

Mass Media Analysis and Exposure of Bangsa Kencana Program towards Youth in North Sumatera Province, Indonesia

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| Muhammad Ancha Sitorus^{1,*} | Milna Chairunnisa² |
| Sandy Armando Saputra³ | Debyana⁴ |

¹ Perwakilan BKKBN Provinsi Sumatera Utara, Indonesia

² Institut Kesehatan Helvetia, Medan, North Sumatra, Indonesia

^{3,4} Koalisi Muda Kependudukan Provinsi Sumatera Utara, Indonesia

*muhammadanacha35@gmail.com

ABSTRACT

The use of mass media as a form of public perception of a program must be a concern so that the success of a program can be measured properly. North Sumatra Province is a province that is divided into three regional segmentations, namely the coast, the central mountains, and the archipelago which are divided into 33 districts/ cities. Analysis of 2019 SKAP BKKBN data. The number of adolescents from the 2019 SKAP data was 1834 people who were the total sample of adolescents in this pellet. This research is descriptive analytic in the form of a secondary data study or analysis, which is to further analyze existing data sets or those that have been collected from the 2019 North Sumatra Province Accountability Program Performance Survey (SKAP). The analysis uses chi-square for bivariate and multiple multiple regressions for multivariate analysis. The results of the study consisted of descriptive and analytic. The description of this research The condition of the IEC media used in informing teenagers in North Sumatra on the pride issues of kencana still rely on print media, electronic media, outdoor media and online media. Its effectiveness is also influenced by the level of education, gender, area of residence, and also the age of adolescence. Electronic media is still popular as a medium that informs youthful issues of good fortune, followed by online media which is a percentage more acceptable to teenagers.

KEYWORDS

Mass media; type of mass media; characteristics of youth background; Bangsa Kencana Program

INTRODUCTION

Mass media is a source of information forming mass communication. According to McQuail in Rusadi (2002.7) the role of mass media has the ability as an ideological tool because it is able to attract and direct attention, persuade opinions and assumptions, influence attitudes, provide status and define legitimacy and define reality. The formation of mass communication cannot be separated from communication, information and education which are important elements in delivering a message to be understood and accepted by the general public at large. Currently, the pattern of delivering communication, information, and education (KIE) through mass media is one of the most massive ways to measure its effectiveness. In seeing the success of a program that has been designed, the mass media has a significant role in the delivery of IEC as a promotional medium.

The National Population and Family Planning Agency or better known by the abbreviation BKKBN as an agency that has the authority to control the quantity and improve

the quality of the population, of course, the Family Development, Population and Family Planning Program (Banga Kencana) in the future. As is well known, family planning is an effort to regulate the birth of children, the ideal distance and age to give birth, to regulate pregnancy, through promotion, protection, and assistance in accordance with reproductive rights to create a quality family as stated in the law of the republic of Indonesia number 52 article. 1 paragraph 9 of 2009 concerning population development and family development. In line with this, it is necessary to have space to socialize to the public about existing programs. In the current era of the 4.0 industrial revolution which is running dynamically, the mass media must take on a role as part of the unit that socializes these programs. Where the mass media consists of television, newspapers, radio, magazines, tabloids, internet, outdoor media or traditional media.

According to Widarini DA (2019), social media provides an alternative to solving challenges in reaching a wider and wider audience without time and place limits for providing reproductive information. The provision of offline reproduction information is not very effective in reaching more people, so there are limitations in the delivery of information conveyed by Aisyiyah's organization. Likewise, according to Nurmansyah, et al (2012) in his research that high school students tend to get a lot of reproductive information through electronic media such as television, magazines, or print media. Media as a source of information also contributes in providing information on reproductive health. The media not only provides information to the public but also builds awareness not to consider information and knowledge about reproductive education and sexually transmitted diseases as taboo, as well as an attitude of acceptance towards people with HIV/AIDS (PLWHA) (S Wahyuni and Ronoatmodjo, 2017).

Currently, the National Population and Family Planning Agency has placed youth and youth in a strategic position. Adolescents and youth are beneficiaries of the BKKBN program, one of which is to increase the understanding and involvement of youth on the issue of pride in gold, such as; population, family planning, KRR, GENRE and family development.

To anticipate this, the role of the mass media becomes very important as a medium of communication, information, and education that is friendly for teenagers, easy to access so that the formation of youth understanding and involvement can be better.

North Sumatra Province is a province that is divided into three regional segments, namely the coast, the central mountains, and the fermented archipelagic region in 33 regencies/cities. Based on SKAP data in 2019, almost 90% of youth knowledge about population issues is obtained through television media. Almost 80% of adolescent knowledge related to family planning is also obtained through television media. About 85% of youth's knowledge of KRR is also obtained through television. Television also plays a role in 50% of adolescents' knowledge of information related to family development. For other mass media such as radio, newspapers, and outdoor communication media, the percentage of knowledge gained is still below 50%. So that the opportunity for developing IEC through mass media still has the opportunity to increase youth participation.

RESEARCH METHODS

The design of this research is cross-sectional and is a further analysis of the Performance and Accountability Survey data for the Family Planning and Family Development Program in 2019. This national-scale survey was carried out in 34 provinces in Indonesia. Specifically in North Sumatra Province, this survey was conducted in 33 Regencies/Cities in North Sumatra Province.

The population in this study was an individual sample of the Youth Performance and Accountability Survey of the Family Planning and Family Development Program in 2019 (SKAP in 2019), namely teenagers aged 10–24 years from North Sumatra Province.

The samples in this study were male and female adolescents aged 10-24 years and unmarried in selected households. Households were selected using a systematic random sampling technique in which the sample frame was recorded using real data updates at the time of the survey.

RESULTS AND DISCUSSION

Respondents in this study were unmarried boys and girls aged 10-24 years, both biological children, stepchildren, adopted children, and foster children who were the responsibility of the family concerned and lived with the selected family for at least the last six months. An overview of the characteristics of North Sumatran youth who are respondents can be seen in the table below: Respondents in this study were unmarried male and female adolescents aged 10-24 years, both biological children, stepchildren, adopted children, and foster children who are the responsibility of the family concerned and have lived with the selected family for at least the last six months. An overview of the characteristics of North Sumatran youth who are respondents can be seen in the table below:

Table 1. Distribution of Adolescent Characteristics (Respondents)

Characteristics of Respondents	Total (n)	Presentation (%)
Sex		
Male	929	50,7
Female	905	49,3
Residential Area		
Urban	748	40,8
Rural	1086	59,2
Education		
No school	2	1
Not school yet	6	3
Primary	484	26,4
Junior High School	609	33,2
Senior High School	643	35,1
Associate Degree	10	5
Bachelor's Degree	80	4,4
Age		
10 – 14 Year	965	51,9
15 – 19 Year	657	35,9
20 – 24 Year	212	11,7
Total	1.834	

Based on table 1, it can be seen that the characteristics of the research sample (respondents) show that the number of male adolescent respondents is more than the number of female respondents, where males show a number of 929 respondents or 50.7% of the total number of respondents compared to 905 females as respondents or 49.3% of the total number of respondents.

Information - information about the pride of gold for teenagers should pay attention to the media that is very easily accessible to teenagers. Based on the results of this study, print

media can be classified as an alternative choice of media that can inform proud messages to teenagers, as described in the following table;

Table 2. Distribution of Percentage of Printed Media in Conveying the Issue of Proud Kencana to Youth in North Sumatra

Distribution of the percentage of print media that conveyed the issue of pride in gold to teenagers in North Sumatra					
Background	News (%)	Magazine (%)	Pamphlets/ Leaflets/ Brochures (%)	Poster (%)	Flipchart (%)
Sex					
Male	49,2	42,6	43,7	49,1	44,3
Female	50,8	57,4	56,3	50,9	55,7
Residential Area					
Urban	44,9	39,7	36,5	35,2	41,2
Rural	55,1	60,3	63,5	64,8	58,8
Education					
No school	0	0	0	0	0
Not school yet	3	5	0	0	0
Primary	11,6	12,4	10,7	11,5	11,3
Junior High School	33,3	34	26,9	29,7	29,9
Senior High School	47	47,4	53,3	48,8	50,5
Associate Degree	8	0	1	9	1
Bachelor's Degree	7,1	5,7	8,1	9,1	7,2
Age (Years Old)					
10	3	2,9	3,6	4,8	6,2
11	5,6	6,7	5,6	4,8	5,2
12	7,8	7,2	8,6	6,7	5,2
13	8,3	8,1	6,1	7,9	3,1
14	9,3	10,5	7,6	11,2	9,3
15	10,9	12,9	9,1	8,8	16,5
16	12,1	10,5	15,7	11,2	14,4
17	10,4	9,1	10,7	10	8,2
18	9,8	10,5	12,7	7,9	7,2
19	5,1	4,8	8,1	7,9	11,3
20	7,1	5,3	3	4,5	3,1
21	3,8	3,3	13	4,5	2,1
22	2,3	3,3	2	3	3,1
23	2,3	1,9	1,5	3,3	3,1
24	2,3	2,9	2,5	3,3	2,1

Based on Table 2, it can be seen that the print media consisting of newspapers, magazines, pamphlets/leaflets/brochures, posters and flipcharts/sheets mostly have a good percentage in conveying information related to the issue of pride in gold to teenagers in North Sumatra. Access to print media is only not aimed at teenagers who do not have a history of education levels, it can be justified that the existence of a history of education levels will increasingly open up opportunities for print media to play a role as a medium for information on the issue of pride in gold.

In addition to the use of print media, information messages related to the issue of Proud Kencana can also be made through other types of media, one of which is electronic media.

Apart from having a wide reach, the role of electronic media is still very effective in shaping public perception. The following is a distribution table for the percentage of electronic media;

Table 3. Distribution of the Percentage of Electronic Media in Conveying Proud Kencana Issues to Youth in North Sumatra

Distribution of the percentage of electronic media that conveys the issue of pride in gold to teenagers in North Sumatra		
Background	Radio (%)	TV (%)
Sex		
Male	51,4	50,8
Female	48,6	49,2
Residential Area		
Urban	37,7	42,5
Rural	62,3	57,5
Education		
No school	5	1
Not school yet	5	3
Primary	12,6	23,7
Junior High School	33,3	33,7
Senior High School	48,1	37
Associate Degree	5	6
Bachelor's Degree	4,4	4,7
Age (Year Olds)		
10	3,8	9,2
11	4,9	9,8
12	8,7	10,3
13	7,1	10,9
14	10,9	9,4
15	12	8,9
16	11,5	8,9
17	11,5	7,8
18	5,5	7,1
19	4,9	4,8
20	8,2	4,2
21	1,6	2,7
22	2,7	1,8
23	2,2	2,1
24	4,4	2

Based on Table 3, it can be seen that the use of electronic media as a medium of information on the issue of pride in gold is dominated by teenage boys, both using radio and television. When viewed from the characteristics of adolescents by area of residence, adolescents in rural areas are more dominant in accessing electronic media so that they are exposed to far more information related to proud of golden issues than adolescents in urban areas.

In addition to the use of print and electronic media, information messages related to the issue of Proud Kencana can also be made through other types of media, one of which is outdoor media. The following is a distribution table for the percentage of electronic media;

Table 4. Distribution of Percentage of Outdoor Media in Conveying Proud Kencana Issues to Youth in North Sumatra

Distribution of the percentage of outdoor media that convey the issue of pride in gold to teenagers in North Sumatra				
Background characteristics	Spanduk (%)	Banner (%)	Billboard/Baliho (%)	Mural (%)
Sex				
Male	51,7	52,9	53,3	41,5
Female	48,3	47,1	46,7	58,5
Residential Area				
Urban	39,1	43,7	35,9	47,7
Rural	60,9	56,3	64,1	52,3
Education				
No school	0	0	1	0
Not school yet	2	0	0	0
Primary	12,6	8,4	10,8	7,7
Junior High School	27,4	25,2	23,1	27,7
Senior High School	50,6	53,8	55,4	50,8
Associate Degree	1,3	1,7	1	1,5
Bachelor's Degree	7,9	10,9	9,7	12,3
Age (Year Olds)				
10	4,7	5	5,6	1,5
11	5,4	2,5	4,1	7,7
12	6,3	2,5	5,6	4,6
13	6,7	4,2	3,6	4,6
14	9	9,2	8,7	10,8
15	10,1	14,3	10,3	7,7
16	11,7	13,4	14,9	18,5
17	9,4	5	8,7	7,7
18	9,4	10,9	8,7	12,3
19	7,4	10,9	7,2	4,6
20	5,6	5	4,1	3,1
21	4,3	3,4	5,6	6,2
22	2,9	5,9	4,6	6,2
23	3,4	2,5	2,6	1,5
24	3,6	5	5,6	3,1

Based on Table 4, it can be seen that the level of media achievement in informing the proud of golden issues to teenagers has a fairly good percentage, although there are still some that are not maximized because teenagers' knowledge of the proud golden issue is also influenced by high and low levels of education, area of residence as well as groups' age. If we look at the table, we can see that the percentage of teenage boys is more exposed to information about the issue of pride in gold through outdoor media, be it banners, banners, billboards, only on mural media the percentage of teenage girls is better than teenage boys - man.

In addition to the use of print, electronic, and outdoor media, information messages related to the issue of Proud Kencana can also be made through other types of media, one of which is online media. The following is a distribution table for the percentage of online media;

Tabel 5. Distribution of Percentage of Online Media in Conveying Proud Kencana Issues to Youth in North Sumatra

The distribution of the percentage of online media that conveys the issue of pride in gold to teenagers in North Sumatra	
Background	Website/Internet (%)
Sex	
Male	50,5
Female	49,5
Residential Area	
Urban	48,1
Rural	51,9
Education	
No school	1
Not school yet	2
Primary	9,5
Junior High School	29,6
Senior High School	51
Associate Degree	1,1
Bachelor's Degree	8,4
Age (Year Olds)	
10	3,8
11	5,2
12	5,6
13	8,1
14	10,2
15	11,1
16	10,5
17	10,6
18	9,4
19	7,8
20	5,7
21	3,8
22	2,7
23	2,7
24	2,7

Based on Table 5, it can be seen that the percentage of online media achievements in informing issues looks good, there is no 0% figure in the table, indicating that online media can be accepted by teenagers with characteristic backgrounds, even for teenagers who do not have an educational background. Even so, online media can still be accessed to inform the proud issues of Kencana. Judging from the table, it is also explained that teenage boys know more about the issue of pride in gold through online media than teenage girls.

RESULT AND DISCUSSIONS

Characteristics of Respondents

When viewed from the area of residence of respondents who represent rural areas far more than respondents who live in cities. 1086 or 59.2% compared to 748 or 40.8% of the total number of respondents. The education level of the respondents is also the majority are junior and senior high school, this can also be seen from the teenagers aged 10-14 years who are the majority of respondents.

Picture of Print Media as a medium for conveying the issue of proud of the golden age to teenagers

When viewed from the age characteristics of the respondents, the perception of teenagers on the issue of pride in gold obtained from print media is more accessible to the group of teenagers aged 15-19, this can be because at that age teenagers are still in the level of junior high school education and senior high school. above which opens up more literacy opportunities than adolescents who are faced with the level of primary school education. However, at the level of higher education where the age range of 20-24 years old, the percentage is not good enough.

Description of Electronic Media as a medium for conveying the issue of proud of the golden age to teenagers

When viewed from the percentage, 62.3% of the 1086 youth in the village stated that they heard information about the pride of gold issues through radio electronic media, while for television electronic media it reached 57.5%. This shows that the role of electronic media is still seen as massive as a medium that informs young people about the issues of pride in gold. For teenagers who live in urban areas, it can be seen that the percentage of teenagers who get information about the pride of golden issues through radio electronic media reaches 37.7% from 748 teenagers, while for television electronic media the percentage reaches 42.5%. This shows that the use of electronic media as an alternative media that informs the issues of pride in youth in the city is still not running optimally. Therefore, it is necessary to make better and more comprehensive use of electronic media, so that the utilization of the media can be maximized among adolescents in urban areas.

Overview of Outdoor Media as a medium for conveying the issue of proud of the golden age to teenagers

When viewed from the side of the area where teenagers live. Adolescents who live in rural areas have a better percentage of receiving information on pride issues through outdoor media. In outdoor media banners, adolescents in rural areas have a percentage of 60.9% of 1086 adolescents compared to urban areas which have a percentage of 39.1% of 748 adolescents. In outdoor media banners, adolescents in rural areas have a percentage of 56.3% of 1086 adolescents compared to urban areas which have a percentage of 43.7% of 748 adolescents. In outdoor media billboards, adolescents in rural areas have a percentage of 64.1% of 1086 adolescents compared to urban areas which have a percentage of 35.9% of 748 adolescents. As for outdoor media, youth murals in rural areas have a percentage of 52.3% of 1086 adolescents compared to urban areas which have a percentage of 47.7% of 748 adolescents. This shows that the use of outdoor media in urban areas still does not show a better percentage than rural areas. So we need a formula in utilizing the outdoor media sector, the use of billboards located on almost roads on city streets should be put to good use. Utilizing strategic areas in launching information related to the pride of golden issues

through various outdoor media will increase the level of achievement of the percentage of youth exposure in urban areas to the issue of pride in gold.

The description of online media as a medium for delivering information about the pride of gold towards teenagers

When viewed from the side of the area where teenagers live. Adolescents who live in rural areas have a better percentage of receiving information about pride issues through online media. In the banner space media, adolescents in rural areas have a percentage of 51.9% of 1086 adolescents compared to urban areas which have a percentage of 48.1% of 748 adolescents. Meanwhile, when viewed from the level of education, it can be seen that the higher the level of education, the higher the percentage of online media achievements in informing the proud issues of Kencana. When viewed from the age of the respondents, it shows that the percentage of online media achievements in informing the pride of golden issues is evenly distributed at every age level. This shows that online media is more acceptable to teenagers regardless of the background characteristics of teenagers.

CONCLUSION

1. The condition of the IEC media used in informing young people about the pride of gold in North Sumatra still relies on print media, electronic media, outdoor media and online media. Its effectiveness is also influenced by the level of education, gender, area of residence, and also the age of adolescents.
2. Electronic media is still popular as a media that informs the issues of pride in the golden age among teenagers, followed by online media which is more acceptable by teenagers.

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