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**Communication Convergence on Family Development in the
Implementation of Kampung Keluarga Berkualitas:
A Literature Review**

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ABSTRACT:

Kampung Keluarga Berkualitas program is one of the containers that serves as a miniature model for the total implementation of the Family Development, Population and Family Planning Program (Bangga Kencana) which carries the concept of integration and convergence across sectors in an effort to improve the quality of human resources through strengthening family institutions. This paper focuses on the relationship between communication convergence in family development through the implementation of the Kampung KB program using a literature review approach. Data sources utilize books, journals, internet sources and previous research relevant to the topic discussed. The results of this study show that. Family development is a cross-sectoral issue that requires joint attention not only from the government as a policy maker but also cross-sector collaboration. Although in its implementation there are various challenges and obstacles, the Kampung KB program has an impact on family development through program interventions carried out by various integrated cross-sectors. The convergence of communication can be one of the communication models in creating synergies between stakeholders which can then lead to joint collaboration in addressing population and family development issues.

Key words: *Communication convergence, Family Development, Kampung KB, Collaboration*

Introduction

The Indonesian government through BKKBN (National Population and Family Planning Agency) launched the Family Planning (KB) program as one of the efforts in overcoming population problems in Indonesia. As the program progresses, the family planning program is considered effective in suppressing the population growth rate, including the problem of high fertility, has an effective impact in realizing a small happy prosperous family which is a transformation of family values which is the goal of the family planning program. The paradigm of the family planning program, currently, emphasizes aspects of family development that show BKKBN's commitment to contribute to human development through the family, which is the smallest unit of society. One form of implementation in the field is translated through a medium called the Kampung Keluarga Berkualitas.

The Kampung KB is actually a miniature implementation of the total Family Development, Population and Family Planning Program (Bangga Kencana) implemented in the community by promoting the concept of integration and convergence in village-level areas with the aim of empowering communities and families in building quality human resources. The establishment of Kampung KB has criteria for areas such as slum areas, coastal/fishermen areas, watershed areas, railroad banks, poor, remote, border areas, industrial areas, tourist areas, and densely populated areas. The implementation of the Kampung KB aims to improve the quality of human resources that emphasizes the strengthening of family and community institutions through program interventions and activities with a human life cycle approach. The Kampung KB has four (4) program objectives, namely the provision of population data and documents, increasing behavior change, increasing the coverage of services and referrals to families, and structuring the living environment of families and communities.¹

Communication has a very important position as a medium that can connect various interests in one place that has the same goal. Based on research by Lifianti (2021), good communication between cross-sectors is a very important asset in the implementation of Kampung KB. Convergence of communication in this context can be a catalyst for cooperation between sectors. Active community involvement is also one of the problems that occur in the implementation of Kampung KB. Community involvement is important, because it is not only an object but also a subject in the implementation of empowerment-based programs such as Kampung KB. Established communication between cross-sectors can also build synergy and effective coordination and cooperation among stakeholders in the development of Kampung KB.² Collaboration between stakeholders according to research by Yunas and Nailufar (2019) that the implementation of Kampung KB with a Collaborative Governance approach is able to improve the quality of life of people with multi-stakeholder collaboration of local governments, village governments, civil society organizations, the private sector, and the community itself, which together create strength to achieve program goals. This is also supported by the preparation of regulations that allow collaboration to occur in accordance with the resources owned by each stakeholder with program targets related to poverty alleviation, family empowerment and aspects of health services.³

¹ Direktorat Analisis Dampak Kependudukan, Panduan Penguatan Kampung Keluarga Berkualitas Tahun 2023, (Jakarta: BKKBN, 2023).

² Regina, Rusli, B., & Candradewini. "Koordinasi Pengembangan Program Kampung Keluarga Berencana di Kabupaten Bangka Barat". JAKPP (Jurnal Analisis Kebijakan dan Pelayanan Publik), 6(1) 2020, hal. 75.

³ Novy Setia Yunas dan Faza Dhora Nailufar, "Collaborative Governance Melalui Program Kampung Kb Di Kabupaten Jombang," CosmoGov 5, no. 2 (27 November 2019): 162, <https://doi.org/10.24198/cosmogov.v5i2.21814>.

According to the results of research by Andri Kuriawan (2024), convergence communication in Kampung KB also supports program innovations designed to increase community knowledge and involvement. The programs that are carried out utilize interactive and participatory communication approaches, thus presenting mutual involvement and responsibility. In addition, the convergence communication approach encourages collaboration involving various stakeholders, such as government organizations, non-governmental organizations, local community leaders and the community itself.⁴

However, since it was launched in 2016, the implementation of the Kampung KB has not been maximized, even though there are many village-based programs and activities implemented by ministries / institutions that can synergize with the Kampung KB program. This is due to the unavailability of written policies and procedures regarding cross-sectoral involvement in the Kampung KB program, so that in 2020 the Ministry of Home Affairs Circular Letter No. 843.4/2879/SJ dated April 15, 2020 was issued which changed the Kampung Keluarga Berencana to a Kampung Keluarga Berkualitas. Moreover, the government also supports the Kampung KB program through Presidential Instruction No. 3 of 2022 concerning the Optimization of Kampung Keluarga Berkualitas which expects the implementation of program to be more optimal, and become a joint movement at the village level which is carried out in an integrated and convergent way in the implementation of empowerment and strengthening of family institutions.

In an initiative to build quality families with the involvement of various cross-sectors, it is important to see how the social structures in the community are involved in building awareness of the problems faced, and together in formulating solutions to these problems by utilizing their resources. A collaborative approach is important as a joint solution in an effort to improve the quality of human resources, especially families as the smallest unit in society.

Methods

This research uses a descriptive qualitative method with a literature review approach. Literature review is a method that aims to collect and analyze previous research that is relevant to the topic raised. The data used is a secondary source that is not from direct experience, which is obtained from books, journals, reports, and also previous research that is relevant to the topic discussed. The data obtained is then reviewed and analyzed for relevance to the topic, so that conclusions can be drawn that are relevant to the topic.

⁴ Andri Kurniawan, "Konvergensi Komunikasi dan Inovasi Sebagai Modal Sosial Penanganan Stunting: Convergence of Communication and Innovation as Social Capital for Handling Stunting," *ETTISAL : Journal of Communication* 8, no. 2 (16 Maret 2024), <https://doi.org/10.21111/ejoc.v8i2.10741>.

Discussion

Communication Convergence

According to Liliweri (2003), Communication is more than just exchanging words, there is a dynamic process that can strengthen the relationship between the sender and receiver of the message beyond space and time.⁵ On the other hand, Dedy Mulyana (2008) defines communication as the process of sharing both verbal and non-verbal meanings, when the communicator is able to evoke a response from the communicant.⁶ It is also similar to what McCroskey (1998) stated, that communication is a process that describes a person providing a message stimulus on the meaning of verbal and non-verbal messages into the minds of others.⁷

Theoretically, communication convergence refers to a communication model that emphasizes the continuous exchange, change, comparison of interaction patterns in society with a focus on mutual reactions, contributing to each other even though in different degrees.⁸ Through the communication process that occurs continuously, this model also emphasizes the collective understanding of the issues discussed and the emergence of collective actions towards social change.⁹

Convergence of communication can create common ground, especially among those with similar backgrounds. The ultimate goal is to increase understanding, reduce ambiguity, and encourage positive interactions. When communication is harmonious as well as effective, it can encourage stronger relationships and teamwork, which can lead to productive creative solutions to problems about issues faced together.¹⁰ Convergence communication is not only one of the new alternatives in building communication, this model includes the utilization of available communication channels as well as integrating them in the realm of message delivery effectiveness.¹¹

In the communication convergence model, there are two types of convergence: positive and negative convergence. Convergence can be constructive (positive convergence), but it can also be destructive if it aims to insult, mock or humiliate (negative convergence). Positive convergence can occur when communication is attractive, predictable and easily understood. Messages are

⁵ Alo Liliweri, *Dasar-Dasar Komunikasi Antarbudaya*, (Yogyakarta: Pustaka Pelajar, 2003), h. 5.

⁶ Dedy Mulyana, *Komunikasi Efektif*, (Bandung: PT. Remaja Rosdakarya, 2008), h. 8.

⁷ Alo Liliweri, *Komunikasi: Serba Ada Serba Makna*. (Jakarta: Kencana, 2011), h. 35.

⁸ Alo Liliweri, *Gatra-Gatra Komunikasi Antarbudaya* (Yogyakarta: Pustaka Pelajar: 2001), 83-84.

⁹ D.Lawrence Kincaid, *et al.*, "The Cultural Convergence of Korean Immigrants in Hawaii: An Empirical Test of a Mathematical Theory," *Quality & Quantity* 18, no. 1 (Desember 1983), <https://doi.org/10.1007/BF00221451>.

¹⁰ Antonia Tomaš and Davorka Topić Stipić, "Convergence In Public Relations," *South Eastern European Journal of Communication* 4, no. 2 (30 Desember 2022): 63–73, <https://doi.org/10.47960/2712-0457.2022.2.4.63>.

¹¹ Kurniawan, "Konvergensi Komunikasi," 92-93.

organized in a conventional design logic that has characteristics where messages are arranged by paying attention to the suitability of general communication norms, detailed explanations, and positive interactions. Meanwhile, negative convergence refers to communication that aims to corner the interlocutor. Message composing occurs with expressive design logic which prioritizes emotional and subjective messages, and often does not pay attention to the norms that apply and are adopted by the interlocutor.¹²

The Concept of Family Development

According to Shiffman (2002), the family planning program is an effective program in contributing to controlling the rate of population growth and fertility transition. Moreover, the goal of transforming family values into a happy and prosperous small family according to the ideals of the KB Program has a positive impact on the welfare of the community as well as on improving the quality of human resources.¹³ Referring to the 2020-2024 National Medium-Term Development Plan (RPJMN),¹⁴ BKKBN is mandated to contribute to implementing 2 (two) of the 7 (seven) national priority development agendas, namely to “Improve Human Resources (HR) Quality and Competitiveness”, and support “Mental Revolution and Cultural Development”. BKKBN in this case continues to strive to realize what is the national development agenda with various breakthrough programs that can improve the quality of human resource development.

The issuance of Law No. 52 of 2009 on Population and Family Development is one of the legal bases for the implementation of family development in Indonesia. With this regulation, the implementation of the Family Planning Program is supported by two other programs, namely the population and family development programs which also have an impact on the restructuring of BKKBN, which was originally a coordinating body in the field of family planning turned into a government agency/institution in charge of organizing the Population, Family Planning and Family Development program (Program KKBPK).¹⁵ Recently, the KKBPK program has been rebranded as the Family Development, Population and Family Planning Program (Bangga Kencana program). The placement of the word “Family Development” in front, shows BKKBN's

¹² Virdaus, Dony. “Konvergensi Dan Divergensi Komunikasi Dalam New Media.” *Proceeding of Conference on Strengthening Islamic Studies in The Digital Era* [Online], 1.1 (2021): 326-332.

¹³ Budi Setiawan dan Muhammad Rizal Martua Damanik, *Bunga Rampai Program Keluarga Berencana Dan Pembangunan Keluarga*, (Bogor: IPB Press 2020), Hal. 57.

¹⁴ Peraturan Presiden Nomor 18 Tahun 2020 Tentang Rencana Pembangunan Jangka Menengah Nasional (RPJMN) Tahun 2020-2024.

¹⁵ Direktorat Lini Lapangan, *Panduan Mekanisme Operasional Lini Lapangan Program Bangga Kencana bagi Institusi Masyarakat Pedesaan/ Perkotaan & Kampung Keluarga Berkualitas*. (Jakarta: BKKBN, 2020), h. 1.

commitment to contribute more to human resource development through the smallest unit of society, namely the family.¹⁶

Population management and family development is a planned effort to direct population development and family development in order to realize a balanced population growth and develop population quality in all dimensions of the population that must be supported through population development policies.¹⁷ In realizing this goal, it is important to formulate and establish an effective population development policy, in order to overcome various population problems that concern various aspects ranging from health, education to aspects related to welfare. Through family development and community empowerment by prioritizing planning and resource utilization, efforts can be made to improve the quality of life of the population. This approach not only leads to population control but can also build the quality of the population.¹⁸ Therefore, population control and family development lead to the goal of improving individual and family welfare. This requires the collective efforts of the government, community, community organizations and other institutions with a cross-sector collaboration approach.¹⁹

The concept of holistic and integrated family development, as envisioned by Bappenas in the 2019-2025 RPJMN, aims to realize a strong and prosperous family structure. This goal is realized through various strategies, one of which focuses on increasing family resilience through the dimensions of religion, establishment of legality and family integrity, promotion of gender equality, effective parenting and care, economic stability, fulfillment of basic needs, and consideration of socio-cultural and psychological factors. Measuring the success of the family development program by the Family Development Index (iBangga), which is a performance indicator that describes the dynamics of family development in an effort to improve the quality of Indonesian families. The family quality indicators in iBangga include three dimensions, namely happiness, independence, and tranquility.²⁰

Kampung Keluarga Berkualitas: A Platform for Integration and Convergence

In its implementation, the Kampung KB applies the concept of family functions consisting of 8 (eight) functions which include religious, socio-cultural, love, protection, reproduction,

¹⁶ Pusat Pendidikan dan Pelatihan Kependudukan dan KB. Modul 1 Kebijakan dan Strategi Program Bangsa Kencana. (Jakarta: BKKBN, 2021).

¹⁷ Gatningsih dan Eko Sutrisno. Kependudukan Dan Ketenagakerjaan. (Jatinangor: IPDN, 2017.), h. 2.

¹⁸ John F. May, "Effectiveness of Population Policies," dalam *World Population Policies*, oleh John F. May (Dordrecht: Springer Netherlands, 2012), 207–235, https://doi.org/10.1007/978-94-007-2837-0_8.

¹⁹ Kewal Ram Parajuli, "Rethinking Population Policies from Family Planning to Population Management," *Rupantaran: A Multidisciplinary Journal* 3 (2 Oktober 2020): 51–61, <https://doi.org/10.3126/rupantaran.v3i0.31741>.

²⁰ Herien Puspitawati, dkk. "Buku Saku Pengenalan Indeks Pembangunan Keluarga". (Jakarta: BKKBN, 2020), h. 7-12.

socialization and education, economic and environmental development functions.²¹ There are at least eight (8) program approaches aimed at achieving quality families within the framework of the Kampung KB concept, including: (1) The achievement of data and increased coverage of population administration fulfillment; (2) The implementation of advocacy and communication of community behavior change; (3) Increased access and health services including Family Planning and Reproductive Health through community-based health programs/ service units and Community-Sourced Health Efforts; (4) There is assistance and services for families at risk of stunting; (5) Increased coverage of services and access to education; (6) Increased coverage of social security and protection services for poor and vulnerable families and communities; (7) There are family economic empowerment programs; and (8) Environmental management, improved access to clean water and basic sanitation.²²

The successful implementation of the Kampung KB program is strongly influenced by 5 (five) main factors, namely: 1). Strong commitment from policy makers at all levels (district, sub-district, village and kelurahan); 2). The intensity of public opinion about the *Bangga Kencana* Program and its integration with cross-sectors; 3). Optimization of facilitation and support from partners/stakeholders; 4) The spirit and dedication of program managers at all levels of the region as well as KB field officers (PKB/PLKB), and 5) Active community participation.

The commitment of policy makers in the Kampung KB program can be realized through regulations that allow for cross-sectoral program integration. The existence of supporting regulations, especially written policies, can play a role in regulating the bureaucratic structure, duties, authorities, and responsibilities of each agency involved in the program. Furthermore, regulations are also important in providing a framework for supervision and monitoring of program implementation. With regulations, the government can also evaluate the effectiveness of program implementation and the involvement of related agencies, and can take the necessary steps in taking corrective measures. Another important aspect of supporting regulations is to ensure the existence of supporting resources, especially those related to budget support for program implementation.²³ A supporting regulation for the implementation of Kampung KBs is the issuance of Presidential Instruction Number 3 of 2024 concerning the Optimization of Kampung Keluarga Berkualitas, which aims to realize the integration and convergence of programs in Kampung KB.

²¹ BKKBN, *Petunjuk Teknis Kampung KB*. (Jakarta: BKKBN, 2016).

²² Instruksi Presiden Nomor 3 Tahun 2022 tentang Optimalisasi Penyelenggaraan Kampung Keluarga Berkualitas.

²³ Maolana dan Muchammad Zaenuri. "Implementasi Program Kampung Kb Dalam Menekan Pertumbuhan Penduduk Di Ntb Berdasarkan Pergub Nomor 6 Tahun 2019." *JISIP UNJA (Jurnal Ilmu Sosial Ilmu Politik Universitas Jambi)* 6, no. 1 (30 Agustus 2022): 51–63, <https://doi.org/10.22437/jisipunja.v6i1.17330>.

In addition to regulation, an equally important factor in the implementation of Kampung KB is the active participation of the community both as an object and as a subject of the empowerment program. Community participation in the context of Kampung KB is the active participation of the community in managing and implementing activities in the Kampung KB on an ongoing basis to improve the standard of living of the people in their area.²⁴ Community empowerment through Kampung KB is a form of community empowerment and community development, which is intended as community empowerment carried out by the government to facilitate local communities in planning, deciding and managing their resources so that they have the ability and self-sustain economic, ecological and social in a sustainable way, so that active participation is one of the key elements of successful program implementation.²⁵

The active participation of the community in the Kampung KB is realized through the formation of activity groups or what is called Poktan. These activity groups include Bina Keluarga Balita (BKB), Bina Keluarga Remaja (BKR), Bina Keluarga Lansia (BKL), Pusat Informasi Konseling Remaja (PIK-R) and Peningkatan Pendapatan Keluarga Sejahtera (UPPKS). The existence of Poktan in Kampung KB is a translation of the concept of family development and is also a form of actualization of the application of eight (8) family functions. Active community participation in Kampung KB is strongly influenced by the role of various institutions and individuals in the community such as religious leaders, cadres, and other village institutions that act as facilitators in helping to create an environment that supports community participation.²⁶

The implementation of Kampung KB management, Family Planning Counselors (PKB)/Family Planning Field Officers (PLKB) have an important position as the spearhead of program implementers at the lower level. In Kampung KB management, PKB / PLKB has a function as a companion as well as a Kampung KB advisor in their job area. The implementation of Kampung KB management involves various sectors, both government and private, so one of the important tasks for Penyuluh KB is to advocate for stakeholders in their job area, so that the implementation indicators of the Kampung KB Program can be achieved optimally.

In the context of family development, the existence of Kampung KB also has an impact on the Family Development Index (iBangga). Based on the results of the analysis of the Directorate of Population Impact Analysis of BKKBN, the integration and convergence of programs in Kampung KB has succeeded in increasing the family development index (iBangga) which in 2021

²⁴ Badan Kependudukan Keluarga Berencana Nasional. *Petunjuk Teknis Kampung KB*. Jakarta: BKKBN, 2015).

²⁵ Noor, Munawar. "Pemberdayaan masyarakat." *CIVIS: Jurnal Ilmiah Ilmu Sosial dan Pendidikan Kewarganegaraan* 1.2 (2011). Pp 87-99, DOI: <https://doi.org/10.26877/civis.v1i2.591>.

²⁶ Sari, Nurmala. "Partisipasi Masyarakat dalam Program Kampung KB Selama Covid-19 Ditinjau dari Fungsi Keluarga di Kota Dumai." *Jurnal Terapan Pemerintahan Minangkabau*, vol. 2, no. 2, Agustus 2022, hlm. 179–86. DOI.org (Crossref), <https://doi.org/10.33701/jtpm.v2i2.2609>.

was 54.01, to 61.43 in 2023.²⁷ This finding suggests that the majority of Indonesian families are experiencing a state of development, indicating an enhancement in their overall well-being across multiple domains, including but not limited to happiness, independence, and tranquility. The Kampung KB program has been observed to exert a tangible influence on family development through the implementation of integrated and converged programs across diverse sectors.

Conclusion

The Kampung Keluarga Berkualitas Program initiated by BKKBN is one of the strategies to improve the quality of human resources through strengthening family institutions. Through the integration and convergence approach, Kampung KB is a forum for collaboration of various cross-sector programs in addressing various population and family development issues.

The successful implementation of the Kampung KB program is at least influenced by five main factors, namely cross-sector commitment, communication intensity, partner support, the enthusiasm of field officers, and active community participation. Communication convergence in the context of Kampung KB can be one of the capitals in creating synergy between stakeholders who can then create synergy and joint collaboration in addressing population and family development issues. This convergence includes combining various forms of media and communication channels to convey messages more effectively and efficiently. In the context of Kampung KB, this means utilizing various communication platforms, both traditional and modern, to achieve better coverage of the community. In addition, the use of the communication convergence model can also be one of the catalysts in realizing synergy among stakeholders involved in program management in realizing quality human resources through Kampung KB.

²⁷ Alifah Nuranti, dkk. Laporan Pelaksanaan Instruksi Presiden Nomor 3 Tahun 2022 Tentang Optimalisasi Penyelenggaraan Kampung Keluarga Berkualitas Tahun 2024. (Jakarta: BKKBN, 2024).

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