

## ABSTRAK

Program Keluarga Berencana (KB) merupakan salah satu strategi pemerintah dalam mengendalikan laju pertumbuhan penduduk dan meningkatkan kualitas hidup masyarakat. Namun, partisipasi masyarakat terhadap program ini masih bervariasi, termasuk di Gampong Ulee Nyeue, Kecamatan Banda Baro, Kabupaten Aceh Utara. Meskipun partisipasi masyarakat cukup baik, namun masih ada yang belum sepenuhnya percaya pada program KB tersebut. Penelitian ini bertujuan untuk mengkaji tanggapan masyarakat terhadap program KB di Gampong Ulee Nyeue dan motivasi pasangan usia subur dalam mengikuti program tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi partisipasi, wawancara mendalam, dan studi dokumen. Data dikumpulkan dari berbagai informan kunci, termasuk pasangan usia subur, kader kesehatan, dan tokoh masyarakat. Pendekatan ini memungkinkan peneliti memperoleh gambaran yang menyeluruh mengenai sikap masyarakat terhadap program KB. Hasil penelitian menunjukkan bahwa sebagian besar masyarakat memiliki tanggapan positif terhadap program KB, terutama karena manfaatnya dalam mengatur jarak kelahiran dan meningkatkan kesejahteraan keluarga. Motivasi pasangan usia subur mengikuti program KB dipengaruhi oleh faktor ekonomi, kesehatan, serta dorongan dari petugas kesehatan. Namun demikian, terdapat sebagian kecil masyarakat yang masih ragu terhadap program ini karena faktor budaya dan keyakinan agama.

**Kata kunci:** Keluarga Berencana, partisipasi masyarakat, pasangan usia subur, motivasi, tanggapan masyarakat

## **ABSTRACT**

*The Family Planning (KB) program is one of the government's strategies to control population growth and improve the quality of life in society. However, community participation in this program still varies, including in Gampong Ulee Nyeue, Banda Baro District, North Aceh Regency. Although community participation is quite good, there are still some who do not fully trust the KB program. This study aims to examine the community's response to the KB program in Gampong Ulee Nyeue and the motivation of couples of fertile age to participate in the program. This research employs a qualitative approach, utilizing data collection techniques that include participant observation, in-depth interviews, and document studies. Data were collected from various key informants, including couples of childbearing age, health cadres, and community leaders. This approach enables the researcher to gain a comprehensive understanding of the community's attitudes toward the family planning program. The research results show that the majority of the community has a positive response to the family planning program, mainly due to its benefits in regulating the spacing of births and improving family welfare. The motivation of couples of childbearing age to participate in the family planning program is influenced by economic factors, health, as well as encouragement from health workers. However, there is a small portion of the community that still has doubts about this program due to cultural factors and religious beliefs.*

**Keywords:** *Family Planning, community participation, couples of childbearing age, motivation, community response*