

ABSTRAK

FATHUL JANAH, NPM: 2022123, Judul: "EFEKTIVITAS PROGRAM KAMPUNG KB DALAM MENANGANI STUNTING DI DESA PALIMBANGAN GUSTI KECAMATAN HAUR GADING KABUPATEN HULU SUNGAI UTARA", di bawah bimbingan **Ibu Hj. Saidah Hasbiyah, S. Sos.,M.AP** sebagai Pembimbing I dan **Ibu Anita Rahmayanti, S. Sos.,M.AP** sebagai Pembimbing II.

Program Kampung KB merupakan program strategis pemerintah yang mengintegrasikan program kependudukan, keluarga berencana, pembangunan keluarga, serta pembangunan lintas sektor dalam rangka meningkatkan kualitas hidup masyarakat. Namun, dalam pelaksanaannya masih ditemukan permasalahan seperti, kurangnya ASI eksklusif, pengetahuan gizi, kurangnya partisipasi masyarakat, serta faktor ekonomi. Penelitian ini bertujuan mengetahui efektivitas Program Kampung KB dalam menangani stunting serta faktor-faktor yang memengaruhinya.

Penelitian menggunakan pendekatan kualitatif dengan tipe deskriptif. Informan ditentukan secara *purposive sampling* berjumlah 9 orang informan. Teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Analisis data melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data dilakukan melalui perpanjangan pengamatan, peningkatan ketekunan, dan *member check*.

Efektivitas Program Kampung KB dalam menangani Stunting di Desa Palimbangan Gusti Kecamatan Haur Gading Kabupaten Hulu Sungai Utara cukup baik. Hal ini bisa dilihat dari : *Pertama*, Keberhasilan program kurang baik, karena pengetahuan masyarakat rendah dengan mispersepsi bahwa Kampung KB hanya terkait kontrasepsi, serta penerapan pola asuh dan gizi seimbang di rumah tangga terhambat faktor ekonomi, kesibukan ibu bekerja, dan banyaknya anak berjarak dekat. *Kedua*, Keberhasilan sasaran juga kurang baik pada pencapaian target karena stunting masih tinggi dan belum turun signifikan, sedangkan tahapan pengoperasian program cukup baik karena alur Posyandu tertib. *Ketiga*, Kepuasan program cukup baik, dengan kualitas pelayanan petugas yang ramah dan profesional masuk kategori baik, namun masyarakat kurang puas jika hanya diberi penyuluhan lisan karena mereka lebih membutuhkan bantuan pangan bergizi dan susu formula rutin di tengah kesulitan ekonomi. *Keempat*, Tingkat input-output menunjukkan sarana dasar cukup memadai, namun alat peraga edukasi dan stimulasi anak minim serta akurasi timbangan dipertanyakan, sementara pertanggungjawaban melalui kunjungan rumah oleh bidan dan kader dinilai baik karena memastikan bantuan tepat sasaran. *Kelima*, Pencapaian tujuan menyeluruh mencakup transparansi informasi yang sudah baik melalui pengumuman desa dan grup WhatsApp, sedangkan penilaian masyarakat cukup baik karena mekanisme kerja sistematis, meskipun hasil akhir penurunan stunting belum optimal dan memerlukan sinergi anggaran yang lebih kuat. Faktor pendukung meliputi komitmen perangkat desa dan tersedianya armada angkutan. Faktor penghambat terdiri dari ketidakpatuhan petugas, kebiasaan buruk masyarakat, ketidakteraturan waktu pengangkutan, keterbatasan sarana prasarana, ketiadaan jadwal baku, rendahnya koordinasi, dan belum adanya regulasi desa.

Disarankan kepada DPPKB untuk meningkatkan alokasi anggaran khusus stunting dan memperkuat koordinasi lintas sektor. Pelaksana program perlu mengintensifkan sosialisasi berkelanjutan serta memperkuat pendampingan keluarga secara rutin. Masyarakat diharapkan lebih aktif memanfaatkan layanan kesehatan, memperhatikan asupan gizi seimbang, dan menerapkan pola hidup bersih.

ABSTRACT

FATHUL JANAHA, Student ID: 2022123. Title: “Effectiveness of the Kampung KB Program in Addressing Stunting in Palimbangan Gusti Village, Haur Gading District, Hulu Sungai Utara Regency.” Supervised by **Mrs. Hj. Saidah Hasbiyah, S.Sos., M.AP.** as First Supervisor and **Mrs. Anita Rahmayanti, S.Sos., M.AP.** as Second Supervisor.

The Kampung KB Program is a strategic government initiative that integrates population, family planning, family development, and cross-sectoral development programs to improve the quality of life of the community. However, its implementation continues to encounter problems, such as inadequate exclusive breastfeeding, limited nutritional knowledge, low community participation, and economic factors. This study aims to examine the effectiveness of the Kampung KB Program in addressing stunting and to identify the factors that influence it.

The study employed a qualitative approach with a descriptive type. Informants were selected through purposive sampling, totaling nine informants. Data collection techniques included observation, interviews, and documentation. Data analysis was carried out through data reduction, data display, and conclusion drawing. The credibility of the data was tested through extended observation, increased perseverance, and member checking.

The effectiveness of the Kampung KB Program in addressing stunting in Palimbangan Gusti Village, Haur Gading District, Hulu Sungai Utara Regency was fairly good, as assessed through the following indicators. First, program success was less good because community knowledge was low, with a misperception that Kampung KB only concerns contraception, while the application of proper parenting and balanced nutrition in households was hindered by economic factors, working mothers' busy schedules, and closely spaced births. Second, target achievement was also less good, as stunting prevalence remained high and had not decreased significantly, whereas the operational stages of the program were fairly good because the Posyandu workflow was orderly. Third, program satisfaction was fairly good; the service quality of officers was friendly and professional, falling into the good category, yet the community was less satisfied when only provided with oral counseling because they needed regular nutritious food aid and formula milk more amid economic hardship. Fourth, the input–output level showed that basic facilities were fairly adequate, but educational props and child stimulation tools were minimal and the accuracy of weighing scales was questioned, while accountability through home visits by midwives and cadres was considered good because it ensured that assistance was well targeted. Fifth, overall goal achievement encompassed information transparency that was already good through village announcements and WhatsApp groups, while the community's assessment was fairly good due to a systematic working mechanism, although the final outcome of stunting reduction had not been optimal and required stronger budget synergy. Supporting factors included the commitment of village apparatus and the availability of transportation fleets. Inhibiting factors comprised officer non-compliance, poor community habits, irregular transportation schedules, limited facilities and infrastructure, the absence of fixed schedules, low coordination, and the lack of village regulations.

It is recommended that the Population and Family Planning Agency (DPPKB) increase the specific budget allocation for stunting and strengthen cross-sectoral coordination. Program implementers should intensify continuous socialization and strengthen routine family mentoring. The community is expected to more actively utilize health services, pay attention to balanced nutritional intake, and adopt a clean and healthy lifestyle.