

ABSTRAK

Penelitian ini dimaksudkan untuk mengukur kualitas informasi pada pesan kampanye keluarga berencana secara online yang dimuat pada webportal Perwakilan BKKBN Provinsi Jawa Tengah di masa pandemi Covid-19. Asumsi dasarnya adalah khalayak dan kader masih kesulitan dalam menyerap informasi yang tersaji pada webportal serta karena pada masa pandemi, diperlukan pengurangan kontak atau interaksi langsung antar manusia, sehingga sebagian besar interaksi dialihkan melalui media *online*. Artikel yang diteliti berjumlah 50 artikel mengenai kampanye keluarga berencana pada masa pandemi Covid-19 yang dimuat pada webportal Perwakilan BKKBN Provinsi Jawa Tengah pada bulan Maret 2020 sampai dengan Februari 2021. Total berita yang dipilih secara purposif tersebut dianalisis menggunakan metode analisis isi kuantitatif dengan melihat kualitas informasi dari tiga konsep utama yaitu informativeness, tujuan utama kampanye keluarga berencana serta paradigma utama dalam program keluarga berencana. Adaptasi serta modifikasi terhadap ketiga konsep tersebut menghasilkan dua puluh penilaian kualitas informasi, yaitu informativeness, sebanyak empat belas unit analisis, berupa: *relevant, tailored communications, intuitive operations, respons time, ease of understanding, completeness, currency, accucary, visual appeal, innovativeness, emotional appeal, consistent image, on-line completeness, relative advantage*; kemudian tujuan utama program keluarga berencana sebanyak tiga unit analisis, berupa: *level of objective, locus of change, locus of benefit*; serta paradigma utama dalam program keluarga berencana sebanyak tiga unit analisis, yakni: demografis atau kependudukan, kesehatan (kesehatan reproduksi) serta HAM dan Budaya. Temuan riset menunjukkan bahwa kualitas informasi yang dianalisis mencapai persentase sebesar 75,4%. Perolehan tersebut menunjukkan bahwa kualitas informasi pada pesan kampanye keluarga berencana pada webportal BKKBN Jawa Tengah termasuk kedalam golongan baik, namun sebenarnya perolehan tersebut masih dapat dimaksimalkan karena BKKBN mempunyai kewenangan khusus yang tidak dimiliki lembaga lain dalam mengelola informasi mengenai kependudukan dan keluarga berencana, sehingga hal tersebut sebenarnya dapat menjadi nilai lebih bagi BKKBN, khususnya BKKBN Provinsi Jawa Tengah, atas penyediaan informasi yang bermanfaat bagi khalayak.

Kata kunci: kualitas informasi, webportal, *informativeness*, kampanye kb

ABSTRACT

This study was intended to measure the quality of information on online family planning campaign messages published on the BKKBN Representative webportal of Central Java Province during the Covid-19 pandemic. The basic assumption is that audiences and cadres still have difficulty absorbing the information presented on the webportal and because of it's pandemic, it is necessary to reduce contact or direct interaction between humans, so that most interactions are diverted through online media. The articles studied amounted to 50 articles regarding family planning campaigns during the Covid-19 pandemic which were published on the webportal of the Central Java Province BKKBN Representative from March 2020 to February 2021. The total news that was selected pirposively was analyzed using the quantitative content analysis method by looking at the quality of information. Information from three main concepts, namely informativeness, the main purpose of family planning campaigns and the main paradigm in family planning programs. The adaptation and modification of the three concepts resulted in twenty information quality assessments, namely informativeness, as many as fourteen units of analysis, in the form of: relevant, tailored communications, intuitive operations, response time, ease of understanding, completeness, currency, accucary, visual appeal, innovativeness , emotional appeal, consistent image, on-line completeness, relative advantage; then the main objectives of the family planning program are three units of analysis, namely: level of objective, locus of change, locus of benefit; and the main paradigm in the family planning program as many as three units of analysis, namely: demographics or population, health (reproductive health) and human rights and culture. Research findings show that the quality of the analyzed information reaches a percentage of 75.4%. These results indicate that the quality of information on family planning campaign messages on the Central Java BKKBN webportal is in the good category, but actually the gain can still be maximized because the BKKBN has special authority that other institutions do not have in managing information on population and family planning, so that it can actually be of added value to the BKKBN, especially the BKKBN of Central Java Province, for providing useful information for the public.

Keywords: information quality, webportal, informativeness, family planning campaign