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## SOCIO-EMOTIONAL FRANCHISING TO INCREASE COMPETENCE OF INDONESIAN FAMILY PLANNING FIELD WORKERS

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**Abstract:** The purpose of this study is to discuss the implementation of the Socio-Emotional Franchising Model of technical training for Family Planning field workers to increase competence using the Project Based Learning method, which is one of the government programs for implementing self-management of Indonesian population data. This research is a quantitative descriptive study carried out in June 2022 with 38 Family Planning Counselor respondents in Bogor Regency, West Java. The results of the research show that the perception of Family Planning field workers regarding local wisdom is at an average of 3.84, which means that the basic capital is at a good level, this can be the basic capital to be able to help each other develop themselves in the program training that will be developed in the future for West Java Province Family Planning Counselors. Based on the results, socio-emotional franchising is measured through four indicators, namely: the influence of idealism, inspirational motivation, intellectual stimulation, and individual attention. From the results of this model assessment, it can be concluded that in the future Population technical training based on socio-emotional franchising is necessary for Family Planning field workers by preparing training tools that are appropriate to field conditions.

**Keywords:** Training, socio-emotional franchising, local wisdom, family planning field workers

## **Introduction**

According to the 2020 Population Census, Indonesia's population reached more than 270 million people, and with the world population reaching 8 billion people according to the UNFPA report in 2023, population control through Family Planning programs is very necessary (Mcfarlane et al., 2023). The Indonesian government has been trying since the early 1970s to be able to implement the Family Planning (KB) program, and there is a need for officers who can provide correct Communication, Information, and Education to the community regarding this family planning program through non-formal education, namely direct outreach. The officers who provide IEC are now known as Family Planning Field workers. By the regulations of the Minister of State Apparatus Empowerment and Bureaucratic Reform, starting in 2022, it is confirmed that the functional position of Family Planning Instructor is a position for the State Civil Apparatus which has the scope of duties, responsibilities, and authority to carry out development management. family development, population, and Family Planning programs. Family Planning Extension Functional Officials, hereinafter referred to as Family Planning Field workers, are civil servants who are given full duties, responsibilities, and authority to carry out the management of population development, family development, and Family Planning. Family Planning field workers are civil servants who meet the qualifications and competency standards and are given full responsibility, authority, and rights by authorized officials to carry out outreach activities, services, mobilization, and development of the Indonesian population and family planning program.

Family Planning field workers fall into the category of Certain Functional Positions. Meanwhile, Family Planning Field Workers Are Civil Servants who are tasked with implementing, managing, and mobilizing the community in the Family Planning Program at the Village/District Level. Family Planning Field Worker is included in the General Functional Position category. Based on Law Number 23 of 2014 concerning Regional Government, the positions of Family Planning Field workers and Family Planning Field Officers become Family Planning Field workers and fall into the category of Certain Functional Positions. Until now, he is still in the process of transitioning from the position of Family Planning Field Officer to the position of Family Planning Instructor. Since 2017, there has been a transfer of management of Family Planning field workers from the Regency/City Government to the Central Government, in this case, The Indonesian National Population and Family Planning Board. With this transfer of management, The Indonesian National Population and Family Planning Board is tasked with managing and certifying Family Planning field workers, while the Regency/City Government utilizes Family Planning field workers.

## **Method**

According to Creswell (2017), quantitative research is a method for testing certain theories by examining the relationships between variables. These variables are measured usually with research instruments so that data consisting of numbers can be analyzed based on statistical procedures. The final report for this research generally has a strict and consistent structure starting from the introduction, literature review, theoretical basis, research methods, research results, and discussion. Furthermore, according to Sugiyono (2013), quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses. According to Wallace in Susanti (2013), quantitative research is research that involves five components of scientific information, namely theory, hypothesis, observation, empirical generalization, and acceptance or rejection of the hypothesis. Apart from that, it relies on population and sampling techniques, uses questionnaires for data collection, presents research variables in data analysis, and attempts to produce general conclusions, both applicable to the population and/or sample studied.

## **Results and Discussion**

The formation of the character of family planning field workers based on basic and noble values is very much in line with the spirit of the objectives of providing education to be applied in training for family planning field workers. National education includes non-formal education which is implemented by the Center for Population and Family Planning Education and Training which in its implementation assisted by eight Technical Implementation Units of Education and Training Centers and 34 Provincial

Research and Development Divisions spread throughout Indonesia. Competency measurement is one of the results of training through a competency test in 2018 and then remedial implementation in 2020 which describes the basic abilities that Family Planning field workers must have, including an understanding of 3 things, namely technical, managerial, and socio-cultural competencies. Competency test results show that 93.75% of Family Planning field workers have technical competency, 37.5% have managerial competency and 79.17% of Family Planning field workers have socio-cultural competency (Indonesian Family Planning and Population Board, 2020). This shows that Family Planning field workers need to increase their competency skills in these three things.

Based on data and facts obtained through an initial survey conducted from 21 to 23 June 2022, using a questionnaire regarding the implementation of population education in Bogor Regency. The initial survey took the form of statements to 34 Family Planning instructor respondents from 30 sub-districts in Bogor Regency. The statement submitted regarding the variable application of local wisdom in the implementation of population management consists of 25 questions, with answer choices on a Likert scale of 1 to 5 with answer 1 meaning Strongly Disagree and 5 being Strongly Agree. From these statements, the results obtained from the application of local wisdom of Family Planning field workers in population management with indicators: 1) *Silih asih*, 2) *Silih asah*, 3) *Silih asuh*, 4) *Silih wawangi* is already at an average of 3.84 which means basic capital To be able to form a masagi or perfect character that is already at a good level, this can be the basic capital to be able to help each other develop themselves in the training program that will be developed in the future for West Java Province Family Planning Counselors.

Increasing competency regarding the Indonesian Population Program carried out by Family Planning field workers in the community is one application of non-formal education. Implementation of Law Number 20 of 2003 concerning the National Education System which includes formal, informal, and non-formal education. National education is regulated in Government Regulation (PP) Number 19 of 2005 concerning National Education Standards, mandating that eight national education standards need to be prepared and implemented, namely content standards, process standards, graduate competency standards, teacher and education staff standards, infrastructure standards, management standards, financing standards, and education assessment standards. Furthermore, UNESCO declared four pillars, namely (1) learning to know, namely studying science in the form of cognitive aspects in learning, (2) learning to do, namely learning to do which is an aspect of practice and implementation, (3) learning to be, namely learning to be yourself in the form of aspects of personality and conformity with oneself and (4) learning to live together, namely learning to live together, which is the social aspect of students, how to socialize and how to live tolerantly in the diversity that exists around students (Corbett & Guilherme, 2021).

The application of UNESCO's four pillars in the world of education is an effort to increase human capital. Sustainable Development Goals (SDGs) target improvements in the quality of human capital as reflected in 17 targets. The quality of human life is reflected in the Human Development Index (HDI) and one indicator of the achievement of the HDI is the good level of individual health in a country. The quality of human life should be in harmony with the environment, society, and the economy so that with this harmony of life, the goal of sustainable development by placing humans as subjects and objects of development to realize the whole human being will be able to be realized because in the SDGs it targets an overall goal.

Improving the quality of human life is a joint work across ministries and government institutions in Indonesia, in the field of population and controlling population so as not to increase the burden of development, the Indonesian National Population and Family Planning Board is given the authority by the Government to manage Family Planning field workers with duties and responsibilities. responsibility, authority to carry out activities related to increasing Indonesia's human capital through family development, and becoming a capable communicator.

The Indonesian National Population and Family Planning Board was given the authority by the Government to manage Family Planning field workers for the successful improvement of the quality of Indonesia's human capital. Family Planning instructor is one of the functional positions whose guidance is under the Indonesian National Population and Family Planning Board and each family planning field worker ideally supports 2-4 villages/sub-districts. Starting in January 2017, Family Planning field workers who have civil servant status have officially joined to become part of The Indonesian National Population And Family Planning Board, meaning that currently, Family Planning field workers are part

of The Indonesian National Population And Family Planning Board by Ministerial Regulation Number 10 of 2021 concerning Functional Positions of Family Planning Field workers, The Indonesian National Population And Family Planning Board as the agency that provides Family Planning field workers must carry out management arrangements. and career development for Family Planning field workers.

The National Population and Family Planning Agency is given authority by the Government to manage Family Planning field workers, while the Regency/City Regional Government is given the authority to utilize Family Planning field workers, which of course is a new era for The Indonesian National Population and Family Planning Board for the success of the Family Development, Population and Family Planning Program (The Indonesian National Population and Family Planning Board, 2022a). In the Regulation of the Minister for Empowerment of State Apparatus Number 10 of 2021 concerning the Functional Position of Family Planning Instructor, it is stated that the functional position of Family Planning Instructor is a position that has the scope of duties, responsibilities, and authority to carry out activities related to the Indonesian Program and be a communicator on family planning program that is capable in the community (Ayu et al., 2015).

Family Planning field workers are one of the functional positions whose development is under The Indonesian National Population and Family Planning Board, where one of the indicators of their performance achievement is proven by the achievement of credit figures each year and each family planning field worker should ideally develop 2-4 villages (The Indonesian National Population and Family Planning Board, 2022c). Starting in January 2017, Family Planning field workers with civil servant status have officially joined to become part of The Indonesian National Population and Family Planning Board, and Family Planning field officers in the field will also carry out in-passing/transfer to become Family Planning field workers. This means that currently, Family Planning field workers are part of the extended family of The Indonesian National Population and Family Planning Board, so by Ministerial Regulation Number 10 of 2021 concerning Functional Positions of Family Planning Field workers, The Indonesian National Population and Family Planning Board as the agency that provides Family Planning field workers must organize the management and development of career positions for Family Planning field workers.

According to Wahidin (2020), training has a positive effect on the competence of family planning field workers, this shows that good training can increase knowledge, attitudes, and skills and change behavior which ultimately can increase competence. On the other hand, the results of the competency test carried out by The Indonesian National Population and Family Planning Board in 2021 show less encouraging results, namely that the level of technical competency in understanding population material is still at 23%, meaning that there are still many family planning field workers who do not understand the concept of population and its application in the field and when implemented. If the competency test is repeated in 2022, the results will be that 50% of the West Java family planning field workers are still in the Development Follow-up (have not passed) the technical competency test. According to the results of a preliminary survey conducted by the Bogor Regency Family Planning Counselor, the following results were obtained:

- a. The level of understanding regarding the Population Data House, results showed that 35% of Family Planning field workers did not fully understand the concept of population data.
- b. The population education learning method that is still implemented in the Population Control Sector for Family Planning Counselors so far contains weaknesses in various aspects, from planning, and implementation to evaluation of activities by the local Family Planning Office of Bogor Regency statement. The module developed by the Population and Family Planning Training Center only contains population concept material. It is necessary to complete the training module with practical material so that training participants get the complete material. To further increase participants' enthusiasm for learning and motivation, it is necessary to develop other learning media such as videos, so that the learning process is more interesting. Training Instructor/Facilitator can add material adapted to local wisdom. This is important to provide an overview to the participants when implementing the training results in the field

Based on the results, socio-emotional franchising is measured through four indicators, namely: the influence of idealism, inspirational motivation, intellectual stimulation, and individual attention. The explanation of each indicator can be described as follows:

- a. The Influence of Idealism. The average value of the indicator of the influence of idealism is 3.87, this shows that respondents tend to agree that the influence of idealism shapes socio-emotional

franchising. In detail, based on the respondents' answers, it can be explained that the statement item that has the highest average is the sixth statement item with a mean of 4.08, namely: "always remind fellow family planning instructors to continue to be committed to realizing the goals of the institution", while the one with the lowest average value is the seventh statement with a value of 3.50, namely "breaking promises that have been made".

- b. Inspirational Motivation. The average value of the inspirational motivation indicator is 4.12, this shows that respondents tend to agree that inspirational motivation shapes socio-emotional franchising. In detail, based on the respondents' answers, it can be explained that the statement item which has the highest average is the twelfth statement item with a mean of 4.32, namely: "family planning field workers let family planning instructors work below standard", while the one with the lowest average value is the fourth statement. twelve with a score of 3.99, namely "family planning field workers always show a cheerful face in carrying out their daily tasks".
- c. Intellectual Stimulation. The average value of the intellectual stimulation indicator is 3.31, this shows that respondents tend to have doubts that intellectual stimulation forms socio-emotional franchising. In detail, based on the respondents' answers, it can be explained that the statement item which has the highest average is the twenty-fifth statement item with a mean of 3.80, namely: "actively sharing information with fellow family planning instructors related to program development", while the one with the lowest average value is the statement eighteenth with a score of 2.63, namely "family planning field workers provide special rewards for Extension Officers who have interesting ideas for the progress of the institution".
- d. Individual Attention. The average value of the individual attention indicator is 3.54, this shows that respondents tend to agree that individual attention forms socio-emotional franchising. In detail, based on the respondents' answers, it can be explained that the statement item that has the highest average is the twenty-seventh statement item with a mean of 3.74, namely: "family planning field workers provide opportunities for extension workers to show their creativity at the institution", while those that have value The lowest mean is the twenty-eighth statement with a value of 3.38, namely "family planning field workers are willing to help extension workers who will continue their education".

As for the overall results of the distribution of answers to the emotional learning variable, the statement item with the highest mean is item 12 which states "Family planning field workers let Extension workers work below standard" with a mean of 4.32 which is close to 5. Considering that this statement is negative, then in fact it can be explained that family planning field workers who actively monitor instructors who underperform make a big contribution, this is by the meaning of socio-emotional franchising which always provides motivation. Meanwhile, the lowest mean value for statement items is in statement 18 with a mean of 2.63, namely "Family planning field workers provide special awards for family planning instructors who have interesting ideas for the progress of the institution", this means that family planning field workers have not given awards so far adequate for creative and innovative family planning instructors. Meanwhile, the highest average indicator value is inspirational motivation, namely 4.12, this means that a leader is said to have a socio-emotional franchising model, one of the important indicators being able to be an inspiration for his subordinates. Meanwhile, the lowest mean indicator value was found in intellectual stimulation, namely 3.31. Furthermore, overall the respondents' answers to the socio-emotional franchising variable have a mean of 3.71 which is close to 4. This means that the majority of respondents answered agree/often to the items in the socio-emotional franchising variable.

## **Conclusion**

The results of the study show that it is important to create a population training mechanism based on local wisdom. Training has a positive effect on the competence of Family Planning field workers. This shows that good training can increase knowledge, attitudes, and skills and change behavior which ultimately can increase competence. There is a need to develop tools and methods for population training carried out by the Population and Family Planning Education and Training Center which do not only contain material on population concepts. It is necessary to complete the training module with practical material so that training participants get the complete material. To further increase participants' enthusiasm for learning and motivation, it is necessary to develop other learning media such as videos, so that the learning process is more interesting. In the future, it is hoped that with the

development of population training with local wisdom, the performance and competence of Family Planning field workers will be able to increase.

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