

EDUCATION COMMUNICATION OF FAMILY PLANNING CADRE

Laili Hikmawati Azizah¹, Prahastiwi Utari², Mahendra Wijaya³
Universitas Sebelas Maret Surakarta
lailiayek@gmail.com

Abstract

This study wants to describe and analyze the communications family planning's cadre Surakarta when educating prospective acceptors. According to Relational Dialectics Theory, dialectic communications happen when a cadre of family planning educate prospective acceptors where collisions occur and the process repeated. Family planning's cadres also perform a dialogic communication with prospective acceptors as an effort towards harmonization of relations. The method used is qualitative method with instrumental case study approach, use purposive sampling criterionsampling methodology. In-depth interviews with 11 cadres and 4 acceptor of the two districts with the highest achievements of new acceptors in 2014. The results showed that prospective acceptors pay more attention to cadres that provide exemplary in the use of contraceptives and has two children according to family planning slogan also is knowledgeable about contraception. Clash with prospective acceptor due to beliefs, trauma, prejudice. Dialectical communication family planning's cadres occurred repeatedly in several stages. Cadre often only target-oriented, forcing prospective acceptors. Education cadres was also hampered by a lack of media outreach. Cadres engage in dialogue with prospective acceptors through home visits, broaden the candidate acceptor through counseling forum, giving time to get decision, but encountered cadres who did not return messages. When the dialogue, the message is packed with humor and seeks to reconcile insertions needs of the prospective acceptors with government services.

Keywords: Family Planning, Education, Cadre, Dialectics, Dialog

INTRODUCTION

Family Planning Program, hereinafter in this study is called KB, is one of the health development programs that is aimed to reduce the rate of population growth and also to improve the welfare of mothers and children in particular and families in general. Health experts say that the health problem does not solely due to the negligence of the public, but it is mostly caused by ignorance and misunderstanding of health information (Liliwari, 2009: 33). Health information, especially family planning should be supported with appropriate communication, a person (communicator) convey stimulus (usually in the form of words) in order to change or form the behavior of other people (the public).

At first, the socialization of family planning program is done through a medium of information which is massive, such as radio, television, printed media (newspapers, press reports, etc.), as well as popular songs of family planning. Moreover, also being utilized, folk arts media such as slapstick, ketoprak, puppet, leather puppet, ludruk, reog, puppet show and others in accordance with the condition and culture of the local area. The utilization of public communication media is expected to be able to reach the wider community, so the reverberation of the program can build public awareness of the importance of family planning program.

As the time goes by, the socialization of the program via public communication media needs to be completed with an individual approach so that the awareness that has begun to develop can grow into action. Therefore, the Family Planning Field Officers are arranged that hereinafter in this study is called PLKB, who had direct contact with people and society. In addition, the approach is also conducted to the public figures that are expected to not only be a liaison and the deliverer family planning but also as a role model of surrounding community. This approach grows group or participants association/ acceptor of family planning which then become community volunteers who actively participate in the program called Assisstant of Advisor of Village Family Planning (*Pembantu Pembina Keluarga Berencana Desa*) hereinafter in this study is called PPKBD (www.bappenas.go.id). Cadre of family planning in this study are volunteers who join in PPKBD.

The success of implementation of the Population, Family Planning and Family Development programs in Indonesia can not be separated from the hard work and smart work of the counsellor of KB/ PLKB, cadres of PPKBD / Sub PPKBD, partners and the entire community together and continuously. (BKKBN, 2014). Cadre of KB is the spearhead; because cadre is a counsellor who first contact with the public. KB information from the government is delivered step by step from PLKB to cadres, and then cadres continue to the community. One of indicators of the success of the family planning program can be seen from the achievement of a new KB acceptor. The new family planning acceptor is expected to be active so that the participation of family planning can meet the Minimum Service Standards as demand of the Millennium Development Goal`s (MDG`s) by 95% in 2015 (<http://www.gizikia.depkes.go.id>).

Surakarta city with an area of 44.04 Km with a density of 11.431 inhabitants/ km² which is the most densely populated areas in Central Java (Population Census in 2010). Achievement of acceptor number of family planning program comes a strategy of city government to suppress the population growth that has implications for poverty. To suppress the population growth rate, it lies in the counsellor of cadre of family planning (Solopos, January 1, 2014). The city government provides public health facilities such as health centers that spread across five districts, giving special schedule for contraceptive services. In addition, the service of mass family planning continues to do so that the people gain access of health care that is more affordable. Nevertheless, KB participation numbers decreased in the last three years.

Table 1. The achievement of KB acceptor in 2012-2014
(Sector of KB Bapermas Surakarta City)

	2012	2013	2014
New Acceptor	101 %	90,18 %	78,01 %
Drop Out Number	17%	17,57 %	17,75%
Active Acceptor	80,13 %	79%	77,87 %

Head of KB Surakarta said that the decrease of the achievement of KB acceptors and the increase of dropout rate has become a concern of Surakarta City Government. Improvement efforts are continuously done, both in terms of improving the quality of medical services, also in the strengthening of family planning counseling field line (August 24, 2015 interview).

The statement is in line with research conducted by the Higher Education of LPM Bengkulu province in 2009 with the title: Operational Research Capacity Strengthening Model PPKBD and Sub PPKBD At regional autonomy In Efforts of Keeping Sustainability of Participation in Using KB of Bengkulu people (*Penelitian Operasional Model Penguatan Kapasitas PPKBD dan Sub PPKBD Pada Era Otonomi Daerah Dalam Upaya Menjaga Keberlangsungan Kesertaan Ber-KB Masyarakat Propinsi Bengkulu*). The existence of family planning program in the province of Bengkulu in attainment and family planning services is largely determined by the success of public institutions in the level of field line at the bottom that are PPKBD and Sub PPKBD, so in order to maintain the continuity of the participation of family planning in the province of Bengkulu one of the breakthroughs that need to or become a priority to do is the strengthening of the capacity of PPKBD and Sub PPKBD (bengkulu.bkkbn.go.id). This study shows that the performance of PPKBD becomes a pillar of KB participation sustainability by the public, because the family planning cadre is the one who first contact with the public.

Another study was conducted by Utomo et al. with the title of Village Family Planning Volunteers in Indonesia: Their Role in the Family Planning Programme in Reproductive Health Matters (www.rhmjournal.org.uk); 2006; 14 (27): 73-82. The study of 108 KB cadres and 324 KB pairs of 36 villages in West Java, Central Java and Yogyakarta wanted to see the role of family planning cadres in implementing the national family planning program in Indonesia. The results showed that the volunteers and cadres have made a significant contribution to the implementation of family planning program. After the

decentralization of the family planning program in 2004, PLKB is much reduced. It has a strong impact on the performance of KB cadres, in which the counseling relies heavily on PPKBD counseling (Utomo, 2006).

The above studies also support the need to understand the communication made by family planning cadres. KB cadre is a volunteer who is drawn from leaders and community members, who are in daily live have a relationship with the community, especially the candidate of KB acceptors. The relationship is always changing, sometimes it can run easily, comfortably, warmly or could run hardly, full of contradictions, different opinions. The relationship could be a problem and the way how to find answers of the problems are by studying the relationship. Communication helps us to understand the differences and the change of the relationship (Littlejohn, 2011: 229).

The phenomenon of relationship of family planning cadre with candidate of acceptor is interesting to be studied because if we do not manage KB cadre in educating the candidate of acceptor with good communication it can lead to conflict. Previously a lot of research on family planning cadre are done, in which most of them examined the factors that support the performance of PPKBD. The researcher focused on the ability of KB cadre to communication when acting as a communicator.

LITERATURE REVIEW

Theory Of Dialectics And Dialogic Communication (Relational Dialectics Theory)

Dialectical, dialectical communication theory was stated by Leslie Baxter. The basic assumption of the theory that we connect with other people there must be tensions or conflicts between individuals. The conflict occurs when a person tries to impose his wishes to one another, or so-called relationship that has dialectical (Baxter, 2009).

Relational Dialectics Theory from Baxter contain dialectical and dialogic dimension. Dialectical cannot escape from the thesis (pro), antithesis (cons) and synthesis (solution). Dissemination of information involves cadres of KB and candidate of acceptors. Relations between the participants developed through a process of communication that is contradictory especially in the context of acceptance of family planning program. Meanings of each individual to the family planning program may be different and even contradictory. In this difference, the meaning can be formed. It is possible that there is a presence of dialogue so that each individual can understand each other and the relationship becomes closer.

Baxter introduced the four basic elements in a dialectical perspective (Baxter, 2008), which are:

1. The totality, recognizing the interdependence between people in a relationship.
2. Contradiction, referring to the opposition - two conflicting elements.
3. Change, referring to the characteristic of processing, and relationship and the change that happen in that relationship as the time goes by.
4. Praxis, referring to human capacity as the choice maker.

Baxter subsequently developed a theory that he calls the second generation of dialectical and dialogic communication. second-generation relational Dialectics positions the Several meanings of "dialogue" with more or less equal footing-dialogue as centripetal-centrifugal flux, dialogue as utterance, dialogue as aesthetic moment, dialogue as a critical sensibility (Baxter, 2004 and Griffin, 2009), that is:

1. Dialogue as a process that builds (Dialogue as a Constitutive Process)
Baxter said, communication creates and supports a relationship. If a spouse changes communication practice, then their relationship also changes. The dialogic view considers, the differences and similarities in people are equally important. Differences focus on what the meaning of this difference for the couple and how they act on these

meanings. On the other hand, the similarities of attitudes, backgrounds, and interests can glue the people positively.

2. Dialogue as Dialectical Flow (Dialogue as Dialectical Flux)
Entire social life is a product of "union that is controlled by contradictions and full of tensions of the two desires who are at war." This existence contrasts the attacks that means developing and maintaining relationship become unpredictable process, it cannot be resolved, and cannot be ascertained.
3. Dialogue as an Aesthetic Moment (Dialogue as an Aesthetic Moment)
Baxter describes the reciprocal sensation of the completion, attributes or overall in the middle of the fragmented experience did not last long. However, the memories of beautiful moments can support couples to pass the turbulence in an intimate relationship.
4. Dialogue as an expression (Dialogue as Utterance),
The expression is described as expressive connector that forms a dialog chain. Therefore, the approved expression is influenced by the words that came out previously and the words that will be used. Baxter insists on whether the expression gives the credence to voices of both parties in a relationship or not.
5. Dialogue as Critical Sensibility (Dialogue as a Critical Sensibility)
An obligation to criticize the dominant voice, especially those who suppress opposing views

Self-Concept

Communicator is believed to be the source of the message production process. In this study, the cognitive side of communicator is assessed by using self-concept to explore the dialectical communication of KB cadre. The self-concept is one of the discussions in the theory of symbolic interaction. George Herbert Mead, declared three main concepts in symbolic interaction: mind (thoughts), self (self), and society (society) (Littlejohn, 2011: 232-235).

Self

Mead considers that the ability to give an answer to ourselves is like to give answers to others, a situation which is important in the development of the intellect. And Mead also stated that the body is not self, but he just becomes himself when thought has developed.

For Mead, Self had been developed through a process of socialization, and there are three phases in the process of socialization. The first is Play Stage or stage of playing. In this phase or stage, a child plays the role of people - those who are considered important to him. The second phase in the process of socialization and the process of forming the self-concept is Game Stage or stage of the game, in which a child takes the role of other people and involves in an organization that is higher. The third phase is the generalized other, which are expectations, habits, common standards in society. In this phase, the children direct the behavior based on common standards and norms that exist in society.

I and Me

The essence of the theory of George Herbert Mead that is important is the concept of "I" and "Me", in which the man as the subject is "I" and a human as an object is "Me". "I" is the aspect of self that is non-reflective, which is a response to a spontaneous behavior without any considerations. And when in action and reaction there is a consideration or thought, then at that time "I" changed to "Me".

Mead argued that someone who becomes "Me", and then he acted based on consideration to norms, generalized other, and the expectations of others. While the "I" is when there is spontaneity space, so it makes spontaneous behavior appeared and creativity beyond expectations and the existing norms.

Mead explains that someone learns about the self-depictions through symbolic interaction with other people in his life. Self has two aspects; each performs an important function, namely I and Me. I which was part of self that is according to intuition, are disorganized, unfocused and unpredictable. Me is a general reflection of others that are made from constant and regular patterns, which are shared with others. Every action begins with a further boost from the I then controlled by Me. I was the driving force while me is to provide the direction and guidance in doing so.

KIE of KB Program

KIE is a combination of three concepts that are Communication, Information, and Education. The definition of these three concepts are interrelated to one another. BKKBN defines communication as a process of delivering the message content from one person to the other party to get feedback, information as data and facts to be known and to be used by anyone, while Education is defined as activities that foster the changes (knowledges, attitudes, behaviors and skills) of people, groups and communities. KIE is also commonly called as the counselling which is an activity where there is a process of communication and education with the dissemination of information.

In connection with the National CLA program, Communication, Information, Education and Communication (IEC) / Counseling is an activity of the delivery of information to improve knowledges, attitudes, and behaviors of individuals, families and communities in program of Population and Family Planning (BKKBN, 2014). IEC / Counseling can be performed well by considering media / channels which are used, where the media / channels is a tool / place that is used to deliver information/ message to the people. Moreover in the delivery of IEC / Counseling it also has to understand the material of IEC / Counseling that will be delivered. IEC materials / Counseling is the overall support material that is produced/ manufactured to be used as a tool for delivering messages IEC / Counseling of National KKB Program to the target / people, either in the form of printed materials, electronics, photography and props that are ready to communicate. The content of the message of KIE / Counseling itself is an information of National KKB program that needs to be known by family and society.

METHOD

The type of this study is qualitative study, the study that describes in detail and depth about the communication of KB cadre of Surakarta towards the candidate of KB acceptor. In this study it uses case study, the researcher collected information by investigating the characteristics of involved people and their relationship in the same case. Case study method allow the researcher to keep the important and holistic characteristics of real life (event). Case study is when the researcher wants to know "how" or "why" about an event, in which the investigator has little or no control of that case (Yin, 2003: 5). Case study that is used is instrumental case study, in which the case does not become main interest, but facilitate the understanding of another which is the limitation of achievement of KB acceptor (Robert Stake in Thomas, 2010: 98).

The location of the study is chosen by the uniqueness that is Surakarta is the densest city in Central Java. It makes the achievement of acceptor number of KB program as the strategy of the government to suppress the growth of people that affect to the poverty. The achievement of KB acceptor decreased in the last three years.

The subject of the study is KB cadre in Surakarta that is involved in PPKBD of Surakarta that has 61 KB cadres. From 61 people, the researcher chooses 11 KB cadres and 4 candidates of acceptor to be informant in this study. Thus, this study uses 15 informants.

The researcher uses technique of *purposive sampling criterion sampling* in determining the sample of this study. The criteria of informant in this study are based on the discussion with the Head of UPT Bapermas and PLKB sub district, to get the KB cadre who actively participate in the service of KB moment in sub district with the achievement of new KB acceptor, the highest

and intermediate in 2014. The assumption is that the KB cadre who actively participate in the service of KB moment that have more experiences in having relation with the candidate of acceptor so that the researcher gains more information. The candidate of acceptor chosen by the researcher as informant is the participant of KB counseling that is held before the service of KB moment.

The researcher uses data that are in the form of text of interview and those are obtained from the interview with the informant that becomes the sample in the study. Data source will be obtained from the written note or from recording of *audio tapes*.

In collecting data this study uses technique of *indepth interviewing* to the informant to dig information. The interview is done by arranging the schedule based on the condition of each respondent of the study. The researcher asks about the self-concept of KB cadre, dialectical communication and dialogic communication with the candidate of KB acceptor.

The analysis of the data, according to Hoonard (in Lisa M. Given 2008: 186-188), consists of five stages. First is the data collection and also data analysis. The data collection of this study is started from interviewing the informant, in which the researcher asks the informant to tell the experience while informing the KB program to the candidate of acceptor. The guidance of interview is used by the researcher as the tool to crosscheck between the result of interview and the need of data in interview. Second, either during the process or after the data collection, the researcher is involved in *memoing* where the researcher copies the interview into the interview transcript. Third stage, the researcher did coding in each line of transcript of interview that is connected to the questions of the study. The researcher reviews the transcript of interview repeatedly to correct the code to input the more relevant category. Fourth, the researcher starts to write the result of observation in order to answer the question of the study. Fifth, the development of the concept is in the form of analyzing and concluding the result of study that is used to recheck the concept or theory that has been developed in the first stage.

Validity of data in this study is done by the triangulation of data source. The researcher compares between what is said by the cadre informant in a location and what is said by another informant in other location. The researcher also compares what is said by the cadre and what is said by the informant of acceptor candidate.

DISCUSSION

Self-Image of KB Cadre

Self-image of KB cadre is a judgment or conception that is existed in people's mind related to the character and competence that should be owned by the KB cadre. The result of this study can be seen from two perspectives, which are the cadre's individual opinion and the perspective of acceptor candidate about the image of KB cadre.

Based on interviews with informants from family planning cadres, characters of KB cadres are expected from the exemplary in the use of the contraceptive tools and selected by the community. The prosocial concept is shown with caring for each other and the sacrifice of time and energy for social activities. Concept of perseverance is done by conveying the message repeatedly to the candidate of acceptor. The competence that is expected is in the form of the ability to communicate well, in this case it is able to adjust to the interlocutor. Having technological knowledge is shown by the use of HP to spread out information and registration. It also needs to have knowledge of health of reproduction that is related to health of mothers and children and contraception. In contrast, the informant requires the candidate of KB acceptor is an individual that can give exemplary in the form of the use of contraception tool, have two children and the acquisition of knowledge about contraception.

Self-image of a cadre of family planning is in the form of character and competence, together with self-concept. The self-concept in symbolic interaction, Mead explained that someone

learns about the self-depiction through symbolic interaction with other people in his life. Self has two aspects, each run important functions, which are the I and Me. The capacity of the first when a cadre of family planning as a subject or the main perpetrator of communication through the identity that is created. When individual understands the self as an object or target in the interaction and communication that exists, it can be said that the Me capacity that is prominent. Individual behaves in accordance with others' attitude, becomes self that is controlled or observed by others.

KB cadres who become informants realize that they need to have specific character and competence to be credible in the views of the acceptors. Characters that are attached in a person become a driving force for a person to be a cadre of KB. Exemplary that is shown with she ever or still use contraceptives (Becoming acceptor) also increase the confidence of cadres when giving a counseling of KB. Competencies that are acquired through training or study show what to be conducted by a cadre of KB. Informants who have been cadres of KB for decades realize that they are less competent, especially in the mastery of technology information. However, this can be tolerated with the help of PLKB or family cadres. The competencies of cadres of KB during this time are mostly obtained from PPKBD meeting. Cadres of KB offer capacity I in which she is the main actor in communication with the candidate of acceptor. Capacity I that is indicated in their consciousness is aimed to have a code and competencies that need to be required when becomes cadre.

Mead suggested that someone that becomes Me, then he acted based on the consideration of norms, generalized other, and expectations of others. A person's decision to be a cadre of KB is in line with the concept of Me in which as a member of society it needs to take a role in society. The government needs a mouthpiece, a deliverer of message of KB to the people and people need someone of their members as volunteers who absorb the message from the government to them. Based on this, KB cadres are needed by society and government, and become the basis of a person to have a role as a cadre of family planning in community.

The understanding of family planning cadres of communicant is still limited to women. Women in this case are referred to a wife or a mother, either pregnant, give one birth and two children or more. Cadre has a reason in choosing women as a communicant based on the assumption that the mother holds greater responsibility to care children, husbands earns a living. KB cadre has not intensely conveyed information of KB to men or husband and adolescents. This is due to the family planning cadres are Posyandu cadres, where family planning counseling starts from the mother's presence in the Posyandu.

Dialectical Communication Of Kb Cadre

KB cadre plays a role in conducting counseling to face contradiction with the candidate of acceptor. Tensions between cadre and acceptor of KB arise because the counter action of family planning program in the community. The counter action is based on the confidence factor and lack of insight into family planning program. In addition, medical trauma and prejudice of acceptor against cadres also raises contradictions. The contradiction is one of the basic elements in a dialectical perspective of Baxter, besides totality, changes and praxis.

Dialectical communication that occurs between family planning cadres and the candidate of acceptors shows the process that is repeated in several stages. Where in each stage there is a clash between thesis and antithesis so it brings synthesis. Persuasion of KB cadre starts at forum such as meetings with villagers for example PKK, if it meets the resistance the cadres will meet potential acceptor in Posyandu forum. At this forum communication with the candidate of acceptor is more personal where the cadres can give family planning counseling to the candidate of acceptors. If persuasion on the forum posyandu is still refused so cadres will do a persuasion when it closes to the time of mass service of family planning. If she still experiences rejection the cadres will persuade intensively in the next month. Cadre will suspend the process of

persuasion to the candidate of acceptors in order not to feel uncomfortable in a potential acceptor.

Synthesis in the form of participation by candidate of KB acceptors may not be achieved within cadre dialectical communication with the candidate of acceptors. The totality of the relationship only runs unilaterally, cadres of KB depend on the candidate of acceptor while the acceptor does not feel so. So the change in the relationship with the family planning cadres and KB acceptors candidate is in the form of participation of KB is not certainly achieved.

KB cadres that are also health workers sometimes make the delivery of messages KB cannot be fully conveyed to the acceptor, because many information that are delivered by the cadre, especially in a meeting forum that is also because cadre wants to meet the target of acceptor that is assigned in each service. Dialectical Communication of KB cadre with the candidate of acceptor has not led to their closeness of relationship. The relationship is still in the shell where cadres of KB concentrate on efforts to comply with the target service. The desire to meet the target also creates a cadre of KB a compulsion to scare the acceptor that there will be a risk if they often get pregnant and have many children. Cadre in conducting counseling is done too often by verbally; this is due to lack of counseling media. Cadre admitted, that sometimes they encounter obstacles when acceptor asks visualization of contraception tools, then the cadres require a flexible visual aids.

Dialogic Communication of KB Cadre

KB cadre in terms of building relationship with the acceptor in the relationship of neighborhood promotes dialogue in order to keep it in harmony after their opposition. Cadre tries to have dialogue by having relation to candidate of acceptor with home visits. In addition, the cadres attempt to broaden the knowledge of candidate of acceptor through counseling with the advanced forum with set out the question and answer. Cadre also attempts to bring the other communicators so that the dialogue process runs well as the efforts to find common ground, bring what is needed by acceptors with what is owned by the family planning program.

Dialogic communication that is done by the KB cadre with the candidate of acceptor according to Baxter is included in viewing the dialogue as a relationship-building process. Communication is done to establish a close relationship between cadres KB with candidate of acceptors. So that openness between cadres of KB with the candidate of acceptor can be created. The openness that makes each of both cadres and each candidate of acceptor understands that it brings a sense of mutual trust.

Delivery of messages was done with inserts of humor to build familiarity and break the ice communication. Cadre persuades acceptor to follow KB program to bring together what the needs of the candidate of acceptors with excellence family planning services provided. Cadre of KB faced a lot of people who pre-prosperous or have a weak economy. In this case the message of KB packed from side economic benefits that would be obtained if the acceptor candidates follow the family planning program.

Dialogic communication can occur simultaneously with the dialectical communication, can also happen after a dialectical communication. Dialogic communication where communication that usually occurs among actors that is cadre of KB as communicator and the acceptor as a communicant. Cadre attempts to establish proximity with the candidate of acceptor, broaden the candidate of acceptor, give a candidate of acceptor for thinking, some are stopping the process of persuasion. Termination of this persuasion process is suspected to be one of the factors inhibiting the achievement of participation of KB.

CONCLUSIONS

Self-Image of KB Cadre

Self-image of the KB cadre is appraisal or conception that is embedded in a person's mind about the character and competence that needs to handle by a cadre of KB. The findings of this study expect more exemplary character of KB cadres that is indicated by the use of contraceptives and two children. Modeling also adds confidence when cadre counsels family planning. Prosocial concept is shown by the attitude of willing to have sacrifice of time and energy for social activities. The concept of persistence is repeatedly conveyed to the candidate of acceptor. Competencies that are expected are in the form of the ability to communicate well in this case is that the capability to adjust to the interlocutor and have knowledge of the contraception tools.

While the self-image of KB cadre that the researchers found have encountered yet the exemplary and competencies that are expected by society so that the message of KB that is delivered by cadres is less acceptable by the public.

Education Communication of KB Cadre

Communication that occurs between family planning cadres with the candidate of acceptors show repeated process in several stages. The counter action of family planning program is based on the factors of confidence and lack of insight into family planning program. In addition, a medical trauma is experienced by candidate of acceptor and acceptor prejudice against cadres. Persuasion of KB cadres starts at forum meetings with villagers as PKK, if it gets rejection then cadres will meet potential acceptor in Posyandu forum. In this forum the communication of cadre is done with more personalized candidate of acceptor where cadres take counseling of KB to the candidate of acceptor. If persuasion on the forum is still experiencing the rejection, so the persuasion will be done when it closes to time of implementation of mass family planning services. If it still experiences rejection, the cadres will conduct intensive persuasion on next month. Cadre will suspend the process of persuasion to the acceptor in order not to feel uncomfortable for candidate of acceptor.

Delivery of messages when education communication, cadres prioritize to meet acceptor candidate targets so that the cadre forces the candidate of acceptors in order to join the program KB that it will create a cadre little attention to the communicant. The absence of tools makes persuasion having obstacles. So the message of KB is less acceptable by the candidate of acceptors.

Some cadres KB attempts to have dialogue in an effort to build relationships with the candidate of acceptor through home visits. Besides, cadre tries to broaden the knowledge of the candidate of acceptor through counseling forum with promoting debriefing. Cadre also attempts to bring the other communicators in order that the dialogue process runs well as efforts to find common ground, matching what is required by acceptor with what is had by family planning program. So that dialogue that is built by a cadre of family planning among the acceptor candidate is better able to familiarize their relationship so that messages can be received by the candidate of acceptor.

It is also found KB cadres who stop the process of persuasion without dialogue. Termination of this persuasion process is considered to be one of the inhibiting factors of achievement of KB participation.

Theoretical Implication

Referring to the results of this study, the theoretical implications that can be explained is that it is related to the study of dialectical relational theory. In particular, how this theory is used in science communication with the cadre of KB and candidate of acceptor. The researchers found that dialectical and dialogic communication of cadre of family planning among the acceptors

where Dialogic communication can occur simultaneously with the dialectical communication, can also occurred after communication dialectical.

Dialectical communication that occurs between family planning cadres with candidate of acceptor shows the process that is repeated in several stages. Where in each stage there is a clash between thesis and antithesis, so bring synthesis. Tension between cadres and acceptor KB arises, because of the counter action of KB program in the community. Four basic elements in a dialectical perspective according to Baxter is where the totality of the relationship is just a one-sided, cadres KB depends on the candidate of acceptor while the acceptor candidate does not feel so. So the changes in relation of the cadre and the candidate of acceptors such as the participation are not certainly reached.

Communication usually occurs between the actors of communication that cadres KB as a communicator with a communicant acceptor. In dialogic communication, cadre invites other keynote speakers as communicators to convince the acceptor. Dialogic communication is done by cadre of KB with acceptor according to Baxter that is included in viewing the dialogue as a relationship-building process. This study agrees with the communication dialectical and dialogic communication according to Baxter.

Methodological Implication

This study is basically done by using the approach of case study. Methodologically, the result of this study is only related to the phenomenon that is problematic in one location so it is not certain that the result of the study gained will be similar with the result in other places. The phenomenon of communication dynamic of family planning cadre with the candidate of acceptor not only happens in Surakarta.

Suggestion

This study shows that the concept of family planning cadre that is related to the character of a family planning cadre in which the concept of precedent in using the tool of contraception and the number of children is much more expected by the candidate of acceptor. First, the researcher suggests the stakeholder of family planning in order to make the use of contraception tool as the main characteristic of family planning cadre. Therefore, the cadre of family planning as the educator of family planning for community can be achieved through this precedent.

This study shows the absence of aid makes the cadre counseling having problem. Second, the supplying of counseling tool considers the local wisdom with the use of local language. Thus, that the process of education of family planning can be delivered more effectively.

This study is an instrumental case study that expects to facilitate the understanding about the limitation of achievement of candidate of family planning acceptor. Third, the further study needs to do a study of education communication of family planning cadre with the employee of family planning.

REFERENCES

- Baxter, Leslie A. 2004. *A Tale of Two Voices: Relational Dialectics Theory*. The Journal of family Communication, 4 (3&4), 181-192, Lawrence Erlbaum Associates, Inc.
- 2008. A Guide to Dialectical Approaches to Studying Personal Relationships. Pp: 1-12. *Dialectical approaches to studying personal relationships*. Psychology Press.
- 2009. Dialectical Processes. *Encyclopedia of Human Relationships ed.* 2009. Thousand Oaks, CA: SAGE., 418-20
- BKKBN. 2004. *Buku Pegangan Penyuluh Keluarga Berencana*. Jakarta: BKKBN.
- 2014. *Pedoman Pelaksanaan Penggerakan Lini Lapangan Program Kependudukan, Keluarga Berencana dan Pembangunan Keluarga*.
- Chenail, Ron. *Peer View*. hal 604-606. Lisa M. Given. 2008. *The Sage encyclopedia of qualitative research methods*. SAGE Publications, Inc.
- Depkes. 2012. *Buku Saku Posyandu*. Jakarta: Kementrian Kesehatan RI.

International Seminar on Education “Education Trends for Future Society”

Teacher Training and Education Faculty, Muhammadiyah University of Ponorogo, August 30, 2016

- Djuhaeni, Henni et. 2010. *Motivasi Kader Meningkatkan Keberhasilan Kegiatan Posyandu*. Majalah Kedokteran Bandung, Vol. 42, No.4, pp 140-148.
- Firmin, Michael W. *Data Collection.190-192*. Lisa M. Given. 2008. *The Sage encyclopedia of qualitative research methods*. SAGE Publications, Inc.
- Griffin, Em. 2011. *A First Look At Communication Theory* (10th ed.). Boston: Mc Graw-Hill
- Liliweri, Alo. 2009. *Dasar-dasar Komunikasi Kesehatan*. Yogyakarta: Pustaka Remaja.
- Littlejohn, Stephen W et all. 2011. *Theories of Human Communication 10th*. Illinois: waveland.
- Mulyana, Deddy. 2013. *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya
- Palys, Ted, th, *Purposive Sampling*. hal 697-698. Lisa M. Given. 2008. *The Sage encyclopedia of qualitative research methods*. SAGE Publications, Inc.
- Rakhmat, Jalaludin. 2012. *Psikologi Komunikasi*, Bandung: Remaja Rosdakarya.
- Rothbauer, Paulette M. *Triangulation*. hal 892-894. Lisa M. Given. 2008. *The Sage encyclopedia of qualitative research methods*. SAGE Publications, Inc.
- Shiffman , Jeremy. 2002. The Construction of Community Participation: Village Family Planning Groups and The Indonesian State. *Social Science & Medicine Journal* 54(8): 1199-1214
- Thomas, Gary. 2010. *How to do your Case Study: A Guide for Students and Researchers*. SAGE Publications, Inc.
- Tucker, Morgan L. 2015. *Communication Considerations and Relational Dialectical Tensions Experienced by University Sign Language Interpreters*. Thesis. Rochester Institute of Technology.
- Utomo et al. 2006. *Village Family Planning Volunteers in Indonesia: Their Role in the Family Planning Programme*. e-journal Reproductive Health Matters;14(27):73-82 diakses pada 28 Agustus 2015
- Van den Hoonaard, Deborah K. *Data Analysis*. Hal 186-188. Lisa M. Given. 2008. *The Sage encyclopedia of qualitative research methods*. SAGE Publications, Inc.
- Yin, Robert K.. 2003. *Case Study: Research Design and Methods 3rd ed*. SAGE Publications, Inc.
- http://www.bappenas.go.id/index.php/download_file/view/9409/1770/ diakses 14 April 2015
- <http://www.bengkulu.bkkbn.go.id/infoprogram/Documents/jurnal1.pdf> diakses pada 30 Agustus 2015
- <http://www.gizikia.depkes.go.id/wp-content/uploads/downloads/2014/01/RAN-PELAYANAN-KB.pdf> diakses pada 6 September 2015.
- <http://kamuskesehatan.com>
- <http://sulbar.bkkbn.go.id/Lists/Artikel/DispForm.aspx?ID=112> diakses 26 Nopember 2015