

# Perencanaan strategi komunikasi beranjak dini di Kampung KB RW 01 Kelurahan Jatijajar Depok, Jawa Barat = Communication strategic planning Beranjak Dini in Kampung KB RW 01 Jatijajar Depok, West Java

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## Abstrak

Permasalahan yang dilihat pada strategi komunikasi ini adalah perihal pernikahan dini yang terjadi di Kampung KB RW 01 Jatijajar. Setelah melakukan wawancara terhadap 4 orang perempuan warga RW 01 yang menikah di bawah usia 21 tahun, ditemukan dua alasan mengapa mereka memutuskan untuk menikah. Pertama, karena perempuan-perempuan tersebut telah berpenghasilan, memiliki pekerjaan dan membulatkan tekad untuk menikah, dan merasa sudah menemukan pasangan yang tepat. Kedua, karena adanya kehamilan tidak diinginkan. Analisis Situasi Terdapat kampung KB yang memiliki visi sama untuk mengurangi pernikahan dini Adanya batas usia minimal menikah di revisi UU Perkawinan No 1/1974 Orang-orang sudah mengetahui isu pernikahan dini, namun masih belum menganggap itu penting untuk dibahas</li><li>Rendahnya edukasi tentang kesehatan reproduksi remaja Adanya dukungan dari pemangku kebijakan setempat seperti ketua RT/RW dan Petugas Lapangan KB </li><li>Adanya potensi-potensi remaja yang bisa diarahkan ke hal-hal yang lebih positif Masih adanya pemikiran bahwa membahas pernikahan adalah hal yang seharusnya dibahas oleh orang-orang dewasa program yang akan dilaksanakan bernama “Beranjak Dini”. Program “Beranjak Dini” hadir untuk mengedukasi perempuan-perempuan di RW 01 agar dapat mengetahui lebih lanjut bagaimana pentingnya untuk menyiapkan kehidupan berkeluarga, seperti mengetahui kesiapan fisik seperti apa yang harus terpenuhi, kesiapan mental, dan materiil. Program ini akan dibagi kedalam tiga tema di dalamnya yaitu </p><ul><li>Jangan Terlalu Dini</li><li>Ayo Belajar Dini</li><li>Berencana Sejak Dini</li></ul></td></tr><tr><td style="width:156px;"><p><strong>Tujuan Program</strong></p></td><td style="width:446px;"><p>Mengedukasi target adopter terkait penyiapan fisik, mental, dan materiil agar tidak menikah di bawah usia rekomendasi BKKBN</p></td></tr><tr><td style="width:156px;"><p><strong>Khalayak sasaran</strong></p></td><td style="width:446px;"><p>Perempuan, warga Kampung KB RW 01 Jatijajar, usia 15-20 tahun, pekerjaan (siswa SMA/SMK, mahasiswa, karyawan)</p></td></tr><tr><td style="width:156px;"><p><strong>Timeline</strong></p></td><td style="width:446px;"><p>Periode program 3 bulan (Februari-April 2020)</p></td></tr><tr><td style="width:156px;"><p><strong>Anggaran</strong></p></td><td style="width:446px;"><p>Rp11,669,400</p></td></tr><tr><td style="width:156px;"><p><strong>Evaluasi</strong></p></td><td style="width:446px;"><p>Pendekatan kuantitatif menggunakan metode survey dengan instrumen kuesioner.</p></td></tr></tbody></table><p> </p><hr /><table border="0" cellpadding="0" cellspacing="0"><tbody><tr><td><p><strong>Problem Description</strong></p></td><td><p>The issue that becomes a focus of this communication strategy is regarding early marriage that occurs in the Kampung KB RW 01 Jatijajar. After conducting interviews with 4 women in RW 01 who were married under the age of 21, two reasons were found of why they decided to get married at an early age. The first reason is that

some women felt like they already have a stable job, therefore capable of leading a stable life and willing to get married when they feel like they have met the right partner. The second and other reason is when some women got an unwanted pregnancy.

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| <p><strong>Situation Analysis</strong></p> <p><strong>Strength:</strong></p> <ul style="list-style-type: none"> <li>“Kampung KB” has the same vision with this campaign to reducing early-age marriage</li> <li>There is an age limit for marriage as written on UU Perkawinan No. 1/1974</li> </ul> <p>(Revised)</p> <p><strong>Weakness:</strong></p> <ul style="list-style-type: none"> <li>People already know about the issue of early-age marriage, but they still don’t consider it as an important thing to be discussed</li> <li>Lack of adolescent reproductive health</li> </ul> <p><strong>Opportunity:</strong></p> <ul style="list-style-type: none"> <li>There are support from RT / RW and the Family Planning Field Officer</li> <li>The potential of adolescents can be directed to more positive things</li> </ul> <p><strong>Threat:</strong></p> <ul style="list-style-type: none"> <li>There is still a thought that discussing marriage is something that should be discussed by adults</li> </ul> | <p><strong>Program</strong></p> <p>Within this communication strategy, a program called “<em>Beranjak Dini</em>” will be held to educate young women in RW 01 about the importance of preparing family life, such as physical, mental, and material preparations regarding marriage. There are three themes in this program</p> <ul style="list-style-type: none"> <li><em>Jangan Terlalu Dini</em></li> <li><em>Belajar Dari Dini</em></li> <li><em>Berencana Sejak Dini</em></li> </ul> <p><strong>Goal</strong></p> <p>The goal of this communication strategy is to educate target adopters about physical, mental, and material preparations regarding marriage to avoid early-age marriage as recommended by BKKBN. Target Audience</p> <p>Women, specifically citizens/inhabitants of Kampung KB RW 01 Jatijajar, aged 15 to 20 years old, with the occupation of either a student (SMA/SMK/college/university) or a worker. A three-months program; from February to April 2020</p> <p><strong>Evaluation Method</strong></p> <p>Using a survey method from quantitative approach with questionnaire as the research instrument</p> |
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