

ABSTRACT

Family planning program (KB) is a policy to reduce the rate of population growth in the new order quite successfully implemented. In recent years, the rate of population growth in Indonesia increasingly out of control and family planning program (KB) began to be forgotten after the reform era. Youth as a determinant of the success of a nation while they are thinking about family planning. Reflecting the success of family planning programs in leadership be Soeharto's New Order era, through the National Population and Family Planning (BKKBN) Indonesian government wants to introduce, promote and teens Indonesian family planning program to break through a family planning program but for teens that Generation Program Planning (GenRe). The formulation of the problem created is how the communication strategy that made the National Population and Family Planning (BKKBN) Special Region of Yogyakarta in disseminating Generation Program Planning (GenRe)?. This research using a qualitative approach with methods of descriptive. Research data obtained through field research through three ways: in-depth interviews by several key informant who became a source of information, observation, and study of the literature. The results showed that the communication strategy undertaken BKKBN Yogyakarta special region province in disseminating the Program GenRe, namely through the Election of Student Ambassadors of the GenRe, GenRe Goes To School and GenRe Goes To Campus, The Comedy GenRe, GenRe Poster Competition Contest Rap GenRe. In addition, the BKKBN Yogyakarta also uses the mass media as a medium of dissemination such as public service announcements on television and radio, internet media by creating a website, blog, facebook, and twitter, as well as the use of advisory boards, billboards. BKKBN Yogyakarta also cooperated with schools and colleges to form the Centre of Information and Counseling Teenagers/Students (PIK R/M) for a more closer in teenagers and college students.