

**EVALUASI PELAKSANAAN PROGRAM KAMPUNG KELUARGA  
BERUALITAS DI DESA BUSUNG KECAMATAN SERI KUALA LOBAM  
KABUPATEN BINTAN**

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**ABSTRAK**

Di Kabupaten Bintan tercatat sudah ada 18 Kampung KB yang tersebar di 10 kecamatan. Salah satunya adalah Kampung KB Seri Kuala Lobam tepatnya terletak di desa Busung yang dicanangkan pada tahun 2017. Penelitian ini bertujuan untuk mengevaluasi pelaksanaan Program Kampung Keluarga Berkualitas di Desa Busung Kecamatan Seri Kuala Lobam Kabupaten Bintan dari tahun 2017-2022. Dalam penelitian ini teori yang digunakan adalah teori evaluasi kebijakan Dunn (2003). Metode penelitian yang digunakan deskriptif kualitatif, lokasi penelitian yaitu Kampung Keluarga Berkualitas Desa Busung. Teknik pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan yaitu dengan mereduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian 1) Indikator efektifitas belum efektif, dikarenakan kurangnya pemahaman masyarakat di Desa Busung tentang Kampung Keluarga Berkualitas, kurangnya keompakkan warga atau masyarakat sekitar. 2) Indikator efisiensi belum efisien, dikarenakan kurangnya partisipasi masyarakat Busung dan kendala dalam mengatur waktu. 3) Indikator kecukupan untuk sarana dan prasarana belum memadai karena masih belum ada gedung khusus untuk pertemuan. 4) Indikator pemerataan, Belum merata diseluruh lapisan masyarakat. 5) Indikator responsivitas, mendapat dukungan dari masyarakat. 6) Indikator ketepatan, sudah tepat sasaran namun belum menyeluruh pada seluruh kalangan masyarakat. Kesimpulan pada pelaksanaan program Kampung Keluarga Berkualitas di Desa Busung masih belum berjalan dengan maksimal, hal itu dikarenakan kurangnya partisipasi masyarakat dalam kegiatan yang ada. Kurang meratanya informasi diseluruh lapisan masyarakat, serta sarana dan prasarana yang kurang memadai.

**Kata Kunci: Evaluasi, Kampung Keluarga Berkualitas, Partisipasi Masyarakat**

**EVALUATION OF THE IMPLEMENTATION OF QUALITY FAMILY  
VILLAGE PROGRAM IN BUSUNG VILLAGE, SERI KUALA LOBAM  
DISTRICT, BINTAN REGENCY**

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**ABSTRACT**

*In Bintan Regency, there are already 18 KB (Keluarga Berkualitas) villages spread across 10 sub-districts. One of them is Seri Kuala Lobam KB Village, it's located in Busung village which was launched in 2017. This study aimed to evaluate the implementation of the Quality Family (KB) Village Program in Busung Village, Seri Kuala Lobam District, Bintan Regency from 2017-2022. In this research, the theory used is Dunn's (2003) policy evaluation theory. The research used descriptive qualitative as the method, the research location itself was located in the Quality Family (KB) Village of Busung. Data collection techniques are carried out by observation, interviews, and documentation. The data analysis technique used was by reducing data, presenting data and drawing conclusions. The research results were, 1) Indicators of effectiveness have not been effective, due to the lack of understanding of the community in Busung Village about Quality Family Villages, the lack of cohesiveness of residents or the surrounding community. 2) Efficiency indicators were not yet efficient, due to the lack of participation of the community and constraints in managing time. 3) Facilities and infrastructure indicators were also inadequate like there is not any town hall meeting available. 4) Indicators of equalization, was not yet evenly distributed throughout society. 5) Indicators of responsiveness, got support from the community. 6) Accuracy indicator, it was right on target but was not comprehensive in all circles of society. The conclusion was that the implementation of the Quality Family Village program in this village was still not running optimally, it was due to a lack of community participation in existing activities. Inadequate distribution of information across all levels of society, as well as inadequate facilities and infrastructure.*

**Keywords: Evaluation, Quality Family Village, Society Participation**