

The Digital Communication of Male Birth Control in Surabaya

**Hilda Yunita Wono¹, Hadjar Chanissa Nur Malika², Ergita Jeny Ardaneshwari³,
Jessica Nathalia Hermawan⁴**

Fakultas Ilmu Komunikasi, Universitas Ciputra, Surabaya, Indonesia

hilda.yunita@ciputra.ac.id¹, hchanissa@student.ciputra.ac.id²,

eardaneshwari@student.ciputra.ac.id³, jnathalia@student.ciputra.ac.id⁴

ABSTRACT: *The spread of information is now becoming faster along with the development of digital technology. One of them is the development of digital communication that is accelerating, especially with the Covid-19 pandemic. The existence of the pandemic has made the need for digital communication technology needed in various fields, one of which is the field of marketing. Not only the private sector, but marketing is also carried out by the government in Surabaya. Dinas Pengendalian Penduduk, Pemberdayaan Perempuan dan Perlindungan Anak (DP3APPKB) Surabaya uses digital communication in the form of applications and the web to market family planning for men, which is decreasing its acceptor drastically. To introduce more broadly and increase the acceptor of male birth control, DP3APPKB Surabaya uses digital communication to reduce face-to-face meetings. This study looked at the form of digital communication carried out by DP3APPKB Surabaya using qualitative description research methodology. Data collection for this study used FGD (focused group discussion) with 5 seniors from PKB Surabaya and documentation studies. The findings of this study highlight the rapid development of digital communication within government channels, with a proliferation of applications and websites. However, it also underscores a significant deficiency in the availability of comprehensive information related to male birth control on these digital platforms.*

Keywords: *digital communication, marketing, men family planning, applications, web*

INTRODUCTION

The COVID-19 pandemic that occurred in early 2020 was unexpected. A pandemic is an epidemic that has spread to various regions in various parts of the world, such as continents and even countries (Prudential, n.d.). Pandemics generally affect many people. In addition to pandemics, there is also the term epidemic which can be interpreted as a way to find out an increase in the number of cases of disease that come suddenly at a point in the population of a certain area. The COVID-19 pandemic in Indonesia itself is part of the coronavirus disease 2019 (COVID-19) pandemic which is currently underway throughout the world (Jaya, 2021).

The COVID-19 pandemic in the world apparently has a significant impact on reducing the quality of human life in various aspects, such as from physical, aspects, psychological aspects, to environmental aspects (Aeni, 2021). There have been many changes in the form of digital communication based on a lot of data collected after the outbreak of the pandemic outbreak with various social and scientific consequences (Putri et al., 2021). Therefore, due to the impact of this pandemic, it certainly has a significant impact on various fields, such as industry to government. One of them is the office affected by the pandemic, Dinas Pengendalian Penduduk, Pemberdayaan Perempuan dan Perlindungan Anak (DP3APPKB) Surabaya which is the vanguard for the socialization of Family Planning (KB). The family planning program is an important plan in an effort to create a quality family. Birth control is one of the government programs designed to control the birth of children.

Family planning was first designated as a government program in 1970. The family planning program certainly has objectives that can provide diverse benefits. Such as being one of the unique efforts that can improve the welfare that exists in the community, such as covering the economy, education, to family health. Meanwhile, in Law No. 52 of 2009, it is written that the form of an ideal and quality family is a family formed based on a legal marriage and is characterized as prosperous, healthy, developed, independent, has an ideal number of children, is forward-looking, responsible, harmonious and devoted to God Almighty. So to support these efforts, a family planning program was formed in order to create a healthy and quality

family, which of course will have an impact on the welfare of the community and make the country stable.

WHO (2020) wrote that there are various birth control methods that can be tried for couples in the world. These contraceptive methods include oral contraceptive pills, implants, injections, patches, vaginal rings, intrauterine contraceptives, condoms, male and female sterilization, lactational amenorrhea methods, withdrawal and fertility awareness-based methods. These methods for birth control have a different mechanism of action and effectiveness in preventing unwanted pregnancy. Basuki & Ashrianto (2020) wrote in their journal that the International Conference on the topic of Population and Development held in 1994 in Egypt had made an agreement that there was a paradigm shift in family planning. Birth control, which was originally a population control, has now turned into a paradigm of reproductive health and gender equality. The existence of this paradigm requires awareness from men or fathers of their obligations to be able to provide guarantees in realizing reproductive health from women or mothers. Furthermore, in the journal written by Kantorová, et al (2020) between 2000 and 2019, the proportion of unmarried women using modern contraceptive methods increased worldwide from 15.4% to 20.1%. (WHO, 2020) writes that there were 1.9 billion groups of Women of Reproductive Age (15-49 years) worldwide in 2019, of which 1.1 billion had the need to do family planning. Of these, 842 million use contraceptive methods, and another 270 million have not needed to do birth control. The United Nations (UN) itself wrote the draft Family Planning and the 2030 Agenda for Sustainable Development. In the UN booklet, Target 3.7 of the Sustainable Development Goals (SDGs) is to call on countries by 2030, to ensure comprehensive access to reproductive and sexual health services, which include family planning, information and education, and the integration of reproductive health into national strategies and programs (United Nations, 2019).

DP3APPKB Surabaya has a vision of "The Realization of a Quality and Empowered Family with the Support of Community-Based Institutions" and various missions, namely (1) Increasing women's empowerment and protection of women and

children (2) Improving the quality of family planning services and fostering family resilience, and (3) Increasing family economic empowerment and community empowerment (DP3APPKB, n.d.). To achieve success in carrying out the functions of the existing vision and mission, DP3APPKB Surabaya designed marketing with digital communication to provide information and education, especially about family planning for men. Due to the COVID-19 pandemic that occurred in early 2020, it seems quite enough to make the number of birth control use for men decrease. This will certainly be one of the factors that trigger a surge in the baby birth rate or what can be called a baby boom in the post-pandemic period. If this phenomenon is not well anticipated, it will have an impact on various social, economic and educational spheres. The emergence of unwanted births can also make the abortion rate rise, the increased risk of maternal and child death, the emergence of malnutrition in pregnant women and fetuses, babies born prematurely, and can result in a lack of affection and care for unwanted children (Media Indonesia, 2020). Of course, the impact of a surge in baby births will have an indirectly significant impact on the country.

Although family planning programs for men have been campaigned a lot in various regions in Surabaya, with the pandemic, the number of birth control users for men has decreased drastically from year to year. It can be seen in the following table for the number of fertile couples (PUS) in Surabaya and users of vasectomy or kb acceptors for men in the city of Surabaya. From 2017 to 2022, birth control users for men are declining, even during the pandemic that began in 2020, the numbers, which were originally hundreds to only reach tens. In 2022, it was even recorded that no one had done birth control for men.

Table 1. Vasectomy Acceptor Users in Surabaya

Year	2017	2018	2019	2020	2021	2022
PUS	512.	513.	526.	528.	525.	335.
	531	412	329	086	318	683
Acceptor	302	276	125	19	15	0

Source: Obtained from Researchers, 2022

The decline in the number of KB users is certainly influenced a lot also due to the COVID-19 pandemic. Such as the impact on the services of

the Family Planning Program run by BKKBN. The Head of BKKBN dr. Hasto Wardoyo, Sp. OG (K) in VOA Indonesia (2020) explained that the COVID-19 pandemic greatly impacted the existence of kb service activities carried out by BKKBN. He mentioned that family planning services are very impactful due to the COVID-19 outbreak because family planning is currently carried out through services that require comprehensive physical contact such as social services, socialization by Family Planning Extension Workers and family planning cadres. So when there is a pandemic, of course, it makes services decrease and finally has an impact on the decline of family planning participants.

The drastic decrease in the number of male birth control certainly does not make the DP3APPKB Surabaya silent. DP3APPKB then gathered the Family Planning Extension Officers together with the central BKKBN to use a digital communication approach in marketing birth control for men. With digital communication, the government can provide the facilities obtained by using the advancement of the internet to support the spread of family planning services for all levels and groups of society. By going through innovations in electronic government (e-government), government organizations such as the DP3APPKB service can effectively provide public services digitally, to be able to involve citizens more effectively in the production and delivery of services and to improve the efficiency of public services (Prabowo & Irwansyah, 2018). The application of information technology in E-goverment can help to simplify and also integrate ways and workflows, such as existing processes in government agencies in order to effectively convey existing data and information to the community and can improve communication channels on the involvement and empowerment of everyone. In the digital world, with all its convenience in getting various information through the internet, it has blurred the boundaries between space and time. When viewed further from a communication perspective, communication patterns in the digital era. Currently, computer-based (CMC) has taken over many communication interactions between individuals as more digital platforms make it easier for us to

communicate remotely via text, audio and video-based channels (Putra, 2020).

Government facility services using digital communication media are one of the impacts of the development of the industrial revolution 4.0. The development of the industrial revolution 4.0 has affected many fields and industries, one of which is access to information for the public. The public can access any information and data through devices that have been connected to the internet. So it is not surprising that many institutions from the government department take advantage of the sophistication of this revolution. In its development, finally devices that have been connected to the internet have made the government create a mobile technology system such as Mobile Government. The government also created many applications and webs to develop service systems that are carried out through open networks and have a virtual or unreal nature. Prabowo and Irwansyah (2018) mentioned that the existence of service modes and changes in patterns like this require changes in behavior in people's attitudes and intentions. Technology like this makes the system of technology-based government services more mobile, dynamic, accessible, easily accessible to anyone, available anywhere and of course can increase the participation of the citizen community regardless of their social class.

Nguyen (2020) mentioned that industry reports show that the use of digital media is greatly increased as people spend more time at home due to the lock down that occurred during the coronavirus pandemic. The increase that occurs in digital communication is not only in social media, such as applications for sending messages. As at the beginning of the pandemic, many people used video conferencing such as Zoom and Google Meet for communication and interaction purposes at the company or school. Nguyen, et al (2020) also explained their findings data on digital communication in April 2020. The study involved survey data from 1,374 adults in the United States through an online questionnaire. As a result, it was found that overall, there was a huge increase in digital communication. Data shows that there are 43% of respondents using text messages more often. This was followed by an increase in voice calls (36%), then an increase in social media use (35%),

and video calls (30%). Nearly a quarter of people use email more often (24%), and more than a fifth play online games more often (22%). From this data, it can be concluded that the pandemic has also made changes in a person's behavior by using digital communication media.

This digital communication is one of the solutions to carry out the communication process in the digital realm. Of course, this is because it makes activities easier by reducing face-to-face as much as possible. Therefore, DP3APKB Surabaya uses digital communication media, especially the web and applications resulting from the synergy of the central government which is finally used in DP3APKB Surabaya to re-energize male birth control. Some of these webs and applications are (1) SKATA (2) SILILI, (3) SIAP BAHAGIA, and other applications. This research will focus on discussing the use of digital communication media based on the results of the FGD that has been carried out with senior Family Planning Extension Officers (PKB) of Surabaya City. The purpose of this study is to find out how the process of marketing male birth control using existing digital communication media and how effective the marketing has been carried out.

LITERATURE REVIEW

Digital Communication

Digital communication involves encoding or translating a message into a binary format consisting of ones and zeros, known as a bit stream. This enables the message to be rapidly, inexpensively, and extensively disseminated to another location or multiple locations, where it is then decoded back into the original message (Kelly-Holmes, 2019).

Digital communication is the process of transmitting information in a digital format from a source to one or more destinations. A fundamental understanding of the fundamental principles governing digital communication systems is essential to comprehend modern communication practices. Digital communication systems can be considered as a platform for various systems and services, with notable instances including digital television, cellular telephony, and internet access. Essentially, any form of communication involving

humans or computers necessitates the transmission of digitally represented messages from one location to another or from one time point to another, as seen in the context of digital storage (Mohammed et al., 2016).

In essence, digital communication forms the backbone of our interconnected world, enabling the seamless exchange of information across diverse platforms and devices. Its significance extends beyond mere data transmission, impacting numerous facets of modern life, including business, education, entertainment, and social interactions. As technology continues to advance, a deep understanding of digital communication remains crucial for individuals and industries alike, shaping the way we communicate, share knowledge, and engage with the digital landscape.

Vasectomy

Despite its high safety profile, simplicity, cost-effectiveness, and effectiveness as a contraceptive method, vasectomy remains underutilized. Globally, fewer than 3% of married women in their reproductive years rely on vasectomy as their chosen method of contraception, even though it offers significant advantages (Shih et al., 2011). Vasectomy is a highly secure and efficient method for achieving permanent contraception. Compared to gynecologic procedures, vasectomy has a significantly lower failure rate (30 times less likely) and a reduced risk of postoperative complications (20 times less likely). Instances of complications resulting from vasectomy are infrequent and generally minor in nature. Immediate risks include infection, hematoma, and pain, but they rarely lead to hospitalization or require intensive medical intervention.

The success of the procedure can vary depending on the surgeon's technique, with certain methods, such as fascial interposition, demonstrating decreased failure rates. Despite the variety of vasectomy techniques available, failure rates remain lower than those observed with tubal ligation. Existing data indicate that men who have undergone vasectomy do not appear to be at an increased risk for immune-complex diseases (Sandlow et al., n.d.).

METHODOLOGY

The research for this article uses a method in the form of a qualitative description approach. Research with a qualitative descriptive approach which is a research method that moves on a simple qualitative approach with an inductive flow. Where the inductive flow is qualitative descriptive research (QD) begins with a certain process or an explanatory event in which finally the research can be drawn a general idea which is a conclusion born from the process or event (Yuliani, 2018). This type of methodology from descriptive qualitative (QD) is one of the terms used in qualitative research that aims to examine a descriptive thing.

According to Polit and Beck in (Yuliani, 2018) revealed that this type of research method is very commonly used in social phenomenology, one of which is as in the context of marketing birth control to men during a pandemic. In conducting this research, the data collection technique used was a Focus Group Discussion or commonly referred to as FGD. Focus Group Discussion (FGD) is a method of collecting data from a qualitative research technique in which there is a group of people selected to discuss a particular topic or problem in depth. In this forum, it will be facilitated by professional external moderators. This method serves to collect the attitudes and perceptions of participants, knowledge to the experience of sharing in the process of interaction from different people to each other (TPH, 2017).

The FGD for this study involved five senior people who worked as Family Planning Extension Officers in the Surabaya city government office. The other data collection is in the form of Documentation Studies. According to Bungin in (Nilamsari, 2014) the documentary method is a data collection method which is commonly used in social research methodology which aims to trace various historical data. The opinion of Sugiyono said that a document can be called a record of an event that has passed, where the record has a form through writings, images, and even monumental works of a person. Therefore, documents are very important in research instruments to complement existing data sources with various works of a person in the form of films, images or photos, or writings. To draw conclusions of good results, data collection is carried out with FGD as well as documentary studies

to support the data obtained from the results of the FGD.

RESULT AND DISCUSSION

The development of increasingly sophisticated technology, of course, changes and significantly affects how we live, interact and socialize with other humans, behave, to how to get information and how to use it. The COVID-19 pandemic has also resulted in a more comprehensive use of digital communication media due to isolation or self-quarantine which makes a person unable to interact face-to-face safely. Wulandari, et al. (2021) wrote that the type of digital communication is synchronous online communication where a communication that uses a computer as a medium of this type of communication occurs in real time simultaneously. Not only that, there is another type of online communication, namely asynchronous online communication, which is communication that uses devices from computers or other devices such as smartphones, but is carried out in a delayed manner, for example forums such as e-mails, learning recordings, and others.

This form of digital communication is certainly very profitable to use, especially during a pandemic because there is no need to have physical contact with other people so there is no need to be afraid of contracting unwanted diseases. There is digital counseling held by DP3APPKB Surabaya to reduce face-to-face meetings. Therefore, to carry out its duties, Dinas Pengendalian Penduduk, Pemberdayaan Perempuan dan Perlindungan Anak (DP3APPKB) continues to make efforts to market the socialization and counseling of family planning for men through various forms of communication, one of which is digital communication. From the results of the FGD that has been carried out with 5 Senior Family Planning Extension Officers (PKB) at DP3APPKB Surabaya, they feel that the government has helped a lot in disseminating information about family planning for men in the form of digital communication.

Doing birth control is not only done by women or mothers, but also done by the role of men or fathers. The importance of the role of men

to participate in carrying out birth control is (1) Men are a 'partner' in reproductive and sexual activities, so it is appropriate for men to take responsibility in a balanced manner to achieve sexual life satisfaction and share the burden in preventing diseases that occur in reproductive health (2) Men have social and economic responsibility for their children (3) Men are actually involved in fertility and have an important role to decide on the contraception that will later be used by himself and his wife (DP5A Surabaya, 2015). Therefore, the Government has prepared various applications and websites that support digital communication that are used to provide socialization and counseling including:

1. SKATA

The first form of digital communication used by the PKB DP3APPKB Surabaya is SKATA. SKATA is a digital initiative that supports the Indonesian government in building families through better planning. SKATA was born in 2015 through a collaborative program between the Johns Hopkins Center for Communication Program (JHCCP) and the National Population and Family Planning Agency (BKKBN) (SKATA, 2018). SKATA has 3 missions, namely (1) Providing accurate information and knowledge (2) Optimizing innovation in the use of technology to provide easy access to services and information provided. One of the officers said that this application is the main application that is often used because many things can be explained related to family planning to stunting. However, when it comes to male family planning, this application is also not much discussed.

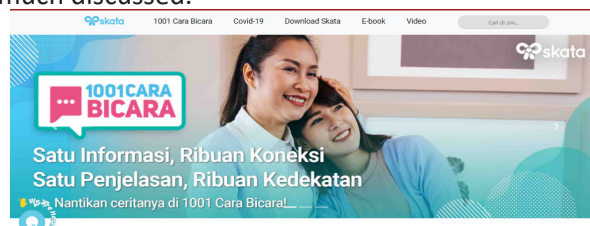


Figure 1. Web View skata.info
Source: skata.info, 2022

Here is what the image from the SKATA website looks like. In the appearance of SKATA's property, you can see a web design that is easy to understand. The color of SKATA which tends to be blue with pink accents makes it easy for readers to understand the writing displayed. The SKATA web

also shows that it is more directed at young couples of childbearing age. The choice of colors and words used is more relaxed and also easily accepted by young people. There are various writings found on the main page of the web that show various information provided by SKATA such as 1001 Ways to Speak, COVID 19, Download SKATA, Videos, and search fields.

If we look at the web a little towards the bottom, there is a variety of information packaged in the form of light articles that are easy for anyone to access.

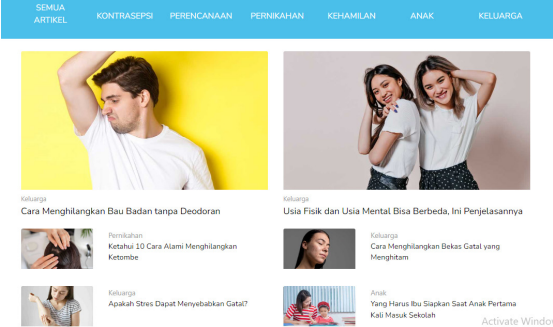


Figure 2: Web View skata.info
Source: skata.info, 2022

At the top there are also various categories of the topics of the articles created, ranging from contraception, planning, pregnancy, children, and family. In this way, it will be very easy for anyone who wants to read the article according to the topic they want to know. Furthermore, most of the models used have an age range that is not too old. Only certain content that uses the parental model, namely content for the elderly. For the other models, the majority are still under 40 years old.



Figure 3: SKATA Application View
Source: skata.info, 2022

Not only found on the website, SKATA is also available in the form of an application. Not much different from the web version of SKATA, the SKATA application also has quite complete features to provide information about health and family planning. There are various interesting features to explore, such as Kuiz, Planning, Contraception, to finding a Midwife. There are features that help a person to know at which stage he is at, for example, mua adulthood, a newly married couple, or being pregnant. This stage is very important, where information from users can be used to pursue information about health that can be in the personnel of each user.

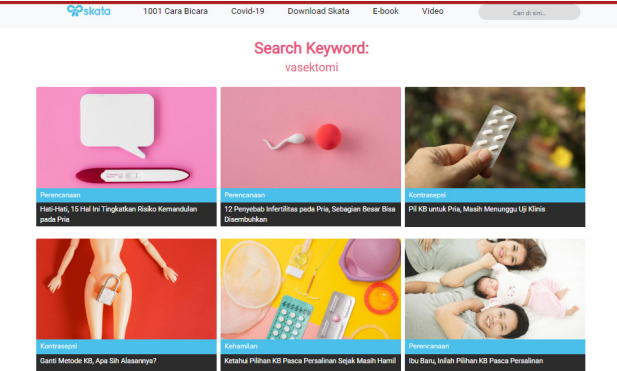


Figure 4: How to Look for Data About Vasectomy
Source: skata.info, 2022

The SKATA website and application certainly have several advantages and disadvantages that exist. SKATA has several advantages such as easy access that can be reached through websites and applications that can be downloaded. This is certainly beneficial for someone who has little device memory because there is no need to download applications. SKATA users can access the same information through the website. SKATA has an attractive appearance and is easy to understand. The design of the website and the SKATA application is quite friendly to the eye because it uses bright colors that are easy to read and there is not too much writing in the initial appearance. The articles provided by SKATA are always updated, so that anyone who accesses the SKATA website or application does not miss important information about health or family planning.

In addition to the advantages, there are several shortcomings of SKATA that can be corrected

in the future. SKATA offers too many features. The features on SKATA present a variety of information about health and family planning. With various features, people will be a little confused to find information about kb. To introduce and market birth control for men more broadly to the public, SKATA can focus more on the topic of birth control than other topics. Another drawback of SKATA is that it can only be updated by the central government, while for agencies in the regions, it is still not possible to update SKATA directly.

2. SIAP BAHAGIA

The next form of digital communication that can be used for the public in finding information about family planning is the SIAP BAHAGIA website. SIAP BAHAGIA is a website for online consultation services and information about families. The consultations on this website are handled by various professionals, such as Psychologists, Doctors, and Midwives. Consultations on the SIAP BAHAGIA website are free of charge. There are various kinds of consultations that can be done by the community, such as adolescent consultations, consultations for brides-to-be, reproductive health consultations, to family consultations. The SIAP BAHAGIA website also displays a number that can be contacted by anyone who wants to consul through the WhatsApp application.

The SIAP BAHAGIA website is one of the public services of the BKKBN Representative of East Java Province. The service of the SIAP BAHAGIA website can be said to be a development of PusyanGatra (Prosperous Family Service Center) which has only provided information and consultation services offline or with face-to-face meetings (SIAP BAHAGIA, 2022). The various information services about the BANGGA KENCANA Program (Family Development, Population and Family Planning) can be obtained here.



Figure 5: Siapbahagia.com Website Appearance

Source: Siapbahagia.com, 2022

Here is what the image of the website is READY TO BE HAPPY. The appearance of the website READY TO BE HAPPY looks simple with not much writing in the initial display. When opening the website, a Whatsapp number is listed which can be clicked to immediately consult. This certainly makes it easier for anyone to reach the consultation services provided by the SIAP BAHAGIA website. At the bottom of the display, there are various health articles that can be accessed as well as testimonials from people who have consulted on the SIAP BAHAGIA website. There is a slogan at the bottom of the website, namely "Planning is Cool" which indirectly implies that doing family planning, one of which is with birth control is good. Furthermore, for web color selection, it tends to choose colors that show maturity. There are not many color variations that are used only about yellow, brown, and black.

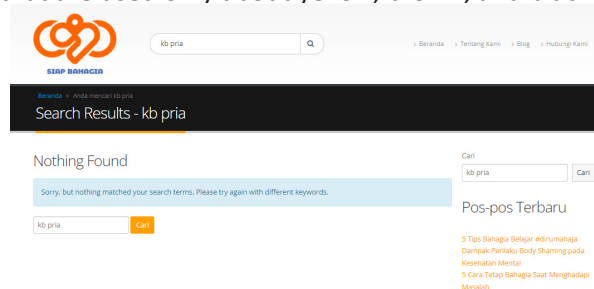


Figure 6: Website Appearance Siapbahagia.com When Searching for Male Birth Control Keywords

Source: Siapbahagia.com, 2022

The SIAP BAHAGIA website certainly has several advantages and disadvantages that can be corrected in the future. SIAP BAHAGIA not only provides information about health through articles, but also provides consultation services that are free of charge and can be accessed by all elements of society. To get consulting services from professional experts, there is a link that appears at the beginning of the appearance of the website and directly leads to WhatsApp. The photos and visualizations contained on the SIAP BAHAGIA website seem

simple but interesting, as if there is a certain meaning in each image. SIAP BAHAGIA is only found on the website so it does not require an application downloaded on the device. This is certainly an advantage because it will not eat the memory on the device.

Although there are various advantages of the SIAP BAHAGIA website, there are also shortcomings that can be considered in the future. Articles created for the SIAP BAHAGIA website have too scientific language. This causes the article to be unpleasant to read given the low interest in reading by the public. Articles with language that is difficult for ordinary people to understand will make people reluctant to read and miss important information. Although the appearance of the SIAP BAHAGIA website is unique and attractive, it is quite complicated to understand so that it makes confusion. This website is a little lacking because it focuses too much on consulting, so it pays less attention to the information or articles that are prepared. This is indicated by the few themes and icons that are used as support articles. SIAP BAHAGIA is only available in the form of a website and there is no application, so people who want to access information and get consultation services must visit the SIAP BAHAGIA website first.

3. SILILI

In addition to SKATA and SIAP BAHAGIA, there is also an application called SILILI. SILILI is an application launched by BKKBN. The SILILI application has information and interaction features, where there are news, media, videos, chats, forums, sharing activities through photos and videos, and even various statistics related to programs in the field. Head of the National Population and Family Planning Agency (BKKBN) Hasto Wardoyo said that the challenges for development are increasing with the Covid-19 pandemic. Even so, the development program must continue to move forward by implementing changes in work patterns (Warta Kencana, 2020). BKKBN finally carried out a transformation of services that can be directly accepted by the community and families in Indonesia without neglecting health protocols by launching the SILILI application. With SILILI, databases from family planning extension workers (PKB) or family planning field officers (PLKB)

and also cadres from the Bangsa Kencana program in the field can show the community without having to bring a notebook or open a laptop. The SILILI application is expected to be able to monitor officers in the field regarding news or information that is currently circulating.



Figure 7: Initial View of The Application and The Data to be Filled in
Source: SILILI app, 2022

Here is the initial view of the SILILI application. Users can use the applicable email to sign in or register for SILILI. For users who first register with SILILI, they can fill in the complete

data. This data will later enter the database of kb extension workers (PKB) to be able to provide information or consultation to the community. The appearance of the SILILI application is dominated by blue which matches the BKKBN. The appearance is quite simple and easy to understand.



Figure 8: Document View When Searching About Male Birth Control
Source: SILILI app, 2022

After the user successfully enters the SILILI application, it can be seen that there are quite complete features. There are news, media, videos, activities, forums, to local products. There is also a guidebook that can be read immediately by clicking on the icon in SILILI. Of course, SILILI has various advantages offered. The materials in the SILILI application are quite complete and there are even local products that can be ordered with the application. SILILI provides options for people who want to use other applications from BKKBN. Even so, there are some shortcomings of SILILI that can be further corrected. SILILI is only in the form of an application, so the public can only access the

information in it by downloading it first. SILILI is more aimed at kb extension officers (PKB) although the general public can actually also register for the application. The registration process is too complicated with a lot of data that must be filled in by users. The material regarding birth control documents in general is many and complete, while kb for men does not exist.

4. MORE APPS

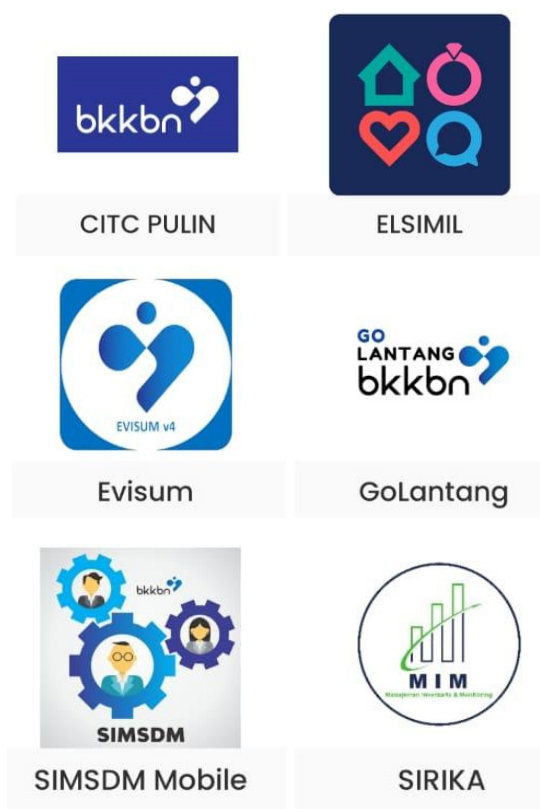


Figure 9: Another Application for Family Planning
Source: Obtained from Researchers, 2022

Various digital communications have been prepared by the government to make it easier for the public to access information about health and family planning to consultation services. In addition to the SKATA, SIAP BAHAGIA, and SILILI applications and websites, there are also other application options that can be an option to find information about birth control for men. The application has almost the same functionality as other government-owned applications. With so many other application options, people can sort out which application or website suits their needs.

5. DISCUSSION

The male birth control program targeted at the heads of couples of childbearing age has been carried out in various ways, one of which is digital communication that has been implemented by the government through websites and software has been widely developed. However, in this development, there are still many obstacles, for example in some of the applications above, most of which still lack information about birth control for men.

“The male birth control program faces obstacles, including inadequate information in applications, leading to public confusion and understanding issues,” said Ms. A. Also there are various kinds of websites and applications circulating in the communication media. This has caused people to not understand the birth control program, as well as confusing people who want to consult the birth control program for men. So the target of the program is far from being achieved. The low use of birth control for men is not necessarily the fault of the community alone, because the government is not complete in providing data on digital communication-based applications about male birth control. So that eventually caused the number of male birth control programs to decrease. “The government’s incomplete data affects male birth control program utilization,” said Ms. B. Therefore, it is necessary to mobilize and media so that information can be received by the public optimally, so as to produce the public to have sufficient knowledge about the family planning program and have sufficient information about birth control for men. The birth control program for men can be achieved when the public understands this, which must receive strong information support from government agencies, as well as strict regulations regarding male birth control.

CONCLUSION

To deal with the decline in male birth control and avoid a surge in births, the Surabaya City DP3APPKB office provides various information, counseling, and socialization through digital communication channels. This is because it is to reduce face-to-face

meetings between extension workers and couples of childbearing ages who need family planning services. To maximize the information provided effectively, the government helps prepare various applications and websites to support the success of digital communication carried out. There are several limitations in this study, the first is the limitation of direct discussion with the central office that manages the application. Furthermore, the inputs given are only from the point of view of the DP3APPKB officers and the team, the public has also not provided an opinion regarding the application prepared by the central office. The applications and websites that are prepared are made in such a way that they can be easily understood by couples and people who are interested in finding information about birth control.

Digital communication in the realm of marketing in the government for family planning problems has been carried out. The government provides access to digital communication counseling around family planning properly through applications and web that have been prepared. With the marketing of family planning through digital communication, the government can educate the wider community effectively without having to conduct face-to-face meetings. But the information provided regarding Kb Pria is very minimal even in some applications and the web there is no info at all. The data displayed is mostly in the form of data related to birth control for women or maternal and child health. Data on male birth control makes the public lack of information. It is this lack of information that can later have an impact on the lack of awareness of birth control for men. In fact, there are a lot of applications and webs provided to access information, but information about men's birth control is apparently still not as complete as other information.

Lastly, the applications used by the government are apparently too many. Too many applications can cause people to be confused about which application or web center can be used to find information. Due to the large number of applications and webs, the government should be able to integrate these applications and webs more effectively, so that it can make it easier for kb extension workers and people who want to get family planning services. With applications and the

web that are integrated according to the needs of the community, it will make handling kb easier. In this way, knowledge about birth control for men will be easier to understand and reach all levels of society. The pandemic has made many people seek and adopt new digital communication methods. The pandemic has also opened possibilities and affected the way many people use digital media in all aspects of life. If these changes persist in the long term, then many people will have to explicitly discuss and compare findings regarding digital communications before and after the coronavirus pandemic. Furthermore, in studying digital communication and the use of media, it is necessary to examine in more depth the various aspects of its positive and negative impacts. Researchers suggested that, by enhancing information support from government agencies and implementing strict regulations, we can work towards achieving a higher level of understanding and participation in male birth control programs, ultimately benefiting society. Also strengthening digital communication channels for male birth control programs is a positive step towards increasing awareness and access to information for couples of childbearing ages.

REFERENCES

- Aeni, N. (2021, 06 12). COVID-19 Pandemic: Health, Economic, and Social Impacts. *R&D Journal: Information Media for Research, Development and Science and Technology*, 17, 17-34. <https://doi.org/10.33658/jl.v17i1.249>.
- Basuki, & Ashrianto, P. D. (2020, 09). Implementation of Integrated Marketing Communications Vasectomy in An Effort to Increase acceptors of Sustainable Male Kb. *Journal of Communication Sciences*, 17((3)), 280-294.
- DP3APPKB. (n.d.). Vision & Mission – DP3APPKB Surabaya. DP3APPKB Surabaya. Retrieved August 26, 2022, from <https://dp5a.surabaya.go.id/visi-misi/>.
- DP5A Surabaya. (2015, 05 23). Socialization of Male and Sustainable KB – DP3APPKB Surabaya. DP3APPKB Surabaya. Retrieved August 26, 2022, from <https://dp5a.surabaya.go.id/sosialisasi-kb-pria-dan-lestari/>.
- Indonesian media. (2020, May 4). Beware of the Baby Boom. Indonesian media. Retrieved August 27, 2022, from https://mediaindonesia.com/editorials/detail_editorials/1999-waspadai-baby-boom.
- Jaya, I. (2021). Penguatan Sistem Kesehatan dalam Pengendalian COVID-19 – P2P Kemenkes RI. 2021. <http://p2p.kemkes.go.id/penguatan-sistem-kesehatan-dalam-pengendalian-covid-19/>.
- Kantorová, V., Wheldon, M. C., Ueffing, P., & Dasgupta, A. N. Z. (2020, 02 18). Estimating progress towards meeting women's contraceptive needs in 185 countries: A Bayesian hierarchical modelling study. *Plos Medicine*. <https://doi.org/10.1371/journal.pmed.1003026>.
- Kelly-Holmes, H. (2019). Multilingualism and Technology: A Review of Developments in Digital Communication from Monolingualism to Idiolingualism. In *Annual Review of Applied Linguistics (Vol. 39, pp. 24–39)*. Cambridge University Press. <https://doi.org/10.1017/S0267190519000102>.
- Mohammed, A., Abed, H., & Hassoon, N. (2016). The Impact of Digital Communication on Social Networks: A Review. *International Journal of Computer Science and Mobile Computing*, 5(1), 183–190.
- Nguyen, M. H., Gruber, J., Fuchs, J., Marler, W., Hunsaker, A., & Hargittai, E. (2020). Changes in Digital Communication During the COVID-19 Global Pandemic: Implications for Digital Inequality and Future Research. *SAGE Journals*. <https://doi.org/10.1177/2056305120948255>.
- Patchoulisari, N. (2014, 06). UNDERSTAND THE STUDY OF DOCUMENTS IN QUALITATIVE RESEARCH. *DISCOURSE: Scientific Journal of Communication Sciences*, 13(2), 177-181.
- Prabowo, T. L., & Irwansyah. (2018, 11). My Police Digital Communication Media: Police Public Service to the Public. *JOURNAL OF COMMUNICATION STUDIES*, 2, 382-402. <https://doi.org/10.25139/jsk.v2i3.117>.

- Prudential. (n.d.). What Exactly Is the COVID-19 Pandemic? <https://www.prudential.co.id/>. Retrieved 08 26, 2022, from <https://www.prudential.co.id/id/pulse/article/apa-itu-sebenarnya-pandemi-covid-19-ketahui-juga-dampaknya-di-indonesia/>.
- Siapbahagia. (2022, May 23). About Us. Siapbahagia. Retrieved August 27, 2022, from <https://siapbahagia.com/tentang-kami/>.
- Sandlow, J. I., Nagler, H. M., Art, K. S., & Nangia, A. K. (n.d.). Preface.
- Shih, G., Turok, D. K., & Parker, W. J. (2011). Vasectomy: The other (better) form of sterilization. *Contraception*, 83(4), 310–315. <https://doi.org/10.1016/j.contraception.2010.08.019>
- SKATA. (2018). SKATA. SKATA. Retrieved August 26, 2022, from https://skata.info/about_us.
- TPH, S. (2017). How to Conduct a Focus Group Discussion (FGD). Swiss Tropical and Public Health Institute. https://www.swisstph.ch/fileadmin/user_upload/SwissTPH/Topics/Society_and_Health/Focus_Group_Discussion_Manual_van_Eeuwijk_Angehrn_Swiss_TPH_2017.pdf.
- United Nations. (2019). Family Planning and the 2030 Agenda for Sustainable Development: Data Booklet. the United Nations. Retrieved August 26, 2022, from https://www.un.org/en/development/desa/population/publications/pdf/family/familyPlanning_DataBooklet_2019.pdf.
- VOA Indonesia. (2020, May 8). The Impact of the Covid-19 Pandemic on the Family Planning Program in Indonesia. VOA Indonesia. <https://www.voaindonesia.com/a/dampak-pandemi-covid-19-bagi-program-kb-di-indonesia/5411570.html>.
- Warta Kencana. (2020, August 27). BKKBN Launches Si Lili Keren Application. Warta Kencana. Retrieved August 27, 2022, from <https://wartakencana.com/featured/bkkbn-luncurkan-aplikasi-si-lili-keren/>.
- WHO. (2020, November 9). Family planning/contraception methods. WHO | World Health Organization. Retrieved August 26, 2022, from <https://www.who.int/news-room/fact-sheets/detail/family-planning-contraception>.
- Wulandari, Y. F., Caesariano, L., Murtiadi, & Yan Bastian. (2021). Virtual Tour as a Digital Communication Media in forestry Museum Services During the Covid-19 Pandemic. *Journal of Broadcast Media*, 01(01), 9-15.
- Yuliani, W. (2018, 05). QUALITATIVE DESCRIPTIVE RESEARCH METHODS IN THE PERSPECTIVE OF GUIDANCE AND COUNSELING. *QUANTA*, 2(2), 83-91. 10.22460/q.v2i1p21-30.642.