

CONTROL OF POPULATION GROWTH RATE (Makassar City Government Strategy)

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ABSTRAK

Abstrak: Penelitian Strategi Pengendalian Laju Pertumbuhan Penduduk di Kota Makassar bertujuan menentukan strategi dan faktor penunjang pelaksanaan pengendalian laju pertumbuhan penduduk di Kota Makassar. Guna mengatasi permasalahan hambatan yang terjadi dalam pelaksanaan program keluarga berencana, berdampak pengendalian laju pertumbuhan penduduk di kota makassar. Metode penelitian menggunakan Jenis penelitian deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yaitu wawancara, observasi, dan angket. Analisis data menggunakan analisis SWOT (strength, opportunities, weakness, dan threats), mengidentifikasi berbagai faktor yang dapat memaksimalkan kekuatan dan peluang dan meminimalkan kelemahan dan ancaman secara sistematis untuk merumuskan strategi pengendalian laju pertumbuhan penduduk di Kota Makassar. Hasil analisis SWOT melalui matrik IFAS dan EFAS diketahui titik koordinatnya (-0,115 : 0,085), berada pada Kuadran III (Around strategy) dimana peluang masih besar, tetapi terdapat kelemahan internal. Around strategy diterapkan guna meminimalkan kelemahan/ masalah internal, agar dapat merebut peluang yang baik. penelitian menunjukkan dalam pelaksanaan pengendalian laju pertumbuhan penduduk di kota Makassar, memiliki faktor peluang dan kelemahan lebih tinggi daripada faktor kekuatan dan ancaman, Berdasar hasil ini strategi pengendalian laju pertumbuhan penduduk memanfaatkan faktor peluang untuk menekan kelemahan. Perlunya Melakukan peningkatan kemampuan aparatur KIE dan Advokasi untuk mempermudah masyarakat mengakses informasi mengenai keluarga berencana.

Kata Kunci: *Laju Pertumbuhan; Penduduk ; Analisis SWOT*

Abstract: *The objective of the research on the Population Growth Rate Control Strategy in Makassar City is to identify strategies and factors that support the implementation of population growth rate control in Makassar City. It has an impact on controlling the population growth rate in the city of Makassar to overcome the problems and obstacles that arise in the implementation of the family planning program. The research method employs a qualitative, descriptive research design. Data collection techniques are interviews, observations, and questionnaires. The data analysis using SWOT (strengths, weaknesses, opportunities, and threats) identifies various factors that can systematically maximize strengths and opportunities while minimizing weaknesses and threats to formulate strategies to control population growth rates in Makassar City. The results of the SWOT analysis through the IFAS and EFAS matrices are known to have the coordinates (-0.115: 0.085) located in Quadrant III (Around strategy), where the opportunity is still substantial, but internal weaknesses exist. In order to capitalize on advantageous opportunities, an around strategy is utilized to minimize internal weaknesses/problems. In controlling the population growth rate in Makassar, the research indicates that the opportunity and weakness factors outweigh the strength and threat factors. IEC and advocacy apparatus need to increase the capacity to facilitate public access to family planning information.*

Keywords: *Growth Rate, Population, SWOT Analysis*

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A. BACKGROUND

Population growth is a change in the number of residents in an area at a certain time compared to the last time, becoming an unavoidable phenomenon. The relatively high rate of population growth is due to the high birth rate and the faster decline in deaths, which causes Indonesia's population to increase rapidly. Various reasons cause the high population growth rate. Besides the unbalanced age structure and high birth rate, other problems are the uneven distribution of the population and migration or population movement.

Law Number 52 of 2009 concerning population development and family development, Family planning is an effort to regulate the birth of children, the ideal distance and age of childbirth, and regulate pregnancy through promotion, protection, and assistance by reproductive rights to create a quality family. The policy taken by the Indonesian government to overcome the problem of population size is launching the Family Planning (KB) program as a national movement. Family Planning is a program launched by the government to increase awareness and community participation through Maturation of Marriage Age (PUP), birth control, fostering family resilience, and increasing the welfare of small, happy, and prosperous families.

Makassar City is one of the cities that has experienced an increasing population growth rate each year and is the city with the highest population in South Sulawesi Province.

Table 1. Makassar City Population in 2015-2021

Year	Population
2016	1.469.601
2017	1.489.011
2018	1.508.154
2019	1.526.677
2020	1.523.877
2021	1.571.814

(Source : BPS Makassar City in 2022 Figures)

The Makassar City Government continues to strive to suppress the high growth rate by carrying out the Family Planning program, which is shaded by the enactment of Regional Regulation Number 8 of 2016. In the Office of Population Control and Family Planning, the nomenclature and Duties and Functions are adjusted based on the Regulation of the Head of the National Population and Family Planning Agency Number 163 2016 concerning Guidelines for

Nomenclature, Duties, and Functions of District and City Population Control and Family Planning Services.

The problems of Makassar City in population growth include increasing population means increasing the population density level of Makassar City. Meanwhile, the area of residential land is narrowing due to increasing population, and lack of public understanding of family planning programs to suppress population growth due to low human resources and community participation in the implementation of the family planning program is not working due to a misunderstanding of the family planning program.

The urgency of the research is to find a policy strategy for controlling the population growth rate in Makassar City through the Makassar City Women's Empowerment and Family Planning Agency. So the purpose of the study is to determine the policy strategy for controlling the population growth rate and the inhibiting and supporting factors for implementing the policy strategy for controlling the population growth rate in Makassar City.

Strategy is essentially planning and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows the direction but must show how the operational tactics are. Strategy is a comprehensive planning formulation of how the organization will achieve its mission and goals. The strategy will maximize competitive advantage and minimize competitive constraints (Wheelen & Hunger, 2003). According to Vancil (1976), an organization's strategy is a conceptualization expressed by organizational leaders regarding the organization's long-term goals, constraint policies, and a set of ongoing plans regarding short-term goals that are considered to be able to contribute to the achievement of organizational goals (Salusu, 1996). Strategy is the ability to utilize all available resources to achieve goals and objectives.

Decision-making related to organizational management at the strategic level is used as a view that organizational management must be viewed from an administrative and economic point of view. The strategy has multifunctional and multidimensional consequences and needs to consider external and internal factors facing the organization (David, 2015). Goals and strategies are set to exploit internal strengths and overcome weaknesses.

Every organization has strengths and weaknesses in functional areas. No organization is equally strong or weak in all areas of the organizational environment (David, 2015). Internal strengths or weaknesses, combined with external opportunities or threats and a clear mission statement, form the basis for setting goals and strategies. SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is based on the logic of maximizing strengths and opportunities while minimizing weaknesses and threats. Strategic decision-making is always related to developing the company's mission, goals, strategies, and policies. Thus, strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions (Nisak, 2013).

SWOT analysis is "the identification of various factors systematically to formulate a strategy that is expected to solve a problem. This analysis is based on the logic that can maximize strengths and opportunities, but together can minimize weaknesses and threats." (Suarto, 2017). SWOT analysis (SWOT analysis) includes efforts to identify strengths, weaknesses, opportunities, and threats that determine the company's performance. External information about opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles, and partners in other companies. Many companies use the services of scanning agencies for newspaper clippings, internet research, and analysis of relevant domestic and global trends.

According to Arthur A. Thomson, Jr. in Nur (2013), the right strategic management system allows personnel to devote strategic thinking and translate it quickly into operational steps. The strategy formulation of personnel mindset is only effective if the personnel operating the system have an opportunity mindset—skillset, content, ability to update knowledge, and maturity in applying knowledge to work. In order to remain competitive in the planning process, the ability to see future trends in trend watching is very necessary. In addition to trend-watching information technology, the right strategic management system is necessary. Strategic management is the art and science of preparing, implementing, and evaluating cross-functional decisions that can enable a company to achieve its goals.

Population control can be an effort to influence the population's breeding pattern towards the desired population growth rate. Usually, discussing population cannot be separated from studying numbers in tables, lists, graphs, or pictures. Such assessments are very useful in a country's short- and long-term national planning. Even beyond that, every country needs to study this population on the national scope and at the global level.

Population growth control is an effort to limit population growth which is increasing daily and reducing the number of births for even population distribution. Demographic factors affect population growth, including births, deaths, and immigration. The following is an explanation of the factors that affect the rate of population growth (Suartha, 2016):

- a. Birth (fertility) is the rate of birth experienced by women. That is, women have a certain reproductive readiness period. In Indonesia, the reproductive period for women is between the ages of 15 and 49 years. Fertility or birth is one factor that increases the population in addition to immigration. The birth of a baby brings consequences to meeting the baby's growth and development needs, including the fulfillment of nutrition, calorie adequacy, and health care. In turn, this baby will grow into a school-age child who demands education. Several factors affect the rate of population growth. There are:
 - 1) Many Children, Many Fortunes
 - 2) Early Marriage
 - 3) Socio-cultural

- b. Death (mortality) is the death of a person caused by various factors, namely: old age, natural disasters, chronic diseases, war, murder, deadly viruses, and others. Mortality (Death) is one of the demographic variables that are very important as a barometer of the health level of an area's population. Mortality is the event of the permanent disappearance of signs of a person's life that occurs at any time. From this definition, it can be seen that the state of "death" can only occur if there has been a live birth. In other words, death does not exist without life. Life always begins with being born alive.
- c. Migration is a condition where residents in an area leave their area to change their life circumstances. Harris and Todaro (1970) states that migration is a very selective process that affects every individual with certain economic, social, educational, and demographic characteristics, so its influence on the economic and non-economic factors of each individual also varies. These variations are found in migration flows between regions within the same country and in-migration between countries. According to Mantra (2000), migration is the movement of people from one area to another to settle in the destination area.

The policy directions and strategies of the BKKBN (Representative of BKKBN Prov. South Sulawesi, 2020: 37) are as follows:

- a. Improving the resilience and well-being of a holistic and integrative family according to the life cycle, as well as strengthening character formation in the family through the following strategies:
 - 1) Strengthening the understanding of 8 family functions.
 - 2) Optimizing parenting and mentoring for toddlers and children and building and strengthening character from an early age through the family.
 - 3) Improving parenting and mentoring patterns, improving teenagers' quality and character, and preparing family life for teenagers.
 - 4) Increasing family economic independence, with specific targets for families of sustainable family planning acceptors, families of MKJP participants, especially MOP and MOW, and independent family planning participants in the KB village area.
 - 5) Increasing the resilience and independence of vulnerable families.
 - 6) Strengthening elderly-friendly services through 7 (seven) dimensions of tough elderly and long-term care assistance for the elderly.
 - 7) Increasing family development partnerships.
- b. Strengthening the integration and synchronization of population control policies through the following strategies:
 - 1) Development of the Grand Design for Population Development (GDPK).
 - 2) Strengthening the synergy of policies for the implementation of population control.
 - 3) Capacity building and institutional capability.

- 4) Improved synchronization and utilization of population data/information.
- c. Improve access and quality of comprehensive regional-based KBKR implementation and focus on target segmentation through the following strategies:
 - 1) Strengthening the capacity of health facilities and networks that serve KBKR.
 - 2) Strengthening KBKR service quality partnerships.
 - 3) Increasing the reach of KBKR services in specific areas and targets.
 - 4) Increased Male Family Planning.
 - 5) Strengthening reproductive health promotion and counseling based on the life cycle, preventing unwanted pregnancy (KTD), and improving post-partum family planning services (KB PP).
 - 6) Increasing the independence of PUS in family planning.
- d. Increasing the Advocacy and Mobilization of the Proud Kencana Program under regional characteristics and target segmentation can be realized through the following strategies:
 - 1) Increased dissemination of KIE materials for the Proud Kencana Program according to target and regional segmentation.
 - 2) Improving the performance of KB/PLKB extension workers and empowering the community through mobilizing PPKBD/Sub PPKBD cadres.
- e. Strengthening an integrated family information system with the following strategies:
 - 1) Improving the quality and utilization of information technology-based Proud Kencana Program data/information at all regional levels.
 - 2) Development of Smart Technology/Smart Program to strengthen the management of the Proud Kencana Program.

Furthermore, Grindle in Sudarniasih et al., (2016) stated that the contents of the program must describe:

- a. Interest Affected by the Program (Interest Affected)
- b. Type of Benefit to be Generated (Type Benefit)
- c. Degree of Desired Change (Extent of Envision)
- d. Status of Decision Making (Site of Decision Making)
- e. Who is the Program Implementer (Program Implementers)
- f. Resources Used (Resources Committed)

Concerning the program content, to facilitate controlling and allocating resources, which can be used as a format for presenting budget information. Therefore, the Family Planning Program is directly related to efforts to regulate population growth which should be a unified system within the framework of the Unitary State of the Republic of Indonesia, so by respecting the authority of the Regency/City government as an autonomous region, this guide is expected to be a reference for Regency/City governments that will be the executor.

Controlling the population growth rate is being carried out efficiently, even though implementation of the program continues to encounter obstacles. It is evidenced by the government dedication to implementing the family planning program to increase the number of married women of childbearing age, followed by the Generation Planning program, which targets young members of the community in order to delay marriage and prepare for a planned future. Urgent research is required to identify an effective strategy model. The Makassar City Women's Empowerment and Family Planning Agency is responsible for controlling the rate of population growth in Makassar City.

B. RESEARCH METHODOLOGY

This research is a type of evaluative research with a qualitative approach. Researchers chose a location in Makassar City as an urban area, with the research subject being the Women's Empowerment and Family Planning Agency of Makassar City. The main focus of this study is indicators that affect the rate of population growth by referring to factors affecting the rate of population growth.

The research method is descriptive, using a qualitative approach. The research focuses on the Strategy for Controlling the Population Growth Rate in Makassar City. The main focus of this study is the birth indicators that affect the population growth rate by leading to factors affecting the population growth rate, namely the assumption that many children have a lot of sustenance, early marriage, and socio-culture.

1) The assumption that many children have much sustenance

The assumption of many children, much sustenance referred to in this study is that there are still many people in the city of Makassar who believe in the adage that many people in the city of Makassar have more than two children so that this is the increase in the population growth rate in the city of Makassar.

2) Early Marriage

Early marriage referred to in this study is that many people in Makassar city still do early marriage with several factors: economy, education, parents and mass media, and customary factors. From these factors, it can be seen how the strategy of the women's empowerment and family planning agency is to control the population growth rate in Makassar city.

3) Socio-cultural

There is an assumption that boys have a higher value than girls, so families who do not have boys will try to have boys. There is a high assessment of children, so families who do not have children will try how to have children. The purpose of this research is that the socio-cultural environment influences the desire of the people who have children to affect birth growth.

The unit of analysis is family planning field officers and total family planning program users totalling 24 informants, used as primary data sources. Secondary data sources do not directly provide data to data collectors, for example, through other people or documents.

The main instrument used to collect data is the researcher himself. Researcher as a human instrument to obtain data under the problems in this study, the researchers used data collection techniques as follows:

- a. Interview. The interview technique carried out in this study refers to the author's compiled interview guide to formulate the problem formulation strategy given.
- b. Observation, Observation activities in this study were carried out directly by researchers during the research process in the field
- c. Documentation, Documentation techniques in the form of examples or other correct information materials such as image data.

Checking the validity of the data aims to test the credibility of the research data, carried out through source triangulation. Checking the validity is done by re-checking the data that has been obtained through several sources. The information obtained from the checking is selected to be considered to conclude.

The data were evaluatively analysed using a strategic management model of SWOT analysis (strengths, opportunities, weaknesses, and threats), identifying various factors that can maximize strengths and opportunities and minimizing weaknesses and threats that SWOT uses as a tool to compile strategic factors.

Formulate methodically a plan for limiting the population growth rate in Makassar City. The following Cartesian diagram depicts the results of the IFAS and EFAS evaluations of the SWOT matrix.

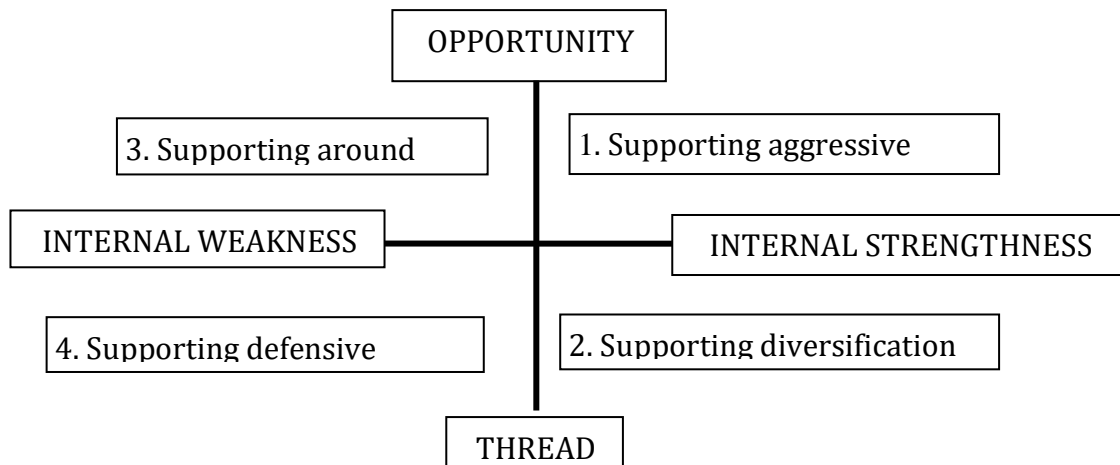


Figure 1 Analysis Kartesius Matriks SWOT

Information:

- 1) Quadrant I; It is a very profitable situation with opportunities and strengths to take advantage of current opportunities. Aggressive strategies are applied to support development policies.
- 2) Quadrant II; Despite facing threats, it still has internal strength. A diversification strategy is applied by using strengths to take advantage of long-term opportunities.
- 3) Quadrant III; Opportunities are still great, but there are internal weaknesses. The around strategy is applied to minimize internal weaknesses/problems and seize good opportunities.

- 4) Quadrant IV; It is a very unfavorable situation. There are various internal threats and weaknesses. Defensive strategies are used to maintain conditions that have been formed.

Describing how the external opportunities and threats faced can be overcome and adjusted to their strengths and weaknesses, SWOT is used as a tool to develop strategic factors.

C. RESULTS AND DISCUSSION

After knowing the strengths, weaknesses, opportunities, and threats in the rate of population growth in the city of Makassar, an analysis of these factors will then be carried out to obtain a further description of the rate of population growth in the city of Makassar so that strategies and steps can be determined that can be applied in the future.

Table 2. IFAS Analysis

No.	Internal Factors (IFAS)	Scoring	Weight	Rating	Total Score
Strength					
1.	The direction of the performance target policy to be achieved to active KB participants and new KB	3	0,1154	7	0,8078
2.	Increase in new KB participants built into active KB participants	4	0,1538	6	0,9228
3.	Ease of community access to family planning services and reproductive health that is affordable, quality, and effective	3	0,1154	5	0,5770
4.	Carrying out evaluation of activities and mapping of population control estimates (parameters) in Makassar City	3	0,1154	5	0,5770
5.	Improve internal and external coordination in the implementation of the KB Program	4	0,1538	3	0,4614
6.	Professionally use KB extension personnel / KB field officers (PKB / PLKB)	3	0,1154	4	0,4616
7.	The existence of adequate APBD funding support in the field of KB	3	0,1154	4	0,4616
8.	Carrying out advocacy, communication, information, and education (KIE) KB program following local cultural wisdom	3	0,1154	4	0,4616
		26	1,000	38	4,7308
Weakness					
1.	Not all service places meet the standard of service KB	3	0,1304	5	0,6520
2.	The construction of acceptors is still not good, so birth control participants stop using contraceptives	4	0,1740	5	0,8700
3.	Still low role of private and corporate in KB program	2	0,0870	2	0,1740
4.	Diminishing interest in urban communities towards KB programs	2	0,0870	3	0,2610
5.	Insufficient, adequate, or incompetent staff/employees in their field	3	0,1304	5	0,6520
6.	Still low birth control participants using long-term contraceptive methods	3	0,1304	6	0,7824

7.	Not all couples of childbearing age in education do birth arrangements (joining birth control)	3	0,1304	6	0,7824
8.	Less facilitated by the kb program of the middle and lower economic KB (family) in carrying out birth control efforts	3	0,1304	6	0,7824
		23	1,000	38	4,9562

Table 3. EFAS Analysis

No	External Factors (EFAS)	Scoring	Weight	Rati ng	Total Score
Peluang (Opportunities)					
1.	Increasing demands of quality kb service community	4	0,1538	6	0,9228
2.	partnership network development to private parties/stakeholders in the management of KB and Family Development	3	0,1154	5	0,5770
3.	The public has gained access to information about KB programs.	4	0,1538	5	0,7690
4.	Using social media as an information media and education program for family planning and reproductive health	3	0,1154	6	0,6924
5.	Fostering independent KB managers and private KB services	3	0,1154	2	0,2308
6.	Increase advocacy to stakeholders (formal and informal figures, community leaders, and religious leaders) to support the KB program policy	3	0,1154	6	0,6924
7.	Construction of active KB participants to become sustainable KB acceptors	3	0,1154	4	0,4616
8.	open the role of local-level communities (RT / RW) in the implementation of kb participation through the establishment of KB Hallway	3	0,1154	5	0,5770
		26		39	4,923
Threats					
1.	Complications from the failure of new birth control participants or active birth control	3	0,1250	5	0,6250
2.	Family planning programs from the government are less desirable to urban communities.	3	0,1250	4	0,5000
3.	There are still young mating, so many marriages under 20 years old	3	0,1250	6	0,7500
4.	High population growth rate with the main factor in the birth rate of young couples	4	0,1667	7	1,1669
5.	Peoples want to have more than two children.	3	0,1250	5	0,6250
6.	The view of people who consider that birth control is prohibited by religion or culture	2	0,0833	4	0,3332
7.	Parents want to get grandchildren soon	3	0,1250	3	0,3750
8.	Low involvement of the community (religious leaders, community leaders, youth leaders) in participating in family	3	0,1250	3	0,3750

After analyzing the matrix IFAS and EFAS, next to determine the author's strategy using a diagram help determine the positions of points X and Y.

To determine point X, then: $x = \frac{S-W}{2} = \frac{4,73-4,95}{2} = -0,115$

To find point Y, then: $y = \frac{O-T}{2} = \frac{4,92-4,75}{2} = 0,085$

The calculation results are known to coordinate points located at (-0.115: 0.085). Here is a diagram image that helps to make it easier to know the position of the quadrant.

IFAS point: -0,115 and EFAS: 0.085 (Quadrant III)

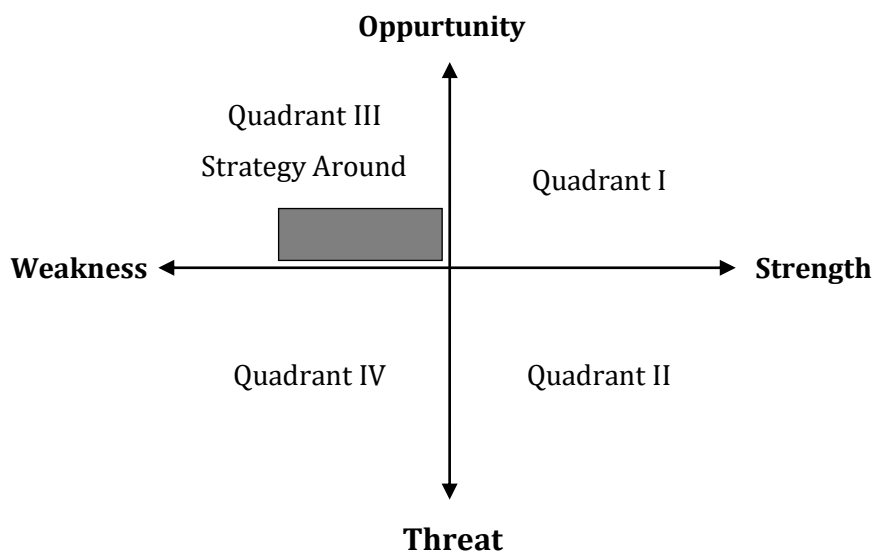


Figure 4. IFAS EFAS matrix help

Based on the IFAS and EFAS matrix form diagrams, the strategy of the women's empowerment and family planning agency in the implementation of controlling the population growth rate is in quadrant III, meaning that the women's empowerment and family planning agency faces enormous opportunities but on the other hand faces several internal constraints or weaknesses. In other words, take advantage of opportunities to suppress weaknesses.

To improve the good quality of life for the community regarding population growth control, an area must provide a good view for the community so that an area becomes an area that has good and quality population growth control. Based on Law Number 52 of 2009 concerning population development and family development, family planning is an effort to regulate children's birth, the ideal distance, age to give birth, and regulate pregnancy through promotion, protection, and assistance by reproductive rights to create a quality family.

The result of this study is that the agency for women's empowerment and family planning in controlling the population growth rate in the city of Makassar has four factors: strengths, weaknesses, opportunities, and threats. Of the four

factors, the weakness and opportunity factors are superior to the other two: strengths and threats.

SWOT analysis is a systematic analytical instrument for in-depth analysis of an organization's internal and external environment. The SWOT analysis identifies various factors systematically arranged to formulate organizational strategies. Therefore, in determining the strategy of the women's empowerment agency and family planning in controlling the population growth rate in the city of Makassar, researchers use SWOT analysis to facilitate analyzing the strengths, weaknesses, opportunities, and threats they have.

The study results show that the weakness and opportunity factors are superior to the other two factors, namely strengths and threats, so the implementation of controlling the population growth rate in Makassar can be done by taking advantage of opportunities to suppress weaknesses. The results of this study also formulate several strategies for controlling the population growth rate in Makassar. As for the strategy (Quadrant III), using the Around Strategy where the opportunity is still great, but there are internal weaknesses. The around strategy is applied to minimize internal weaknesses/problems and seize good opportunities. The steps for implementing the strategy are as follows:

1) Improve coordination with cross-sectors in family planning services (TNI, Polri, PKK, and professional organizations)

Family Planning is a government program issued to reduce the rate of population growth, but based on the results of the author's research, the family planning program is still not running optimally due to several factors, for example, the low number of family planning participants using long-term contraceptive methods, limited public access to information about family planning programs. It is necessary to seize opportunities to suppress weaknesses by increasing coordination with cross-sectors in family planning services such as the TNI, Polri, PKK, and professional organizations. Increasing cross-sectoral coordination in family planning services can help increase the use of family planning so that with the increase in family planning users, the population growth rate in the city of Makassar can be suppressed.

2) Increase cooperation through regular meetings

The family planning program in suppressing the rate of population growth. Of course, the government cannot stand alone, so other parties must work together to develop a family planning program to reduce the population growth rate.

With the cooperation of these parties, this opportunity must be used by holding regular meetings, and this is done to establish long-term cooperation so that regular meetings can improve the family planning program and evaluate what can hinder the family planning program by looking at what can hinder this program then by holding regular meetings can discuss how to take advantage of opportunities and see weaknesses.

3) Improve the capacity of the apparatus in IEC and Advocacy

Advocacy and IEC (communication, information, and education), carried out intensively, directed, and on target, are key activities to change attitudes, behavior, and value systems. Information is always needed and closely related to family planning programs for the community, implementers, and program managers. Along with the development of information technology, Advocacy and IEC activities can be carried out through various activity events by utilizing electronic technology facilities such as lighting units, radio, television, and the internet that allows the wider community to access.

The rapid advancement of information technology has provided convenience. It has become a driving factor for improving the quality of IEC Advocacy activities, which must be balanced by the ability of human resources, which is one of the important icons of the activity. It is necessary to be aware of the limited human resources for implementing family planning programs in the field, both in terms of quantity and quality, so it is necessary to take anticipatory efforts so that the implementation of IEC advocacy activities can continue as it should. In modern facilities, the HR factor for implementing IEC advocacy plays a very important role considering that no matter how sophisticated the equipment provided, it will not function optimally if the implementers do not have the equivalent ability. The ability to operate equipment, compose materials, creativity, and innovation is very much needed in the implementation of activities which is one of the keys to the success of this family planning program.

4) Increasing the implementation of family planning programs is more focused on regulating births, maturing age at marriage, and healthy reproduction.

Increasing the implementation of family planning programs is more focused on birth control, where the birth control target is couples of childbearing ages. The purpose of this program is to set the ideal birth spacing and number of children, and it is expected that EFA will give birth between 3 to 4 years, and only two children are sufficient. Routine services support this program at each *puskemas* and collaboration with cross-sectors, for example, PKK - KB - Health activities in KB services after childbirth or miscarriage.

Maturation of the age of marriage is an effort to increase the age of first marriage so that it reaches the minimum age at marriage, which is 20 years for women and 25 years for men. PUP delays the age of marriage and strives for the first pregnancy to occur at a fairly mature age. If someone fails to mature at his marriage age, then the delay in the birth of his first child must be carried out. This Maturation of Marriage Age can be carried out through the Youth Information and Counseling Center, PIK-R through school and community channels, *Saka Kencana*, youth organizations, youth mosques, and youth activities. Others. While reproductive health is a state of complete physical, mental, and social well-being, not merely freedom from disease or disability in anything related to the reproductive system, functions, and processes.

5) Cooperating with family planning clinics as a place of service in order to increase MKJP family planning participants

Improving family planning services by using MKJP aims to reduce the risk of drop-out and use of non-MKJP by providing continuous information for the continuity of family planning participation and the provision of family planning services. By collaborating with family planning clinics, there will be an increase in MKJP family planning participants. It can be done by increasing cooperation with family planning clinics available in several places.

6) Improving the professionalism of family planning field officers

This family planning instructor/family planning field officer aims to prepare and create competent and professional family planning instructors in carrying out their functions and roles in the field so that challenges can be achieved properly. Family Planning Extension Officers / Family Planning Field Officers are the "spearheads" of the family planning program that is relied upon to improve the quality of life of the Indonesian people. Family planning instructors are potential resources needed by the community to be given information and education regarding the importance of family planning programs. Increasing the professionalism of field officers is very important because field officers will later go directly to the community and show understanding to the community regarding the family planning program. Professional improvement of field officers can be made by training them to improve their skills.

7) Improving the ability of officers through pieces of training, completing service facilities and infrastructure

Improving officers' ability through training is very important because the training can also increase officers' knowledge and increase the ability of service facilities and infrastructure officers. It is also very important because service is the most important. In this case, if the service and infrastructure are satisfactory, it makes the community feel comfortable. The community is interested in the family planning program and wants to use MKJP. Training and understanding of officers by conducting training can improve officers' ability through training and completing service facilities and infrastructure. The level of service can improve service facilities and infrastructure by building or renovating to provide additional facilities and infrastructure.

8) Educating family planning programs is important for the age of marriage under 20 years old

Conducting education to the community at the age of marriage under 20 years is very important because it is based on research on the number of marriages under 20 years, which is one of the factors in increasing births. Conducting education is very important. It can increase public understanding of the family planning program and the importance of distancing at birth. It is important that KB program education can be carried out at *posyandu* and appropriate family planning services and socialization for PKK mothers.

9) Improve internal and external coordination in the implementation of family planning programs

Improving coordination is very important because establishing cooperation requires internal and external coordination. The PLKB and the community must be established to increase family planning users and make it easier for the community to carry out family planning. It is a strategy because it can help the government increase family planning users. This coordination is carried out by holding regular meetings between internal and external parties so that the family planning program can be implemented properly.

Based on the SWOT analysis, the strategy used in controlling the population growth rate in the city of Makassar is that it is known that the weakness and opportunity factors are superior to the other two factors, namely strengths and threats, so that for the implementation of controlling the rate of Population growth in the city of Makassar can be done by taking advantage of opportunities to suppress weaknesses. The right strategy is formulated by looking at the situation:

- increasing coordination with cross-sectors in family planning services (TNI, POLRI, PKK, and professional organizations)
- Increasing cooperation through regular meetings
- increasing capacity apparatus in IEC and Advocacy

This strategy is considered appropriate because it is seen from the existing problems that there is still a need to increase cooperation between sectors to make it easier for family planning programs to run so that their users also increase. In addition, improving the IEC and Advocacy apparatus is also important, especially amid advances in technology and information owned by the community. Increasing this makes it easier for people to access information about family planning programs.

D. CONCLUSION AND RECOMMENDATION

Based on the research results and the author's observations in the field, it can be concluded that based on the SWOT analysis in the implementation of controlling the population growth rate in the city of Makassar, the opportunity and weakness factors are higher than the strength and threat factors. Implementing control of the population growth rate in the city of Makassar by taking advantage of opportunity factors to suppress weaknesses. The following is the resulting strategy formulation:

- 1) Improve coordination with cross-sectors in family planning services (TNI, Polri, PKK, and professional organizations)
- 2) Increase cooperation through regular meetings
- 3) Improving the capacity of the apparatus in IEC and Advocacy

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