Perception and Self-Concept Analysis as the Basis of Making Family Planning Ads for Male in Surabaya

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ABSTRACT: One of the things that is still in the spotlight for the Surabaya City government is the population density. It makes city officials take strategic steps to increase public participation in family planning program. One of the programs being promoted is male family planning with vasectomy method. In order for this program to be widely known, public service ads will be made. The ads take consideration of perceptions and self-concept of the target. The method used in this research is descriptive qualitative, with in-depth interviews as data collection instruments. This research informant consisted of five people who were the target of the male family planning program using vasectomy methods, namely men, Surabaya residents, aged 25-49 years old, married and already had a child of at least one person. The results show that the target have no negative perception towards the program and willing to participate when they feel it is necessary. They also want to be seen as responsible and useful person for their family and surroundings. Thus the ads to be made are advisable to lift it as the main message.

Keywords: Public Service Ads, Advertising, Family Planning, Vasectomy

1 INTRODUCTION

The Surabaya City Government faces one serious problem, namely controlling the population. Until the end of 2015, the East Java Central Statistics Agency (BPS) recorded 2,848,583 residents of the city of Surabaya (BPS Jatim, 2016). The population that is not small is still developing with a population growth rate of 0.63 (Pemerintah Kota Surabaya, 2015). This growth has become a problem because the population density in Surabaya has exceeded the limit since 2010. The ideal population of Surabaya city should be 75 people per hectare, according to the Surabaya Population and Civil Registration Service (Dispendukcapil). However, the latest data from the population census in 2010, there were 87 residents per hectare (Kristanti, 2010). Various negative impacts of population growth that exceeded the limits were identified. Residents who live in areas that are too dense must compete to meet basic needs such as clothing, food, shelter, education, and jobs to survive. The more people are unable to fulfill their needs, the greater the crime will occur (Khaqim & Andawaningtyas, 2013). With regard to these problems, the Surabaya City Government through the Surabaya City Population Control, Women's Empowerment and Child Protection (DP5A) Office has promoted the Family Planning (KB) program again. One of their programs is the vasectomy method. This male family planning program is expected to grow. So far, women dominate the use of family planning. Women are susceptible to various diseases if they take part in family planning programs such as diabetes, high blood pressure, lung disease, heart disease, systemic or pelvic infections, vaginal bleeding, and allergies. Since 2013, DP5A (formerly the Community Empowerment and Family Planning Agency/Bapemas KB) has conducted a male family planning group formation program and aims to increase vasectomy user participation. Until 2017 there were around 7 male family planning groups. This family planning group with the longest formation of data was found in Pakal Subdistrict with the name "Siwalan Mesra" group with 150 members. The group with the highest number of participants was named "Karangpilang Bahagia" and had 250 participants (Yudianto, 2018).

Regardless of the efforts made, the development of male contraceptives tends to stagnate. 2013