

## **Interpersonal Communication of Extension Kkbpk Towards Increasing Male Participation Post Modern Era in Parepare**

Rusli<sup>1</sup>, Ahmad Sultra Rustan<sup>2</sup>

<sup>1</sup>*Pascasarjana Institut Agama Islam Negeri Parepare*

<sup>2</sup>*Institut Agama Islam Negeri Parepare*

<sup>1</sup>*ruslimaster@gmail.com*

<sup>2</sup>*ahmadsultrarustan@iainpare.ac.id*

### **Abstract**

*This study discusses how the interpersonal communication applied by the KKBPK extension workers in increasing the participation of men in the post-modern era towards family planning programs in the City of Parepare. The purpose of this study is to find out the planning and communication strategy between personal trainers of KKBPK to increase male participation, the obstacles that hinder male participation, and how the description of male participation in the post-modern era in Parepare City. This type of study is qualitative, field research, researchers go directly to the field through observation, interviews, and documentation studies, in order to obtain clear and representative data. The results of this study indicate: (1) Interpersonal communication planning and strategy is the method used by the KKBPK Extension Officer in approaching men's participation, with interpersonal communication carried out face to face, it is easier for men to get and understand the family planning program messages conveyed. KKBPK instructor. (2) The obstacles that hinder the participation of men in the City of Parepare are the notion or perception that they still tend to hand over the responsibility for the family planning program entirely to their wives or women, psychological (worried about not optimal virility, impotence), social constraints (shame so gossip), wives who are not supportive on the grounds that the family planning program, especially vasectomy, opens up risky opportunities for men to cheat, with vasectomy it is feared that men will feel more free, "safe" -safe" if you have an affair, because the assumption is that the mistress will not get pregnant. (3) Various efforts have been made by the KKBPK Extension Officer, ranging from planning and strategy to formal (lurah, midwife) and informal (community leaders, religious leaders) approaches to increase the participation of men in the post-modern era in Parepare City.*

**Keywords:** *Interpersonal Communication, KKBPK Extension, Men's Participation*

### **1. Introduction**

In the postmodern era, one of the efforts developed by the government to increase the effectiveness of the implementation of the Family Planning Program (KB) is to involve and encourage the active role of men in regulating pregnancy and birth for the welfare of their families. In communication, there are several models, each model has its own focus,

there is a model that focuses on the message source, channel, receiver, message effect, this illustrates that communication is very fluid in its application (Qadaruddin, 2016).

Interpersonal communication or often also called interpersonal communication is a communication process carried out by two people which is usually done without an intermediary media. According to Joseph A. Devito, interpersonal communication is the process of sending messages between two people or between a small group of people with immediate feedback. In general, interpersonal communication occurs in a dialogical manner that allows feedback or direct interaction from the communicant.

The extension process will allow for interaction between communicators and communicants, and will get direct feedback or feedback in the form of responses or rebuttals so that they can find a mutually agreed solution. In addition to the effectiveness of communication, interaction can also improve relationships between individuals. The establishment of a good relationship will be directly proportional to the level of success of the message that we convey will be received by the communicant. In a program we need a communication that is able to direct the target to the goal to be achieved, so we need something that can stimulate our target so that we can interact, invite, or influence it. So the role of communicators is very important in providing invitations or directions to the target audience.

Interpersonal communication is carried out by the KKBPK extension to male family planning participants. The KKBPK extension worker conveys messages about the family planning program to prospective male family planning participants face-to-face, so that the dialogue/question-and-answer process can occur instantly. This communication allows the KKBPK Extension Officer to pay attention to the verbal and non-verbal expressions of male family planning participants. Verbal expression is speech or choice of words, while non-verbal expression is the movement of body parts when prospective male family planning participants communicate. Non-verbal expressions such as eye gaze, hand movements, smiles, changes in facial expressions, and others (Nasional, 2013).

For In increasing the role of men in the family planning program, in recent years various efforts have been made by the government. The approach adopted by the government in increasing the role of men in family planning and reproductive health is to place men in order to obtain correct information about family planning. It is hoped that the role of men in family planning is not only as passive family planning participants or simply supporting couples using certain contraceptives, but men are also expected to play a role in reproductive health, including helping to maintain and improve the health of pregnant women, planning safe deliveries by medical personnel, avoiding delays in

seeking care, medical assistance, assisting in the care of mothers and babies after childbirth, being a responsible father, preventing the transmission of sexually transmitted diseases.

To increase the role and involvement of men in the family planning program, currently the policies and programs developed are directed at: First, increasing political, socio-cultural and family support through intensive advocacy, promotion and IEC activities to decision makers, TOMA/TOGA and targets others that are strategic include family members. Second, increasing the intensity and quality of family planning and reproductive health promotion and education services with an emphasis on the central theme “responsible men”. Third, increasing promotion and counseling to increase knowledge and awareness of issues of gender equality and justice. Fourth, increasing access and quality of services for men to increase participation and participation in family planning and reproductive health (Sutinah, 2017).

With the increase in male participation, it is hoped that in the short and long term it can improve the health status of mothers, babies and children, reduce maternal and infant mortality, prevent and overcome reproductive tract infections and sexually transmitted diseases. For this reason, husband and wife should need to help and complement each other, so that husband and wife can develop and improve their personalities to help achieve spiritual and material welfare (Sakinah, 2011). Allah says in QS An-Nisa (4) :1; “O mankind, fear your Lord who created his wife; and from them Allah brought forth many men and women. And fear Allah who by (using) His name you ask one another, and (maintain) friendly relations. Verily, Allah is always watching over you.”

Since the family planning program was launched in the 1970, until now the participation of men is very low, so it is feared that in the years to come it is not impossible that the rate of population growth will be more difficult to control and family welfare more difficult to realize if the implementation and responsibility of the family planning program is only borne by the family. It is important to conduct a study on men's participation in the implementation of the family planning program to find reasons and obstacles to men's lack of participation in the family planning program, it is hoped that the results of this study can formulate plans, strategies and programs to increase men's participation in the implementation of the family planning program in Parepare City. Therefore, from the description of the background above, the problem that wants to be studied is how to increase the participation of men in the postmodern era in the family planning program in the City of Parepare.

Based on the understanding in the background above, the following researchers take the formulation of the problem as follows; 1) what plans and strategies need to be developed to increase the participation of men in the post-modern era in Parepare City; 2) what are the obstacles that hinder the participation of men in the post-modern era in Parepare City, and 3) what is the description of the participation of men in the post-modern era in the City of Parepare.

## **2. Theoretical Basis**

### **2.1. Communication Planning and Strategy**

Discussing communication planning, there are different basic concepts and require further discussion. The two concepts are "planning" and "communication". Planning will be approached more from the management aspect while the concept of communication will be seen as a process of disseminating or exchanging information. Although these two concepts show differences, especially from two different studies, these two concepts can be integrated into one special study in communication studies which lately is increasingly being applied in the fields of information dissemination, public awareness, and marketing (Cangara, 2013)

In fact, communication planning before the 1970s had been widely practiced in the studies of public relations, promotion, marketing, and counseling. For example, in the study of public relations, the operational steps of public relations in handling public complaints are taught. Likewise in the study of promotion, marketing, and counseling. Communication planning course materials are also taught to determine the target audience, the characteristics of the message to be created, and the type of media to be selected.

From the experience of communication practices that have been carried out since the 1970s until now, finally some experts have succeeded in making a definition or understanding of communication planning, as follows; 1) Communication planning is the process of allocating communication resources to achieve organizational goals. These resources include not only mass media and interpersonal communication, but also any activity designed to change behavior and create certain skills among individuals and groups within the scope of tasks assigned by the organization; 2) *Communication planning is the technique of processing available alternatives for the accomplishment of communication goals. It involves rational decision making, control, and logical allocation of communication resources;* 3) Communication planning is a systematic and continuous effort in organizing human activities towards efforts to use communication resources

efficiently in order to realize communication policies; 4) *Communication plan is a written document that describes what you want to accomplish with your association communications (your objectives), ways in which those objectives can be accomplished (your goals or program of work), to whom your association communications will be addressed (your audiences ), how you will accomplish your objectives (the tools and timetable), and how you will measure the result of your program (evaluation)*, and 5) *Communication planning is the art and science of reaching target audiences using marketing communication channels such as advertising, public relations, experiences or direct mail for example. It is concerned with deciding who to target, when, with what message and how.*

Communication planning is the art and science of reaching a target audience using marketing communication channels, such as advertising, public relations, experiences or letters. It is concerned with deciding who to target, when, with what message and how. ). (Wikipedia) (Cangara, 2013). Communication planning in a very simple framework is of course always related to how to create effective communication. For example, a teacher or lecturer always asks how to create effective communication in the learning process in the classroom, a manager or office head is concerned about why the information conveyed is not understood by his subordinates, a candidate for the election of a regent or mayor will ask how to compose a speech that can persuade the masses so that they can be a support, or a mother is always restless because communication with her husband is not harmonious lately.

Questions like the above of course require planning and communication strategies in order to create an effective communication process in the classroom, in the office, at home, or with potential supporters. However, in a broader context, communication planning is needed to develop a strategy so that a national-scale program can be successful. For example, how to raise public awareness to love domestic products in order to overcome the rush of imported goods from abroad, how to campaign for the correct use of gas cylinders to users so that they do not cause fires, how to increase product sales levels through promotion or advertising.

Communication Strategy, the word strategy comes from the classical Greek, namely "stratos" which means soldiers and the word "agent" which means to lead. Thus, the intended strategy was to lead the army. Then came the word strategos which means army leader at the top level. So strategy is a military concept that can be interpreted as the art of war of the generals (The Art of General), or a best design to win the war. In strategy there is a principle that must be kept in mind, namely "There is nothing meaningful about

everything except knowing what the enemy is going to do, before they do it" (Cangara, 2013).

Strategy Communication is planning in delivering messages through a combination of various elements of communication such as frequency, formality, content and communication channels so that the message conveyed is easily accepted and understood and can change attitudes or behavior in accordance with the purpose of communication. According to Effendy, communication strategy is planning that is effective in delivering messages so that it is easily understood by the communicant and can accept what has been conveyed so that it can change a person's attitude or behavior. Meanwhile, according to Kulvisaechana, communication strategy is the use of a combination of communication facets which includes the frequency of communication, communication formalities, communication content, and communication channels (Riadi, 2020).

The Prophet's model communication strategy, strategy The Prophet's model of communication is an example for a communicator, the following are the indicators ; 1) Straighten the intention (motive) to communicate, motive communication is the reason or encouragement of a communicator to communicate. Meanwhile, the communication intention referred to in this context is the basis of goodness that will accompany the communication process, and 2) Intention from the act of communication carried out by a communicator lies only in his heart. This intention is hidden from the knowledge of others because it is located in the heart. But it is not hidden from the knowledge of Allah Swt. The concept is implied in the word of Allah QS. Ali Imran: 29 (3): 29; as follows: "If you hide what is in your heart or you give birth to it, Allah will surely know". Allah knows what is in the heavens and what is on earth. And Allah has power over all things".

Even though hidden intentions, will not be known to others or communicants, but a communicator who believes always maintains his intentions to remain good in carrying out every communication process. Intention and motivation to do something, including communication, must contain the value of goodness. Kindness to everyone. According to Islamic teachings, every action, even a mere (good) intention, is considered to be of worship value.

Some say that intention is the spirit of charity, its core and code. Charity (action, deed, behavior) follows the intention. Charity becomes right because of right intention. Charity is corrupted by corrupted intentions.

Recognizing communicants is the effective communication process is also determined by the introduction or knowledge of the communicator to the communicant, including the communicant's ability to understand the message he will receive. Based on this

understanding of the communicant, the communicator can adapt in conveying a message, choosing words that are appropriate for the level of ability of each communicant, and how to convey it.

Prophet Muhammad saw., very understand this method of communication. He said, "We, the prophets, were ordered to position humans according to their respective positions and explain to them according to their level of reason." Judging from the content of the message .

Telling the truth that the communicator's level of trust is determined by his honesty. Although the contents of messages that contain lies can be covered up, communicators who have credibility and integrity always speak and act honestly. Delivering messages honestly is a communication process that is increasingly neglected in various forms of communication activities, especially if the communication motive is oriented to economic and political interests as is the case today. The process of delivering the message is often taken only by referring to certain communication theories that tend to be technical. Media selection is carried out according to the characteristics of the target audience. In essence, the communication strategy that is built is more directed at building the image or credibility of a person or prospective leader but ignores honesty. Honesty should be an integral part of all communication methods and is inherent in communicators.

The great name of Muhammad peace be upon him, and his credibility were established convincingly through his honesty. He became an honest communicator not for imaging or getting support from the crowd. He did it out of necessity and demand, not a strategy to build positive public opinion for himself. If later the Prophet obtained a positive image so that people called him "Al-Amin" which means "the trustworthy person", the formation of this public opinion was only as a result of his honesty, not his goal. The Prophet's honesty is an affirmation of his high commitment to truth. "Tell the truth even if it tastes bitter." (HR Ibn Hibban).

Thanks to his honesty, the Apostle was able to portray himself as a very effective communicator. His messages were well received and followed by the audience, except for those who rejected the truth.

According to Arifin (1994), there are several techniques that can be used in communication strategies, namely: 1) *Redundancy (Repetition)*. The redundancy or repetition technique is a way of influencing the audience by repeating the message to the audience. With this technique, there are many benefits that can be drawn from it. The benefits include that the audience will pay more attention to the message, because it contrasts with the message that is not repeated, so it will attract more attention; 2)

*Canalizing.* The canalizing technique is to understand and examine the influence of groups on individuals or audiences. For this communication to be successful, it must start from meeting the values and standards of the group and society and gradually change it in the desired direction. However, if this later turns out to be impossible, then the group is gradually broken up, so that the members of the group no longer have a close relationship. Thus the influence of the group will be thinned and will eventually disappear altogether. In such circumstances the messages will be easily accepted by the communicant, and 3) Informative technique is a form of message content, which aims to influence audiences by providing information. Illumination means conveying something as it is, what it really is, on top of true facts and data as well as correct opinions. This informative technique is more aimed at using the minds of the audience, and is carried out in the form of statements in the form of information, information, news and so on.

The technique of persuasion is to influence by persuading. In this case, the audience is moved both their thoughts, and especially their feelings. It should be noted that the situation of being susceptible to suggestion is determined by the ability to suggest or suggest something to the communicant (suggestivity), and they themselves are overwhelmed by the state of being easy to accept influence (suggestibility).

Educational technique is one of the efforts to influence the audience from a general statement made, which can be realized in the form of messages that will contain opinions, facts, and experiences. Educating means giving an idea to the public what it really is, based on facts, opinions and experiences that can be accounted for in terms of truth, intentionally, regularly and planned, with the aim of changing human behavior in the desired direction, and 6) Coercive technique is to influence the audience by coercion. This coercive technique is usually manifested in the form of rules, orders and intimidations. For a smoother execution, usually behind it stands a fairly formidable force.

Interpersonal communication is actually a social process in which the people involved in it influence each other. As stated by DeVito in Liliweri, interpersonal communication is the sending of messages from one person and received by another person or group of people with direct effects and feedback (Liliweri, 1991).

In the story of the prophet Abraham is obtained from the verse that states that interpersonal communication is carried out in several forms. For example, in the form of a dialogue between the prophet Ibrahim and Namrud, as in QS. Al-Baqarah (2): 258; "Didn't you not notice those who argue with Abraham about his Lord, because Allah has kingdom (power). When Ibrahim said, "My Lord is the One who gives life and causes death," he said: "I can also give life and death," Abraham said, "God brings the sun up

from the east, so bring it up from the west." So the disbelievers are confused. Allah does not guide the wrongdoers."

The verse above is a form of interpersonal communication between Prophet Ibrahim and Namrud in the form of dialogue. In the dialogue, Nambrud opposes the statement of the prophet Abraham to acknowledge his God.

Communication Interpersonal communication is often referred to as dyadic communication, which means "communication between two people", where there is direct contact in the form of conversation. This type of communication can take place face to face or through media such as telephone. The hallmark of interpersonal communication is that it is two-way or reciprocal (two-way communication). However, interpersonal communication through face-to-face has one advantage which involves nonverbal behavior, facial expressions, physical distance, paralinguistic behavior which greatly determines social distance and intimacy (West & Turner, 2008).

Shape the main aspect of interpersonal communication is face-to-face communication, where this communication is usually a series of message exchanges between two individuals in the communication process, and between these individuals successfully establish a contact. The contact was successful because the individuals who carried out the communication exchanged messages alternately and reciprocated. The existence of this interaction between individuals shows that interpersonal communication produces a feedback at a certain level of influence. Actions and reactions can be seen immediately because of the close physical distance of the participants. Interaction in interpersonal communication, can result in a change of opinion, attitude, behavior and certain actions.

There is some theories of interpersonal communication include: 1) procced view theory. This theory is a communication theory which is one of the theories of self-development in a person's individual. This theory is a communication theory that is seen from personal qualities. As with Mario Teguh speaking, many people will listen. In other words, the procced view theory is seen from who is speaking; 2) Interpersonal Relationship Need Theory. Gregory Bateson is an anthropologist, he is the founder of this line of theory which is then known as relational communication. His work led to the development of two fundamental propositions on which most relational theory still rests. The first is the ambiguous nature of messages: every interpersonal exchange carries two messages, a "report" message and a "command" message. The report message contains the substance or content of the communication, while the command message makes a statement about the relationship, 3) Theory attribution in communication interpersonal is

one of the interpersonal communication theory which are classified into theories that emphasize the existence of motivation in a relationship. In general, attribution theory provides a framework for understanding how individuals interpret the behavior of others and their own behavior.

This explains that when an individual observes a person's behavior, the individual seeks to determine whether the behavior is caused internally or externally. Behavior that is caused internally is behavior that is believed to be under the personal control of an individual, in other words it is not affected by other things, so by the situation.

According to Fritz Heider as the originator of attribution theory, attribution theory is a theory that explains a person's behavior. Attribution theory explains the process of how we determine the causes and motives for a person's behavior. This theory refers to how a person explains the causes of the behavior of others or himself which will be determined whether from internal such as traits, character, attitudes, etc. or external such as pressure from certain situations or circumstances that will have an influence on individual behavior.

Attribution theory explains about understanding a person's reaction to events around them, by knowing their reasons for the events they experience. Attribution theory explains that there is behavior related to individual attitudes and characteristics, so it can be said that just looking at the behavior will be able to know the attitude or characteristics of the person and can also predict a person's behavior in dealing with certain situations.

Fritz Heider also stated that internal forces (personal attributes such as ability, effort and fatigue) and external forces (environmental attributes such as rules and weather) together determine human behavior. He emphasized that feeling indirectly is the most important determinant of behavior. Internal and external attributions have been stated to affect individual performance evaluations, for example in determining how superiors treat their subordinates, and influencing individual attitudes and satisfaction with work. People will behave differently if they perceive their internal attributes more than their external attributes. Attribution theory explains about understanding a person's reaction to events around them, by knowing their reasons for the events they experience.

According to Charly, participation is the mental and emotional involvement of a person or group of people in a group situation that encourages those concerned of their own free will (self-will) according to their existing self-help abilities, to take part in efforts to achieve common goals in their accountability (Puspaningtyas, Warsono, & Marom, 2013).

Sherry R Arnstein made a scheme for the level of public participation in making policy decisions. There are three main levels and eight sub-levels, namely: 1) *Citizen control*: the community controls public policies from formulation, implementation to evaluation; 2) *Delegated power*: Means that the government gives authority to the community to take care of their own needs in a development program; 3) *Partnership*, the existence of a partnership between the government and the community in development programs; 4) *Placation*, involving citizens to become committee members in the program but the right to decide remains with the government; 5) *Consultation*: the existence of two-way communication such as attitude surveys, community meetings, and hearings; 6) *Information*, there is only one-way communication from the government to the public such as announcements, pamphlets, posters, annual reports; 7) *Therapy*, aims not to encourage people to participate but to educate people, and 8) *Manipulation* The community is directed not to feel compelled to do something, but is actually directed to participate (Puspaningtyas et al., 2013).

KKBPK Extension, the Population, Family Planning and Family Development Extension (KKBPK) is the spearhead for family planning managers in the field. Law of the Republic of Indonesia Number 52 of 2009 concerning Population Development and Family Development and Presidential Regulation Number 62 of 2010 concerning the National Population and Family Planning Agency. Stated that the BKKBN has the task of carrying out government duties in the field of population control and organizing family planning, so that the mandate can be implemented it is necessary to set Norms, Standards, Procedures and Criteria (NSPK) in the field of population control and implementation of family planning. A Population, Family Planning and Family Development Extension (KKBPK) must have at least 3 abilities, namely: 1) Communication Skills, 2) Ability to Work with Data, 3) Ability to build networks and coordinate with various parties.

Male Family Planning Acceptors, at the time of the Prophet Muhammad there was no widespread call for family planning, or preventing pregnancy among the Muslims. There is no serious effort and effort to make az-azl (interrupted intercourse) a widespread practice and a popular act in the community.

Some of the companions of the Messenger of Allah (saw) did so no more than in an emergency, and when it was required by their personal circumstances. Therefore, the Prophet Muhammad did not order and did not forbid al-,,azl. In this day and age, mankind has created many tools and invented various ways to stop pregnancy.

Doing family planning by spacing births is permissible (permitted) by Islam and even then if there is a personal need/need between the husband and wife concerned in order to

achieve certain goals but must be preceded by research or research by a team of experts in their fields (health, population, economy, social, education and religion).

If the results of the research determine that family planning really needs to be done, then it is permissible to do it in terms of which area and for the required period of time. For the implementation of family planning, drugs/devices and methods that do not harm the husband and wife both spiritually and physically, such as pills, condoms and 'azl (interrupted intercourse) may be used (Puspaningtyas et al., 2013). If family planning aims to limit offspring without any justifiable reason, then it is not justified according to Islamic law. Therefore, the intention to use family planning contraceptives must first be straightened out. Family planning is not to limit births but focuses on planning, regulating and being responsible for people's family members. Thus, it is legal to use family planning contraceptives (Hasbiyah, 2009).

In the Qur'an there is indeed a Marry and Generate pattern, plus that adoption is not in Islamic law, but it is also not contained in the explanation that the Qur'an rejects family planning. Even the Qur'an clearly states that the generation left behind should not be a weak generation (Irianto, 2014).

According to Mahjuddin that KB is allowed in Islamic teachings because of economic, health and educational considerations. It would even be a sin for her to give birth to a child whose future is not well taken care of which eventually becomes a heavy burden for the community, because her parents cannot afford her living expenses, health and education (Puspaningtyas et al., 2013). QS An-Nisa (4) : 9; "And let fear (of Allah) those who if they leave weak offspring behind them who they worry about (welfare) Therefore, let them fear Allah, and let them speak with the right words."

The form of male/husband participation in family planning can be done directly or indirectly. Direct participation of men/husbands (as family planning participants) is men/husbands using one of the methods or methods of preventing pregnancy, such as condoms, vasectomy (male constant), and natural family planning involving men/husbands (interrupted intercourse method and periodic abstinence method) While the indirect involvement of men, for example, men have a more positive attitude and make better decisions based on their attitudes and perceptions, as well as their knowledge (Muhatiah, 2012).

Male family planning acceptors are family planning participants who use contraceptive methods, drugs and devices. In this study, male family planning participants use contraceptive methods through surgery, commonly known as the Male Operation Method (MOP) or also known as Vasectomy. Vasectomy is an act of closing (cutting, binding,

blocking) both right and left sperm channels, so that at the time of ejaculation the seminal fluid that comes out no longer contains sperm, so pregnancy does not occur. This procedure is lighter than circumcision or circumcision, generally taking about 10-15 minutes, by cutting and binding the sperm ducts (vas deferens) in the testicles (Muhatiah, 2012).

### **3. Research Methods**

Type This research is a descriptive qualitative research, namely research that provides an overview of factual and systematic stimulation and events regarding factors, characteristics, and relationships between phenomena that are owned to carry out the basics only (Moleong & Edisi, 2004). Study Descriptive research is carried out with the aim of systematically describing the facts and characteristics of the subject or object under study appropriately, to obtain a variety of problems related to the field of education and human behavior (Sukardi, 2021).

This study uses a phenomenological approach, because it is directly related to the symptoms that appear around the human environment, it is organized in formal education units. Research that uses a phenomenological approach seeks to understand the meaning of events and interactions of people in certain situations. This approach requires the existence of a number of different assumptions in the way used to approach people's behavior with the aim of finding "facts" or "causes".

The types of data in this study are: data primary (main) which is data obtained from informants, namely expert informants and key informants: Expert informants referred to by the author are people who are experts in the field of planning, both extension workers and cadres. While the key informants are male family planning acceptors who have used the Male Operation Method (MOP) or family planning for men who directly interviewed related to the research. Thus the data and information obtained are data whose validity can be accounted for.

Writer using the term social situation or social situation as the object of research which consists of three elements, namely place, actors and activity, which interact synergistically (Sukardi, 2021). Place (Place). Parepare City, South Sulawesi Province., Actors. Informant, KKBPK Extension, Activity (Activity). The process of implementing interpersonal communication and the output of the implementation of interpersonal communication.

The study instrument is a very important tool and has a strategic position in the overall research activity, because the data needed to answer the research problem

formulation is obtained through the observation guide instrument, interview guide and documentation.

To obtain accurate and scientific data, several techniques are used in collecting data, namely (Faisal, 2003) Observation, interview and documentation. The data that has been collected is processed by qualitative analysis. The data collection process follows the concept of Miles and Huberman, as quoted by Sugiyono, that data collection activities go through three stages, namely data reduction, data presentation, and verification (Sugiyono, 2013).

#### **4. Results and Discussion**

The communication applied by the KKBPK Extension Officer in increasing the participation of men in the post-modern era in Parepare City with communication planning and strategy is interpersonal communication, where this communication is fairly effective in its use with the home visit approach, partnership approach and also the economic approach.

Interpersonal communication is two-way communication or direct communication with the male community of this post-modern era in Parepare City, this interpersonal communication opens the minds of men or husbands to be more open about things that are their obstacles or obstacles so that there is no interest to participate in the Men's family planning program, so that the KKBPK extension workers can more easily approach and provide explanations according to what the male community or husbands want, which ultimately attracts them to participate.

Home visits are one of the most effective ways used by the KKBPK instructors in implementing interpersonal communication strategies because the male community is more open in conveying their thoughts and there is no awkwardness in refuting what the KKBPK instructors say when they do not understand what the KKBPK instructors are saying as a communicator. This strategy is an implementation of attribution theory where the attribution theory is how to learn about relationships between individuals, looking at the behavior of others so that they see the real purpose that causes the person to behave as expected.

The partnership approach is also one of the interpersonal communication strategies of KKBPK Extension officers in increasing male family planning participation in the post-modern era in Parepare City by conducting or providing an understanding of the Male family planning program then continuing what they have received and understood and providing direction to the male community or community. husbands because partners

such as religious leaders, community leaders or formal and informal leaders, especially male family planning motivators who can easily embrace male communities to participate in the male family planning program because they are considered to have high credibility in each of their respective fields. Religious leaders with an understanding of the verses of the Qur'an and Hadith regarding haram, halal or whether it is permissible to use male family planning, community leaders.

The interpersonal communication strategy through the partnership approach is an implementation of the procced view theory and the theory of interpersonal relationship needs. Procced view theory is a theory that looks at the level of credibility or trust of a speaker so that what he conveys is easy to accept, like a KKBPK Extension Officer taking a formal and informal character partnership approach that has a high level of credibility. It is different from the theory of interpersonal relationship needs where this theory sees that humans definitely need other people such as a KKBPK extension worker who needs a partner as a person who is trusted in confirming the message conveyed by the KKBPK instructor.

The economic approach is an additional approach to support the increase in the participation of men in the post-modern era in Parepare City, because on average, male family planning users in Parepare have low incomes and have quite a lot of children. Economic approach by providing compensation of one million rupiah which is also a substitute for living expenses as long as they are not active after participating in the Men's Family Planning program which requires them not to do activities first or is recommended to rest for the next few days. This compensation is part of the Parepare City Government budget as stated in the Budget Use Document (DPA) of the Parepare City Population Control and Family Planning Office for Fiscal Year 2020.

The KKBPK extension worker as a communicator who communicates personally in conveying messages to the male community as a communicant for how to increase male participation in the post-modern era in Parepare City still finds obstacles or obstacles from the male community so they are reluctant to participate in the Male Vasectomy or MOP KB program. These obstacles or barriers are: there are rumors about the male vasectomy or MOP family planning program, the low knowledge or understanding of the male community in this post-modern era in Parepare City, the absence of support from the wife, religious understanding that is contrary to the family planning program, and the perception that family planning is a woman's business.

Rumors circulating about the male family planning program have become a fear in itself for the male community so that they are reluctant to participate in the male family

planning program. Among the rumors circulating are male family planning which is considered the same as castration (cutting off part or all of the male genital organs), male family planning will reduce libido (sexual desire), men or husbands who cannot ejaculate, rumors after doing family planning male vasectomy or wife's MOP still pregnant.

The low level of knowledge or understanding of men or their husbands about the family planning program in Parepare City is because they have a low level of education so that the Men's Vasectomy or MOP family planning program is difficult to understand and accept the family planning program.

Wives who do not support men or their husbands to do or participate in the Men's Vasectomy or MOP family planning program are also a barrier to male society. The wife's concern about her husband if she does or participates in the Men's Vasectomy or MOP family planning program has the potential to commit adultery.

Understanding religion that is contrary to the family planning program is one of the barriers for male society in the post-modern era in Parepare City to participate, such as the assumption that the Male Vasectomy or MOP family planning program is a castration process that is contrary to religious teachings.

The perception of men or husbands who think that family planning is a woman's business is also an obstacle or obstacle to the participation of men in the post-modern era in Parepare City. Men or husbands see that family planning matters are only for women or wives, men or husbands only make a living.

Several stages of participation levels have been fulfilled, such as the Partnership; KKBPK extension workers partner with religious leaders and community leaders. Consultation; the existence of two-way communication between the KKBPK Extension and the Men's Community. Information; the presence of posters in health facilities or family planning services. Manipulation; the delivery of messages by the KKBPK extension workers is not coercive in nature but in fact they are directed to participate.

The form of participation that underlies the male community or husband in the post-modern era male family planning program in Parepare City is formed by several factors, such as being aware that the use of family planning programs is not only a woman's business but men or husbands can take this role, support from the wife so that the man or husband wholeheartedly participate in the Men's family planning program, the economic condition of men or husbands who work as pedicab drivers, motorcycle taxi drivers, and construction workers with low incomes and sometimes uncertain incomes with enough children so that household needs are not balanced are the reasons for them to participate in, and love their wives because they see the condition of wives who use family planning

programs are more susceptible to side effects than men or husbands who use family planning.

## 5. Conclusion

Interpersonal communication carried out by the KKBPK Extension with planning and communication strategies to increase the participation of men in the post-modern era in Parepare City uses several approaches including: personal communication with home visits, partnership approach, and economic approach.

The KKBPK extension workers in Parepare City in implementing interpersonal communication with various approaches still find obstacles or obstacles from the male community in Parepare City being reluctant to participate in the Male Family Planning program for various reasons such as: rumors about the Male Vasectomy or MOP family planning program, lack of knowledge or the understanding of men's society in the post-modern era in Parepare City, the absence of support from the wife, religious understanding that is contrary to the family planning program, and the perception that the family planning program is a woman's business.

The description of male participation in the post-modern era in Parepare City in increasing male participation with interpersonal communication carried out by KKBPK extension workers is quite effective, considering that the complexity of getting clients or family planning participants. Men with various considerations that: aware that the family planning program is not only for women, a form of support from the wife, economic conditions, and next is love for the wife.

## References

Cangara, H. (2013). Perencanaan dan strategi komunikasi. *Jakarta: PT. Raja Grafindo Persada.*

Faisal, S. (2003). *Format-Format Penelitian Sosial* (p. 20). p. 20. VI.

Hasbiyah, M. (2009). Masail Fiqhiyah Al-Hadisyah, Fiqih Kontemporer. *Bandung: Segar Arsy.*

Irianto, K. (2014). *Pelayanan Keluarga Berencana; Dua Anak Cukup.*

Liliweri, A. (1991). Komunikasi Antar Pribadi. In *Citra Aditya Bakti*. Bandung.

Moleong, L. J., & Edisi, P. (2004). Metodelogi penelitian. *Bandung: Penerbit Remaja Rosdakarya*.

Muhatiah, R. (2012). Partisipasi Pria Dalam Program Keluarga Berencana (KB).

*Marwah: Jurnal Perempuan, Agama Dan Jender, 11(1), 1–18.*

Nasional, B. K. dan K. B. (2013). *Revolusi Advokasi dan Komunikasi, Informasi dan Edukasi*. Jakarta: BKKBN.

Puspaningtyas, N. S., Warsono, H., & Marom, A. (2013). Partisipasi Masyarakat Dalam Program Keluarga Berencana Di Kecamatan Pedurungan. *Journal of Public Policy and Management Review*, 3(1), 161–169.

Qadaruddin, M. (2016). *Kepemimpinan Politik Perspektif Komunikasi*. Yogyakarta: Deepublish.

Riadi, M. (2020). “Strategi Komunikasi (Pengertian, Teknik, Langkah dan hambatan. *Kajian Pustaka*. Diakses Dari [Https://www.Kajianpustaka.com/2](https://www.Kajianpustaka.com/2), 20(1).

Sakinah, D. J. B. M. I. dan P. H. P. P. K. K. (2011). *Pedoman Konselor Keluarga Sakinah*. Departemen Agama RI.

Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.

Sukardi, H. M. (2021). *Metodologi Penelitian Pendidikan: Kompetensi Dan Praktiknya (Edisi Revisi)*. Bumi Aksara.

Sutinah, S. (2017). Partisipasi laki-laki dalam program Keluarga Berencana di era masyarakat postmodern. *Masyarakat, Kebudayaan Dan Politik*, 30(3), 290–299.

West, R., & Turner, L. H. (2008). Pengantar teori komunikasi: analisis dan aplikasi. *Jakarta: Salemba Humanika*.