

## The Evaluation of the Genre Ceria Program in Jakarta Using the CIPP Evaluation Model

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### Abstract

*This paper focuses on evaluating the Generasi Berencana (GenRe Ceria) program, particularly on access to reproductive health, which is carried out by the National Population and Family Planning Agency of DKI Jakarta Province, which targets girls as policy subjects. BKKBN data mentions 57,688,472 people in the adolescent age range, meaning that one out of every four people in Indonesia is a teenager. This considerable amount is a potential that requires a planned, systematic, and structured management to benefit the nation's development capital in the future. The Ceria genre began in 2015 and ended in 2020, with an approach to youth by developing the Youth/Student Information and Counseling Center (Pusat Informasi dan Konseling Remaja/Mahasiswa/PIK R/M) in schools. This paper aims to evaluate the Generation Planning program in DKI Jakarta using the CIPP Evaluation Model on PIK R/M in six schools in DKI Jakarta Barat, spearheading efforts to provide access to reproductive health services and information for adolescent girls. By using qualitative research methods, this paper argues that the Ceria Genre program runs optimally even though it tends to focus on teenagers in school, ignores teenagers who drop out of school, and the inability to understand the cultural situation of the community.*

### Keywords

reproductive health; CIPP evaluation model; teenage girls; HIV/AIDS; child marriage



## I. Introduction

This research focuses on evaluating the Generation Planning Program or Generasi Ceria (after this abbreviated as GenRe), particularly on reproductive health access and information services, which is carried out by the National Population and Family Planning Board DKI Jakarta Province which targets girls as policy subjects. Law 52/2009 on Population Development and Family Development mandates that family development policies are carried out through fostering family resilience and welfare, among others by improving the quality of life of adolescents through expanding access to information, education, counseling, and services regarding family life. This is reinforced by Government Regulation 87/2014 concerning Population Development and Family Development, Family Planning, and Family Information Systems, which states that the development of family resilience and welfare is carried out by establishing and developing Adolescent Reproductive Health Information and Counseling Center (Yulianti, 2017).

Family life is bound by the existence of relationships between family members. Relationships in the family can be viewed from the dimensions of blood relations and social relations. The family in the dimension of blood relations is a unit that is bound by the relationship or blood relations between one another. While in the dimensions of social relations, the family is a unit that is bound by the existence of interconnected or interacting and influencing each other with each other even though among them do not have blood relations. (Djamarah in Hendra, Y. et al. 2019).

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In general, the BKKBN mentions several problems in the adolescent population, including reproductive health, HIV/AIDS, child marriage, and drug abuse. Reproductive issues become essential because it is related to the insufficient knowledge of adolescents about reproductive health, and the median age at first marriage for women is still relatively low. In 2015, BKKBN created and implemented several programs summarized in the Family Planning and Family Development Population Program (Program Kependudukan Keluarga Berencana dan Pembangunan Keluarga/KKBPK). One of the programs carried out in the KKBPK Program is the Generation Planning Program (GenRe Ceria), which is implemented through an approach from two sides, namely an approach to adolescents themselves and an approach to families who have teenage children. The approach to youth is through developing the Youth/Student Information and Counseling Center (PIK R/M) in schools. In contrast, the approach to families is carried out through the development of the Youth Family Development group.

Unfortunately, various studies on the Generation Planning program conducted by the BKKBN are generally seen just as a government strategy to address human development problems, especially adolescents. Where this program focuses on fostering Indonesian youth into visionary youth who are protected from the risks of the Triad KRR (Kesehatan Reproduksi Remaja/ adolescent reproductive health, after this abbreviated as Triad KRR), namely sexuality, HIV/AIDS, and drugs abuse (Liana, 2018; Pyas & Satlita, 2017; Utami, 2015; Yulianti, 2017), however, some focus on network work communications and campaigns undertaken by the BKKBN in disseminating the program (Fitriyanti & Iswari, 2020; Putri & Larasati, 2015; Ridwan et al., 2019; Susanti, 2015). The most widely conducted studies focus on the socialization aspect of character building which is one of the critical aspects for adolescents in finding and developing their identity so as not to rush into early marriage (Citrawathi et al., 2019; Daud & Dasmidar, 2017; Oktavia et al., 2016; Sari & Indrawadi, 2019).

The existing variety has several limitations. *First*, by focusing only on issues of campaigning and outreach, various existing studies focus more on content disseminated at lower levels. This ignores the fundamental symptoms of the context and process of the policy itself (Noer, 2019; Noer et al., 2021; Noer & Madewanti, 2020). *Second*, various studies ignore an essential subject of policy: adolescent girls. Various studies focus more on how policies are implemented by the BKKBN and ignore adolescent girls as both the object and subject of the policy. When talking about the GenRe Ceria program, especially related to the risk of the Triad KRR, young women are the basis as the goal of the policy, so ignoring the response of young women as policy recipients is neglecting the needs and experiences of young women.

This paper aims to evaluate the Generation Planning program in DKI Jakarta using the CIPP Evaluation Model on PIK R/M in six schools in DKI Jakarta Barat, spearheading efforts to provide access to reproductive health services and information for adolescent girls. This evaluation is very crucial because since it was launched in 2015, PIK R/M has never been seriously evaluated, especially at four levels: context, input, process, and product. By researching the GenRe Ceria program, it is hoped that it can provide an overview of how to implement, map constraints, as well as recommendations for future program improvements.

## II. Research Method

This study uses qualitative research methods by conducting interviews with eighteen informants consisting of policymakers, in this case, the DKI Jakarta BKKBN, PIK R/M in six schools, school students who access PIK R/M services, and youth around the school. In addition, this study also uses participation observations in participating in all PIK R/M activities in six schools in DKI Jakarta.

## III. Results and Discussion

### 3.1 The Genre Program

This study uses qualitative research methods by conducting interviews with eighteen informants consisting of policymakers, in this case, the DKI Jakarta BKKBN, PIK R/M in six schools, school students who access PIK R/M services, and youth around the school. In addition, this study also uses participation observations in participating in all PIK R/M activities in six schools in DKI Jakarta

Genre is a program from the acronym "Generation Who Has a Plan" launched through the National Population and Family Planning Agency Program. This is one of the featured programs, part of the Population Program of Family Planning and Development Family (KKBPK), which the BKKBN exacerbated. Genres program targeting to the age of adolescents between 10-24 years old and not married. This program is a program developed and implemented to prepare family life for teenagers. In particular, this program aims to form teenagers who understand reproductive rights, behave healthily, and avoid the risk of unwanted pregnancy, child marriage, and drug abuse. Target execution of program genre includes, among others, through the approach to juvenile direct that through the activities of PIK and the approach to families who have children aged teens through Adolescent Family Development.

This program involves peer children as ambassadors with debriefings and modules appropriate for their age, which expected to bring this program closer to its target, namely Indonesian youth. In addition, there is also a peer counselor who has the functionality to handle all the problems of adolescence, teenagers who have problems and want to consult can directly meet with a counselor who is on each group PIK-R/M, so they can get the solution of all the problems without having to look for an escape to the wrong track. GenRe counselors themselves are teenagers who have been given/know so that they can provide the best solution for every problem experienced by teenagers.

One of the implementations of this GenRe Program is the establishment of the Youth /Student Information and Counseling Center (PIK R/M), whose management system is from, by, and for youth. In general, activities in PIK R/M include providing information and counseling on Maturation of Marriage Age, Adolescent Reproductive Health which includes information on sexuality and reproductive health, HIV/AIDS, narcotics and psychotropic substances, and life skills, which include life skills. Advocacy and KIE (Communication, Information, and Education).

In addition to the group PIK-R, there is also a group of BKR (Family Development Youth) as a strategic approach to the parents of a program genre that is performed by a group of family or parents to improve the guidance and coaching developmental adolescents well and focused in order to build a quality family also must continue to receive attention from all parties, especially parents and community leaders. The development of the Young Family Development Group (BKR) can assist parents in understanding the problems of adolescents and how to communicate

with teenagers. Through the BKR group, every family with teenagers can exchange information and discuss together things related to teenagers.

Problems in Jakarta that are closely related or into the background behind the creation of Program for Population, Family Planning and Family Development (PKKBPK) by BKKBN that underlie the creation of program genre, among others is the problem of overcrowding, the use of narcotics and psychotropic substances, and child marriage. In terms of quantity, the population of DKI Jakarta has increased. In 2010 figures, the population of residents in Jakarta as many as 9,607,787 people increased to 10,645,498 inhabitants in 2020 (BPS, 2020). This means that within a decade, Jakarta's population has increased by more than one million people. In line with the increase in population, the population of adolescents also increases every year.

Every year, the number of teenagers in DKI Jakarta increases by 6% annually, from 1,453,056 people in 2017 to 1,541,400 in 2020. With the number of teenagers increasing every year, the GenRe Ceria program carried out by BKKBN DKI Jakarta is crucial. BKKBN mention that the problems that stand out among adolescents are issues about three things that relate to the health of reproductive adolescents namely the high prevalence of HIV / AIDS, narcotics, psychotropic and addictive substances, and the median age of mating first female relatively low (Oktavia et al., 2016).

Especially for the median age at first marriage for women, BKKBN data illustrates that even in Jakarta, the center of urbanism and education, child marriage is still very much practiced. Data from the Indonesian Demographic and Health Survey for the DKI Jakarta area stated that in 2017, the number of women who married before the age of 16 was 8.12%, and between 17-20 years old reached 32.63%; while the first pregnancy of women under the age of 16 years was 2.73%, and the age between 17-20 years was 26.12%. In simple terms, 1 in DKI Jakarta women married before the age of 20, and 1 in four women had their first child before 20.

With these conditions, it is not surprising that the BKKBN incentive to socialize through the program genre to the juvenile, that marriageable age is ideal for women 21 years and men 25 years, although this is not by Law 1/74 which states limit the minimum age to marry for women 16 years and a 19-year-old male.

Even though the Constitutional Court ruling related to an increase in the age of marriage has been revised into the age of married women aged 19 years, based on medical science, the ideal age for biological and psychological maturity is 20-25 years for women and 25-30 years for men. The recommendation is addressed in order for society. In order to couple the newly married have the readiness mature, to think and act on any shocks, the problem of internally and externally, so the family also created a harmonious relationship and quality.

Problems that face teenagers are the temptation of the use and circulation of narcotics, psychotropic substances and addictive substances. According to the *World Drug Reports*, 2018 were issued *United Nations Office on Drugs and Crime (UNODC)* said as many as 275 million people in the world, or 5.6% of the world, had been taking drugs. Meanwhile, in Indonesia, BNN, as the *focal point* in the field of Prevention and Eradication of Drug Abuse and Illicit Trafficking pocketed the drug abuse rate in 2017 as many as 3,376,115 people in the age range of 10-59 years. Even the UNODC report states that in 2015, the number of female drug users was half that of male users.

Meanwhile, the number of narcotics abuse among students in 2018 (from 13 provincial capitals in Indonesia) reached 2.29 million people. One of the groups of people prone to be exposed to drug abuse is those in the age range of 15-35 years or the millennial

generation. This vulnerable or unstable age in adolescents is often the initial trigger to try many things, including drugs.

According to education level, data on the number of narcotics abuse and trafficking in cities in Indonesia were the highest in 2018. DKI Jakarta gets the order to the four highest after Surabaya, Samarinda, and Bandung. It is still a tough job for the Regional Government of DKI Jakarta. Therefore Representatives BKKBN in Jakarta or Empowerment Office of Child Protection and Control Population Province of DKI Jakarta still have to work hard in disseminating the program genre that the adolescent understands the adverse effects of using narcotics.

### 3.2 The CIPP Evaluation Analysis

The CIPP evaluation framework was developed as a means to link evaluation to program decision-making. It aims to provide an analytical and rational basis for program decision making, based on a cycle of planning, structuring, implementing, reviewing, and revising decisions, each examined through a different aspect of evaluation – context, input, process and product evaluation.

This model is an attempt to make evaluations directly relevant to the needs of decision-makers during the phases and activities of a program. The context, input, process, and product evaluation model (CIPP) is recommended as a framework to systematically guide the conception, design, implementation, and assessment of service-learning projects, and provide feedback and assessment of project effectiveness for continual improvement.

This CIPP model is unique, in that each type of evaluation is related to the decision-making tools regarding the planning and operation of a program. The advantage of the CIPP model is that it provides a comprehensive evaluation format at each evaluation stage, namely the context, input, process, and product stages. The CIPP Model starts on the view that the education program's success is influenced by various factors, such as characteristics of learners and the environment, the purpose of the program and the equipment used, the procedures and the implementation mechanism of the program itself. In this case Stufflebeam sees evaluation purposes as (a) the establishment and provision of information that is helpful to assess alternative decisions. (b) Helping the audience to assess and develop the benefits of an educational program or object. (c) Assist in the development of policies and programs.

In the GenRe Ceria program context, the CIPP model is used to evaluate the program from two leading indicators: adolescent girls' understanding of reproductive health and risk mitigation of narcotics and other addictive substances.

*Context Evaluation* the main thing is to find out the strengths and weaknesses of the evaluation so that if there are advantages, they must be maintained, while if there are weaknesses, reasons can be given for the necessary improvements, especially related to the goals, priorities and initial targets at the time it was made.

Based on the context, it can be seen that the goals, priorities and targets of the community in this program are pretty good as a whole, where this program tries to harmonize the physical and spiritual needs of the youth. The idea of conducting a certified pre-marital course or training for the new couples is to understand the rights and obligations of husband and wife under existing rules and their mental and spiritual readiness.

The drawback is in the coordination and cooperation between PIK R/M supervisors and the GenRe forum, which still needs improvement. Besides that, the program reach is also still not broad enough because they only target education-based through schools. On the other hand, community-based PIK R/M is still minimal. At the same time, the

community or youth in the research locations are known to have a low level of education and even many of them drop out of school, so they do not feel like they have seen it, do not know it, or have not even seen it, heard of this program being held at their place.

*The primary input* evaluation is evaluating whether the resources (budget, human resources, facilities, and infrastructure) provided are appropriate or not in supporting the successful implementation of a program in order to achieve the initial goals or targets for making a program.

Based on the *input* evaluation (input evaluation), it can be seen that the budget given for the implementation of this program is also quite good. However, it is still very lacking if we intend to print a sound quality generation, then the budget spent must also be significant, because to print Human Resources it costs much money. It seems that a budget is needed to collaborate with the ministry of religion for prospective brides to hold special training, at least for one week and finally get a certificate of readiness for marriage. This is very necessary, regardless of who gave the certificate from the BKKBN or the Ministry of Religion, but the material provided to the participants in the socialization of the GenRe program is quite good and can change their perspective on the future to be more planned,

As for the structure of the program implementation, namely the PIK-R forum is also very structured and exceptionally qualified in human resources, the infrastructure in implementing the program is quite good, the problem is that the number of field officers as PIK-R supervisors is getting smaller and their age is quite advanced so they are already not very fit to take care of this teenager.

For many teenagers, especially in the research area, it is still a bit difficult and challenging to carry out this program because the cultural constraints of the community tend to be contrary to the TRIAD KRR ( *No Drugs, No Free Sex, No Early Marriage*) which was brought as the motto in this GenRe Program, if implemented The GenRe program there is a note that must be taken is to involve the army or police and participate in the implementation of the program as well as local officials, make entertainment events, and bring pocket money or food parcels as a means of attracting the masses.

Process Evaluation with the CIPP model is primarily to find out how successfully the GenRe Program activities have been implemented, whether the program has been implemented as originally planned or not. In addition, process evaluation is also used to detect or predict the procedure design or implementation design during the implementation phase regarding the strengths, weaknesses, barriers and staff support, provide information for program decisions, and archive procedures that have been implemented.

Based on the evaluation of the process, it can be seen that it has advantages, namely that the GenRe Program can on average, change the way of thinking/mindset of the participants towards the TRC Triad and are more willing to plan their future with better and more quality. In addition, with this socialization event, knowledge is also easier to absorb and understand than just reading on a website link so that parents who have teenage children feel invited to be discussed by the BKKBN on how to educate children through this GenRe socialization program.

The drawback is that the budget is increased again so that more program activities can be carried out, the human resources as supervisors and field supervisors are very lacking, even one person can hold 2-3 villages where ideally one head per village. In addition, coordination and cooperation between BK teachers and the PIK Chair or PIK-R School/Campus Management must also be improved and diligently participate in training so that their knowledge can be used as capital to regenerate peer educators and peer counselors with quality and sustainability.

Product evaluation with the CIPP model is primarily concerned with whether the expected results have been achieved in impact, effectiveness, delivery, and sustainability. Which in the end can help the leadership or decision-makers regarding the program being implemented, whether the program is continued, ended or continued with some notes.

Based on the product evaluation, it can be seen in terms of methods, effectiveness and the impact caused by the existence of this GenRe Program is already good when viewed from the value of the SFR number produced today according to the results of the IDHS survey, the number is 20, which means that we have reached the target even above the RPJMD target. 21 and equivalent to the 2017 RPJMN target number of 20, besides that, on average, participants who take part in this program can be directly influenced to change their mindset or perspective on the future, and this perspective can last a long time and can even be passed on to the next generation.

Things that must be improved are the scope and targets of the GenRe Program must be further expanded, this program is carried out more massively, the balance of the budget must be paid more attention to for the sustainability of the program, coordination between related agencies, cross-sectoral and human resources still needs to be improved. is increased, the number of PKB or its limited field implementers must be able to find solutions to these problems, this program activity must follow the development of the times so that teenagers more easily accept it.

Another thing that needs to be considered is the response of the community. In the research area, the results that can be obtained are that some teenagers want a change after joining this program. This is marked by their understanding of the dangers of free sex, the risk of unwanted pregnancy, drug abuse, and so on. On the other hand, this response is highly dependent on the cultural context of the community. The main challenge is to change the way of thinking of the people and their lifestyle to be more advanced, peaceful and peaceful, although it will be complicated for the implementation of the GenRe Program to be successful or succeed in changing the culture of the community. The solution to being able to change the perspective of youth is that after being given this counseling/socialization, the residents are given a route or facilitated to leave the area, or periodically monitored when they carry out the recommendations from the GENRE Program, because if they still live there, they will be attracted back to life.

#### IV. Conclusion

Based on the results and discussion of research related to the Evaluation of the Generation Planning Program (GenRe) which was analyzed using the CIPP Method which consists of four indicators, namely: *Context, Input, Process, Product*, it can be concluded that the Generation Planning Program in general has been running well in DKI Jakarta, only improvements are needed in several indicators, such as additional budgets, additional human resources in the field, as well as improvements and improvements in cross-sectoral coordination and collaboration related to this program including the BKKBN, Health Office, Education Office and Religious Affairs Office.

However, this program is still not running optimally because its target range is not too broad. The current GenRe Program has focused more on the education pathway and is still minimal for the community path. Meanwhile, according to the research results above, it is explained that many residents of Tamansari District are not in school and drop out of school due to poverty. In addition, the obstacles to the massive implementation of the GenRe Program there include: (a) The character of the community who tends not to accept advice easily, and (b) The condition of the daily social environment of the community is

contrary to the purpose of the GenRe program, namely to implement the TRC Triad in the form of do not engage in promiscuity, do not use narcotics and do not do early marriage.

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