

## ENHANCING THE ROLE OF BINA KELUARGA BALITA (BKB) CADRES IN ACCELERATING STUNTING REDUCTION IN NAGARI TARATAK BARU, TANJUNG GADANG DISTRICT, SIJUNJUNG REGENCY

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### ABSTRACT

Bina Keluarga Balita cadres are one of the components that have an active role with parents in providing optimization of growth and development since 1000 first days of life through continuous parenting activities. The study was conducted to describe the increasing role of cadres in the Prevention of stunting in order to measure success, identify obstacles, more efficient allocation of resources, and improve the program Bina Keluarga Balita. This study uses a descriptive qualitative approach. Data collection is done by interview, observation and documentation. Taking data from Bina Keluarga Balita activities in Nagari Taratak Baru, Tanjung Gadang District, Sijunjung Regency, West Sumatra province. The results showed that: 1) the role of Bina Keluarga Balita cadres in Accelerating of Reduction and Prevention of Stunting is through community mobilization, counseling and monitoring; (2) the efforts made by cadres in improving the knowledge of parents in Reduction and Prevention of Stunting namely through Bina Keluarga Balita materials, toddler mother classes, stimulation and facilitation of child growth and development; (3). Obstacles faced by cadres in the Prevention of stunting are cadre capacity, Bina Keluarga Balita facilities and infrastructure, and operational activities.

**Keywords:** Bina Keluarga Balita; cadre role; 1000 First Days of Life; stunting.

### INTRODUCTION

Every parent must hope that their children can grow and develop healthily and with character so that later in the future they can contribute optimally to the progress of a nation. This can be realized one of them through the commitment of parents in parenting. Parenting carried out jointly between father and mother in the family will prevent children from risk factors that can inhibit the growth and development of children. One of the risk factors faced by Indonesian children today is stunting.

Stunting refers to Presidential Regulation Number 72 of 2021 concerning the acceleration of stunting reduction, is a growth and development disorder of children due to chronic malnutrition and recurrent infections, which is characterized by their length or height being below the standards set by the minister who organizes government affairs in the field of Health. Stunting occurs due to incorrect parenting during the first 1000 days of life (1000 HPK) and it can no longer be corrected considering that the 1000 HPK period is a critical period that determines the quality of life of children later. The correct upbringing in the period of 1000 HPK is an obligation

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that cannot be negotiated anymore. Focusing on the 1000 HPK period, which begins during pregnancy until the child is two years old, is a very important period in the Prevention of stunting. Although the results of the nutritional Status survey in 2019–2022 showed a decrease in the prevalence of stunting in Indonesia, namely from 27.7% (in 2019), 24.4% (in 2021), 21.6% (in 2022) to 21.5 % (in 2023).

Based on the results of the Indonesian Health Survey (SKI) in 2023, the prevalence of stunting in West Sumatra province in 2023 will be 23.6%. This figure is down compared to 2022 at 25.2%. As for Sijunjung Regency, the prevalence of stunting by 30% (in 2022) decreased to 28.5% (in 2023). This figure is still likely to be high, considering that the target prevalence of stunting is 14% in 2024.

The National Population and Family Planning Agency (BKKBN) as one of the government agencies, pays attention to making efforts to increase the commitment and parenting skills of parents in the family during the 1000 HPK period to reduce and prevent stunting through the Directorate of Family Development of toddlers and children implementing the toddler Family Development program (BKB). BKB is an activity that aims to improve the knowledge and skills of parents and other family members in fostering the growth and development of toddlers through physical stimulation, Motor Intelligence, emotional and socio-economic with as well as possible is one effort to be able to develop the functions of education, socialization and affection in the family. With the provision of knowledge and skills, parents are expected to be able to educate and care for their toddlers from an early age so that the child can grow and develop into a qualified Indonesian human being.

Based on data on the BKKBN website, families at risk of Stunting (KRS) Nagari Taratak Baru in 2021 are 145 out of 232 Target families. In 2022 KRS Nagari Taratak Baru as many as 68 from a total of 232 Target families, in 2023 to 28 KRS from a total of 229 target families (<https://newsiga-siga.bkkbn.go.id/#/krs> accessed on March 1, 2024).

The results of the initial survey through observation and interviews for BKB activities in Nagari Taratak Baru showed positive progress from BKB activities. Based on these assumptions, researchers are interested in conducting research. The increasing role of BKB cadres in the Acceleration of Reduction and Prevention of Stunting (PPS) is an interesting topic to be discussed. Kader BKB cadres are very important in PPS because BKB cadres are in charge of providing services to families to improve knowledge, skills and family awareness about the optimal growth and development of toddlers.

This study is important to describe the increasing role of BKB cadres in PPS in Kampung Keluarga Berkualitas (KKB) Nagari Taratak Baru, Tanjung Gadang district in order to measure success, identify obstacles, allocate resources more efficiently, improve BKB programs to be better in preventing stunting. This study is expected to provide recommendations for strengthening the BKB program, especially in increasing the role of BKB cadres in stunting prevention.

Previous studies on stunting Prevention have been conducted. Based on research by Putri and Sudarmiani (2020) entitled The Role of toddler Family Development cadres (BKB) in the activities of Toddler Family Development (BKB) Taman Posyandu Sedarat Village Balong District Ponorogo Regency, men shows that all BKB cadres play an active role in the activities of BKB Taman Posyandu but there are many activities that have not been maximized and some activities the core is done. The inhibition of BKB Taman Posyandu activities is due to the limited number of BKB cadres.

Another researcher, Yanti and Hasibuan (2023) about the content analyst of the Toddler Family Development Program (BKB) in the Stunting Prevention locus in the quality family village of Sentang Village, Serdang Bedagai Regency. The results obtained show that the BKB program with a focus on stunting prevention in Sentang Village has reached a fairly good level of progress. However, there are still some obstacles that need to be overcome in the program, such as the low participation of families in BKB activities, especially from families or family members who should

be the main target of this program, there are still many people who are reluctant to speak openly or honestly about the condition of their children, and found less specific funding for BKB.

## **METHOD**

This research method is qualitative. Qualitative research can be understood as a research method that uses descriptive data in the form of written or spoken language from observable people and actors. This qualitative approach is used to explain and analyze individual or group phenomena, events, social dynamics, attitudes, beliefs, and perceptions. With descriptive qualitative research can be seen how to increase the role of BKB cadres in PPS, such as what the efforts of BKB cadres in PPS, and can be seen what problems faced by BKB cadres in PPS.

The location of this study was in Nagari Taratak Baru, Tanjung Gadang District, Sijunjung Regency, West Sumatra province. The location was chosen because it included the Kampung Keluarga Berkualitas (KKB) Program since 2018. The research location is also a pilot KKB in 2023 in Sijunjung Regency. The research was conducted for 4 months, from December 2023 to March 2024.

Primary data sources consist of 12 informants, namely: Walinagari Taratak Baru, 1 PLKB; 3 BKB cadres; 3 Integrated Post Service (Posyandu) cadres; 1 midwife Nagari Taratak Baru; and 3 parents of toddlers BKB members. In this study the secondary data sources are in accordance with the regulations on PPS, books, journals, articles, reports PKB/PLKB Nagari Taratak Baru, Nagari government reports, reports midwife Nagari Taratak Baru, Nagari Taratak Baru cadres report relating to the topic of research on the role of BKB cadres in PPS.

## **RESULTS**

The results showed that the role of Bina Keluarga Balita cadres in Accelerating of Reduction and Prevention of Stunting is through community mobilization, counseling and monitoring;

### **1. Community Mobilization**

Operational mechanism community mobilization in PPS by BKB cadres are steps in the implementation of PPS programs and activities that are carried out in a convergent, holistic, integrative, and quality, planned and sustainable through multisector and multi-stakeholder cooperation at the state level carried out by BKB cadres.

The results of the study describe the implementation of mechanism community movements in PPS conducted by BKB Nagari Taratak Baru cadres as follows:

#### **Regular Meeting of Cadres**

Regular meetings at the Nagari level aim to evaluate and plan, guidance, consultation, coordination and technical discussion of the implementation of the Bangsa Kencana Program in Kampung KB Taratak Baru. At this regular meeting, BKB cadres were actively involved because BKB cadres were part of the Bangsa Kencana program cadres. Participants of this routine meeting are KB extension, PPKBD, Sub PPKBD, BKB cadres, BKR cadres, BKL cadres, KB Village Working Group and RDK managers. This regular meeting is held once every 1 (one) month. The meeting place alternates every month in each Jorong in Nagari Taratak Baru.

The discussion material in the regular meeting of cadres at the state level is about; delivery of the results of the implementation of activities by each cadre; submission of reports and activity data; capacity building in the management of counseling and mentoring of target families; discussion of constraints and obstacles to the implementation of activities; deliberation on the mobilization schedule and monitoring of PPS targets in the next month.

**Table 1 Number of Bangsa Kencana Program Cadres a New Country In 2024.**

Num.	Cadre Department	. of The Number of Cadres	Working Area
1.	PPKBD	1	The new K-1
2.	Sub-District 4 of the district consists of 3 sub-districts.	4	Jorong Koto Jorong Koto Jorong Ranah Palam
3.	BKB	15	Jorong Koto Jorong Koto Ranah Jorong Ranah Palam
4.	BKR	3	Jorong Koto Jorong Koto Ranah Jorong Ranah Palam
5.	Bkl	8	Jorong Koto Jorong Koto Ranah Jorong Ranah Palam
6.	UPPKA	3	Jorong Koto
Total		34	

Source: Government Of Nagari Taratak Baru, January 2024.

The method of implementation of this regular meeting was initiated by KB extension supervisor Nagari Taratak Baru. The implementation of this regular meeting is carried out face-to-face with the number of cadres as many as 34 (thirty-four) people with self-help budget allocation. This cadre regular meeting is managed by PPKBD Nagari Taratak Baru. At this regular meeting, cadre gathering was also held. So that it becomes an encouragement for cadres to attend. At this regular meeting, it was also agreed on fines for cadres who were absent for no apparent reason.

The output of this regular meeting is an evaluation report and resolution of obstacles to the implementation of the Bangsa Kencana and PPS Program activities; mobilization schedule and monitoring the implementation of PPS activities. In the context of the BKB program, the mobilization of the program includes efforts to activate and carry out activities related to fostering and empowering families of toddlers. The process of mobilizing the BKB program involves BKB cadres, KB/PLKB extension workers, KB Village working groups, and the community as beneficiaries.

The mobilization of the BKB Program in Nagari Taratak Baru has been running well and regularly according to the specified schedule, namely every Friday in the third week of every month. Cadre construction is done once a month by PLKB / PKB. Cadres feel motivated by the incentives provided by the Government of Nagari Taratak Baru with the amount of rewards or payments they receive is adequate compared to the rewards of other Nagari cadres in Tanjung Gadang District.

In addition to regular meetings at the state level, BKB cadres also regularly meet in each Jorong BKB location with a total of 5 (five) BKB cadres. At the meeting at the Jorong level, BKB cadres also involved Posyandu cadres, PKK cadres and PAUD teachers where BKB activities. Information obtained from interviews with Posyandu cadres in Nagari Taratak Baru. This meeting is held after every Posyandu BKB HI activity is completed on the same day as the implementation of Posyandu BKB HI. BKB cadres also participated actively in the activities of PKK Nagari Taratak Baru. In addition, BKB cadres along with other development cadres are also eager to attend every meeting in KB Nagari Taratak Baru village. The findings of the study on each group of BKB in Nagari Taratak Baru has carried out the stages of activity, namely the board makes a plan/agenda for the discussion of each meeting which includes determination of time: meeting activities every month determination of place: in accordance with Jorong BKB located; determination of the discussion

of BKB material every month; distribution of tasks BKB Group Management and cadres; preparation of facilities/tools for counseling media; agree on the next meeting plan.

### BKB Class Regular Meeting

Community mobilization refers to providing maximum opportunities for the community to be actively involved in the development process, especially PPS. Community mobilization carried out by BKB cadres in PPS is a routine meeting of BKB classes with BKB members as the target of BKB and PPS programs. BKB cadres together with KB instructors participated in the implementation of BKB class regular meetings. BKB group activity plans that have been prepared by BKB cadres on a monthly basis become guidelines in the implementation of activities.

The findings showed that the number of BKB cadres in organizing BKB class regular meetings was very large because in addition to providing information to the community as well as driving the community to come to BKB class regular meetings. The implementation of BKB class regular meetings integrated its activities with the implementation day of Posyandu BKB HI. In addition, BKB class meetings are also held by KB extension managers Nagari Taratak Baru 1 (one) time a quarter with operational funding sources Activity Group KB Village Development.

**Table 2 Construction of the Nagari Taratak Baru BKB Group February 2024.**

Num.	Group Name BKB	Address	Total Target Family BKB	Family Become a Member of BKB		Family Present at the Meeting	
				Total	%	Total	%
1	Hope Mother	Jorong Koto	38	38	100	19	50
2	Brotherhood Hasanah	Jorong Koto Ranah	24	24	100	24	100
3	Sri Kandi	Jorong Ranah Palam	48	48	100	48	100

Source: F/I/BKB/10 February 2024 report.

Based on Table 2 above, it can be concluded that the family participation of BKB members present at the BKB Ikhwanul Hasanah and Srikandi class routine meetings in February 2024 reached 100%. As for BKB Harapan Bunda Jorong Koto, in February the families of BKB members who attended the meeting were only 50%. The increase in the quantity of regular BKB class meetings is also supported by the provision of a decent budget for the implementation of Posyandu BKB HI in Nagari Taratak Baru.

As conveyed by Walinagari Taratak Baru, in fiscal year 2023 the Government of Nagari Taratak Baru allocated a budget of Rp 293,516,000 (two hundred ninety-three million five hundred sixteen thousand Rupiah) for the implementation of activities in Nagari Taratak Baru in the framework of PPS. The description of its activities can be seen in the table below.

**Table 3 Implementation of Village Fund Activities the Government Nagari Tartak Baru in 2023.**

Num.	Name Activity	Amount (IDR)	Information
1.	Posyandu maintenance, supplementary food, pregnant women classes, elderly cadres, posyandu cadre incentives	87.401.000	
2.	Socialization Stunting	8.8810,000	
3.	Joint care BKB	24.000.000	

4.	Procurement of posyandu equipment	12,000,000
5.	Direct Cash Assistance Village Fund	126,000,000
6.	SDGs Village Data Collection	32,305,000
7.	Update DTKS	3,000,000
Total		293,516,000

Source: Government Of Nagari Taratak Baru, January 2024.

Then from the data found, data was also obtained on the decrease in Family Stunting Risk (KRS) in Nagari Taratak Baru which decreased significantly from 2021 to 2024. as illustrated in the graph below.

**Figure 1 KRS Nagari Taratak Bau, Year 2021 to 2024.**



Source: The House of The Dead, 2024.

## 2. Extension

The role of BKB cadres in PPS in Nagari Taratak Baru is to provide counseling in accordance with the material that has been determined at regular meetings and carried out according to the schedule and plan of BKB activities. The counseling material delivered by BKB cadres in Nagari Taratak Baru was guided by the holistic integrative BKB counseling handbook given to BKB groups in Nagari Taratak Baru. The material presented, among others, about parenting, provision of nutritious food menus, and educational games to stimulate children's motor in growth and development.

From the results of observations conducted by researchers at the time of the implementation of regular class meetings BKB found that counseling activities conducted by cadres BKB are not only done for mothers of toddlers but also for families who care for children. Researchers saw directly that the grandmother who brought children under five in the class schedule BKB also get counseling material BKB.

The results of interviews with BKB cadres it is known that the determination of who provides counseling has been agreed upon by BKB cadres, namely 1 cadre in each BKB group in Nagari Taratak Baru is responsible for providing counseling. The distribution of tasks is regulated by the chairman of the BKB.

Constraints presented by BKB cadres in counseling is the limitation of the number of cadres according to age groups. So that cadres conduct comprehensive counseling of all BKB member targets. Counseling is not done according to the age group of toddlers. BKB cadres strive to improve the quality of the BKB group by improving the quality of BKB cadre counseling meetings

to BKB targets BKB with personal counseling methods. Also conveyed by the cadres, the integrated BKB activities also make it easier for cadres to carry out counseling. Resource persons of BKB group counseling activities are not only carried out by BKB cadres who are appointed, but also come from PKB/PLKB, PPKBD, Sub PPKBD, TPK, village midwives and also health workers from the Tanjung Gadang Health Center.

Based on the submission of cadres, for the preparation of facilities/tools for counseling media carried out together ahead of the implementation of regular class meetings BKB. Media used such as toddler parenting care backsheet, great parents backsheet, leaflets, books and BKB kit testament pockets.

**Table 4 BKB Nagari Taratak Baru Management Information Year 2024.**

Num.	Group Name BKB	Address	The Number of Cadres	Who Have Received Training	
				Has	Not
1.	Hope of Mother	Jorong Koto	5	v	
2.	Ikhwanul Hasanah	Jorong Koto ran	5	v	
3.	Sri Kandi	Jorong Ranah Palam	5	v	
	Total		15	v	

Source: <https://newsiga-siga.bkkbn.go.id/>, accessed on March 5, 2024.

From the results of interviews conducted to BKB cadres, information was obtained that all BKB cadres in Nagari Taratak Baru had received good training held by the Government of Nagari Taratak Baru, KB Extension Center, Tanjung Gadang District, Population Control and Family Planning Office, Sijunjung Regency, and representatives of BKKBN West Sumatra province.

### 3. Monitoring

The monitoring activities carried out by BKB Nagari Taratak Baru cadres are intended to observe the running of BKB group activities, both in relation to group meetings, integration of Posyandu, BKB and PAUD activities. In the observations made by researchers at the time of BKB activities, researchers found 1 (one) BKB cadres in each BKB group in Nagari Taratak Baru conducted observation and monitoring of the development of BKB members and their toddlers who were present at the BKB class regular meeting activities integrated with Posyandu and PAUD. BKB cadres also nailed the motivation for parents to refer children who experience growth and development problems to sub-district health facilities.

In monitoring, BKB cadres use child flower card sheets (KKA). Each member gets 1 (one) KKA sheet. KKA benefits for parents is to monitor the growth and development of children, can guide and nurture children by way of sharpening, compassion, and foster care in accordance with the level of development of the child's age. While the benefits for children are expected to grow optimally with parental care properly.

**Table 5 Monitoring of New BKB Nagari Taratak members, February 2024.**

Num.	Group Name BKB	Address	Number of Target Families BKB	Families Become Members of BKB		Number Of Families Who Become Members of BKB Using KKA	
				Number	%	Number	%
1	Harapan Bunda	Jorong Koto	38	38	100	38	100
2	Ikhwanul Hasanah	Jorong Koto Ranah	24	24	100	24	100

3	Sri Kandi	Jorong Ranah Palam	48	48	100	48	100
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Source: F/I/BKB/ February 10, 2024.

Based on the R/I/BKB/20 report for February 2024, child development in the report submitted by BKB cadres can be seen in the table below:

**Table 6 Child Development Information (0-6) Years, Nagari Taratak Baru, February 2024.**

Num.	Name	of Family BKB Group Present	Usage		Child Development Usage Meeting	
		Number	of KKA	KMS	According	Not According
1	Harapan Bunda	19	19	50	19	0
2	Ikhwanul Hasanah	14	14	14	14	0
3	Sri Kandi	24	24	24	24	0

Source: R/I/BKB / February 20, 2024.

The researchers found differences in the reports submitted by BKB cadres on the F/I/BKB/20 report form with the R/I/BKB/20 report form in the February 2024 recording and reporting, namely the number of families present at the meeting so that monitoring the development of toddlers in Nagari Taratak Baru has not been maximized by BKB cadres.

As for the stunted and stunted data on the weighing results of posyandu from December 2023 to February 2024 in Nagari Taratak Baru can be seen in the table below:

**Table 7 Data Stunted dan Stunting, Nagari Taratak Baru, Period December 2023 to February 2024.**

Num.	Month	Target	ePPGBM	
			Stunted	% Stunted
1.	December	75	5	6,7 %
2.	January	81	9	11.1 %
3.	February	110	8	8.8 %

Source: Health Center Of Tanjung Gadang, March 2024.

From the table above it can be seen that the visit of posyandu which is also a regular meeting of the BKB class the number of targets present varies every month. This was also conveyed by the cadre of BKB Nagari Taratak Baru. Sometimes parents do not have time to take their children to posyandu which is caused by the busy parents of toddlers who are mostly farming.

From the results of interviews conducted by researchers to members of the BKB get information that if children under five are over the age of 4 (four) years, the mother is reluctant to take the child to the posyandu. Another thing was also conveyed by the parents of toddlers who could not attend when the BKB HI posyandu schedule was caused by busy work. But they convey the importance of knowing the development of their child. In addition, during the BKB Posyandu, there is additional food provision (PMT) for toddlers, who also feel a loss because they are not present at the BKB HI Posyandu activities.

From the observations of the researchers, the implementation of the task of BKB cadres in Nagari Taratak Baru in monitoring the development of children under five is also accompanied by monitoring the growth of children under five carried out by posyandu cadres with recording on Card Towards Health (KMS). So that it can be detected if there are deviations in growth and development in children under five can be immediately countermeasures as early as possible so



that there is no disruption in the process of growth and development of children under five further.

#### 4. Efforts made by cadres in improving the knowledge of parents in PPS

Based on the results of interviews conducted, various efforts conducted by BKB cadres in improving the knowledge of parents of BKB members in PPS, namely through Communication, Information, and Education (KIE) of BKB materials with group counseling techniques, counseling, question and answer and discussion, toddler mother classes with Nagari Taratak Baru midwives, stimulation for toddlers and facilitation of Child Development. In carrying out this task, BKB cadres are also tasked with motivating parents to refer children who have growth and development problems to health workers.

The efforts made by BKB cadres are also in line with the efforts of the Government of Nagari Taratak Baru in reducing the prevalence of stunting in Nagari Taratak Baru where more attention from the government of Nagari to ensure adequate funding and fulfilled appropriately, especially in efforts to prevent stunting in childhood. Efforts to improve infant nutrition are also a priority to overcome stunting problems that affect children's physical and mental development.

#### 5. Constraints of BKB cadres in PPS

Constraints faced by cadres in PPS is the capacity of cadres who have not been maximized. Although BKB cadres in Nagari Taratak Baru have been given training and coaching regularly by PKB/PLKB, invited workshops and learning independently through the application of great parents ([belajarmandiri.id](http://belajarmandiri.id)), there are still limitations on cadres, knowledge and skills of BKB cadres are also not maximized.

**Table 8 BKB Management Information Nagari Taratak Baru in 2024.**

Num.	Category	Number
1.	Education	Graduated From Junior High School
		6
		Graduated From SMT 5
		4
2.	Jobs	Graduated From Senior High School
		0
		College
		Not Working
		7
		Farming
		8

Source: Interview results February 27, 2024.

It is also recognized by many cadres whose education cadres graduated from elementary school. In interviews conducted with BKB cadres, the thing that becomes an obstacle in the implementation of the role as BKB cadres is to carry out group counseling. The task of extension is more done by way of personal KIE and discussion. The ability of cadres in conducting counseling is still limited and not maximal.

The constraints of BKB cadres in PPS related to facilities and infrastructure are the lack of complete BKB kits in each BKB group in Nagari Tartak Baru. In 2021 BKB Srikandi received a BKB Kit from the Sijunjung Regency Office for women's empowerment and Family Planning. Related to PPS, BKB Kit EMAS is not owned by any of the BKB groups in Nagari Taratak Baru.

From interviews conducted with BKB cadres, information was obtained that the BKB Gold Kit given by the Department of Population Control and National Family Planning to BKB included in the focus location I PPS. BKB cadres have conveyed to the Nagari government that it can be equipped gradually in each group of BKB for APE needs. Related to the existing BKB in Nagari

Taratak Baru has been integrated, the lack of APE facilities and infrastructure is not a significant obstacle in carrying out BKB activities. Because APE belonging to early childhood can be used and used together.

Program financing or budgeting is the process of providing and allocating financial resources to support the implementation of a particular program. Program budget refers to the estimation or planning of the amount of funds needed to effectively carry out all the activities and objectives of the program. Related to funding Operasional BKB activities in Nagari Taratak Baru has been good and got a priority scale. In 2022 the number of BKB cadres in Nagari Taratak Baru is only 10 people. In 2023, BKB cadres plus 5 (five) people will become 15 (fifteen) people in each Jorong. However, the number of cadres in each group needs to be increased by the number of BKB cadres according to age groups to reach the ideal of 10 (ten) BKB cadres in each BKB group.

The results of in-depth interviews with informants about the budget of the BKB program in Nagari Taratak Baru show that the financing or funds used for this program have been running well. The source of funds used for operational management and implementation of activities comes from various sources, including the state budget, APBD, village funds, and non-governmental organizations (funds from the community through a joint venture or cash). With adequate funding, this program can run optimally, and this needs to be a serious support and concern for policy makers to ensure adequate and effective allocation of funds for this program so that the goals and benefits of BKB can be achieved properly.

## **DISCUSSION**

Definition of role according to Paul B. Horton and Chester L. Hunt is expected behavior from someone who has a status. Various roles that are combined and related to this one status by Merton (1968) are called role sets. In a large framework, the organization of society, or the so-called social structure, is determined by the nature of these roles, the relationships between them, as well as the distribution of scarce resources among the people who play them. Different societies formulate, organize, and reward (reward) their activities in different ways, so that each society has a different social structure. If what is meant by role is the expected behavior of a person in a certain status, then role behavior is the actual behavior of the person who performs the role. Role behavior may differ from expected behavior for several reasons. Meanwhile, Ahmadi (2007) defines role as a complex of human expectations on how individuals should behave and act in certain situations based on their social status and function. In relation to the concept of role, in the activities of BKB there are actors in the role of empowering the community commonly referred to as "cadres". Cadres in BKB have social functions that are not much different from other social roles. BKB cadres are community members who work voluntarily in fostering and educating parents of toddlers on how to care for children properly (BKKBN, 2013). Cadres are members of the community who have received education and carry out their duties voluntarily. Each target mother Group (age group) is built for 2 people. The BKB Program as part of the Bangsa Kencana program aims to improve the knowledge and skills of parents and other family members in fostering the growth and development of toddlers through physical stimulation, motor, intelligence, emotional from socio-economic as well as possible is one of the efforts to be able to develop family functions. With the provision of knowledge and skills high, parents are expected to be able to educate and care for their toddlers from an early age so that the child can grow and develop into a qualified Indonesian human being.

## **CONCLUSION**

The results showed that the increased role of BKB cadres in PPS in Nagari Taratak Baru has reached a fairly good level of progress. The role of BKB cadres in PPS is through community mobilization, counseling and monitoring. The efforts made by cadres in improving the knowledge

of parents in PPS are through KIE BKB materials, toddler mother classes, stimulation and facilitation of child growth and development. However, there are still some obstacles that need to be overcome in the program, such as low capacity of cadres, BKB facilities and infrastructure, and operational activities. Advice in this study are BKB members and cadres are more motivated again to improve the knowledge and capacity of cadres. Family participation in BKB activities, especially from families or family members who should be the main target of this program, was also increased. It is expected that BKB cadres can provide optimal referral and facilitation services. Collaboration with cross-sector cadres is key to raising the spirit of the community and inviting them to actively participate in the BKB program. More attention from the government is also needed to support the BKB program. With sufficient and targeted funding, this program can be more optimal in PPS so that the improvement of the quality of health of toddlers in Nagari Taratak Baru can only be achieved.

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