

Optimizing the Utilization of Population Data Houses for the Implementation of the Bangga Kencana Policy in Pasirbuncir Village, Caringin, Bogor

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ABSTRACT

This research aims to analyze the use of the Population Data House in supporting the Bangga Kencana program policy in Pasirbuncir Village, Caringin District, Bogor Regency. The focus of the research lies in the effectiveness of population data management and the challenges faced in its implementation. Qualitative descriptive is the method used in this study with data collection techniques through in-depth interviews, observation and document analysis. The results of the study show that the Population Data House plays an important role in providing accurate information to support the planning of the Bangga Kencana program, especially in population control and building prosperous families. However, the challenges faced include the low digital literacy of village officials, minimal data integration between agencies, as well as inconsistent data validity and updating issues. To overcome these obstacles, it is necessary to increase human resource capacity in the field of information technology and strengthen digital-based data integration systems. The recommendations of this research can be a reference for village governments in optimizing the use of the Population Data House to support more effective and efficient data-based policies.

INTRODUCTION

In the digital era, the need for accurate and integrated data has become increasingly important in supporting government planning and policy-making, including in the *Bangga Kencana* (Family Development, Population, and Family Planning) program. This program has a strategic role in realizing a prosperous family and population control in Indonesia. One of the obstacles that is often encountered is the lack of availability of valid and well-accessible population data at the village level. In Pasirbuncir Village, Caringin District, Bogor Regency, the use of the Population Data House is a potential step in overcoming this problem. The Population Data House is a data-based information center that can be used to support the implementation of various government policies (Alam, Zaid, & Alam, 2023), especially those related to the *Bangga Kencana* program. Although the concept of Data House has been introduced, its implementation in various regions still faces a number of challenges, such as lack of data integration between agencies, limited human resources who understand data management, and low utilization of information technology.

In the era of increasingly massive digitalization, the need for accurate and integrated data management at the village level is very important to support government policies, including the *Bangga Kencana* program. Accurate and integrated data management at the village level is essential to support government policies, including the *Bangga Kencana* (Family Development, Population, and Family Planning) program (Syamsuadi, Febriani, Ermayani, Bunyamin, & Nursyiamah, 2023). This program uses an integrated family information system, which aims to improve the quality and utilization of information technology-based data at all levels of the region. One of the initiatives in this program is the establishment of the Population Data House (*Rumah Dataku*), which functions as a data center and intervention for population problems at the micro level (Kaniza, et al., 2024)

Rumah Dataku manages data ranging from identification, collection, verification, to data analysis sourced from, by, and for the community, so that it becomes the basis for development interventions in KB Village (*kampungkb*, 2024)

However, challenges in data management at the village level are still significant. Research shows that obstacles such as the lack of supporting facilities and infrastructure, as well as the low digital literacy of village officials, hinder effective data management. In addition, the lack of public participation in data collection and utilization is also an obstacle. To overcome this problem, it is necessary to increase the capacity of village officials through digital literacy training and strengthen community participation in population data management. Thus, accurate and integrated data can support the optimal implementation of the *Bangga Kencana* program, which ultimately contributes to improving the welfare of village communities (Annisa & Tristiani, 2025)

Recent issues that have arisen include challenges in integrating data between agencies, the validity and accuracy of population data, and the low digital literacy of village officials which hinders the optimal management of the

Population Data House. In addition, post-pandemic socio- economic dynamics demand a responsive data system for the distribution of social assistance and health services (Hidayat, 2024). Increasing awareness of the importance of gender-based data is also a concern, considering that the Bangsa Kencana program focuses on aspects of family welfare, maternal and child health, and planning.

This study aims to analyze the extent to which the use of the Population Data House contributes to supporting the Bangsa Kencana program policy in Pasirbuncir Village. This analysis includes an evaluation of the role of the Population Data House as an information center that provides accurate and integrated population data for the needs of population policy planning and implementation at the village level (Purnama & Nurcahya, 2023). This study provides a comprehensive overview of the level of utilization of Rumah Dataku and its impact on the effectiveness of the Bangsa Kencana program.

Furthermore, this study identifies various obstacles and challenges faced in the management and utilization of Population Data Houses at the village level. The challenges in question include technical aspects, such as limited information technology infrastructure, to human resource aspects involving low digital literacy of village officials (Aromatica, et al., 2024). A deep understanding of these constraints will be an important basis for proposing appropriate and sustainable solutions in improving population data management.

As the final part of the research, this study seeks to formulate a strategy to optimize the use of the Population Data House to increase the effectiveness of the implementation of the Bangsa Kencana program in Pasirbuncir Village. The strategy formulated will include technical, policy, and capacity building aspects of human resources involved in the management of the Population Data House. By formulating concrete steps, this research is expected to provide practical recommendations that can be implemented by the village government and related agencies in supporting the success of the Bangsa Kencana program.

This research has strategic value in the development of literature related to the use of population data to support village-based development policies. In general, research related to population data has been widely conducted at the national and district levels, but it is still minimal at the village level. Previous research has focused more on the development of application-based population information systems without exploring the potential of the Population Data House as a comprehensive data center involving community participation

By examining the Population Data House in Pasirbuncir Village, this study seeks to make a significant contribution in understanding how information technology and population data can be effectively utilized to support community-based government policies (Mukhsin, 2020). This is expected to be a foothold in the development of more responsive and efficient data-based policies at the village level.

LITERATURE REVIEW

1. Policy Implementation Theory

Policy implementation is an important stage in the public policy cycle that determines the success of a program. The success of policy implementation is influenced by several main variables, including policy standards and objectives, resources, characteristics of implementing organizations, communication between organizations, implementing dispositions, and social, economic, and political environmental conditions (Van Meter & Van Horn, 1975). Communication factors, resources, disposition, and bureaucratic structure are key elements in determining the effectiveness of policy implementation. In the context of village governance, limited human resources and institutional capacity are often the main challenges in translating policies into practice (Edwards III, 1980).

Meanwhile, policy implementation is divided into two dimensions, namely the *content of policy* and the *context of implementation* (Grindle, 1980). This dimension shows that the success of implementation is determined not only by the design of the policy, but also by the social and institutional context in which the policy is implemented.

In this study, the theory of policy implementation is the basis for analyzing how the Population Data House is used in supporting the Bangga Kencana Program at the village level.

2. E-Governance

The concept of *e-governance* refers to the use of information and communication technology in the administration of government to increase efficiency, transparency, and community participation. E-governance aims to improve public administration processes through digitization of services and information management (Heeks, 2006).

The effective implementation of e-governance is characterized by the availability of ICT infrastructure, digitization of administration, public information disclosure, public participation through digital channels, information system security, and human resource capacity (Heeks, 2006).

In the context of villages, the implementation of e-governance still faces the challenge of limited infrastructure and digital literacy. Therefore, strengthening the capacity of village apparatus is an important prerequisite in optimizing the use of population data digitally.

3. Population Data Center and Bangga Kencana Program

The Population Data House is a family and population data management center at the village level that functions to collect, store, and present data as the basis for family development program planning (Kusumaningsih & Istiqomah, 2024). Within the framework of the Bangga Kencana Program, population data is used to determine intervention targets such as couples of childbearing age, pregnant women, toddlers, and at-risk families.

Several studies have shown that the main challenge in data management at the local level is not the availability of data, but rather its use in policy decision-making. For this reason, analysis of the use of the Population Data

House is important to ensure that family development policies are truly data-based and on target.

METHODOLOGY

This study uses a qualitative approach with a descriptive design (Murjani, 2022) to explore in depth the use of the Population Data House in supporting the Bangsa Kencana program policy in Pasirbuncir Village, Caringin District, Bogor Regency. This approach describes the processes, dynamics, and factors that affect the effectiveness of the management and utilization of population data at the village level (Robby, 2025). The focus of the research includes several aspects including public policy, community participation, and the role of the Ministry of Population and Family Development/BKKBN as a policy maker in the context of family development and population (Nasional, 2015).

Data was collected through in-depth interviews with village officials, cadres managing the Population Data House, and local community representatives to obtain comprehensive results. In addition, a document study was conducted on the Bangsa Kencana policies and guidelines issued by the Ministry of Population and Family Development/BKKBN. Direct observation at the Population Data House is also an important part of the research method to understand directly how population data is managed, accessed, and utilized in decision-making at the village level (Maruapey, 2019).

Data analysis is carried out thematically with steps that include data reduction, categorization, and drawing conclusions (Adelliani, Sucirahayu, & Zanjabila, 2023). Data obtained from interviews and observations will be coded to identify key themes related to public policy, public concern, and the role of the Ministry of Population and Family Development/BKKBN. The results of this analysis are expected to provide an in-depth understanding of the factors that support and hinder the use of the Population Data House as a data-based public policy instrument.

RESEARCH RESULT

The results of the study show that the Population Data House (Rumah Dataku) in Pasirbuncir Village has functioned as a population data collection and management system that supports the implementation of the Bangsa Kencana Program. The data collected included demographic information, socioeconomic conditions, reproductive health, and family welfare indicators. The data is the basis for determining program targets at the village level.

Rumah Dataku is designed as an integrative system that provides comprehensive data to support family development policies based on local needs (Saputri, 2025). In Pasirbuncir Village, data management is carried out through collaboration between the village government, PLKB, and cadres by involving community participation.

However, the use of data still tends to be administrative and has not been fully used as the main basis for strategic planning and decision-making. In addition, the limited capacity of human resources and information technology infrastructure is an obstacle in optimizing data utilization.

DISCUSSION

In West Java, initiatives to utilize Rumah Dataku have been implemented in various villages, one of which is Pasirbuncir Village located in Caringin District, Bogor Regency. The implementation in this village is part of the local government's efforts to improve the quality of population data at the local level.

The findings of this study show that Rumah Dataku has strategic potential in supporting the policies of the Bangsa Kencana Program at the village level. The existence of an integrated data system allows for the preparation of programs that are more targeted, in line with the principles of *evidence-based policy*. This supports the argument that accurate and up-to-date data is a key prerequisite for effective public policy planning.

The results of this study are also in line with the findings of the (Fauzan & Pabisa, 2025), which emphasizes the importance of collaboration between the government and the community in managing population data. Public participation not only increases the validity of the data, but also strengthens the legitimacy of the resulting policies. In the context of Pasirbuncir Village, a collaborative approach has been proven to help streamline the process of data collection and update.

However, there is still a gap between the availability of data and its use in the policy process. This condition shows that the implementation challenge does not lie in the data system alone, but in the institutional capacity and human resources in processing and utilizing data strategically. This reinforces the view that the success of policy implementation is influenced by resource factors and the characteristics of implementing organizations.

Thus, optimizing Rumah Dataku requires strengthening the capacity of village officials, increasing digital literacy, and integrating data into village planning mechanisms. These efforts are expected to increase the effectiveness of the Bangsa Kencana Program and support family development that is more responsive to the needs of the community.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, the use of the Population Data House in Pasirbuncir Village supports the Bangsa Kencana Program because it provides accurate population data, but faces the challenges of low digital literacy of apparatus, limited IT infrastructure, and lack of community participation. The research recommendations include capacity building through digital literacy training, improving technological infrastructure, and increasing active community participation, supported by BKKBN guidelines and technical support, in order to realize responsive policies that improve the welfare of village families. Synergy between the government, village officials, and communities is essential for optimal sustainable data management.

ADVANCED RESEARCH

This research has limitations in the coverage of an area limited to one village and the use of a qualitative approach that focuses on an in-depth understanding of the data utilization process. Therefore, further research is suggested to expand the scope of the research area in several villages or districts to obtain a

comparative picture related to the effectiveness of the use of Rumah Dataku in supporting the Bangga Kencana Program.

In addition, follow-up research can use a quantitative approach or mixed methods to more objectively measure the impact of the use of Rumah Dataku on indicators of program success, such as increasing family planning participation, reducing stunting rates, or improving family welfare.

The next research can also explore aspects of digital transformation and the application of e-governance in the management of Rumah Dataku, including analysis of the readiness of technological infrastructure and human resource capacity at the village level. This approach is expected to provide a more systematic and sustainable model of data governance strengthening.

With this development, the follow-up study is expected to be able to make a broader contribution to strengthening data-based policies in family and population development in Indonesia.

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