



## **The Synergy of the Independent Learning Campus Programme at the Office of Population Control, Family Planning, Women's Empowerment, and Child Protection**

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### **Abstract**

The COVID-19 pandemic has de facto transitioned into a post-pandemic phase, although it has not yet been officially declared endemic by the World Health Organization (WHO). This phenomenon necessitates the adoption of new adaptive strategies to enhance community empowerment. At this juncture, conducting research on Social Network Analysis (SNA) is crucial to developing a community empowerment model through the Independent Learning Campus Program under the Department of Population Control, Family Planning, Women's Empowerment, and Child Protection (DPPKBP3A) in Banyumas Regency during the post-pandemic era. This research aims to identify, test, and implement a novel model of community empowerment through the independent learning campus program programme, particularly focusing on student internship initiatives in the post-pandemic context. The model will be implemented through a synergy between higher education institutions, local governments, and communities to address the impacts of the COVID-19 pandemic. The research will focus on developing a social network model in the post-pandemic era and will be conducted in three stages. The first stage involves exploring and confirming the SNA of the independent learning campus programme during the COVID-19 pandemic in rural and urban areas using SNA analysis methods. The second stage focuses on applying the independent learning campus program empowerment model in rural and urban areas during the pandemic. The third stage involves disseminating and implementing the independent learning campus program empowerment model policy in rural and urban areas at the regency level in Banyumas. Preliminary findings highlight a significant public interest in the issue of stunting in Indonesia, as evidenced by Google Trends analysis. From 20 March 2022 to 19 March 2023, there was a 50% to 55% increase in web searches using the keyword "stunting" in Indonesia. This indicates a growing public interest in the stunting issue over the past year.

**Keywords:** Child Protection, Community empowerment, Independent learning, Pandemic, Social Network Analysis



## INTRODUCTION

The COVID-19 pandemic, which first emerged in Wuhan, China, has rapidly spread across the globe, including Indonesia. As of 22 August 2021, Indonesia reported 3,979,456 confirmed cases and 126,372 fatalities (COVID-19 Task Force, 2021). Nevertheless, the government also reported a total of 3,546,324 recovered cases. Over time, there has been a notable upward trend in the number of COVID-19 cases.

In response to the pandemic, the Indonesian government implemented policies aimed at synchronizing the efforts of various ministries by adjusting their programs and budgets to address the impacts of COVID-19. Among these efforts, the Ministry of Education, Culture, Research, and Technology played a pivotal role. In 2021, Nadiem Anwar Makarim, the Minister of Education, Culture, Research, and Technology, introduced an innovative initiative in higher education known as Independent Learning Campus Program. As part of the Independent Learning policy, this programme provides students with opportunities to hone their skills based on their interests and talents by engaging directly in the workforce as preparation for their future careers.

The Independent Learning Campus Program comprises eight activity streams available to students outside their home universities: internships/practical work, village projects, teaching in schools, student exchanges, research, entrepreneurial activities, independent studies/projects, and humanitarian projects. This study focuses on one of these streams—village research projects—as a continuation of the Kampus Merdeka initiative[1,2,3,4]

Universitas Jenderal Soedirman has actively supported the Independent Learning Campus Program, also referred to as Independent Learning Campus Program or Independent Learning Independent Campus, offering its students opportunities to participate. Specifically, the Sociology Department in the Faculty of Social and Political Sciences of Jenderal Soedirman University encouraged its students to engage in one of the Independent Learning Campus Program activities. In mid-2021, during the 2021 even semester, 32 sociology students participated in internships. These students were assigned to two different organization: 16 were placed at the Regional Disaster Management Agency (BPBD) in Purbalingga, and the other 16 at the Institute for Social and Environmental Research (LPPSLH) in Banyumas. This marked the Sociology Department's inaugural participation in the Independent Learning Campus Program internship programme.

Studies on community empowerment models have been widely conducted, including research on disaster-affected communities[5,6], Islamic boarding school communities [7], and marginalized communities during the COVID-19 pandemic. However, research on community empowerment models specifically addressing the COVID-19 pandemic remains limited, particularly studies on social network development in synergy with the Independent Learning Campus Program, especially its internship component at the the Office of Population Control, Family Planning, Women's Empowerment, and Child Protection or called DPPKBP3A in Banyumas Regency.

The Population Control, Family Planning, Women's Empowerment, and Child Protection Office in Banyumas Regency has implemented several community empowerment initiatives, including the Family Planning Village programme, stunting prevention initiatives, and database development in both rural and urban areas across the



regency. The Family Planning Village programme focuses on enhancing family quality through initiatives such as the Early Childhood Family Development, Youth Family Development Elderly Family Development, Youth Information and Counselling Centres, and Family Economic Empowerment. These activities aim to foster small, quality families by promoting family resilience through TRIBINA programs, which involve implementing the eight family functions, reproductive health education, and counselling on education and economic aspects within families (BKKBN, 2020).

Nonetheless, the sustainability of the Family Planning Village programme encountered challenges during the COVID-19 pandemic. Previous research on Family Planning Village during the pandemic revealed significant obstacles. For instance, the study in East Java demonstrated that while community participation in the Family Planning Village programme increased initially, activities in Family Planning Village of Sumberkarang faced challenges in 2020 due to the pandemic. The study highlighted a decline in community participation in the Family Planning Village programme during the COVID-19 pandemic in East Java.

Despite these findings, research linking stunting prevention efforts with the involvement of student interns in the independent learning campus programme remains unexplored. This study examines the issue of stunting through the lens of synergies between higher education institutions, local governments, and target communities[8,9,10]

The Sociology Department's independent learning campus program internship programme at DPPKBP3A has been ongoing for two years. In its first year, four students were deployed to two sub-districts: East Purwokerto, representing urban areas, and Sumbang, representing rural areas. Partner institutions, particularly DPPKBP3A, tasked the interns with developing Family Planning Village. However, the implementation faced significant challenges due to the COVID-19 pandemic, resulting in sub-optimal programme outcomes in the first year.

Unlike the first-year independent learning campus program internship programme, which focused on empowering Family Planning Village (Family Welfare Villages), the second-year internship programme was directed towards supporting initiatives managed by the partner organization, DPPKBP3A. According to the logbook report, several issues were identified (1) Challenges related to stunting and the need for innovative stunting eradication programs. (2) Weak integration between Family Welfare (KB), stunting prevention, and the Healthy Kitchens to Address Stunting programme. (3) Lack of a clear synergy between stunting and Family Planning Village initiatives.(4) Absence of a database on the prevalence of stunting cases.(5) Insufficient understanding of children at risk of stunting, considering various causative factors such as housing conditions, income, and cultural practices.

Previous research on stunting has identified several contributing factors, including low energy intake (93.5%), infectious diseases (80.6%), male gender (64.5%), low maternal education (48.4%), inadequate protein intake (45.2%), lack of exclusive breastfeeding (32.3%), low paternal education (32.3%), and maternal employment (29%). These factors are exacerbated by limited family knowledge on nutrition and low parental education levels, necessitating a cross-sectoral approach to address the issue.

Government programs and activities aimed at enhancing community empowerment have faced significant challenges in the aftermath of the COVID-19 pandemic in Indonesia. This study is highly urgent as it explores the application of Social Network



Analysis (SNA) in the post-pandemic context, specifically in relation to the sustainability of government programs, such as Family Planning Village and stunting prevention, synergized with the independent learning campus program program of higher education institutions. Sociologically, this issue represents a new adaptation challenge due to lockdown policies (PSBB), which have threatened the continuity of Family Planning Village and stunting mitigation programs.

Culturally, the pandemic has induced changes in social norms, such as the prohibition of handshakes, a decline in live cultural performances, and a significant shift from offline to online interactions[11,12]. Given these urgent issues, the study aims to examine the synergy of Social Network Analysis (SNA) [13] and the independent learning campus program program within the Population Control, Family Planning, Women's Empowerment, and Child Protection Agency (DPPKBP3A) in Banyumas Regency during the post-pandemic era.

## **METHODS**

This research employs a sequential mixed methods approach, integrating qualitative and quantitative research to provide a comprehensive analysis[14] (Creswell, 2017). The research stages are as follows: (1) Phase I: Preliminary study and access initiation using qualitative methods, including literature reviews, analysis of prior studies, discussions, documentation, and media analysis. This phase also involves obtaining research permits and conducting interviews, documentation, and observations. (2) Phase II: Social Network Analysis (SNA)[15,16] focusing on network distribution, segmentation, and community detection. Centrality analysis, a computational algorithm, is utilized to indicate the social strength of nodes within a social network.

## **RESULTS AND DISCUSSION**

### **Keyword Search for "Stunting" Using the Web**

The World Wide Web (WWW), commonly referred to as the web, is a service provided via the Internet that allows users to access information and resources hosted on servers worldwide. Initially developed in 1989 by Tim Berners-Lee and Robert Cailliau at CERN (the European Organization for Nuclear Research), the web consists of interconnected pages linked through hyperlinks.

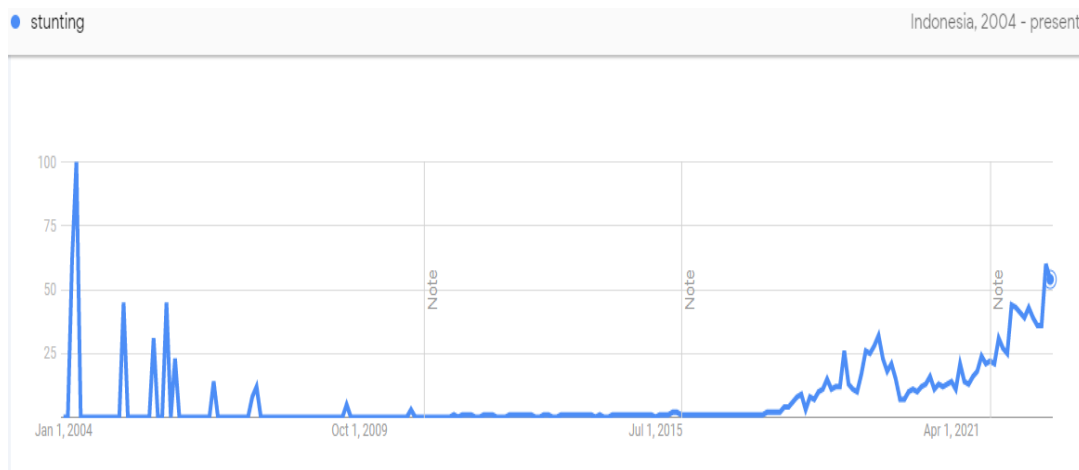
Web pages may contain text, images, videos, audio, or other multimedia elements accessible via web browsers. Users can search for information by entering keywords or phrases into search engines, which direct them to relevant web pages. Constructed using markup languages such as HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets), web pages may also incorporate programming languages like JavaScript. The web further employs technologies such as cookies, web servers, and the Hypertext Transfer Protocol (HTTP) to enable data transmission between servers and clients [17,18,19,20]

The web has revolutionized communication and interaction, offering convenient and rapid access to information while fostering global collaboration across domains like business, education, and research. In today's digital society, the web remains a critical component of daily life, continuously evolving alongside technological advancements.

In the context of public interest trends concerning the issue of stunting in Indonesia, an analysis of Google Trends was conducted to assess societal attention towards this topic.

The results of keyword searches for "stunting" are presented in the table below.

World and Indonesia Data:



Based on Picture 1 World and Indonesia Data, that Google Trends data for the keyword "stunting" in Indonesia from 2004 to the present, the following patterns emerge:

**1. Initial Period (2004):**

- In January 2004, there was a significant spike in searches for "stunting." This peak might reflect a specific event or issue that triggered public interest during this time.
- Following this spike, search activity declined rapidly, exhibiting minor fluctuations until approximately 2009.

**2. Middle Period (2009–2015):**

- From October 2009 to July 2015, search interest in "stunting" remained relatively stable with minor variations, suggesting consistent but unremarkable public concern during this period.

**3. Recent Period (2015–Present):**

- Starting in mid-2015, a gradual increase in search interest became evident, with a more pronounced and steady rise from mid-2019 onward.
- A notable spike occurred in early 2021, indicative of heightened public interest in the issue.

The issue of stunting gained significant attention in early 2004, followed by a decline and subsequent stabilisation during the 2009–2015 period.

From mid-2015 onwards, public interest in stunting began to rise steadily, with a marked increase observed from 2019 to the present. This trend could be attributed to various factors, such as heightened public awareness, government policies, health campaigns, or news coverage related to stunting[21,22,23]

A notable spike in early 2021 may have been caused by a specific event, campaign, or significant news report that brought increased public attention to the issue of stunting.

For a more nuanced interpretation, additional contextual information about events or campaigns related to stunting in Indonesia during this period would be beneficial.



Critical Discourse Analysis (CDA) serves as a research method to understand, analyse, and evaluate the relationship between language and power in texts. Within this context, an analysis of Google Trends data for the keyword "stunting" in Indonesia can offer insights into its connection with power, ideology, and social dynamics.

1. **Theory of Dominance and Hegemony:** According to Antonio Gramsci's theory of hegemony, dominant groups in society maintain their power by controlling public narratives and discourses. In this context, fluctuations in public interest in "stunting" may reflect how the issue is prioritised or neglected by dominant societal actors, such as governments, media outlets, or corporations[24,25]

2. **Construction of Reality:** Social constructivism suggests that reality is shaped through social interactions and the ways individuals and groups interpret the world. The trends in stunting-related searches may illustrate how society perceives stunting and how social interactions and information-seeking behaviours construct its reality[26, 27]

3. **Discourse and Power:** Michel Foucault's theory emphasises that discourse constitutes a framework for understanding the world, influencing and limiting our thoughts and actions. In the context of stunting, certain powers may shape how the issue is perceived and discussed, whether through government policies, media coverage, or health campaigns[28,29]

**Discussion:** The Google Trends data reveal a spike in interest in early 2004, followed by stability, and then an increase from approximately 2015 to the present.

Critical Discourse Analysis prompts several key questions:

- Who are the primary actors shaping the narratives around stunting during these periods?
- How have government policies, media coverage, and health campaigns influenced societal understanding and responses to the issue of stunting?
- Are certain societal groups more affected or vulnerable to the issue, and how does the discourse shape their perceptions and actions?
- How does the discourse on stunting relate to broader power dynamics, such as those involving gender, class, or ethnicity?

CDA explores the interplay between language and power within texts or discourses. In this study, Google Trends serves as an entry point for understanding how stunting is shaped by various social discourses and policies in Indonesia.

**1. Historical Context:** Before 2004, stunting might not have been a major issue in Indonesia. However, there was a sharp increase in awareness at the beginning of 2004, suggesting that an event or campaign might have heightened public consciousness regarding stunting.

**Relevant Theory: Gramscian Hegemony.** Previously, stunting may not have received attention due to dominant discourses that neglected child health issues in society. However, with the introduction of campaigns or media coverage, a new awareness emerged, leading to a shift in societal discourse [30,31]

**2. Dominant Narratives:** From 2009 to 2015, public interest in stunting remained relatively stable. This could indicate that stunting had become part of public health narratives but had not yet received significant emphasis.

Relevant Theory: Framing. The way an issue is presented (framed) can influence public perception. If stunting is portrayed as a routine problem without any sense of urgency, the public may not feel compelled to seek further information[32,33]

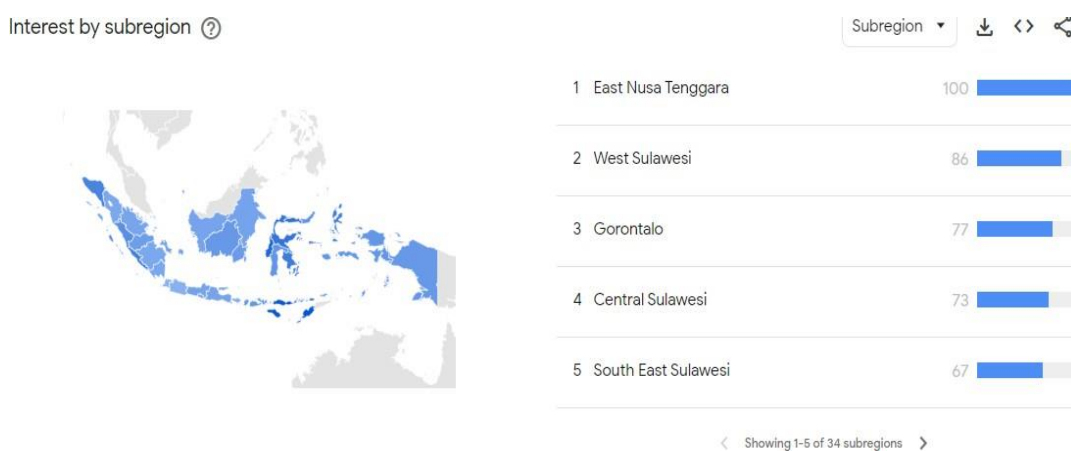
**3. Shifting Discourses:** Since 2015, there has been a marked increase in public interest in stunting, peaking in 2021. This trend suggests a transformation in societal discourse concerning stunting.

Relevant Theory: Agenda-Setting Theory. The media and government possess the capacity to shape public attention by prioritising certain topics. This surge in interest may have resulted from intensive media coverage or government campaigns addressing stunting [34,35]

**4. Power and Ideology [36,37]** Stunting is a public health issue that primarily affects children from impoverished or marginalised families. The dominant discourse surrounding stunting may be shaped by public health, economic, and political ideologies.

From 20 March 2022 to 19 March 2023, there was a noticeable increase in public searches using the keyword "stunting" in Indonesia, as observed through web activity, rising from 50% to 55%. This trend indicates a growing public interest in the issue of stunting over the past year.

### Analysis Based on Provinces



Picture 2 that Critical Discourse Analysis (CDA) is an approach that explores the interplay between language, power, and ideology, as well as how texts (in this case, data or information) can influence public perceptions and understanding. In the context of Google Trends data on stunting across Indonesian provinces, the following critical discourse analysis is presented:

**1. Representation of Regions and Stunting:** The data reveals that eastern regions of Indonesia exhibit the highest search interest in stunting. This may reflect common stereotypes that eastern Indonesia is less developed compared to the western part, leading to a perception that public health issues, such as stunting, are more prevalent. However, it should be noted that search interest does not directly correlate with stunting prevalence[38,39]

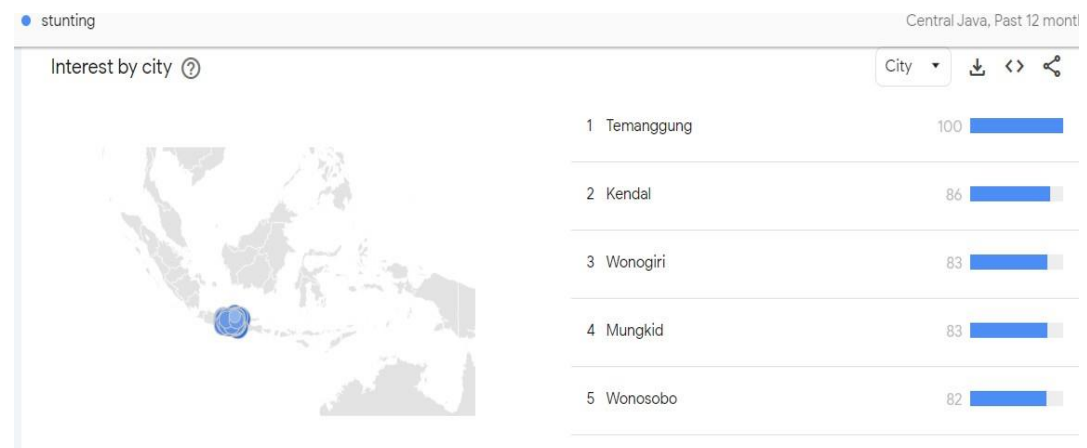
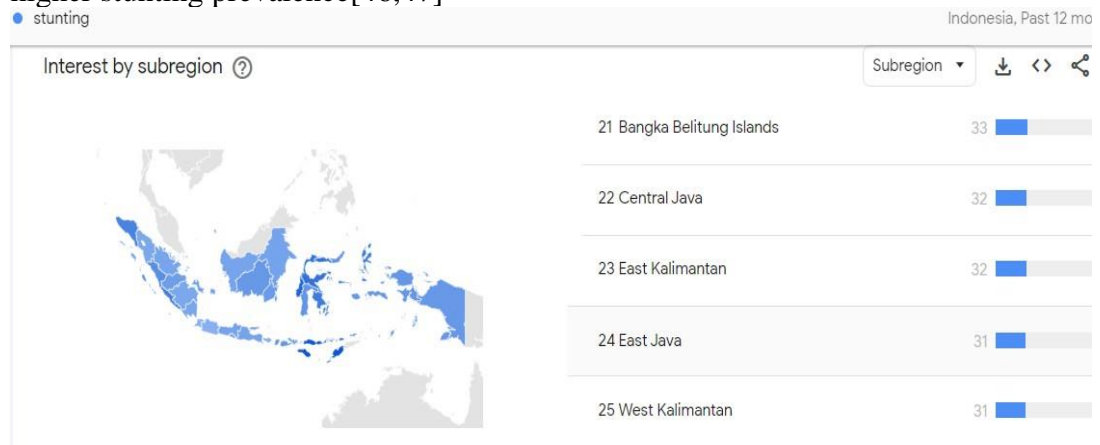
**2. Power and Information:** The high search interest may indicate a need for information on stunting in these regions, which authorities may not have

sufficiently addressed. This suggests an imbalance in the distribution of information and healthcare resources[40,41]

**3. Ideology of Welfare and Development:** Increased interest in stunting searches may reflect public awareness of the significance of child health issues and the long-term consequences of stunting. However, it also highlights potential gaps between public expectations and the reality of healthcare services received[42,43]

**4. Media and Information Dissemination:** Media plays a crucial role in shaping public perceptions. Intensive media coverage of stunting in certain regions could explain the heightened search interest. This illustrates how media can influence public priorities and attention[44,45]

**5. Socio-Economic Context:** Stunting is often associated with poverty, lack of access to nutritious food, and poor sanitation. Regions with high search interest may face socio-economic challenges affecting child welfare and contributing to higher stunting prevalence[46,47]



Based on Picture 3 & 4 that Google Trends data for the keyword "stunting" across regions in Central Java and its districts, the following analysis and interpretations are offered:



**6. Temanggung as a Center of Interest:** Temanggung ranks first with the highest score (100) for searches related to "stunting." This suggests that awareness or the need for information on stunting is significantly higher in Temanggung compared to other districts in Central Java.

**7. Regions with High Search Interest:** Following Temanggung, the districts of Kendal, Wonogiri, Mungkid, and Wonosobo exhibit high search interest, with scores of 86, 83, 83, and 82, respectively. This highlights that stunting remains a concern or topic of interest in these areas.

**8. Public Awareness:** High search interest across various districts likely reflects public awareness of the importance of child health issues and the long-term implications of stunting[48,49]

**9. Potential Stunting Prevalence:** While Google Trends reflects search interest rather than actual stunting prevalence, heightened search activity might indicate public concern about stunting in their areas or increased awareness campaigns promoted by local authorities[50,51]

**10. Media and Campaigns:** High search interest in certain districts may be influenced by local media coverage or public health campaigns led by regional governments or non-governmental organisations[52,53]

**11. Socio-Economic Context:** Stunting is closely linked to poverty, limited access to nutritious food, and inadequate sanitation. Districts with high search interest might face socio-economic challenges impacting child welfare [54,55]

**Conclusion:** Search interest related to "stunting" in several districts in Central Java reflects public concern or a need for information on the issue. It is imperative for stakeholders in these regions to ensure accurate and relevant information is accessible to the public and to enhance interventions and support for affected families.

### **Critical Discourse Analysis of Google Trends Data on "Stunting" in Central Java**

Critical discourse analysis examines how language is used within specific social contexts to shape public perceptions and understanding. In this context, the analysis of Google Trends data reveals how public discourse on stunting in Central Java is constructed and influenced:

**1. Dominance in Discourse:** Temanggung, with the highest search value (100), dominates the discourse on stunting in Central Java. This suggests that there may be specific narratives or events that have triggered heightened search interest in this district. Are there particular events, media reports, or health campaigns that have attracted attention in Temanggung?

**2. Representation of Other Districts:** Kendal, Wonogiri, Mungkid, and Wonosobo show comparable and high search interest. Do the narratives circulating in these districts align with those in Temanggung, or do they reflect different dynamics and local issues?

**3. Power and Information:** Who controls the information regarding stunting in Central Java? Do local governments, NGOs, or other community groups play a significant role in shaping public understanding of stunting? How is this



information disseminated, and what are its implications for the community?[56,78]

**4. Socio-Economic Context and Stigma:** Stunting is often associated with poverty. Do communities in districts with high search interest experience stigma or negative perceptions related to stunting? How does this discourse impact public actions and reactions toward stunting?

**5. Agency and Empowerment:** In the discourse on stunting, what role does the community play in accessing, understanding, and acting upon the information available? Do they possess agency within this discourse, or are they merely passive consumers of the information presented? [58,59, 60]

**6. Conclusion:** Google Trends data on stunting in Central Java provides insights into how the public seeks and understands information related to stunting.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. This study focuses on leveraging Social Network Analysis (SNA) to understand and develop models for community empowerment in Banyumas District post-COVID-19 pandemic. The research aims to strengthen the synergy between higher education institutions, local governments, and communities in addressing pandemic impacts through the independent learning campus program programme, particularly through student internships.
2. Preliminary findings indicate a growing public interest in the issue of stunting in Indonesia, as evidenced by a rise in searches for the term "stunting" from 50% to 55% between March 2022 and March 2023, indicating increased public awareness of the issue.
3. In Central Java, Temanggung exhibits a particularly high level of awareness or need for information regarding stunting, followed by other regions with similarly high search interest.
4. This reflects public concern over child health and the long-term consequences of stunting. Socio-economic factors such as poverty, access to nutritious food, and poor sanitation were identified as challenges that could influence stunting prevalence.

### Recommendations

1. Enhanced Education: It is essential for stakeholders in Central Java to improve the provision of accurate and relevant information on stunting to the public,

especially in high-search districts.

2. Integration of the independent learning campus program: Integrating the independent learning campus programme with local government and non-governmental organization initiatives to enhance public education and health campaigns related to stunting.
3. Strengthening Social Networks: Utilizing SNA findings to strengthen connections between students, partner institutions, and target communities, thereby fostering more effective collaboration in addressing stunting.
4. Mixed Methodology Approach: Continuing with a mixed-methods approach to obtain a more comprehensive understanding and deeper research findings that combine qualitative and quantitative analysis.
5. Dissemination of Research Findings: Disseminating research findings through publication in national and international journals and at international seminars to share the developed empowerment model and inform the public about successful strategies and findings.
6. Community Assistance: Expanding community support programs in family planning villages and data corners in rural and urban areas to ensure that families affected by stunting receive adequate support.
7. Focus on Public Policy: Utilizing research to inform public policy and social engineering that addresses the impacts of the COVID-19 pandemic, particularly for marginalized communities in Banyumas District.
8. Through the implementation of these recommendations, it is expected that the quality of interventions and support for families affected by stunting will improve, and synergy between educational institutions, local governments, and communities will be reinforced in tackling stunting in Banyumas District and other regions in Indonesia.

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