

Research Article

Management of Genre Program in Improving Adolescent Reproductive Health in Bengkulu City

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Abstract.

This study aims to examine how the management of the Genre program can improve adolescent reproductive health in Bengkulu City, specifically at the Bengkulu City P3AP2KB Office. A qualitative, descriptive method was used, with data collection through observation, interviews, and documentation. The analysis followed three stages: data reduction, data presentation, and conclusions. Key aspects analyzed include program needs assessment, preparation and empowerment of human resources, implementation of Genre Program activities and services, and supervision and evaluation. The findings indicate that the management of the Genre program has not been effectively implemented, primarily due to several challenges. These include the absence of dedicated funding for the program, limited financial resources, low participation in socialization efforts, insufficient capacity-building activities for program managers, infrequent evaluation meetings, inadequate supervision through reporting and field visits. To improve the management of the Genre program, the study recommends planning and submitting proposals for dedicated funding, establishing partnerships with financially capable organizations, and enhancing coordination with PLKB officers, community stakeholders, schools, and Genre partners to increase participation and strengthen program supervision.

Keywords: adolescent reproductive health, generation planning, management

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Published: 17 July 2025

Publishing services provided by
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Selection and Peer-review under the responsibility of the ICoGPASS 2024: Policy and Development Conference Committee.

1. INTRODUCTION

It is a country in the era of demographic bonuses, with the productive age population dominating compared to the unproductive and unproductive age [1]. Indonesia's population in June 2022 reached 275.36 million people, with 190.83 million people or 69.3% or more than half of Indonesia's population belonging to the productive age group. The unproductive age is divided into two parts: hopeless age, which has passed the productive age (65 years and over), and weak because it has not entered the formative period (0-14 years). The demographic bonus experienced can be capital in carrying out



national development if a large number abundant age population is also followed by the quality of human resources [2]

To take advantage of the demographic bonus by improving the quality of human resources, adolescents are the age group most highlighted in this regard. Teenagers are still unstable and looking for identity, beliefs, and values that will be used as a guide to their lives. By improving the quality of adolescents from the age range of 10-24 years, Indonesia will be dominated by a population with a rate that is ready to compete in the world of work nationally and internationally [3]. The government must run programs that touch directly on youth groups. Through Law Number 52 of 2009 concerning Population Development and Family Development in Article 48 paragraph (1) in letter B states that improving the quality of adolescents by providing access to information, education, counseling, and services about family life, improving the quality of adolescents through fostering resilience and family welfare intended for adolescents and families who have adolescents and adolescent development [4].

To carry out the law's mandate and build a quality, productive age population, BKKBN developed the Genre program for adolescents and families with adolescents [5]. The Genre Program is implemented through two approaches, namely the Adolescent/Student Counseling Information Center (PIKR/M) for adolescents and Adolescent Family Development (BKR) for families with adolescents [6]. To advance the quality of adolescents' mindset, lifestyle, and mentality to become an advanced generation, it can help national development [7]. The Genre program, which is carried out by providing information about adolescent problems, providing counseling in problem-solving, and training in improving quality, is carried out as a means of overcoming teenage issues that are increasingly complex along with the change from child to adult age is often referred to as TRIAD-KRR or the three risks faced by adolescents, namely Sexuality, HIV/AIDS, and Drugs [8].

By referring to four aspects of management adopted from the theory of Managerial Principles in Siagian (2018), which collaborated with the basis of policies governing the control of the Genre program through two approaches, namely the approach to adolescents in the guidelines for the direction of the PIKR/M program in the Regulation of the Head of BKKBN No: 88/PER/F2/2012 concerning Guidelines for the Management of Information and Counseling Centers for Adolescent/Students and the approach to parents who have adolescents in the guidelines for managing the BKR program through the Head of BKKBN Regulation No: 109/PER/F2/2012 concerning Guidelines for the

Management of Youth Family Development Programs so that the results are known that the management of the Genre program is carried out with a process consisting of:

- Analysis of program needs, namely planning the management of the Genre program. This is carried out by collecting data on adolescents and families who are the target group of the Genre program, carrying out communication, information, and education (KIE) so that the objectives of the Genre program can be conveyed, and preparing budget sources.
- Preparation and empowerment of human resource managers, which is part of the organizing process in managing the Genre program, which is carried out through recruiting prospective managers, peer educators, and peer counselors as human resources for group managers and carrying out workshops, training, and orientation to increase the manager's understanding of the substance of the Genre program.
- Implementation of Genre program activities and services, namely the process of implementing the Genre program, which is carried out through socialization of Genre program materials, formation of activity groups, and agreement raising as a means of coordinating the smoothness and sustainability of groups that have been formed, increasing the capacity of managers to improve the ability of group managers and carry out activities and services to target groups
- Supervision and assessment are carried out by recording and reporting to see the success of every aspect of activities carried out through field visits and meetings that are carried out regularly in program evaluation

At the Bengkulu city level, the Office of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB) of Bengkulu City also manages the Genre program. However, in its implementation, the management of the Genre program in the city of Bengkulu experienced obstacles due to Genre activities, which were still combined with activities such as Build an Elderly Family (BKL) and Build a Toddler Family (BKB). Hence, the allocation of funds was not well organized. This shows that aspects of Genre program management are still experiencing obstacles in analyzing program needs, implementing services and activities, and conducting supervision and evaluation.

The above statement aligns with several studies on the generation planning program in overcoming adolescent problems. There are several obstacles related to management, ranging from insufficient and competent human resources so that communication between organizations from target groups and management agencies involved in the generation planning program does not work well, lack of funds needed to run the program is also often an obstacle. In its implementation so that socialization activities can only be carried out a few times which is an obstacle to the limited delivery of information to the target group [10], [11], [12]

The obstacles that become obstacles in the management of the Genre program show that a systematic concept is needed and covers everything from preparing all needs such as budget funds, promoting and preparing human resources, forming forums and groups, implementing activity services, supervision, and evaluation to be a comparison material in the implementation of future generation planning programs so that the target of the generation planning program can be achieved, especially in Addressing issues surrounding adolescent reproductive health.

Related to this, one of the problems surrounding the TRIAD KRR faced by adolescents is sexuality. Premarital sexuality is any behavior motivated by sexual desire, either with the opposite sex or the same sex outside the legal marriage relationship [13]. Premarital sexual behavior can lead to early childhood marriage, which will cause even more significant problems; it is due to the lack of maximum preparation readiness physically, mentally, and economically so that it will only depend on dependent parents because they cannot meet their daily needs [14]. The first factor influencing early marriage in adolescent girls is local culture and customs, so good communication and education are needed for the community [15].

Based on data from the Central Statistics Agency, the proportion of women aged 20-24 years who are married before the age of 18 years is 13.24% in 2019, 10.68% in 2020 and 11.93% in 2021 [16]. Early marriage has become a national-scale problem in every region in Indonesia, including Bengkulu Province, which in 2020 was ranked 6th as the province with the highest percentage of female marriage at the age of 7-15 years [17]. Early childhood marriage also occurs in Bengkulu City, which, although in the last three years has shown a decrease in cases of early marriage, is contrary to Law of the Republic of Indonesia Number 16 of 2019 concerning Amendments to Law of the Republic of Indonesia Number 1 of 1974 concerning Marriage because the age limit for marriage is both women and men which is 19 years.

The massive cases of early marriage that occur due to premarital sexuality behavior that is not followed by an understanding of adolescent reproductive health indicate that the teenage group is very vulnerable to Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome (HIV/AIDS) with 31.8% [18]. This problem was also experienced by Bengkulu Province, reporting from Kompas. TV in Bengkulu Province from January to April 2022, there were 53 cases of HIV/AIDS found; in addition, data from the Bengkulu Provincial Health Office recorded that from 2021 to April 2022, the total cases of HIV/AIDS reached 199 cases. Bengkulu City became the highest, with 108 points [19].

In addition to sexuality and HIV/AIDS, adolescent problems included in TRIAD KRR are drug or drug abuse behavior, psychotropics, and other addictive substances [20]. The use of drugs, especially syringes, together is closely related to the spread of HIV/AIDS cases. Therefore, the most vulnerable group is drug abuse; judging from Indonesia's 2022 drug report, adolescent data is still relatively high, at 1.87 percent in 2021. This figure increased compared to 2019, which was 1.30 percent (BNN, 2022). In addition, the adolescent group is vulnerable to becoming users, and the range involved is dealers, with a prevalence of 47.1%, and couriers, with a majority of 31.4%. Meanwhile, narcotics abuse can be seen in Bengkulu Province from the spread of drug-prone and vulnerable areas, namely Pagar Dewa Village, Kandang Mas, Kandang, Lempuing, Panorama, and Tebeng. In this case, it is necessary to have early anticipation to prevent someone from abusing and distributing drugs early in the adolescent environment [22].

Therefore, this study was conducted to answer How the Management of the Genre Program in Improving Adolescent Reproductive Health in Bengkulu City will be carried out at the Office of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB) of Bengkulu City as an agency that develops the Generation Planning (Genre) program in Bengkulu City through the approach of adolescents (PIKR/M) and families who have adolescents (BKR)?

2. MATERIALS AND METHODS

The research approach used in this study is descriptive qualitative (Creswell, 2014). This research was analyzed based on managerial principles in Siagian (2018), which was collaborated with the basis of policies governing the management of the Genre program through two approaches, namely the approach to adolescents in the guidelines for managing the PIKR R/M program in the Head of BKKBN Regulation No: 88 / PER /

F2 / 2012 concerning Management Guidelines for Adolescent/Student Information and Counseling Centers and the approach to parents who have adolescents in management guidelines BKR program through Head of BKKBN Regulation No: 109/PER/F2/2012 concerning Guidelines for Youth Family Development Program Management.

The informant determination technique in this study uses purposive sampling techniques; informants are selected considering their ability to contribute to an understanding of the management of the Genre program (Sugiyono, 2018). The data collection process in this study was carried out by observation, interviews, and documentation (Afrizal, 2016). The data analysis methods used in this study are data collection, data reduction, data presentation, conclusions, and verification (Miles & Huberman, 1994).

3. RESULTS AND DISCUSSION

Management of the Genre Program in Bengkulu City at the Office of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB) of Bengkulu City through the theory of Siagian management functions (Siagian, 2018). Which is collaborated with the basis of policies governing the management of the Genre program through two approaches, namely the approach to adolescents in the PIKR R/M program management guidelines and the approach to parents who have adolescents in the management guidelines BKR program so that several aspects are obtained.

Namely, the program needs analysis, preparation, and empowerment of human resource managers, implementation of activities and services of the Genre program, as well as supervision and assessment. Based on the results of field research, the author concludes that the management of the Genre program in improving adolescent reproductive health in Bengkulu City has not been appropriately implemented because there are obstacles related to the aspects used in this study, which cause problems that have an impact on the future stages of Genre program management such as lack of funds to carry out workshops, training and orientation activities as well as capacity building activities for group managers which results in many group managers not understanding how mechanisms in managing each group. This can be proven by the research results contained in the matrix picture of the research results below.

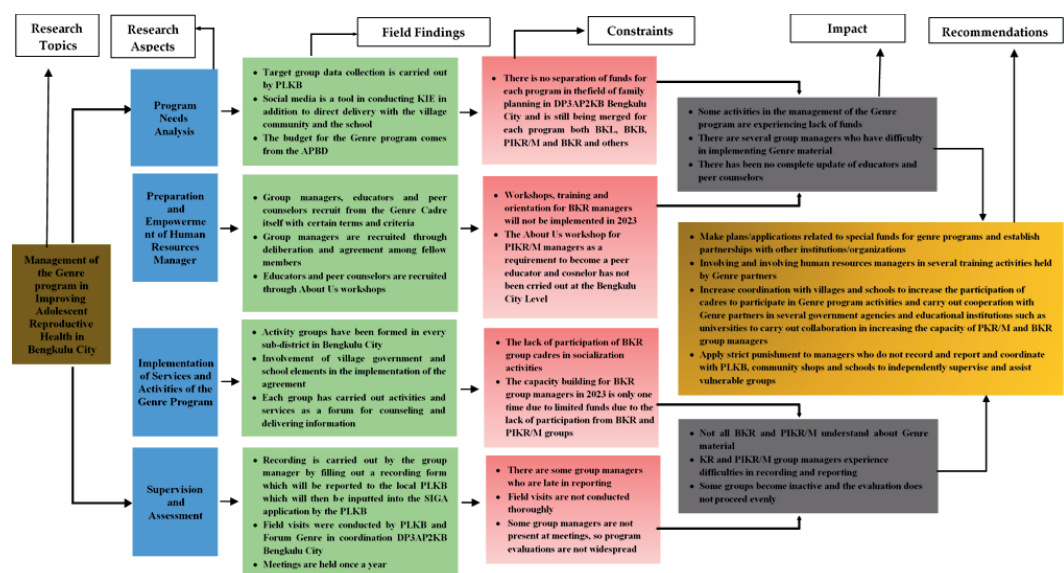


Figure 1: Matrix Research Results. source: Processed by Researchers, 2023.

3.1. Program Needs Analysis

The program needs analysis is the planning and management of the Genre program implemented by the Bengkulu City P3AP2KB Office, which begins with collecting target group data, implementing communication, information, and education, and preparing program fund budgets. Program needs analysis is carried out to facilitate the determination of the next rarity in the process of managing the Genre program in the future, starting from collecting target group data so that it knows the possible locations for group formation and then continuing with communication, information and education so that the target group can be interested in joining the activity group to be formed and informing about the formation plan activity group to the community shop/religious shop and then after that prepare a budget for funds to carry out further activities. The Bengkulu City P3AP2KB Office collects target group data by involving the Bengkulu City PLKB in the field in each sub-district, which later the data obtained will be entered into the SIGA (Family Information System) application for follow-up. Data collection is also carried out by searching directly at the village office for more complete and valid data and families with adolescents as the target group of the Genre program in the area, which will later be formed as an activity group. The collection of target group data, consisting of the number of adolescents and parents who have teenagers and several supporting facilities for activities, can facilitate future planning in group formation, delivery of information communication, and education. The same results

were also found in research where PLKB was involved in collecting target group data [27].

Carrying out communication, information, and education (KIE) regarding the Genre program is a follow-up process of collecting target group data that has been carried out with the aim that the program can be delivered properly. The KIE process is carried out through the role of extension workers in the field of family planning (PLKB) in coordination with the Bengkulu City P3AP2KB Office, which is not only for adolescents and parents who have adolescents but also carried out by village governments and other stakeholders to ensure the smooth implementation of activity programs. PLKB's involvement in disseminating information on the Genre program also occurs in research that has been carried out before, where, in addition to the field/nurse, PLKB also has a significant role in delivering information. In addition [28]. Communication, news, and education (KIE) are also carried out through social media by utilizing the Genre ambassadors to disseminate information and increase teenagers' interest in joining the Genre program.

One One of the needs in other Genre programs is the funds carried out to prepare funding sources for Genre program activities in Bengkulu City. Financial support for the Genre of Bengkulu City program has been provided through budgeting funds for all programs, including BKR and PIKR/M programs, which have been budgeted annually from APBD funds. The budgeting of funds for Genre program activities in the APBD is carried out thoroughly or combined with activities in other family planning programs such as BKL and BKB. In addition, every cadre is free of charge in activities or the cost of participating in activities, both coaching and counseling, because Genre has elements of Genre brothers and mothers who often help with funding needs.

The absence of separation and creation of special funds for implementing Genre program management is an obstacle often faced, such as a lack of funds to carry out activities in the direction of Genre programs. This also resulted in activities sometimes becoming piercing, namely some Genre program activities being merged and united with other activities in the KB Field so that some important points were not conveyed properly. The absence of special funds to manage the Genre program will also impact future activities and management processes, such as limited activities in increasing management capacity, which has a sustainable impact or causes multiple effects. This is also found in previous research that shows constraints in the Genre program are caused by a lack of funds [29]. Overcome these obstacles can be done by making plans/submissions related to special funds for genre programs so that certainty is

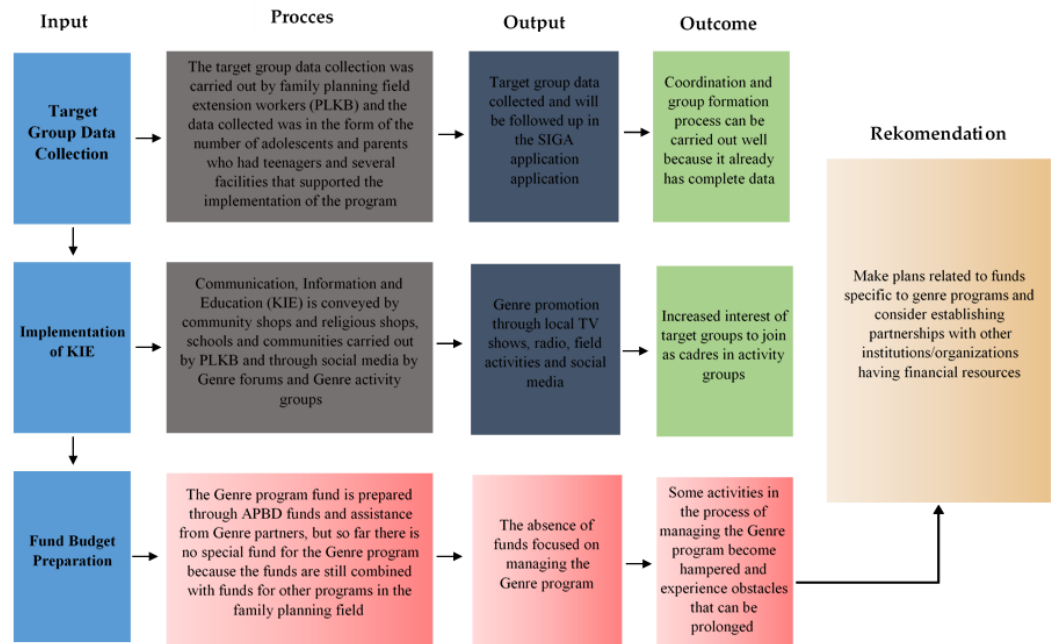


Figure 2: Matrix Results and Discussion of the Implementation of Program Needs Analysis Aspects. *Source: Processed by Researchers, 2023.*

formed of the availability of funds intended for better management, in addition to considering establishing partnerships with other institutions/organizations that have financial resources so that activities will continue to run even though the financial resources obtained through partners cannot cover All lack of funds needed.

3.2. Preparation and Empowerment of Managing Human Resources

The preparation and empowerment of managing human resources is an organizing process in the management of the Genre program carried out by the Bengkulu City P3AP2KB Office through the recruitment of prospective managers (peer educators and peer counselors) who will manage in activity groups both BKR and PIKR/M and carry out workshops, training and orientation to increase the manager's understanding of the substance of the Genre program and determine the duties and responsibilities of the manager so that every work will be carried out and can be completed properly.

Recruitment of prospective managers, peer educators, and counselors is done through specific procedures and must meet the criteria and conditions specified in the PIKR/M and BKR management guidelines. The management recruitment procedure is carried out by deliberation to determine the management structure in a Genre activity

group PIKR/M and BKR. In contrast, peer educators and peer counselors in the PIKR/M group are recruited through PSKS workshop activities, which have now become “About Us” Workshop or “About Us Upgrade” Workshop, a requirement to become a peer educator or peer counselor.

The workshops, training, or orientation for managers have been implemented through the “Tentang Kita” workshop for PIKR/M managers. Although it has been carried out at the Bengkulu provincial level, at the Bengkulu City level, it is planned to be held at the end of September 2023. Training on “1001 Ways to Talk to Teenagers” for BKR managers at the Bengkulu City level for this year has not been carried out because there has been no update of Genre material and the addition of new group activities. The lack of training and workshops or organizations for the managers of these activity groups causes some groups to experience difficulties in managing their groups, so some management activities become disrupted.

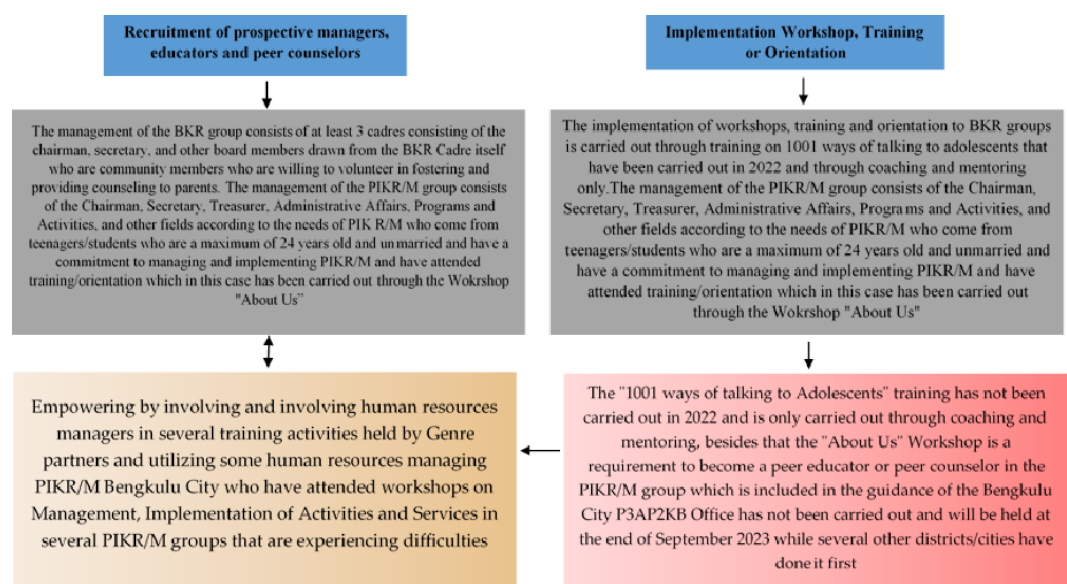


Figure 3: Matrix for Preparation and Empowerment of Human Resources Manager. *Source: Processed by Researchers, (2023).*

Therefore, it is necessary to do something to prevent this from happening, such as involving BKR or PIKR/M group management resources in Bengkulu City in activities carried out by Genre partner partners both at the Bengkulu City level and the Bengkulu Province level. In addition, utilizing several PIKR/M managers who have attended workshops, Tentang Kita held at the Bengkulu Province level in helping several groups with difficulty managing and implementing activities and services to target groups. Some of these activities can be done so that the objectives of the Genre program in improving

the quality of adolescents can be achieved and to prevent obstacles that can cause more significant problems in the future.

3.3. Implementation of Activities and Services of Genre Program

The implementation of Genre program activities and services is a mobilizing process in the management of the Genre program carried out by the Bengkulu City P3AP2KB Office through the socialization of Genre program material to provide knowledge about the mechanism of managing activity groups and delivering material, forming activity groups for a forum in carrying out Genre program activities and services, raising agreements as a means of coordination for the smooth and sustainability of the group which has been formed, increasing the capacity of managers as a means of improving the ability to carry out services to target groups.

Socialization activities are carried out so that the group that will be formed understands how to manage the group while reintroducing the Genre program. In addition, complaints were also found that the socialization activities of the BKR program to managers were not comprehensive, and only some cadres from several groups were present, so some information on the socialization results was not conveyed to all cadres. The socialization activity for the PIKR/M group in Bengkulu City was carried out by involving the Bengkulu City Genre Forum both as a committee and as a presenter.

The next step in managing the Genre program is to form a group. The P3AP2KB Office has formed BKR and PIKR/M activity groups with existing procedures. The method of forming PIKR/M and BKR groups is supported by the distribution of activity group registration forms, which will be equipped with supporting data such as the number of interested members, facilities, and others, which will later be input through the SIGA application. The number of PIKR/M and BKR groups formed in Bengkulu City is as follows.

After socializing the program and forming the group, the next stage of management is to raise agreements to ensure the smoothness and sustainability of the group created and determine the model of the activity. The agreement was raised by deliberation involving cadres and managers and the village government or the school by assessing the model of activities combined with other activities such as BKL and BKB or extra-curricular activities in schools.

Then, after the previous stage has been implemented, there will be an increase in the capacity of managers through education and training to understand the tasks better and hone skills in providing services and counseling as well as coaching in the form of consultation, providing insight to adolescents and parents, giving directions, conducting counseling and being a protector for the target group of the generation planning program through mentoring. Increasing the capacity of managers is carried out by the Bengkulu City P3AP2KB Office through socialization and strengthening of groups to improve managers' knowledge. Partners such as the Provincial BKKBN and the Provincial/City BNN can also increase the capacity of managers. In expanding the capacity of managers, there is the involvement of the Bengkulu City Genre Forum, which is an extension of the Bengkulu City P3AP2KB Office, namely as a speaker and also the committee in assisting activities such as joint exercises involving all PIKR/M managers in Bengkulu City. In addition, there are also funding constraints, so the implementation of BKR group manager training is not optimal in one year. This results in training information sometimes not being appropriately conveyed to activity group managers so that these cadres become passive cadres in their groups.



Figure 4: Matrix of Activities and Services Genre Program. *Source: Processed by Researchers, (2023).*

The last process is the activities and services of the Genre program, which after increasing the capacity of managers so that the managers of each group can run the organization well and carry out services through the provision of counseling services

and counseling meetings and collaborating with partners and making referrals for adolescents or students who need more handling [30].

TABLE 1: BKR and PIKR/M Groups That Have Been Formed in Bengkulu City until 2023.

No.	Sub-district	PIK-R/M	BKR
1	Selebar	7	7
2	Gading Cempaka	7	6
3	Teluk Segara	8	11
4	Muara Bangka Hulu	5	6
5	Kampung Melayu	2	7
6	Ratu Agung	3	9
7	Ratu Samban	7	9
8	Sungai Serut	6	9
9	Singaran Pati	2	5
Total		47	69

Source: Retrieved from Bengkulu City P3AP2KB Office, (2023)

The Genre program itself is a program that is oriented towards providing services to adolescents with problems with reproductive health. Activities and benefits of the Genre program are carried out through consultation, providing insight and direction, and liaising with each target group to convey problems related to reproductive health. Group activities and services are also conducted by participating in events to increase understanding of adolescent reproductive health by partners at the Bengkulu Province and Bengkulu City levels.

3.4. Supervision and Assessment

The series of activities in managing the last program is by carrying out supervision and assessment to ensure and assess the process of running workouts that have been planned. Maintenance is carried out to ensure that Genre program management activities can run by what has been previously scheduled through the process of recording and reporting the results of activities and services carried out by each group and by conducting field visits to find out the conditions directly related to the Genre program management process. In addition, a meeting was held to assess this to discuss obstacles, problems, and the essential points that must be improved in the future.

Supervision and assessment are carried out by carrying out recording and reporting by each activity group; both PIKR/M and BKR record the activities and services carried

out, which will later be reported to the local PLKB, which is then input the results of the forms of each group into the SIGA application connected to the Bengkulu City P3AP2KB Office so that it is possible to carry out further supervision. However, the recording and reporting process through SIGA applications has often experienced problems where some groups do not report their records' results, so the group becomes active. This problem is motivated by orientation activities and training that have not been carried out optimally, so the program management mechanism is not conveyed correctly to every BKR and PIKR/M activity group manager.

Further supervision is carried out through field visits involving Family Planning Field Extension (PKB) groups in coordination with the Bengkulu City DP3AP2KB as a rarity to follow up on the results of the report so that not all activity groups, be it PIKR/M or BKR who receive direct visits. In addition, field visits were carried out by the role of the Bengkulu City Genre Forum as a companion and trainer for each PIKR/M group in Bengkulu City. However, the field visit process has not been carried out thoroughly for all groups, and only some groups have been visited in the field, so the evaluation process does not involve all activity groups.

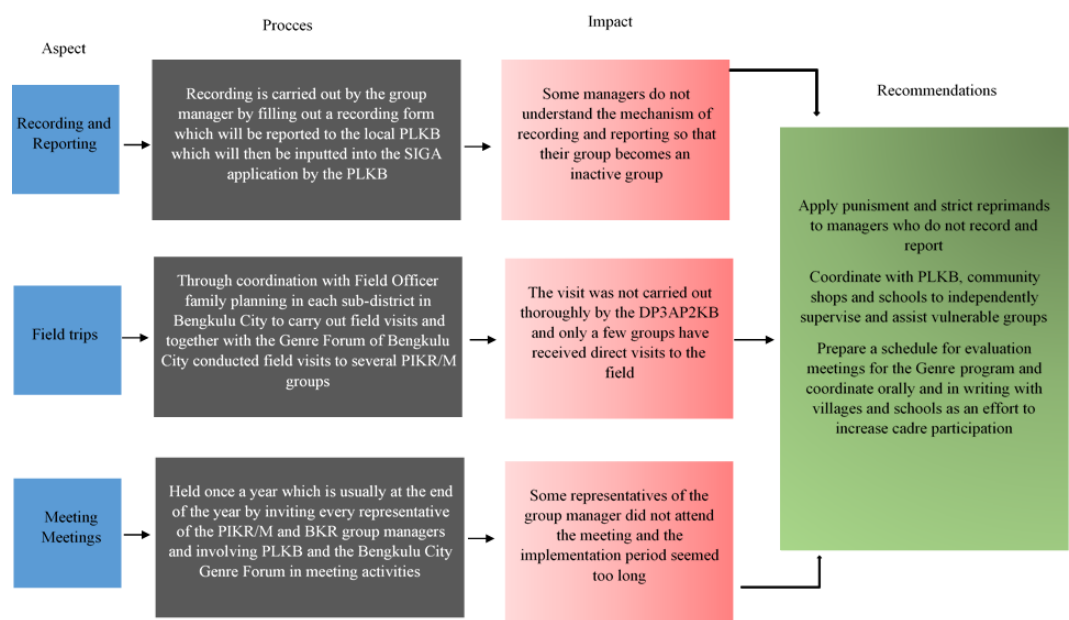


Figure 5: Matrix of Genre Program Supervision and Assessment. *Source: Processed by Researchers, (2023).*

The last series of activities in managing the Genre program in Bengkulu City at the P3AP2KB Office is by conducting meetings and meetings that are carried out periodically in the context of program evaluation. Meetings are held yearly and involve managers of activity groups PIKR/M and BKR in Bengkulu City. The assessment is carried

out through grouping problems and discussion of the recapitulation of monthly reports carried out by each activity group so that problems can be found, and it is possible to make improvements for the next year as well as provide an overview in coaching and increasing the capacity of existing activity group managers. The meeting involved the Bengkulu City P3AP2KB Office program managers, PLKB Bengkulu City, and the Genre Forum in Bengkulu City. In 2023, the conference has not been held because it will be held at the end of the year. However, group representatives were still absent in its implementation, so the evaluation results were not conveyed properly.

Problems that arise in the implementation of supervision and assessment in the management of the Genre program are considered to be the cause of the success of achieving the objectives of the Genre program in the future. Some recommendations are rare in overcoming the problem, such as applying punishment and strict reprimands to managers who are late or not recording and reporting to suppress negligence in writing the results of activities and services of the Genre program, coordinating with PLKB, community stores, and schools to conduct independent supervision and provide special assistance to vulnerable groups so that it minimizes the possibility of more significant problems arising and prepares a schedule for evaluation meetings for the Genre program and coordinates orally and in writing to villages and schools as an effort to increase cadre participation so that the meeting process to evaluate the management of the Genre program can be carried out thoroughly.

4. CONCLUSION

Based on the results of research and discussion guided by the principles of managerial principles in Siagian (2018), which collaborated with the basis of policies governing the management of the Genre program through an approach to adolescents and parents who have teenagers, it can be concluded that the control of the Genre program at the Bengkulu City P3AP2KB Office is not carried out correctly. This can be seen from the problems in the research aspects used. Including the absence of special funds for the Genre program, so there are limited funds and the lack of participation in the implementation of the socialization of Genre program materials, capacity building of managers and program evaluation meetings that do not run thoroughly, the performance of proper supervision through recording and reporting due to negligence of group managers. These field visits are not carried out thoroughly, so some groups are not supervised directly. Recommendations for improving the management of the Genre

program at the upcoming Bengkulu City P3AP2KB Office by making plans related to special funds for the Genre program and considering establishing partnerships with other institutions/organizations having financial resources, improving coordination with PLKB, community stores, schools, and Genre partners to increase the certainty of cadres in every activity and the implementation of supervision of several groups that are considered vulnerable having problems.

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