

ABSTRAK

EVA YULITA ANGGRAINI, NPM : 2022403, Judul "EFEKTIVITAS PROGRAM BINA KELUARGA BALITA (BKB) DI DESA BANYU TAJUN PANGKALAN KECAMATAN SUNGAI PANDAN KABUPATEN HULU SUNGAI UTARA" dibawah bimbingan Bapak **Muhamad Arsyad.S.Pd.I.M.AP** sebagai pembimbing I dan Bapak **Riswandi Ahdiat, S.Sos, M.A** sebagai pembimbing II.

Bina Keluarga Balita (BKB) di Desa Banyu Tajun Pangkalan sangat penting dalam upaya pencegahan stunting dan peningkatan kualitas hidup anak. Observasi program BKB Di Desa Banyu Tajun Pangkalan masih terdapat beberapa anak terkena stunting, anak-anak yang ketergantungan makanan cepat saji dan sebagian orang tua kurang memahami terkait materi stunting. Penelitian bertujuan untuk mengetahui Efektivitas Program Bina Keluarga Balita (BKB) di Desa Banyu Tajun Pangkalan Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara dan faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi. Sumber data diambil melalui penarikan sampel secara *purposive sampling* berjumlah 10 orang. Teknik analisa data dilakukan dengan teknik pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa Efektivitas Program Bina Keluarga Balita (BKB) di Desa Banyu Tajun Pangkalan "Cukup Efektif" diketahui dari 10 indikator. *Pertama*, dari pemahaman program, dengan indikator pengetahuan program kurang efektif karena masyarakat belum sepenuhnya memahami. Manfaat program dinilai efektif karena BKB telah memberikan manfaat. *Kedua*, tepat sasaran, program ini kurang efektif karena masih ada kesenjangan antara pengetahuan dan praktik orang tua. Kebutuhan terpenuhi cukup efektif karena masih ada keterbatasan dana. *Ketiga*, Tepat waktu, dengan indikator adanya jadwal kegiatan dinilai efektif karena dilaksanakan rutin setiap bulan. Kegiatan sesuai program yang dilakukan efektif karena sesuai rencana dan tujuan. *Keempat*, tercapainya tujuan, dengan indikator hasil sesuai tujuan dinilai efektif karena tercapainya usaha untuk pencegahan stunting. Dampak program juga efektif, terlihat dari peningkatan kesadaran gizi pada anak. *Kelima*, perubahan nyata dengan indikator perilaku positif cukup efektif, karena ada perubahan baik dalam masyarakat. Peningkatan kondisi masyarakat cukup efektif, karena meningkatkan kesadaran dan pengetahuan masyarakat tentang gizi yang baik. Adapun faktor-faktor penghambat efektivitas program yaitu kurangnya pemahaman orang tua terkait materi penyuluhan stunting dan kurangnya ketersediaan sarana juga prasarana pendukung untuk kegiatan. Faktor pendukung efektivitas yaitu kegiatan yang dilakukan secara rutin dan dukungan dari desa.

Untuk meningkatkan Efektivitas Program Bina Keluarga Balita di Desa Banyu Tajun Pangkalan diharapkan untuk meningkatkan kualitas penyuluhan juga masyarakat harus proaktif bertanya, partisipasi orang tua, dukungan dari desa, kesadaran orang tua pentingnya program BKB, ketersediaan sarana juga prasarana pendukung seperti alat permainan anak dan alat tulis.

ABSTRACT

EVA YULITA ANGGRAINI, NPM: 2022403, Title "EFFECTIVENESS OF THE TODDLER FAMILY DEVELOPMENT PROGRAM (BKB) IN BANYU TAJUN PANGKALAN VILLAGE, SUNGAI PANDAN DISTRICT, HULU SUNGAI UTARA" under the guidance of Mr. **Muhamad Arsyad.S.Pd.I.M.AP** as supervisor I and Mr. **Riswandi Ahdiat, S.Sos, M.A** as supervisor II.

The Toddler Family Development Program (BKB) in Banyu Tajun Pangkalan Village is crucial for preventing stunting and improving children's quality of life. Observations of the BKB program in Banyu Tajun Pangkalan Village revealed that several children are still stunted, dependent on fast food, and some parents lack understanding of stunting. This study aimed to determine the effectiveness of the Toddler Family Development Program (BKB) in Banyu Tajun Pangkalan Village, Sungai Pandan District, Hulu Sungai Utara Regency, and the factors influencing it.

This study employed a qualitative, descriptive approach. Data collection techniques included interviews, observation, and documentation. Data sources were collected through purposive sampling, with 10 participants selected for the program. Data analysis included data collection, data reduction, data presentation, and conclusion drawing.

The results showed that the effectiveness of the Toddler Family Development Program (BKB) in Banyu Tajun Pangkalan Village was "Moderately Effective," as determined by 10 indicators. First, program understanding, with the indicator of program knowledge being less effective due to community lack of understanding. The program's benefits were deemed effective because the BKB program provided benefits. Second, the program's effectiveness is limited due to a gap between parental knowledge and practice. Needs are met quite effectively due to limited funding. Third, it is timely, as indicated by the availability of an activity schedule, deemed effective because it is implemented routinely every month. Activities carried out according to the program are effective because they are in accordance with the plan and objectives. Fourth, the achievement of objectives, with the results indicator in line with the objectives, is deemed effective because efforts to prevent stunting are achieved. The program's impact is also effective, as evidenced by increased awareness of nutrition among children. Fifth, tangible changes, demonstrated by positive behavioral indicators, are quite effective, as there are positive changes within the community. Improvement in community conditions is quite effective, as it increases public awareness and knowledge about good nutrition. Factors inhibiting the program's effectiveness include parents' lack of understanding of stunting counseling materials and the lack of supporting facilities and infrastructure for the activities. Supporting factors for effectiveness include routine activities and village support.

To increase the effectiveness of the Toddler Family Development Program in Banyu Tajun Pangkalan Village, it is hoped that improvements in the quality of counseling will also include proactive community inquiries, parental participation, village support, parental awareness of the importance of the BKB program, and the availability of supporting facilities and infrastructure such as children's play equipment and stationery.