will give birth to gold generation for Indonesia. So the authors do research on how the weakness and strength of communication strategies used BKKBN Representative of West Sumatra Province on the promotion program Generasi Berencana (GenRe)?

2. Method

The method used in this research is qualitative method, with qualitative descriptive approach. Qualitative descriptive research is more emphasized the problem of depth (quality) rather than quantity (quantity) of data (Kriyantono, 2006). The method of data collection in this research is done by observation, interview and documentation. The interviews were conducted with three informants. Key informants in this study were Head of BKKBN of West Sumatera Province, Section Head of Youth Affairs Section and Section Head of Advocacy and KIE Division.

Technical data analysis is done by Miles and Huberman analytical technique commonly called interactive model, where the activity in qualitative data analysis done interactively and lasted continuously until thoroughly, so the data is saturated (Sugiyono, 2011).

Data saturation sizes are indicated by no new data or information being retrieved. Steps in the analysis include data reduction, data presentation, as well as conclusions and verification. In the stage of data validity, the researcher performs the process of data triangulation by conducting interviews to two supporting informants relevant to this research.

This study uses the Braddock Model as the research's distinctive blade. Where braddock model is a refinement of the lasswell model is added into two situations and goals, so that braddock has components such as Communicators, Messages, Media, Situations, Purposes, Communicants and effects.

2. Result and discussion

Promotion of GenRe program certainly requires a mature understanding of the promotion strategy that will be done in order to introduce the program to the whole community, be it teenagers and families and people who care about teenagers. In this study the researchers used Braddock Model as a knife analysis to answer the formulation of research problems that have been established. Braddock model (McQuail, 1978) explains that in the communication process there are seven important components, Braddock communication model is a refinement of the communication model Lasswel consisting of five components. The communication component according to Model Braddock is communicator, message, media, situation, purpose, communicant, and effect.

The communication process can be seen from the seven components of the communication. In the promotion of Genre Program which became the first component of communicators is the Representative of Population and Family Planning (BKKBN) of West Sumatera Province. In this study, researchers restrict research only examines one communicator only that is the BKKBN Representative of West Sumatra Province. Promotion activities are carried out so that the GenRe program can be known by both teenagers and families. As for the messages conveyed in this promotional activity regarding the GenRe program information. This will be explained in the content strategy. Furthermore, in this promotional activity would use the media to be explained in the media campaign used GenRe program and media strategy. The information will be submitted to communicant especially society, teenager or family through media of promotion and then delivery of message done during promotion situation of Program Genre BKKBN representative of West Sumatera Province.

The communication process can be seen from the seven components. In the promotion of GenRe program which became the first component that is:

- Communicator

Communicators play a very important role, especially in controlling the way communication. The communicators in the process of promoting the GenRe program are the BKKBN Representatives of West Sumatera Province, namely the Head of BKKBN of West Sumatera Province H. Nofrijal, MA, Head of Section for Youth H. Muzhardi, BA and Head of Advocacy Section and KIE Dra. Desra, MM Representative of BKKBN West Sumatera Province.

- Messages

In the communication process, the message is the core of communication. Communication is said to fail if the message can not be understood properly by the recipient in accordance with the intent of the sender. This message can be delivered verbally and non verbally. So In order for communication messages to reach the intended target, it is necessary to factor the attractiveness, clarity and completeness that is used to create attraction. The message is delivered in the promotional activities of this GenRe program about information about adolescent issues so that adolescents can know the dangers of adolescent problems themselves.

- Media

Every communication process of promotion program of GenRe Representative of BKKBN West Sumatera Province use some media to deliver message to society, that is print media, outdoor media, electronic media and also new media.

- Situation

The steps in promotion conducted by the BKKBN Representative of West Sumatra Province in promoting the GenRe program have been planned every year. In the communication process the message delivery situation is carried out when the promotion of the GenRe program takes place with the aim of the BKKBN Representative of West Sumatera Province to prove that the teenager should have future planning for a brilliant future. The message delivery situation regarding the promotion of GenRe program is done during Ekskul event held in high school is there.

- Purposes

The purpose of the promotion of the GenRe program conducted by the BKKBN Representative of West Sumatera Province is how to have people in West Sumatera know and know about the GenRe program.

- Communicant

In the communication process conducted by BKKBN Representative of West Sumatera Province to promote the program of GenRe that become communicant is all of society, especially Youth and Family. In the promotion of GenRe program conducted by the BKKBN Representative of West Sumatera Province, which became the communicant is the whole society, especially teenagers and families in West Sumatera. So in the communication process BKKBN Representative of West Sumatera Province did not specify specifically to whom the message is addressed, but communicant is all levels of society, be it teenagers, or family.

- Effects

The effect expected by the BKKBN Representative of West Sumatera province in the promotion of the GenRe program is that all the people in West Sumatera Province have an understanding of the substance of GenRe, the BKKBN representative of West Sumatera Province wants all districts / cities in West Sumatera Province to promote the GenRe program, The BKKBN representative of West Sumatera Province wants to raise awareness among teenagers and families of the importance of GenRe for teenagers and families. While the expected effect of the promotion of the GenRe program conducted by the BKKBN Representative of West Sumatera Province is that all levels of society know and understand the GenRe program.

2.1 Media Promotion of Generasi Berencana Program (GenRe)

2.1.1 Above the Line

Some of the top-line media are printed mass media, including newspapers, magazines and other print media that are published periodically and continuously and read by the masses. In addition, radio and television also include the largest and most important line of media (Sigit Santosa, 2009: 18).

The top line media used by BKKBN Representatives of West Sumatera Province to promote GenRe program are as follows:

- Print media

Based on the results of research found in the field, the BKKBN representative of West Sumatera Province using print media as a promotional medium for the promotion of GenRe program. In this case, local newspaper in Padang area is used in promoting GenRe program, there are 5 local newspapers in Padang namely Singgalang, Padang Express, Haluan, Indonesia Raya and Koran Padang. This is done for the effectiveness of the distribution of information to the entire community of West Sumatera.

- Electronic Media

Electronic media such as television and radio. Television is a medium that uses letters, speech, moving pictures, colors, music, animations, and sound effects combined into one while the radio offers a wide range of publicity possibilities and is a mobile medium suitable for mobile people. Radio reaches to the bedroom and dining table in the morning, can be received in the car, broadcasts reach the beach, forest, and also the middle of the sea in other words this radio flexibility difficult to be matched by other mediums (Cutlip, 2009: 298). In accordance with the cutlip statement, the BKKBN Representative of West Sumatera Province also utilizes the reach and uniqueness of television and radio as a media promotion program GenRe. The television in cooperation with BKKBN is local television such as Padang TV and TVRI West Sumatera. In addition to utilizing the television media, radio is also used because it plays an important role in the process of promoting this GenRe program. Only 4 radios became the media partner of BKKBN in promoting GenRe program that is RRI, Classy FM, Sushi FM and Sipp Female. Researchers see that the thought of the BKKBN Representative of West Sumatera Province to the media that the media by itself without facilitation will also participate in reporting program promotion, this GenRe because it has news value (news value). It also agrees with Idy Subandi's statement in his communication intelligence that when media becomes industry, news is the most important commodity. It can be said the live press from selling information to the public. One of them is from news (Idy Subandy, 2007: 1).

2.2 *Bellow the Line*

Bellow the line (BTL) or lower-line media according to Sigit Santosa are advertisements that are only burdened production and service costs. Unlike ATL, BTL has a wider and more creative media variant. This is because the media belonging to BTL is demanding more attention from the public. If in the category of top-line media advertised served directly in front of the eyes via TV or Newspapers, then in the media under the eyes of the public is lured to see it (Didih Suryadi, 2011: 107).

2.3 *New Media*

New media or New media generally refers to the use of internet technology, especially the use of public such as online news, advertising, broadcasting, broadcasting applications (eg downloading music), forums, and discussion activities, world wide web, information search, and potential formation of specific communities (McQuail, 2005: 136). Of course the use of new media is very effective to help conduct promotional activities, especially the delivery of information to the audience. But in a study that researchers found in the field that the BKKBN Representative of West Sumatra Province is not too focused on the utilization of new media. While managing websites, twitter, facebook, Instagram or other social media is the Field of Advocacy. Researchers assess the results of research on the use of new media, that the BKKBN Representative of West Sumatra Province only take advantage of sebahagian only, because the utilization of such an official account and website facebook managed by BKKBN. In this case they assume that with the promotion of GenRe program, it will cause multiplayer effect where not only BKKBN who feel the benefits of the promotion of this program but all parties including the media also feel the benefits of the promotion of this GenRe program.

2.2 *Media Strategy Promotion Program GenRe*

The researchers found two strategies used in promotion activities of this GenRe program, namely:

2.2.1 *Media Strategy of Promotion of GenRe Program*

The development of technology and communications make public relations practitioners must be able to adjust the media to be used. Therefore, in this activity needed a strategy in determining the media that will be used for potentially can be used as communication media with public. Based on the results of research that researchers do, the researchers can see in the field that in promoting the program GenRe BKKBN Representative of West Sumatra Province using media strategy to determine which media will be used in disseminating information about the promotion of GenRe. In addition to determining the media to be used for promotional activities of the GenRe program, the BKKBN representative of West Sumatra Province also established some form of cooperation agreement with the media, because of course each media has a different way of working. Here is a form of agreement that has been made by the BKKBN Representative of West Sumatra Province in promoting the program GenRe: Daily Newspaper (Newspaper), Radio, Television, New Media

2.2.2 *Strategy of Promotional Content of GenRe Programs*

Content strategy or so-called message content strategy is indispensable in public relations activities. In this strategy the first thing to do is to gather all the facts about the case or problem you want to communicate. Further convincing the various parties through the message spread that the company seriously wants to solve the problem (Morissan, 2008: 191). Representative BKKBN West Sumatra Province in organizing the promotion of GenRe program is also also conduct public relations activities.

2.3 *Communication Analysis Strengths and Weaknesses of the BKKBN Communication Strategy in the promotion of the GenRe program*

Based on field research that analysis of strength and weakness communication of BKKBN communication strategy in promotion program of GenRe is Based on Executor Body of this form of promotion activity have power which its executing agency that is BKKBN directly in work plan BKKBN promotion activity of program of GenRe become main program so that in its promotion Representative BKKBN West Sumatera Province will be actively involved in promotion of GenRe program to teenagers and families. The weakness of the vastness of the area in western Sumatra allows the promotion of the GenRe program to be ineffective due to limited funds, and limited human resources.

3. Conclusion

The researchers concluded that the media campaign used by the BKKBN Representative of West Sumatra Province in the promotion of GenRe program consists of three types although each has a different portion of the top-line media or known by the term above The line (ATL) such as print media, the BKKBN Representative of West Sumatra Province involves local newspapers in the field; Singgalang, Padang Ekspres, Haluan, padang padang and Indonesia Raya. Electronic media such as television and radio are also used as media promotion of this GenRe program that is Padang TV and TVRI Sumbar and RRI, Sushi FM, Classy FM and Sipp Female. In addition to the top-line media, BKKBN also utilize the use of lower-line media or known as the bellows the line. Where the media such as outdoor media such as billboards, banners, banners, posters, leaflets and others. Promotional activities are also done by using new media such as websites and online news media. Promotion strategy undertaken by the BKKBN Representative of West Sumatra Province consists of media strategy and content strategy. Where the media strategy undertaken by the BKKBN Representative of West Sumatra Province is to choose the media that will be used as media promotion program GenRe, be it mass media, outdoor media or new media. While the content strategy undertaken by the official is to prepare a release that will be submitted to the media during the implementation of a press conference in every promotion program GenRe. Analysis of Weaknesses and Strengths of Promotion Strategies undertaken by the BKKBN Representative of West Sumatera Province Based on the Implementing Agency of this promotional activity form has the strength of which the executing agency is BKKBN directly in the work plan BKKBN promotional program GenRe become the main program so that in its promotion Representative BKKBN West Sumatra Province will Actively involved in the promotion of GenRe programs to teenagers and families. The weakness of the vastness of the area in west Sumatera allows the promotion of the GenRe program to be ineffective due to limited funds, and limited human resources.

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