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Innovation in the Development of the Toddler Family Development Program in Air Raya, Bandarsyah Village, East Bunguran District, Natuna Regency, Riau Islands

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Abstract: This research aims to develop innovation in the Toddler Family Development Program (BKB) in Air Raya, Bandarsyah Village, East Bunguran District, Natuna Regency, Riau Islands. The BKB program is a government initiative which aims to improve the welfare and development of toddlers through education and guidance to parents regarding good parenting patterns, health and child nutrition. This research uses a qualitative approach with data collection techniques through in-depth interviews, observation and documentation. Research respondents included BKB program implementers, parents who participated in the program, and related health workers. Data analysis was carried out thematically to identify needs and potential for innovation in implementing the BKB program. The research results show that innovation in the BKB program at Air Raya can increase family participation and the quality of interaction between parents and toddlers. Some of the proposed innovations include: the use of information technology such as mobile applications to provide information on the health and development of toddlers and as a means of communication between parents and BKB officers; holding regular training and workshops for parents on parenting, nutrition and children's health; increasing collaboration with community health centers, posyandu, and educational institutions to provide more comprehensive services; and implementing mobile education programs that can reach families living in remote areas.

Keywords: Toddler Family Development, Program Innovation, Family Participation, Child Development, Air Raya

1. Introduction

The Toddler Family Development Program (BKB) is a strategic initiative from the Indonesian government which aims to support the optimal development of early childhood. This program is designed to increase the capacity of parents and families in caring for and educating children under five, so that they can grow into healthy, intelligent and noble individuals (Pradnyawati & Sanjaya, 2020). This is in line with the government's vision to create a qualified and competent next generation (Puspita & Satlita, 2018).

In the early stages of life, children experience very rapid growth and development, which is often referred to as the golden period. Research shows that interventions during this time have a significant long-term impact on the quality of life of individuals and communities. Investments in early childhood education and health have been proven to bring major economic and social benefits, including increased productivity and reduced health costs in the future (Yojana, 2022).

However, the implementation of the BKB Program in various regions still faces various challenges. These challenges include low levels of community participation, lack of knowledge and skills of cadres, and limited access to relevant information. In remote areas such as Natuna Regency, this challenge is exacerbated by limited infrastructure and human resources. Geographical conditions that are difficult to reach also add complexity to program implementation.

This research aims to identify and develop innovations that can be implemented in the Toddler Family Development Program in Air Raya, Bandarsyah Village, East Bunguran District, Natuna Regency, Riau Islands. These innovations are expected to be able to overcome various existing challenges and increase effectiveness and community participation in the program. Specifically, this research will focus on three main aspects: participatory approaches, strengthening cadre capacity, and utilizing information technology.

The participatory approach involves the active involvement of the community and BKB cadres in program planning and implementation, so that local needs and aspirations can be accommodated effectively. Strengthening cadre capacity is carried out through intensive training and mentoring, which aims to increase their knowledge and skills in providing education to parents of toddlers regarding parenting, nutrition and child health. Meanwhile, the use of information technology includes the use of mobile applications and social media to disseminate information and education, which allows faster and wider communication between cadres and parents of toddlers.

This research has high significance in an effort to provide practical solutions to the problems faced in implementing the BKB Program. By identifying and developing effective innovations, it is hoped that this research can make a positive contribution to improving the quality of early childhood growth and development in the research area. Apart from that, the results of this research can also be a reference for other regions that face similar challenges in implementing the BKB program. It is hoped that the implementation of the innovations resulting from this research can strengthen the BKB program as a whole and support the government's efforts in forming a quality next generation.

2. Materials and Methods

This research uses a qualitative approach with a case study method. Data was collected through in-depth interviews, observation and document analysis. Research participants included BKB cadres, parents of toddlers, and community leaders in Air Raya, Bandarsyah Village. Data analysis was carried out thematically to identify successful innovation patterns. Robert K. Yin explained three types of case study research, namely explanatory, exploratory, and descriptive. According to him, case studies are the right strategy for problem formulation that uses "how and why" questions. The descriptive research method does not require control over the problem being studied, but only observed and then explained. In addition, the focus of this descriptive

research is historical or contemporary phenomena in real life contexts (Yin, 2014). In this way, researchers will observe and explain Innovations in the Development of the Toddler Family Development Program in Air Raya, Bandarsyah Village, East Bunguran District, Natuna Regency, Riau Islands through daily activities and information obtained in the field.

3. Results and Discussion

Tabel
Jumlah keluarga anggota Bina Keluarga Balita (BKB)

Kelurahan	Jumlah Pertemuan Penyuluhan	Jumlah Keluarga Anggota BKB	Jumlah Anak Keluarga Anggota BKB	Perkembangan Anak Sesuai	Perkembangan Anak Yang Tidak Sesuai
Ranai	1	16	6	6	0
Ranai Darat	1	28	24	24	0
Bandarsyah	1	129	69	69	0
Batu Hitam	1	15	11	11	0
Sepempang	2	44	8	8	0
Jumlah	6	232	118	118	0

Discussion

1. Participatory Approach

A participatory approach is a method that involves various stakeholders, especially local communities, in the process of planning, implementing and evaluating programs. This approach aims to ensure that local needs, aspirations and knowledge are optimally accommodated. Active participation from the community can increase the sense of ownership of the program, thereby encouraging its sustainability and effectiveness (Dwinandia & Hilmi, 2022).

Implementation of a Participatory Approach in the BKB Program in Air Raya

In Air Raya, Bandarsyah Village, the implementation of the participatory approach in the BKB Program is carried out through several stages:

a. Identify Community Needs

The first stage is to identify the needs and problems faced by families with toddlers in Air Raya. This was done through surveys, in-depth interviews and focus group discussions involving parents, BKB cadres and community leaders. This method ensures that programs are designed based on real needs and local context (Setianingrum et al., 2017).

b. Community Involvement in Program Planning

Once needs are identified, the community is involved in program planning. Discussion forums and regular meetings are held to plan activities to be implemented. This involvement includes selecting educational topics, methods of delivering information, and scheduling activities. In this way, the program becomes more relevant and accepted by society (Setianingrum et al., 2017).

c. Implementation of Activities with Active Community Involvement

During program implementation, the community and BKB cadres work together in carrying out activities. Parents of toddlers are empowered to play an active role in every educational and practical session. BKB cadres function as facilitators who encourage active discussion and interaction between participants. This approach ensures that the knowledge and skills acquired are actually applied in everyday life (Setianingrum et al., 2017).

d. Evaluation and Feedback

Program evaluation is carried out in a participatory manner by involving the community in assessing successes and obstacles faced. Feedback from the community is used to make improvements and adjustments to the program. This method helps create a mechanism that is responsive and adaptive to changing needs and conditions in the field (Suryaatmaja, 2020).

Benefits of a Participatory Approach

The participatory approach in the BKB Program in Air Raya has shown various benefits, including:

1. **Increased Participation:** Active community involvement in every stage of the program increases the level of participation and support for the program.
2. **Relevance and Effectiveness:** Programs designed based on local needs and context are more relevant and effective in achieving goals.
3. **Community Empowerment:** The community feels more empowered and has control over the program being implemented, thereby increasing the sense of responsibility and sustainability of the program.

The participatory approach has proven to be an effective strategy in improving the quality of implementation of the BKB Program in Air Raya. This success can be a model for other regions that face similar challenges in implementing family and early childhood empowerment programs.

The first innovation implemented was a participatory approach, where the community and BKB cadres were actively involved in planning and implementing the program. Through discussion forums and regular meetings, community needs and aspirations can be accommodated, so that programs are more relevant and well received.

2. Strengthening Cadre Capacity

Strengthening cadre capacity is an effort to increase the knowledge, skills and competence of Toddler Family Development (BKB) cadres so that they can carry out their duties more effectively. BKB cadres are the spearhead in program implementation, so increasing their capacity is very important to achieve program goals. Strengthening cadre capacity includes training, mentoring, and providing the necessary resources to improve their performance (Arini & Primastuti, 2023).

Implementation of Cadre Capacity Strengthening in the BKB Program in Air Raya

Strengthening the capacity of BKB cadres in Air Raya is carried out through various structured and sustainable activities, including:

a. Basic and Advanced Training

BKB cadres are given basic training on basic concepts of child growth and development, good parenting patterns, nutrition and child health. Apart from that, further training is also held to deepen cadres' knowledge and skills in special topics such as early detection of growth and development, stimulation of child development, and BKB program management. This training was provided by experts from the health service and related institutions (Puspita & Satlita, 2018).

b. Mentoring and Supervision

Apart from formal training, BKB cadres also receive regular assistance and supervision from experienced facilitators or supervisors. This assistance aims to provide practical guidance and assist cadres in overcoming problems encountered during program implementation. Supervision is carried out through field visits, consultation sessions, and evaluation of cadre performance (Salam et al., 2013).

c. Provision of Materials and Resources

BKB cadres are provided with various educational materials and resources that can be used in outreach and education activities for parents of toddlers. This material includes training modules, guidebooks, leaflets, posters and audiovisual media. Providing these resources aims to make it easier for cadres to convey information in a way that is interesting and easy for the public to understand (Pradnyawati & Sanjaya, 2020).

d. Network Development and Communities of Practice

To increase cadre capacity, developing networks between cadres and establishing communities of practice is an important part. BKB cadres are invited to share experiences, challenges and solutions through discussion forums and working groups. This helps increase the sense of togetherness and collaboration between cadres, as well as enabling the horizontal transfer of knowledge and skills (Wulandari & Kusumastuti, 2020).

Benefits of Strengthening Cadre Capacity

Strengthening the capacity of BKB cadres in Air Raya has shown various benefits, including:

1. **Improved Service Quality:** Better trained cadres are able to provide better quality services to parents and children under five.
2. **Reduced Nutrition and Health Problems:** Better knowledge about child nutrition and health helps cadres provide effective advice, which results in a reduction in malnutrition problems and improved child health.
3. **Increased Cadre Confidence and Motivation:** Training and mentoring increases cadre confidence in carrying out their duties, which in turn increases their motivation and commitment to the program.

Strengthening cadre capacity is a key component in increasing the effectiveness of the BKB Program in Air Raya. With better capacity, cadres can carry out their roles more effectively, so that the program can achieve the goal of improving the quality of early childhood growth and development.

3. Utilization of Information Technology

The use of information technology such as mobile applications and social media is used to disseminate information and education to parents of toddlers. Through this platform, information can be conveyed quickly and widely, as well as facilitating communication between cadres and parents.

The use of information technology in health and education programs has great potential to increase the accessibility, efficiency and effectiveness of services. In the context of the Toddler Family Development Program (BKB), information technology can be used to disseminate information widely, facilitate communication between cadres and parents, and support educational activities and program monitoring. The use of information technology allows the delivery of timely and relevant information, as well as increasing community participation in programs (Ridwan et al., 2023).

Implementation of the Use of Information Technology in the BKB Program at Air Raya

The use of information technology in the BKB Program in Air Raya, Bandarsyah Village, is carried out through the following strategies:

a. Mobile Application for Education and Monitoring

The development and use of a special mobile application for the BKB Program allows parents to access information about children's growth and development, nutrition, health and parenting patterns easily and quickly. This application is also equipped with a monitoring feature that allows cadres to monitor children's development periodically and provide direct feedback to parents (Pradnyawati & Sanjaya, 2020).

b. Social Media for Information Dissemination

Social media platforms such as WhatsApp, Facebook, and Instagram are used to disseminate educational information and hold online discussions. A special WhatsApp group was formed for parents and cadres, where they can share information, ask questions and get answers in real-time. Educative content in the form of articles, videos and infographics is shared regularly through this platform to increase parents' knowledge (Yojana, 2022).

c. Webinars and Online Classes

During the COVID-19 pandemic, webinars and online classes have become important alternatives for delivering educational material. BKB cadres and health experts are holding webinar sessions that parents can participate in from home. This online class covers topics such as good parenting patterns, balanced nutrition, and early detection of children's growth and development. The use of platforms such as Zoom and Google Meet makes it easier to carry out this activity (Puspita & Satlita, 2018).

d. E-learning for Cadre Training

To increase cadre capacity, training modules are provided in the form of e-learning which can be accessed anytime and anywhere. This e-learning includes learning videos, written material and interactive quizzes to ensure cadres understand the material well. This approach allows cadres to study independently and adjust their study schedule to their busy lives (Islamiyati et al., 2024).

Benefits of Using Information Technology

The use of information technology in the BKB Program at Air Raya has shown various benefits, including:

1. **Wider and Faster Access to Information:** Parents can easily access relevant information anytime and anywhere, increasing their knowledge of parenting.

2. Increased Interaction and Communication: Social media and mobile applications facilitate more intensive communication between cadres and parents, allowing for fast and responsive feedback.
3. Training and Monitoring Efficiency: E-learning and monitoring applications make the cadre training process and monitoring children's development more efficient and structured.
4. Adaptation to Pandemic Conditions: Webinars and online classes ensure program continuity despite social restrictions during the COVID-19 pandemic.
5. By utilizing information technology, the BKB Program in Air Raya can increase the effectiveness and reach of the program, providing a greater positive impact on the quality of early childhood growth and development.

4. Conclusion

The innovations implemented in the Toddler Family Development Program in Air Raya, Bandarsyah Village have been proven to increase participation and program effectiveness. A participatory approach, strengthening cadre capacity, and utilizing information technology are the keys to success in program implementation. Recommendations for further development include expanding the scope of innovation and ongoing evaluation to ensure program sustainability. This research succeeded in identifying and developing three main innovations in the Toddler Family Development Program (BKB) in Air Raya, Bandarsyah Village, East Bunguran District, Natuna Regency, Riau Islands, namely a participatory approach, strengthening cadre capacity, and utilizing information technology. These innovations have proven effective in increasing community participation, strengthening cadre capacity, and utilizing technology to support program implementation. f, strengthening cadre capacity, and utilizing information technology to be more widely integrated in the implementation of the BKB Program in other regions. Continuous evaluation needs to be carried out to maintain the effectiveness and relevance of the program in accordance with the dynamics of community needs. Apart from that, there needs to be policy and budget support from the government to strengthen the implementation of these innovations throughout Indonesia.

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Conflict of Interest

The author states that in this research there are no conflicts of interest that could influence the results or interpretation of the research. All steps and procedures carried out in this research were purely based on strict scientific principles and research ethics. This research was independently funded and received no financial or material support from third parties with a commercial or political interest in the results of this research. Additionally, the author has no personal or professional relationships with individuals or organizations that could influence the objectivity of this research.

The author also guarantees that all information presented in this journal is the result of accurate observation and analysis and that no data has been distorted or manipulated for certain purposes. All sources used in this research have been properly cited to maintain academic integrity. If in the future a potential conflict of interest is discovered, the author is committed to disclosing it transparently to interested parties.

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