Strategi kebijakan pengoptimalan pencapaian program upaya peningkatan pendapatan keluarga sejahtera pada Direktorat Pemberdayaan Ekonomi Keluarga Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN) = Policy strategy for optimized program increase revenue family welfare UPPKS in Directorate Economic Empowerment and Family of National Population and Family Planning Board (BKKBN)

Bunga Chintia Utami

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Abstrak

[ABSTRAK

Kemiskinan di negara terbelakang dicirikan dengan pertumbuhan penduduk yang tinggi. Di Indonesia, peran pemerintah dalam bidang kependudukan diserahkan pada Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN). Salah satu program BKKBN adalah Upaya Peningkatan Pendapatan Keluarga Sejahtera(UPPKS). Sejak tahun 2010 hingga 2013 terjadi penurunan jumlah kelompok

UPPKS. Berdasarkan permasalahan tersebut, peneliti memfokuskan pada menganalisis faktor kekuatan, kelemahan, kesempatan maupun ancaman. Tujuan

penelitian adalah untuk pengoptimalan pencapaian program UPPKS. Hasil analisis metode SWOT menunjukkan bahwa strategi terbaik berasal dari faktor kekuatan dan peluang (SO). Alternatif strategi tersebut diolah dengan metode AHP sehingga ditemukan strategi prioritas yaitu memanfaatkan penggunaan website terintegrasi untuk menarik minat kerjasama sebagai bentuk pemanfaatan perkembangan teknologi dan informasi.

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ABSTRACT

Poverty in underdeveloped countries are characterized by high population growth. In Indonesia, the government's role in population to be submitted to the National Population and Family Planning Board (BKKBN). One of the program BKKBN?s is to Increase Revenue Family Welfare (UPPKS). From 2010 to 2013, decrease in the number of groups UPPKS. Based on these problems, researchers

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