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Policy Implementation of The Duties and Functions of Family Planning Field Officers (P.L.K.B.) Non-Civil Servant at The Department of Population Control and Family Planning

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Abstract. In general, this study aims to describe and analyze the Implementation of the Policy on Duties and Functions of Non-civil servant Family Planning Field Officers (P.L.K.B.) at the Department of Population Control and Family Planning, Southeast Minahasa Regency. This study uses a qualitative research type, primary data collected through interview techniques, and supported by secondary data, namely documentation. The data analysis of this research used an interactive model consisting of "data collection, data display, data condensation, concluding; drawing and verifying" developed by Miles, Huberman, and Saldana. The results of this study prove that; The implementation of the P.L.K.B. Duties and Functions Policy is based on the Decree of the Southeast Minahasa Regent Number: 180/13/S.E.T.D.A./2021 concerning the Appointment of Contract Workers, Cleaning Officers, Drivers, and other Officers within the Southeast Minahasa Regency Government. Whereas the main tasks of non-civil servant P.L.K.B. are not much different from that of civil servant P.L.K.B., namely, approach Community Leaders; carry out data collection and mapping of work areas; conduct agreement-raising, conduct I.E.C. counselling/counselling, and advocacy; establish a pioneer and role model group, family planning services, adolescent reproductive health, prosperous families, and family development; make a report on the implementation of tasks to the leadership. Therefore, the Family Planning Field Officer (P.L.K.B. non-civil servant) controls and owns it to carry out the lessons. In carrying out these duties, non-civil servant Family Planning Field Officers can improve their abilities and skills. The main problems faced are related to the duties and functions of non-civil servants P.L.K.B. The number of villages is so large that it is not proportional to non-civil servant P.L.K.B. personnel. The facilities and infrastructure owned to support the tasks of P.L.K.B. Non-civil servants are still inadequate. Non-civil servant, P.L.K.B. cooperation with cross-sector (District and Village), is less than optimal. The human resource capabilities of P.L.K.B. non-civil servants are also not yet professional. Non-civil servant P.L.K.B. compensation has not provided adequate guarantees when compared to the duties. So that a wiser policy is needed, namely, "Regulation or Regent's Decree Regarding: Guidelines for the Management, Duties, and Functions of Family Planning Field Officers (P.L.K.B.) for Non-civil servant Southeast Minahasa Regency, which in this policy includes rights and obligations, sanctions and rewards and others deemed necessary. Non-civil servant P.L.K.B. is an officer who implements, manages, and mobilizes the community in the Proud of program planning at the village level. Non-civil servant P.L.K.B. is very helpful in the lack of Family Planning Extension Workers (P.K.B.) in the field.

Keywords: Policy Implementation, Duties and Functions, Field Officers, Family Planning (P.L.K.B.), Non-civil servant

A. Introduction

The success of population and family planning programs relies on system information management, standard operational mechanism, and human resources to the field lines. Field Officer KB/Extension K.B. (PLKB/PKB) and the Public Institution Rural/Urban. The position of supervisor/coordinator of the sub-district clerk Field K.B./Extension K.B. and Institutions Society of Rural/Urban is the tip of the spear implementation of the program in the field in supporting the program's success on population, family planning, and construction family. In efforts to improve construction Officers Field K.B./Extension K.B. and Institutions Society Rural/Urban (P.P.K.B.D. and Sub P.P.K.B.D.), need to support operations that the actual start of the movement activities of the management and implementation to collect the database through data collection on the family. Decree of the Regent of Southeast Minahasa Number: 180/13/S.E.T.D.A./2021 concerning the Appointment of Contract Workers, Cleaning Officers, Service Drivers, and other Officers within the Southeast Minahasa Regency Government. It is including the appointment of Officer Courses Family Planning (field officers) are assigned: hold approach to Figures Society; carry out data collection and mapping of work areas; do - raising deal, do counselling IECcounsellingg and advocacy; establish a pioneer and role model group, family planning services, adolescent reproductive health, prosperous families and family development; make a report on the implementation of tasks to the leadership. Because it is to run a task - the task of properly - wholly controlled and owned Officers Courses Family Planning (P.L.K.B. non-civil servant). In carrying out these duties, non-civil servant Family Planning Field Officers can improve their abilities and skills.

The position of field officers in the Department of Control of Population and Family Planning is domiciled in the district's territory with the area assignment in the village. Alternatively, the so-called area of work P.L.K.B. and be accountable directly to the Head of the Department of Control of Population and Family Planning district. In administration, the Head of the District and technical operations are responsible to the Chief of the/Village. The research theme is implementing tasks and functions Officer Courses Family Planning non-civil servant At the Department of Control of Population and Family Planning District Minahasa Tenggara. Family planning is one of the efforts to realize family happiness and prosperity. The main objective of family planning is to improve the well-being of mothers and children further. With a birth setting, the mother can pay attention and educate children and have sufficient time to carry out motherhouse stairs.

On the other hand, husbands do not need to be bothered by living expenses and children's education costs. More of the children will get enough attention from those parents who someday may positively impact the growth and development of the child's personality. The world becomes a human who is healthy physically, mentally, and socially by what the desired and ruled by religion into pious children planning. The community is required to limit the number of children born, i.e., each family has a maximum of two children. Efforts to improve the performance of civil servants and non-civil servants in the execution of duties Position Functional Extension Family Planning performed on the whole area, including the District of Minahasa Tenggara. The author is interested in studying how the Southeast Minahasa Government carries out the Management of Family Planning Extension Functional by the Regulation of the Minister of the Republic of Indonesia.

B. Literature Review

For simple policies, the implementation only involves one entity that serves as an implementor, for example, the policy committee of the school to change the methods of teaching the teacher in class [1]. In contrast to macro policy, for example, the policy reduction of poverty in the countryside, the implementation efforts will involve various institutions, such

as bureaucratic districts, sub-districts, and government villages [2]. Policies regarding many interests that differ will be more challenging to implement than those that involve little interest [3]. By such a high and low intensity of the involvement of various parties (politicians, employers, communities, groups targeted) in the implementation of the policy will affect the effectiveness of the performance of the policy [4]. Policies regarding many interests that differ will be more challenging to implement than those that involve little interest. By such a high and low intensity of the involvement of various parties (politicians, employers, communities, groups targeted) in the implementation of the policy will affect the effectiveness of the performance of the policy [5]. Implementation of the policy is not only limited to the embodiments are real also the consequences or the impact that will appear in the performance of such policies [6]. A state policy will be effective if implemented and positively affects community members by what the government or state desires [7]. With so, if they do not act or act by the government's wishes, the policies are becoming not ineffective. Parties are involved in the process of implementation of the policy of the state [8]. All guidelines state in any shape or kind intended to influence and control man's actions by the rules and objectives of the government or the state's laws and goals [9].

1. Non-ASN Employees

The existence of employee non-employees of the domestic civilian who worked in government agencies has been underway since the beginning of independence [10]. Although they work in place and work performance with the employees of domestic civil, which distinguish them lie in the status of the law. So a say as a servant country or not employees of the government not lie in the type of work, but the level of law inherent in each employee [11]. Definition of employee non-Pegawai Negeri Civil was not found in the literature of legal employment. However, an understanding can be drawn on this matter by interpreting it in reverse from the notion of civil servants when Logemann said that employees of the country bind themselves to the command government in an official relationship public [12]. With such an employee, non-employees of the domestic civilian work for the state, not based on relationship service public [13].

When referring to employees state created by the law, we can also give meaning to non-employees of the domestic civilian as someone who works for the state or the government about law or understanding that differs from the employees of domestic civil [14]. In other words, those who work in government with a base that is different from domestic civilian employees were non-employee employees of state civil [15]. Pegawai non-employee state polite forms can be diverse, depending on the needs of agencies. Literature Djatmika and Marsono mentioned classes of workers who have not included employees of the country are, namely (a) officials of the state, (b) workers, (c) an employee with bonding service (more precisely the agreement work) based on the provisions in the Book of the Law law of Civil, (d) an employee with bonding service for a time-limited, (e) employee monthly according to article 20 paragraph (2) P.G.P.S. - 1968 (f) employees of the village, and (g) the employees of the company public [16]. Employees of non-civil servants, as mentioned above, are employed not be fixed or the time specified either as daily, monthly, or several years [17].

2. Family Planning Field Officer (P.L.K.B.)

Family Planning is an effort by the government to increase community awareness with the maturation age of marriage, set birth, foster families' resilience. Furthermore, improve the family's welfare to realize the family small are happy prosperous. Contraceptives have means the opposite in terms of preventing the meeting of sperm and cells of eggs that mature. In short, contraception means preventing the fertilization of an egg by a sperm cell (conception) or preventing the attachment of a fertilized egg to the uterine wall [18]. Contraceptives can be

used by women or men who are sexually active and want to set up a pregnancy [19]. A woman aged fertile is a woman in a state of reproductive organ function at both the age of about 20-45 years. Range of peak fertility between the ages of 20-29 years, the age of these women has a chance of about 95% for pregnant and have offspring [20].

Meanwhile, a woman aged fertile is a woman aged 18-49 years with a state system of reproduction which serves to better the status of married, not married, and already a widow. There are women aged fertile but not sexually active are women who have a vulnerable age are sufficiently between 15 to 49 or the age of childbearing are supposed to have sex is engaged with a partner but do not perform sexually as active as having several factors to avoid the associated sexual, factors - factors that among others because of experiencing an illness that disrupts the system of reproduction that will torture when dealing intimate suppose like cancer in The family planning program has several objectives when executed will bring to the benefit of and away from harm, either to the family that has interests in contraception or countries which experienced problems in residence in Indonesia, family planning programs have a goal Demography, which is an attempt to lower rate of growth of population which increase the years 1971 to 1990 as much as 50%, if it already meets the target then will be pressed continue until the 1% start of the year 1990 [21]. By so will be increasingly felt economy increase needs of the consumer as the needs of the food, service health and problems of social more [22]. So it will improve the welfare of the country's citizens realize the population that grows balanced through a program family little happy prosperous [23].

C. Method

Type research This is a study of qualitative. Study research qualitative generally involves what is described as inductive, generalization theory, subjective, and process non-positivist. Based on the idea that it is in research, qualitative is conducted to collect the data, present, describe, process and analyze the data on policy management. So it can provide a solution in solve problems was found in the study of this. Data collection is essential in scientific research because the resulting data is expected to answer and solve existing problems. To obtain the data needed in this study, the researchers used three techniques in data collection according to the type of research—namely descriptive research with a qualitative approach, namely interviews and documentation. Interviews are direct with the informant that relates to the problems raised by researchers. Researchers meet directly with the subjects that will be studied by asking to interview the informant. Research requires documentation, which refers to documentation as a technique of collecting the data by researching and studying the records, documents, or archives and from the media relating to research. This research will examine the documents related to the management of the funds in the village and the challenge for the resource apparatus village. Model analysis of qualitative research is a model of analysis of data interactivity that has been developed by Miles and Huberman (1992).

An explanation of the qualitative data analysis, which is interactive in the data analysis process, is Collecting Data (Data collection). Activity to search for the data required to perform various activities so that the data required in the research supports the benefit of researchers in achieving the purpose of research. Data are collected by way of doing observation, interviews, and documentation. The next stage is the presentation of data (data display). The production of the data is organizing, pooling information which allows inference and action. Presentation of data helps to understand what is going on and do something, including analysis of the more in-depth or taking action based on understanding.

Further Reduction of data (data reduction) During the election process, the concentration of attention on the simplification, abstraction, and transformation of data "rough" emerged from the notes written in the field. As we know, data reduction is ongoing as long as a qualitatively oriented project takes place. Activity analysis of the three that is important is

the exciting conclusion and verification. Conclusions "final" may not appear until the collection of data ends. The size of the set's record field, encoding, storage, and a method of searching reset that is used, the skills of researchers, and the demands of the other.

D. Results and Discussion

1. Implementation Policy P.L.K.B. Duties and Functions of the Non-civil servant

Implementation of policy autonomy of Regions has pushed the change, both in structural and cultural, in the implementation of local government. One of the changes is essential concerning the position duties and functions of the Department of Control of Population and Family plan. Implementation is a series of concepts or principles that become the outline and basis of plans in carrying out a job, leadership and acting. Policies are actions or activities that are intentionally carried out or not carried out by a person, group, or government. There is an element of the decision to choose between various alternatives to achieve specific goals and objectives. The policy on the duties and functions of Non-civil servant P.L.K.B. in Southeast Minahasa Regency is based on the Decree of the Southeast Minahasa Regent Number: 180/13/S.E.T.D.A./2021 concerning Appointment of Contract Workers, Cleaning Officers, Service Drivers, and other Officers within the Southeast Minahasa Regency Government. This includes the appointment of Family Planning Field Officers in charge of held approach to Community Leaders. Carry out data collection and mapping work areas; conduct agreement-raising, conduct I.E.C. counselling, and advocacy. Establish a pioneer and role model group, family planning services, adolescent reproductive health, prosperous families, and family development; report implementing tasks to the leadership. Therefore, the Family Planning Field Officer (P.L.K.B. non-civil servant) controls and owns it to carry out the lessons. In carrying out these duties, non-civil servant Family Planning Field Officers can improve their abilities and skills. The position of P.L.K.B. in the organization of the Population Control and Family Planning Service (D.P.P.K.B.), which is domiciled in the District area with the task area in the village or called the P.L.K.B. working area and is directly responsible to the Head of the Regency Population Control and Family Planning Service (D.P.P.K.B.).

Given the task that carried enough weight and the composition of the lot, it is necessary "policy" that is more specific to support the achievement of tasks and functions of P.L.K.B. non-civil servants. Policies are referred to as a policy that guarantees officers P.L.K.B. in held approach to Community Leaders. Carry out data collection and mapping of work areas; conduct agreement-raising, conduct I.E.C. counselling/counselling, and advocacy. Establish a pioneer and role model group, family planning services, adolescent reproductive health, prosperous families, and family development; report implementing tasks to the leadership. To provide better support for the Implementation of the Duties and Functions of Non-civil servant P.L.K.B., it is necessary to pay attention to the government regarding non-civil servant P.L.K.B. non-civil servant Family Planning Field Officers (P.L.K.B.) held a demonstration in front of the Head Office of the National Population and Family Planning Agency (B.K.K.B.N.), Monday (29/03). Demonstrators of Family Planning Field Officers (F.P.L.K.B.) conveyed several demands, including being appointed civil servants. Head of BKKBN Dr. (HC) dr. Hasto Wardoyo Sp. O.G. (K) has directly received the representative and the General Chairperson of the F.P.L.K.B. Ni Ketut Adriyani. Doctor Hasto appreciates and is very happy with the spirit of P.L.K.B. non-civil servants for the things that have been done. Because they have fought for the Proud Planning Program (Family Development, Population, and Family Planning). B.K.K.B.N. is also excited to work together with P.L.K.B. non-civil servants to fight for employment status. Non-civil servant P.L.K.B.

The task of the B.K.K.B.N. has increased, namely as the Implementer for the Acceleration of Stunting Reduction. KB/PLKB Extension Workers, including P.L.K.B. non-

civil servants and cadres, have a very strategic role as Family Facilitators. The B.K.K.B.N. offers the potential to accelerate stunting reduction. Nationally, the total number of family planning extension workers with civil servant status, according to data from the BKKBN HR Bureau in 2021, is 13,603 people. "Currently, the government has provided P.P.P.K. formations (Government Employees with Work Agreements) for Non-civil servant P.L.K.B. If this has not been fulfilled for civil servant Formation for Non-civil servant P.L.K.B., added Doctor Hasto.

Furthermore, the Head of B.K.K.B.N. revealed that the current number of families is more than 87 million. So the need for KB/PLKB extension workers as family companions is very much needed. Suppose the family assistance carried out by KB/PLKB extension workers can be fulfilled in every region. In that case, families in Indonesia are guaranteed their health. When referring to the current number of families, the estimated need for KB/PLKB extension workers is approximately 45 thousand people. The government has currently responded to this need to the B.K.K.B.N. by forming 5,000 KB/PLKB extension workers.

There is hope for non-civil servant P.L.K.B. officers. Of which President Joko Widodo (Jokowi) granted the request of the National Family Planning Coordinating Board (B.K.K.B.N.) to pay more attention to family planning (K.B.) officers in the village. While giving a briefing at the Opening of the B.K.K.B.N. Coordination Meeting, Jokowi said he was ready to grant the wishes of family planning officers who wanted to become civil servants. "Earlier, I received information that there were 1.2 million village family planning and sub-district family planning officers. Moreover, 13,000 civil servant family planning extension officers, and 9,600 non-civil servant family planning field officers," said Jokowi, Thursday (1/28/2021). So, what is the reason for Jokowi's granting of the B.K.K.B.N.'s request? "Because it is what is needed now is that there are in the field, which can directly touch the people that can work do guidance counselling services family planning in the middle of society. Previous, the Head of B.K.K.B.N. Hasto Ward is specifically requested Jokowi to pay attention to the officer KB in the village. "We ask permission with a heavy heart we submit a proposal on the extension and the attendant KB that exist in the town. Hasto argued that the clerk K.B. are scattered in various regions of Indonesia when it amounted to 45,000 people. Although they already served dozens of years, the status of their time is not yet clear. It is estimated that P.L.K.B. non-civil servants there are 9,600. Hasto proposes to Jokowi that thousands of officers K.B. that exist in the village could be easy to become civil servants, or minimal as the official function in the government institution. On occasion, we propose to the President to be given the relief will either participate entry as a civil servant as functional and power P3K.

2. Obstacles and Solutions to Overcoming Problems in the Implementation of Non-civil servant P.L.K.B. Duties and Functions

Policies are simple, and the implementation only involves one entity that serves as an implementor, for example, the policy committee of the school to change the methods of teaching the teacher in class. In contrast to macro policy, for example, the policy reduction of poverty in the countryside, the implementation efforts will involve various institutions, such as bureaucratic districts, sub-districts, and government villages. Policies related to the duties and functions of P.L.K.B. non-civil servants are not a policy that simple. Because it needed an idea that is more intelligent and in-depth to overcome the problems associated with the policy. Problems that about with policies P.L.K.B. non-civil servant is proven to provide an issue that has not been able to achieve the goal is optimal, a situation that among others;

- a) The number of villages is so large that it is not proportional to the number of non-civil servant P.L.K.B. personnel available
- b) Facilities and infrastructure are owned to support the task of P.L.K.B. non-civil servants still lacking adequate non-civil servant P.L.K.B. cooperation with cross sectors (Sub-districts

- and Villages) is less than optimal The ability of human resources owned by P.L.K.B. non-civil servants is also not yet professional
- c) Compensation P.L.K.B. non-civil servant yet offered a guarantee that adequate when compared with the task

Problems that can result from interest planned and set by D.P.P.K.B. District Southeast Minahasa have not been achieved by optimal. The necessary policies that Regulation or Decision Regent On: "Guidelines for Management, Duties, and Functions Officer Courses Family Planning non-civil servant District Southeast Minahasa." to which the policy is covered by the rights and obligations, sanctions and rewards, and the other that is deemed necessary. Suppose the Code of Management, Duties, and Functions Officer Courses Family Planning non-civil servant District Southeast Minahasa policies supported the ministry of public areas. In that case, this will be even better with aspects of the service the public follows.

1. Aspects of Physical Condition PLKB DPP KB

Based on the results of the analysis turns in the aspect of physical evidence (tangible) DPP KB, as in the district of Silian Kingdom has Hall Extension K.B. 5x5m2 not be able to accommodate participants counselling. For socialization and counselling, P.L.K.B. uses the village hall as a gathering place for inter- guard cadres. Instead, completeness of equipment and means of communication is not complete, especially for Laptops and LCD. P.L.K.B. has never used laptops and LCDs in conveying information. They still use oral communication and written media such as brochures and pamphlets. It is due to a lack of funds operations, and still, their officers were not able to operate Laptop. In essence, service quality, in general, can be defined as services that provide satisfaction to society, in the sense of people served by polite and professional. Aspects tangible is one of the indicators that indicate a service that is of quality. Hope people to service the quality of provider services, one of them in terms of physical/facilities physically in using the services. Physical facilities are an attraction in itself and will encourage customer satisfaction. If people feel the benefits are good, then the agency that has provided services is that good enough. Aspects tangible is one of the indicators that indicate a service that is of quality. Hope people to service the quality of provider services, one of them in terms of physical/facilities physically in using the services. Amenities physical is a powerful pull itself and will encourage the satisfied customers. Physical/facilities included in the standard of service excellence defined by D.P.P.K.B. Regency Minahasa Tenggara to improve and maintain the quality of service so that the community's level of satisfaction is achieved.

2. Aspects of Reliability (*Reliability*) PLKB DPPKB

Reliability officer in handling any complaints society, the accuracy of products appliance contraception, and the accuracy and speed of the time of completion of service to the community in the service process are necessary to satisfy the public as users of services. If people feel the benefits are given appropriately, that promised. The institution has been able to provide satisfactory service to its customers by one of the elements of service of the public by the Decree of the Minister of Empowerment Apparatus State No. 63/KEP/M.PAN/7/2003 that in giving the service to the public, the quality and outcomes of service public should be pursued to provide safety, comfort, smoothness, and the certainty of law that can be accountable. In giving service to the community, reliability and professionalism to assist quickly, accurately, and satisfy are necessary to create customer satisfaction. An Office Agencies Government can provide services as promised at the right time, accurate, and reliable.

Moreover, assist the same is one of the essential elements that provider service services should own. Service public cited by field officers in terms of reliability already meets aspects of service because it already has the ability of units of service to create a service that promised

to the right. This is by the objectives of Law no. 25 the Year 2009 on Services Public. Namely, "To limit and relationships are clear about the rights, responsibilities, obligations, and powers the whole party that is associated with the operation of public services. Running the system implementation services public is feasible by the principles of the general government. Corporations are good at implementing the service of the people by the regulatory legislation and provide protection and certainty of law for the community in getting the organization of services public.

3. Aspects of Power Response (Responsiveness) PLKB DPPKB

Power response/responses were given by an officer of a company/office to assist customers (the public) and provide services to the answer is very important. Willing to help and quickly respond to any customers' complaints (the people) positively impact the name of both companies/offices. A company's free power responsiveness against customers' complaints (people) will create satisfaction for a company/office. P.L.K.B. Non-civil servants are always ready and alert in providing solutions to problems for every public complaint. For example, people who fail to use the tools of contraception (field officers) will be responsible and bring the proficiency level to local community health centres. P.L.K.B. was always responsive in serving every need of the community, even very reliable answer to every complaint society ". It shows the response given by P.L.K.B. Rural District of Silian Kingdom by what is needed by the community by the basics of the service. One of them is the focus of attention on the customer.

4. Aspects of Assurance (*Assurance*) PLKB BKK, DPPKB

PLKB Rural District of Silian Kingdom gives guarantees as ease into acceptor K.B., ease of procedure installation tool contraception, field officers who have the skills and expertise specifically, knowledge is quite extensive, the attitude of friendly and polite at the time of counselling. The community feels satisfied and happy in using the service of health care conducted by field officers. P.L.K.B. always provides a service that is accurate and secure. The community feels happy and comfortable at the time of doing outreach in Central Village. It is demonstrated that the guarantees were given to the field officers by any one dimension of service in terms of assurance. The security and particular expertise of a service provider office is given to satisfy the community. This indicates that the effectiveness of services in the Southeast Minahasa Regency D.P.P.K.B., especially in the village, has been optimal. In case this competency officer providers servicing the public should be to the right based on the knowledge, expertise, skills, attitudes, and behaviours that are needed. D.P.P.K.B., especially P.L.K.B. Rural District of Silian Kingdom, has been working to the maximum to carry out tasks underway with well over counselling. If there are complaints from the community, the P.L.K.B. will immediately follow up. This is by the Decree of the Minister for Empowerment of State Apparatus No. 63/KEP/M.PAN/7/2003 and Law no. 25 of the Standard Service that one of them Competence officers provider of service must be determined by appropriate based on the knowledge, expertise, skills, attitudes, and behaviours needed. The implementation of services in the D.P.P.K.B. of Southeast Minahasa Regency is carried out by trying to be carried out effectively and efficiently. Because it is good people who receive the service, and officers who provide services, must understand procedures that apply. Society must be able to meet the provisions that have been defined as that proposed by Moenir (1995: 204), that "service that quality is not only determined by the parties who serve but also the parties that served. "

5. Aspects of Empathy (*Empathy*) P.L.K.B. in D.P.P.K.B.

Empathy given by the clerk of service is related to the clerk's attention to the customer (the public) to give the impression that a friendly and fun to do ministry and always understand

the desire of customers (the public). Paying attention to every wish of the customer community is one of the essential services that the provider of service must understand. by the basics of service according to Endar Sugiato (2002), among others:

a) Focusing attention on customers (society)

How that can be reached among others:

- 1) Listen with full attention to the customer's spoken, and do not wholly novel approach to cut the conversation.
- 2) Taking into account the attitude of the body, act calm and relaxed.
- 3) Staring the customer's eyes when talking and smiling, so gaze our eyes become calm and soothing the hearts of people who regard.
- 4) Pay attention to our facial expressions and always put on a smile.

b) Providing services that efficiently

How that can be implemented among others:

- 1) Serving the next customer finished with the one
- 2) Use the time as accurately as possible
- 3) Talk as necessary with customers
- 4) Plan what is next to be done
- 5) Follow up the service to completion

c) Leave the feeling of the price of self guests

Ways that can be done:

- 1) Recognize the presence of customers with immediate
- 2) Always use the customer's name as often as possible
- 3) Do not patronize customers no matter how smart we are
- 4) Praising the sincere and give awards to customer
- 5) Treat every customer as an adult

d) Fostering Good Relationships with Customers

Ways that can be done:

- 1) Hear what is submitted by the customer without cutting the conversation
- 2) Showing sympathy and speak with full feeling to show that we know and understand the feelings of customers
- 3) Responding to customers and trying to solve problems

Customers satisfaction an evaluation after- purchase where the alternatives are selected provide results there or expectations of the customer. While dissatisfaction arose when the results were obtained did not meet the expectations of customers. Factors supporting among others:

a. P.L.K.B.'s creativity in carrying out their duties

To address the lack of funding, operations is needed creativity and innovation work P.L.K.B. P.L.K.B. initiative to give some money to the amount. They are determined in each cadre and provider services (midwives) who can acquire and motivate citizens of another to become participants of new family planning program. In this way, it is hoped that the cadres and service providers in the area will be more enthusiastic in carrying out their mandate.

b. The closeness between P.L.K.B. with community leaders (toma) and religious leaders (toga).

The excellent relationship between P.L.K.B. with the community (toma) and religious leaders (toga) provides various facilities to carry out their duties. It is caused by an ad-free (word of mouth) are carried out by the public (toma) and leaders of religion (toga). If it

happens controversy against the family planning program is, to a large extent, and this is due to the fact that with voluntary even often also offer themselves to resolve the problems in the community.

c. Public literacy on the importance of family planning.

Currently, the public is increasingly aware of and understanding the importance of family planning. It further facilitates P.L.K.B. in delivering programs. One of the examples is the needs and demands of the economy, which are increasingly rising. It is accompanied by the more expensive items that need basic and the cost of living. So if there is one birth alone will be very demanding of the people older child to meet all the child's needs. They are starting from the needs of the subject to the conditions of the education.

d. Public trust in the presence of P.L.K.B.

With the confidence of society towards P.L.K.B., working field officers can be more maximal. Trust societies are increasingly easier for field officers to mingle with the public. Make people not embarrassed anymore to convey all of the problems associated with the program they bring.

In implementing public services D.P.P.K.B., especially for the Silian Raya District Village, several problems interfere with the smooth service process to the community people complain. The cause of quality of service the public be harmful or not good is gap communication, expansion or development of services is excessive, production and consumption are stimulant. From the results of observation and interviews, researchers found some shortcomings and effort. This effort needs to be done by P.L.K.B. Rural District of Silian Kingdom, among others:

a. Lack of operational funds

The enactment of the region's autonomy, practically all injection of funds from the centre, has been stalled until the parts of the Province alone. Although for the provision of means of contraception and some programs are borne entirely by the centre. However, to the availability of funds, the operation has been wholly maintained by the government area local. So what happens when the absence of funds operations was earmarked for the cadres of the village. Caused by not their funds, P.L.K.B. just riding and obeying the town's cadres to organize the activities.

b. The decreasing number of P.L.K.B. and the increasing number of tasks that P.L.K.B. must carry out

After regional autonomy, the number of P.L.K.B. has decreased. Until the time is P.L.K.B. for District Southeast Minahasa amounted to 68 people. Total is then to be distributed and divided again into 17 sub-district. To overcome the shortage of P.L.K.B., there are two (2) people P.L.K.B. who should be responsible for the village's two (2) pieces. Post autonomous regions, the task of field officers has become increasingly severe and getting a lot. If before the autonomy area, they just touch vertically (only K.B. and K.S.) alone, another case with the current of this. Currently, P.L.K.B. must be responsible for family planning participants and updates on low-income and prosperous family reports. Every month, they (field officers) should complete all the tasks fast and precisely. Because it takes awards (reward) by working hard were conducted by the P.L.K.B. this.

c. Still, the thought that is not in line with the family planning program

Thought that was not in line with the family planning program is usually found on the older child who has been married. Typically, suppose the child has decided to do family planning. Next is the child's parent that would forbid his son to family planning for various reasons. So then the child usually will obey the prohibition of the many it. Related to parents' constraints, traditions, and bans, P.L.K.B. has not found the right way to deal with these obstacles.

d. There is a trend of getting married at a young age, which is under 19 years old

Regulation of the law 4 years in 1974 said that the age of at least one woman to carry out marriage is 16 years old, and the man is 19 years old. Nevertheless, that happened past this trend of getting married young (at the bottom of age determined). It then raises the anxiety will be the potential for the occurrence of baby- boom. In terms of health, women are aged below 20 years have not had the maturity of the organs of reproduction. So that it is feared could lead to the occurrence of cancer of the cervix, and pregnancy will be weak (Results interview Mrs Hidayati, 6 January 2014). It is that then can lead to the death of the mother and or fetus that it contains. Since then, the trend is to marry the young may threaten the survival of the family planning program.

e. Rumors about the failure of the tool of contraception

The occurrence of rumours or issues that have not been clearly among the society can become barriers that are pretty significant for the survival of the family planning program. By reason, to confront the issue of the P.L.K.B. increasingly emphasize understanding of the cadres village about a program that will convey to the public the. With so expected, the volunteers can explain what is evident to the public about the existing program programs.

E. Conclusion

Based on the results of research and discussion, it can be concluded as follows. Policy Implementation Officer Duties and Functions of Family Planning Field (field officers) non-civil servant at Department Control of Population and Family Planning at the Village Level Minahasa District Landmarks appropriate focus of research are: Implementation of Duties and Functions planning program implemented by involving groups of targets such as communities, Leaders Society (Toma) and People of Religion (Toga), and the maker of the decision (decision maker), such as the Department of Health. The planned programs refer to the B.K.K., P.P., and K.B. programs, consisting of the Family Planning Program, the Women's Empowerment Program, and the Family Welfare Program.

The implementation/management of the population and National Family Planning program by P.L.K.B. non-civil servant Desa Silian Raya Sub-district was carried out through program mobilization, which was grouped, namely (a) Meetings of the Head of the Family Planning Group with members in the hamlet, (b) Meeting of the Chair of the Activity Group with members in the hamlet, (c) meetings of Sub P.P.K.B.D. with the Chairman of Group of K.B. in Hamlet, (d) meetings between P.P.K.B.D./Sub P.P.K.B.D. with P.L.K.B. in the village, (e) Rakor village which was attended by the device villages, Toga/Toma, P.L.K.B., P.P.K.B.D./Sub P.P.K.B.D., (f) The meeting between P.P.L.K.B./Coordinator/Head of Unit/Ka.Cab.Dinas with field officers in the District, and (f) Coordination meeting of the district attended by village heads, agencies/institutions related, Toma/Toga, PLKB/PKB. Besides that, plan a program that is implemented by using several strategies of service, namely (a) Advocacy Health (advocacy), (b) meetings by the 10 -step work P.L.K.B. accordance guide B.K.K.B.N. Obstacles are encountered in implementing tasks and functions of Non-civil servant P.L.K.B. Minahasa District Landmarks. The number of villages is so large that it is not proportional to non-civil servant P.L.K.B. personnel. The facilities and infrastructure owned to support the tasks of P.L.K.B. non-civil servants are still inadequate. Non-civil servant, P.L.K.B. cooperation with cross-sector (District and Village), is less than optimal. The human resource capabilities of P.L.K.B. non-civil servants are also not yet professional. Non-civil servant P.L.K.B. compensation has not provided adequate guarantees when compared to the duties.

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