Policy Implementation of *Rumah Dataku* Development for Quality Family Village in Kiaracondong Sub-district, Bandung City, Indonesia

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Article Info

Abstract: *Rumah Dataku is a vital component of the Kampung Keluarga Berkualitas (Quality Family Village) program, serving as a data center for population, health, and socio-economic information at the village/urban ward level. However, comparative studies on Rumah Dataku across different areas remain limited. This study aims to analyze the implementation of Rumah Dataku in Kampung KB Bintara and Kampung KB Sakura, Kiaracondong District, Bandung City, and provide strategic recommendations to improve program effectiveness. A descriptive qualitative approach was used, with data collected through interviews, observations, and document analysis. The study applies George C. Edward III's policy implementation theory, focusing on communication, resources, disposition, and bureaucratic structure. Findings show that Kampung KB Sakura excels in human resources, equipment, and funding, while Kampung KB Bintara faces significant limitations. Both villages struggle with consistently applying Standard Operating Procedures (SOPs). The study recommends partnerships, regular training, and continuous evaluation to ensure the sustainability of Rumah Dataku.*

Keywords: *Policy implementation; Rumah Dataku; Quality family village program*

INTRODUCTION

Indonesia faces complex population challenges, especially as high population growth rates do not always go hand in hand with improved welfare. As a country with the fourth-largest population in the world, Indonesia needs to manage its human resources sustainably. Article 28 of the 1945 Constitution guarantees the right of every citizen to obtain physical and mental welfare fairly and equitably. To understand this challenge more concretely, here is the latest relevant population data in Table 1.

Table 1. Total Population in 2021 – 2023

No.	Region	Year 2021 (million)	Year 2022 (million)	Year 2023 (million)
1.	Indonesia	272.68	275.77	278.70
2.	Jawa Barat	48.8	49.4	50.03
3.	Kota Bandung	2.45	2.54	2.50

Source: *Badan Pusat Statistik (BPS)*

Data from the *Badan Pusat Statistik (BPS)* shows that Indonesia's population continues to increase, from 275 million in 2022 to 277 million in 2023, and is estimated to reach 279 million in 2024. West Java has the largest population, with 50.03 million people in 2023. Bandung, as the provincial capital, is one of the areas with the highest population density in Indonesia, which has led to various population problems.

Dinas Pengendalian Penduduk dan Keluarga Berencana (DPPKB) of Bandung City, in its 2018-2023 Strategic Plan, identifies several population problems, such as the suboptimal family information system, low data quality, lack of postpartum family planning services, and low prevalence of modern contraceptives. In addition, the family planning needs of couples of childbearing age have not been fully served, and the stunting rate is still high. As a solution, the *Program Kampung Keluarga Berkualitas (Kampung KB)* was launched by President Joko Widodo in 2016. This program aims to strengthen the KKBPK Program through a community-based approach. Activities include BKB, BKR, BKL, UPPKA, PIK-R, and *Rumah Dataku*.

Rumah Dataku is an important component because it serves as a population data center at the village level. Accurate data from *Rumah Dataku* helps plan and evaluate development programs based on local needs. The existence of *Rumah Dataku* in KB villages is crucial, given the wide scope of this program nationally. Until 2024, the number of KB Villages has spread across various regions in Indonesia, as shown in the following Table 2.

Table 2. Number of Quality Family Villages in 2024

No.	Region	Number *Kampung KB*
1	Indonesia	62.067
2	Jawa Barat	4.459
3	Kota Bandung	151

Source: *Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN)*

Rumah Dataku is a population data center at the village level that plays an important role in planning and evaluating development programs based on local needs. Zultha's research showed that the KB Village Program succeeded in reducing poverty levels in Bandar Lampung, but focused more on economic aspects. In contrast, this study highlights the development of *Rumah Dataku* as a data center (Zultha, 2017).

Lumendek et al. (2021) in their study of *Kampung KB "Melati" Salatiga* found constraints in community empowerment and data management due to limited understanding by residents. Meanwhile, this study will emphasize the challenges of implementing *Rumah Dataku* in *Kampung KB Bintara* and *Kampung KB Sakura* in Bandung City (Lumendek et al., 2021).

Meanwhile, Zaili Rusli highlighted the importance of cadre empowerment and program socialization in *Tanjung Belit Selatan* Village. In this context, the role of cadres is also relevant to strengthen the implementation of *Rumah Dataku* through improved communication and coordination at the local level (Zaili Rusli, 2020).

This research focuses on the question: What are the main barriers to implementing *Rumah Dataku* in *Kampung KB Bintara* and *Kampung KB Sakura?*

Based on data obtained from the *Badan Kependudukan dan Keluarga Berencana Nasional*, *Kampung KB Bintara* was chosen because it has not implemented *Rumah Dataku* activities, while *Kampung KB Sakura* was used as a comparison because it has run the *Kampung KB* program optimally, including the achievement of *Rumah Dataku* of 60%. *Kampung KB Sakura* also has an active UPPKA implementation and a more complete Pokja team, allowing for a more effective division of tasks.

In contrast, in Bintara KB Village, the implementation of *Rumah Dataku* is constrained by the lack of communication between implementers, the minimum number of team members, the imbalance in the number of Field Officers of Quality Family Villages, and the absence of clear SOPs. Strategies such as increased coordination, additional personnel, preparation of SOPs, and government support are needed to overcome these obstacles. The results of this study are expected to be the basis for improving data-based family planning village development policies.

RESEARCH METHOD

This research focuses on Edward III's theory of public policy implementation, which states that four factors determine the success of policy implementation. The reason researchers use this theory is that the *Kampung KB* program is Top-Down, and indications of problems from existing phenomena refer more to internal problems from *Kampung KB Bintara* and are suitable for research based on the dimensions of communication, resources, disposition, and bureaucratic structure (Palulungan et al., 2020).
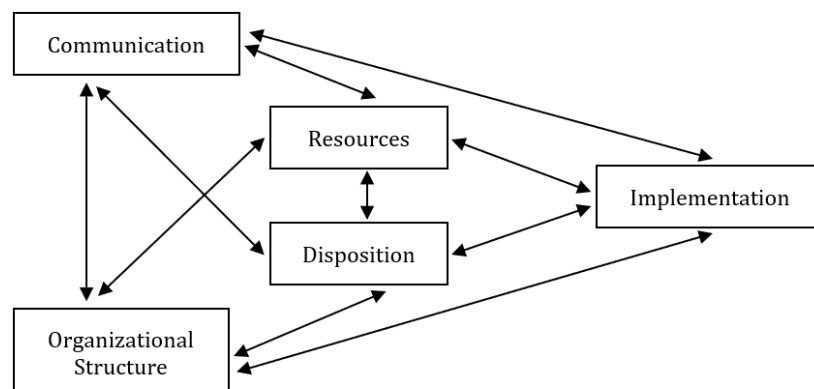

Figure 1. Dimensions of George Edward III's Policy Implementation Model
Source: *(Abdoellah & Rusfiana, 2016)*

The research approach used in this research is qualitative. According to Sugiyono, qualitative methods are based on the philosophy of postpositivism and are used to examine natural objects, in contrast to experiments. Steven Dukeshire and Jennifer Thrulow emphasize that qualitative research focuses on data in words, with narrative analysis. This method aims to get in-depth data about the issue under study. According to Stadtländer, qualitative research explores and understands the meaning of individual and group behavior in describing social or humanitarian problems. This process includes data collection, inductive analysis, and interpretation (Stadtländer, 2009).

This research was conducted in *Kampung KB Sakura dan Kampung KB Bintara* in Kiaracondong District, Bandung City, for seven months from February to August 2024. Informants were selected by purposive sampling, including field officers, the sub-district head, the head of the *Kampung KB*, and the *Rumah Dataku* team in the two villages.

Primary data were obtained through observations, interviews, and documentation, while secondary data included population data, the Subdistrict strategic plan, and Village profiles. Data collection techniques included field observations, in-depth interviews, and document studies to confirm data. The triangulation method was used to test the credibility of the data, with source triangulation and informant validation. Data analysis in qualitative research includes four main stages: data collection, data reduction, data presentation, and conclusion drawing. Data reduction is done to filter out relevant

information, followed by data presentation in narrative and tabular form. Finally, conclusions were drawn to answer the research questions posed.

The decision-making technique used the pairwise comparisons approach developed by Thomas L. Saaty. This technique compares each element pairwise to determine its respective priorities and weights. This model was used to determine strategic efforts to overcome barriers in the two *Kampung KB*, to prioritize the most important actions and reduce the influence of emotions in decision-making (Saaty, 2002).

The pairwise comparisons approach is suitable in qualitative studies because it provides a systematic and objective way to assess and prioritize elements in decision-making. This method helps summarize complex data from observations, interviews and documentation, and reduces emotional bias in the analysis. In addition, pairwise comparisons facilitate in-depth analysis by giving weight to factors that influence the issue under study, such as barriers in the *Kampung KB* program. As a result, this method generates clear priorities, which are useful for suggesting more effective and data-driven strategic steps, improving the quality of policies and programs.

RESULTS AND DISCUSSION

The current condition of *Rumah Dataku* in *Kampung KB Bintara*, Kiaracondong Subdistrict, experiences several obstacles. Communication between implementers has not been maximized, with direct counseling and coaching from DPPKB Bandung City only reaching 30%. The limited number of team members is also an obstacle, with only three people taking care of family data and population documents from 11 Neighborhood Associations. Lack of infrastructure assistance and an unbalanced number of *Kampung KB* Field Officers add to the problem, with only one PLKB concurrently working in six *Kampung KB*. The division of main tasks and procedures has not been optimized because there is no clear SOP for My Data House Development.

Therefore, this sub-chapter will explain in depth the Implementation of the Quality Family Village Development Policy in Kiaracondong Sub-district, Bandung City, with an approach using the theory put forward by George C. Edward III (1980), in which there is an implementation of the Quality Family Village Development Policy. Edward III (1980), in which there are four dimensions to see whether the policy implementation has been carried out optimally or not. The four dimensions are communication, resources, disposition and bureaucratic structure (Abdoellah & Rusfiana, 2016).

Implementation of the Quality Family Village Development Policy, especially in the *Rumah Dataku* Activity in Kiaracondong District, Bandung City

According to George Edward III's (1980) framework, the success of public policy implementation is strongly influenced by four main factors. The first is communication, which emphasizes the importance of delivering policies evenly, consistently, and clearly to implementers and stakeholders. The objectives and content of the policy can be well understood by all parties involved.

The second factor is resources. The success of policy implementation is highly dependent on the availability of resources, including competent human resources, adequate budgets, sufficient facilities and equipment, and the authority needed to make the right decisions. Furthermore, the disposition or attitude of policy implementers also plays an important role. The policy will be easier if the implementer is positive, committed, and honest.

The last factor is the bureaucratic structure. An efficient and clear bureaucratic structure, including an appropriate division of authority and Standard Operating Procedures (SOPs), is needed to ensure smooth policy implementation (Suluh Kusuma Dewi, 2022).

1. Communication

Communication is an important element in public policy implementation. According to Edward III (1980), the success of policy implementation is influenced by the clarity, consistency, and evenness of communication between policy makers and implementers in the field. In the *Rumah Dataku* development policy in Kiaracondong Sub-district, communication between the Officer *Lapangan Kampung Keluarga Berkualitas (PLKB)* and the implementation team in Kampung KB Sakura and Kampung KB Bintara was analyzed through three sub-dimensions, namely: equity, consistency, and clarity.

1.1. Equity

Based on interviews with the Head of Kiaracondong Sub-district, the Head of *Kampung KB Bintara*, and representatives of the *Rumah Dataku* Team, PLKB has implemented coaching fairly and equitably. PLKB attended various meetings and ensured that each working group received information and guidance equally. Information on the development of *Rumah Dataku* is shared with all team members in both *Kampung KB Bintara* and *Kampung KB Sakura.*

Table 3. Number of trained *Rumah Dataku* teams

No.	*Kampung KB*	Total Team *Rumah Dataku*	Number of Trained Teams
1	*KKB Sakura*	6	3
2	*KKB Bintara*	9	5
Total		15	8

Source: *Interview Results with Officers Kampung KB*

Out of 15 *Rumah Dataku* Team members in both KB villages, 8 (53%) have received direct coaching. The findings above indicate that PLKB communication has been fairly evenly distributed. Edward III views that communication must be transmitted to the right people in the right way for implementation to be effective. In addition, according to Goggin (1990), equitable communication prevents information distortion between the policy and implementation levels.

However, the fact that only 53% of members have been trained suggests there is room for improvement in the range of communication. McLaughlin (1987), suggested that equalization of training directly impacts the effectiveness of teamwork.

1.2. Consistency

Interviews showed that coaching activities have not been running consistently. The Kiaracondong sub-district head stated that coaching by the PLKB is not regularly scheduled, with a frequency of about once every two to three months. The head of *Kampung KB Sakura* mentioned that during her five months in office, only two coaching meetings were held. Most communication is done through non-formal media such as WhatsApp or video calls.

Table 4. List of Development of *Kampung KB Sakura* and *Kampung KB Bintara* in 2024

No.	Date	Activity Description
Kampung KB Sakura		
1	January 3, 2024	Inauguration of the new chairperson of *Kampung KB Sakura*
2	April 24, 2024	Preparation of the work plan for the *Kampung KB Sakura*
3	May 7, 2023	Preparation of the work plan program of *Kampung KB Sakura*
Kampung KB Bintara		
1	January 3, 2024	Debriefing by *Kampung KB* oleh PLKB, Lurah, Kasi Kessos, and *Kampung KB* Team
2	April 24, 2024	Preparation of work plan *Kampung KB Bintara*
3	May 7, 2023	Evaluation of the recording and reporting of *Kampung KB Bintara*

Source: *Interview Results with Officers Kampung KB*

The unscheduled frequency of coaching suggests challenges in maintaining the consistency of communication. It impedes the regular delivery of updated information. Edward III asserts that inconsistent communication leads to uncertainty and reduces the ability to implement policy as intended.

Informal communication, such as WhatsApp, is beneficial for efficiency, but does not always guarantee depth of understanding. According to Matland (1995), formal interaction is needed to strengthen common perception and commitment.

1.3. Clarity

Interviews with the *Rumah Dataku* team showed that information from the PLKB was delivered clearly. PLKB used lectures, hands-on practice, and learning modules to facilitate understanding. The heads of Bintara and Sakura family planning villages stated that the information was easy to understand, although some members struggled with technical aspects such as using computers.

PLKB's delivery strategy is effective as it includes lecture and hands-on methods. Edward III's theory mentioned that policy directives must be clear and detailed to avoid misinterpretation. Module support is also a form of communication that supports clarity. However, the technical difficulties experienced by some members point to the importance of communicative approaches that are more adaptive to the background of the recipients. Sabatier & Mazmanian (1980) emphasized the importance of considering the capacity and characteristics of policy implementers.

2. Resources

The second indicator in assessing the success of a program implementation is resource support. According to Edwards III (1980), policy implementation will not be effective if resources are inadequate, whether in the form of people, budget, equipment, or authority. Sufficient resources enable program implementation to go according to plan and achieve the expected goals.

This subchapter discusses resource support in the implementation of the *Rumah Dataku* Program in *Kampung KB Sakura* and *Kampung KB Bintara*, Kiaracondong District, through four dimensions: Human Resources, Budget Resources, Equipment Resources, Information Resources and Authority.

2.1. Human Resources (HR)

Interview results show that the number of Village Family Planning Field Officers (PLKB) in Kiaracondong Sub-district is less than ideal. The Kiaracondong sub-district head mentioned that there is only one PLKB for six Kampung KB; ideally, three PLKB are needed. PLKB also said that coordination with the *Penggerak Bangga Kencana Kelurahan (PBKK)* is a solution to overcome the limited human resources.

Table 5. Number of Team Members of *Rumah Dataku* Sakura KKB and Bintara KKB in 2024

No.	*Kampung KB*	Core Team	*Kader*	Total
1	*KKB Sakura*	6	3	9
2	*KKB Bintara*	3	3	6
Total		9	6	15

Source: *Interview Results with Officers Kampung KB*

Although *Kampung KB Sakura* has more members, human resource qualifications are still an issue in both locations. Some members have not mastered computer technology and do not understand the technicalities of data processing.

According to Edwards III (1980), the availability of resources is an absolute requirement to support the effectiveness of policy implementation. In this case, despite local initiatives and community participation, the shortage of PLKB staff and limited human resource qualifications indicate low human resource support. Grindle (1980) stated that the ability of implementers directly affects program success.

2.2. Budget Resources

Interviews with PLKB, heads of *Kampung KB*, and the Kiaracondong sub-district head indicate no specific budget from DPPKB Bandung City to support *Rumah Dataku* activities. All activities still rely on community self-help, village funds, or PKK assistance. Some equipment procurement, such as laptops and data boards, is still local.

In the budget aspect, the unfulfillment of funding support from the government is a major obstacle. A previous study by Winarno (2012) also emphasized that public policy implementation is often disrupted due to a lack of proper budget allocation.

2.3. Equipment Resources

Equipment such as computers, software, and storage tools is necessary to ensure accuracy and efficiency in data collection and analysis.

Table 6. List of equipment supporting *Rumah Dataku* activities

No.	*Kampung KB*	KKB Sakura	KKB Bintara
1	Work Desk and Chair	No	Available
2	Computer and Printer	Available	No
3	Internet Access, and External Hard Drive	Available	No
4	Telephone	No	No
5	Office Stationery	Available	Available
6	Data House Board	Available	No
7	Guidebook and Materials for *Rumah Dataku*	Available	Available

Source: *Interview Results with Officers Kampung KB*

Kampung KB Sakura has more equipment than Bintara, although some still rely on private property. In Bintara, limited equipment is a major obstacle to operationalizing activities.

Regarding equipment, *Kampung KB Sakura* is better prepared for supporting facilities, but Bintara is far behind. This difference shows the importance of logistical support in data management, as O'Toole (2000) suggested, that technical infrastructure can improve implementation efficiency.

2.4. Information Resources and Authorities

PLKB Kiaracondong sub-district stated that the division of authority has been done well. The *Rumah Dataku* Team Leader is responsible for coordination, assisted by RW and PKK cadres. In *Kampung KB Bintara*, the authority structure is even more detailed, consisting of a data collection team, a data processing team, and a data intervention team. This structure helps to distribute tasks more systematically.

Both Kampung KB show a relatively good organizational structure. A clear division of tasks supports the effectiveness of coordination between team members. George C. Edward III stated that a supportive bureaucratic structure is one of the main factors in successful policy implementation (Edward III, 1980). A well-defined organizational structure facilitates the delegation of authority and accelerates decision-making.

In addition, according to Cheema & Rondinelli (2007), the effectiveness of local program implementation is strongly influenced by the clarity of structure and authority between actors, especially in decentralization. When the roles and responsibilities of each party are well structured, the potential for conflict can be minimized, and program objectives can be more easily achieved.

3. Disposition

Based on the results of interviews with the Kiaracondong Sub-district Head, it shows good intentions to succeed in the program by trying to meet the needs of facilities and infrastructure. PLKB is also committed to ensuring all *Kampung KB* are active and conducting coaching.

However, the heads of *Kampung KB Sakura* and *Kampung KB Bintara* face challenges finding team members. They are working to add members and collaborate with neighborhoods to increase participation. The *Rumah Dataku Bintara* team also established relationships with kelurahan officials to support data needs. Overall, the disposition of the implementers showed strong commitment despite HR constraints, reflecting high motivation to provide public services to the community.

Thus, the disposition or attitude of the implementers in carrying out this Rumah Dataku activity is very good. The Head of Kiaracondong Sub-district is committed to the program's success by trying to meet facilities and infrastructure needs. At the same time, PLKB is committed to ensuring that all *Kampung KB* in the Kiaracondong Sub-district are active. Journal of Public Administration [Berthanila et al. (2023)](#) reported that factors of interest in policy making, commitment to the public interest, feelings of sympathy or compassion and self-sacrifice influence the attitudes of activity implementers.

The results of interviews and theories obtained from the State Administration Journal explain that factors that influence the success of programs in villages and sub-districts can be seen from the attitude of implementers (disposition). The heads of *Kampung KB Bintara* and *Kampung KB Sakura*, despite facing obstacles in finding team members, still show a positive attitude in planning a good strategy, and are committed to networking and actively going into the field. It shows the high public service motivation of the program organizers, which is an inner drive to provide services so that the *Kampung KB* in their area becomes quality.

4. Bureaucratic Structure

The interviews showed significant differences in the bureaucratic structure between *Kampung KB Sakura* and *Kampung KB Bintara* family planning. *Kampung KB Sakura* has a more complete implementation team (9 people) and a more structured division of tasks, supported by the Camat Decree (SK) that explains the role of each member. It positively impacts the effectiveness of activities, including *Rumah Dataku*. In contrast, *Kampung KB Bintara* only has 6 team members and no detailed division of tasks. The village head mentioned that the slow implementation of activities is influenced by the limited number of members and their busy schedules, most of whom are housewives or informal workers.

Both villages also face a similar problem, the absence of a written Standard Operating Procedure (SOP) in managing *Rumah Dataku*, so activities rely on each individual's initiative without consistent work guidelines.

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Both villages also face a similar problem, namely the absence of a written Standard Operating Procedure (SOP) in managing *Rumah Dataku*, so that the implementation of

activities tends to rely on the initiative of each individual without consistent work guidelines.

In addition, the absence of SOPs in both villages shows weaknesses in procedural aspects. According to <u>Matland (1995)</u>, ambiguous policy implementation that lacks clear guidelines risks creating disorganization and low consistency in implementation. Therefore, SOPs and clarity of organizational structure are important as the basis for a functional bureaucracy in programs such as *Rumah Dataku*.

Strategic Efforts to Improve *Rumah Dataku* Activities in Kiaracondong Sub-district

To improve the implementation of *Rumah Dataku* in *Kampung KB Sakura* and *Kampung KB Bintara*, several strategic efforts are needed. First, in terms of communication, it is necessary to develop a routine coaching schedule, clear SOPs, and the use of technology for online coordination. Second, in terms of resources, increasing the capacity of human resources through training and recruitment of volunteers is important, along with finding alternative funding through the village, private sector, and CSR. Optimization of facilities such as laptops and printers also needs to be considered.

Third, regarding disposition, there is a need to strengthen funding advocacy from the government, routine evaluation by PLKB, and collaboration with educational institutions to support data accuracy. Fourth, in terms of bureaucratic structure, developing standardized SOPs is crucial to ensure activities run according to procedures. The integration of these efforts is expected to increase the effectiveness and sustainability of the *Rumah Dataku* program in both villages.

Selection of Strategic Measures using Pairwise Comparisons

Some alternative strategic efforts put forward for the obstacles that exist in *Kampung KB Sakura* and *Kampung KB Bintara* are as follows:
a) Standard Operating Procedure Creation (A1)
b) Addition of Team Members *Rumah Dataku* (A2)
c) Operational Funding Support(A3)
d) Procurement of Activity Support Equipment *Rumah Dataku* (A4)
e) Routine Coaching *Rumah Dataku* (A5)

Table 1. Selection of Strategic Efforts in *Kampung KB Sakura*

	A1	A2	A3	A4	A5	Total	Ranking
A1		2	0	1	1	**4**	**3**
A2	0		0	1	0	**1**	**5**
A3	2	2		1	2	**7**	**1**
A4	1	1	1		2	**5**	**2**
A5	1	1	0	1		**3**	**4**

Source: Interview Results with Officers Kampung KB

Based on the results of calculations using the Pairwise Comparisons method conducted by interviews with the Chairperson of *Kampung KB* and the *Rumah Dataku* Team *Kampung KB Sakura*, the order of selection of strategic efforts is as follows:
a. Operational Funding Support(A3)
b. Procurement of Activity Support Equipment *Rumah Dataku* (A4)
c. Standard Operating Procedure Creation(A1)
d. Routine Coaching *Rumah Dataku* (A5)
e. Addition of Team Members *Rumah Dataku* (A2)

Table 8. Selection of Strategic Efforts in *Kampung KB Bintara*

	A1	A2	A3	A4	A5	Total	Ranking
A1		1	0	1	1	3	3
A2	1		0	0	1	2	4
A3	2	2		2	2	8	1
A4	1	2	0		2	5	2
A5	1	1	0	0		2	5

Source: *Interview Results with Officers Kampung KB*

Based on the results of calculations using the Pairwise Comparisons method conducted by interviews with the Chairperson of *Kampung KB* and the *Rumah Dataku* Team of *Kampung KB Bintara*. The order of selection of strategic efforts in *Kampung KB Bintara* is as follows:
1) Operational Funding Support (A3)
2) Procurement of Activity Support Equipment *Rumah Dataku* (A4)
3) Standard Operating Procedure Creation (A1)
4) Addition of Team Members *Rumah Dataku* (A2)
5) Routine Coaching *Rumah Dataku* (A5)

Based on Pairwise Comparison analysis, *Kampung KB Bintara* and *Kampung KB Sakura* identified Operational Funds, Procurement of Equipment, and Creation of SOPs as the top three priorities in strengthening *Rumah Dataku*. Differences emerged in the fourth order: Bintara prioritized adding team members due to human resource shortages, while Sakura prioritized routine coaching by PLKB.

Operational funds are a top priority as they are important in supporting all activities. The need for facilities such as the *Rumah Dataku* Board is also urgent, especially in Bintara, which does not yet have one. In addition, developing SOPs is important to ensure the regularity of activities, as both village do not have clear SOPs. These SOPs are suggested to be developed about the Rumah Dataku Guidebook and other official guidelines.

CONCLUSION

This study found that significant differences in the implementation of *Rumah Dataku* in *Kampung KB Bintara* and *Kampung KB Sakura* were influenced by variations in communication, resources, implementer disposition, and bureaucratic structure, as analyzed through the perspective of George C. Edward III's policy implementation theory. Edward III's policy implementation theory perspective. From the communication aspect, coaching has been carried out in both villages evenly, but there is no consistent schedule, so implementers do not have a structured time guide. In the resource dimension, *Kampung KB Sakura* has an advantage in the number of human resources, availability of equipment, and donor support. At the same time, *Kampung KB Bintara* still faces a limited number of members, has no fixed funds, and has minimal supporting equipment. Regarding disposition, the entire team in both villages showed good commitment to supporting the sustainability of *Rumah Dataku*. However, the bureaucratic structure in both locations has not run optimally because there is no standardized Standard Operating Procedure (SOP), so the activities are not fully efficient and directed.

Based on these findings, the Bandung City Government through the Population Control and Family Planning Office strengthen the implementation of *Rumah Dataku* by: (1) developing and socializing standardized SOPs, (2) allocating a special budget for *Rumah Dataku* activities, (3) collaborating with the private sector or CSR for facility support and training, and (4) increasing the intensity of coaching and training for the *Kampung KB* Team. With these strategic steps, it is hoped that *Rumah Dataku* in *Kampung*

KB can function optimally as a population data center and become the basis for more targeted program planning for community welfare.

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