

Taman Asuh Sayang Anak Presenting (Tamasya) in Kampung Keluarga Berkualitas in Surabaya

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ABSTRACT (9 pt)

Keywords:

Tamasya, kampung keluarga berkualitas, children, family.

BPS data from 2024 states that 50.73% of women in East Java work as professionals, while in Surabaya the figure is 48.97%, thus affecting the quality of childcare. Therefore, Taman Asuh Sayang Anak (Tamasya) program is crucial to addressing childcare issues. The Tamasya quick-win program is designed to provide integrated childcare services and monitor child development. In Surabaya, there are currently 54 childcare centers, managed by individuals, community organizations, foundations, companies, and ministries/institutions. Meanwhile, Surabaya has 153 Kampung Keluarga Berkualitas spread across 153 sub-districts. However, currently, these childcare centers in Surabaya have not been integrated with the Kampung Keluarga Berkualitas. Integrating Tamasya with the Kampung Keluarga Berkualitas in Surabaya is crucial given the benefits they offer, including improving the quality of life of the community through education and positive character building; serving as a platform for community empowerment, especially for families; and encouraging the community to actively participate in various activities within the Kampung Keluarga Berkualitas. With the introduction of the Tamasya, programs and activities in the Kampung Keluarga Berkualitas will become more complex and require greater resources. Therefore, cross-sectoral convergence needs to be strengthened to realize an inclusive, community-based Tamasya in the Kampung Keluarga Berkualitas.

INTRODUCTION

SOTH (Sekolah Orang Tua Hebat) is an informal school program designed to equip parents by creating a conducive environment for parenting as an effort to optimize child growth and development in order to prepare the golden generation. The results of the SOTH program evaluation study in East Java, seen from the aspects of effectiveness, efficiency, adequacy, equity, responsiveness, and feasibility, showed that SOTH is feasible to be implemented with each interval class value of effectiveness 90.91%, efficiency 87.30%, adequacy 89.42%, equity 87.90%, responsiveness 88.13%, feasibility 88.10% (Imron et al., 2024). The success of the SOTH program is part of the BKKBN strategy in optimizing the First 1000 Days of Life period. Based on the success of SOTH in shaping parenting patterns, the BKKBN made optimization efforts by launching quick-win programs, one of which is "Tamasya" (Taman Asuh Sayang Anak). The following is a model of the Tamasya program's thinking framework.

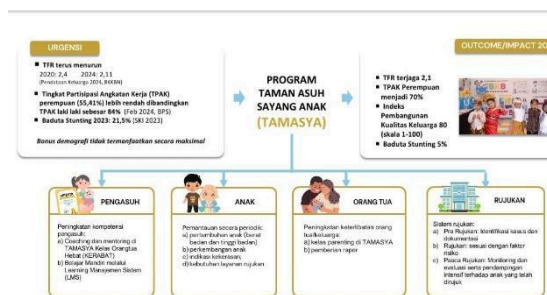


Figure 1: Travel Thinking Framework

Source: Kemendukbangga, 2025

The Tamasya program is designed to provide integrated childcare services, particularly in monitoring child development, even when parents are productively employed. Statistics Indonesia (BPS) data from 2024 indicates that 50.73% of women in East Java work as professionals, while in Surabaya the figure is 48.97%. This situation will impact the quality of childcare because parents, including mothers, are employed. Therefore, Tamasya is crucial to address childcare issues. The Tamasya program presents a potential opportunity that must be developed as a means of optimizing child development. As of October 2024, there were 2,577 Tempat Penitipan Anak (TPA) spread across 35 Indonesian provinces. Most are concentrated in Java, with 566 TPAs in Central Java, 416 in East Java, and 221 in Yogyakarta (Kemendukbangga, 2025). Surabaya is one of the cities that has become a pilot project for the implementation of the Tamasya program, with 54 TPA, managed by individuals, community organizations, foundations, companies and ministries/institutions (BKKBN, 2025).

On the other hand, BKKBN has a Kampung Keluarga Berkualitas program that converges with village or sub-district level units that aims to strengthen family institutions as the foundation of sustainable community development. This program prioritizes a collaborative approach through strengthening Tribina (Bina Keluarga Balita, Bina Keluarga Remaja, dan Bina Keluarga Lansia), optimizing Posyandu services, and economic empowerment through the Usaha Peningkatan Pendapatan Keluarga Akseptor (UPPKA). Kampung Keluarga Berkualitas also emphasizes the importance of inclusive and sustainable education through the implementation of formal, informal, and non-formal schools. All of these activities are carried out synergistically across sectors, including active support from relevant regional agencies, such as the Education Office and the Population and Civil Registration Office, to create a healthy, independent, and empowered community in a sustainable manner. The city of Surabaya consists of 31 sub-districts and 153 sub-districts, where currently there are 153 Kampung Keluarga Berkualitas, with a breakdown of 150 sustainable and 3 developing (BKKBN, 2025).

Currently, the implementation of the Tamasya program in Surabaya City has not been integrated with the Kampung Keluarga Berkualitas. Key points regarding the urgency of the Tamasya program in the Family Planning Village include:

1. Excursions to the Kampung Keluarga Berkualitas play a strategic role in improving the community's quality of life through education and positive character building.
2. Excursions serve as a platform for empowering the community, especially families, to plan quality family plans and understand the importance of reproductive health.

The presence of the excursion can encourage the community to actively participate in various programs and activities held in the Kampung Keluarga Berkualitas.

RESEARCH METHOD

This research employs a descriptive evaluative method using secondary data. Secondary data were obtained from official BKKBN reports, government policy documents, and previous research findings. The data were analyzed using a policy implementation model.

RESULTS AND DISCUSSION

The results of an evaluation study of the SOTH program in East Java, which assessed its effectiveness, efficiency, adequacy, equity, responsiveness, and feasibility, demonstrated an excellent response from the community. The implementation of the SOTH program had a significant impact, particularly in terms of changing parenting patterns. Parents reported that the presence of SOTH helped them better understand how to implement clean and healthy lifestyles, meet their children's nutritional needs, and optimally fulfill the eight family functions (Imron et al., 2023).

On the other hand, Surabaya as the capital of East Java Province has a large potential for TPA as many as 54 TPA, managed by individuals, community organizations, foundations, companies, and ministries/institutions. In addition, as many as 153 urban villages in Surabaya have Kampung Keluarga Berkualitas, the benefits of which have been widely felt by the community, both as a forum for education, family empowerment, and community solidarity. The benefits of the Kampung Keluarga Berkualitas will be more optimal if the excursion is integrated with the existing Kampung Keluarga Berkualitas in 153 urban villages in Surabaya.

Kampung Keluarga Berkualitas plays a crucial role in supporting the implementation of the Tamasya program. Tamasya is presented as a strategic solution to support optimal child growth and development. Tamasya also supports working parents to remain productive and ensure their children receive the attention, protection, and stimulation

appropriate to their development. Tamasya also supports the creation of a superior generation of the nation. The following is a flowchart of the Tamasya implementation.

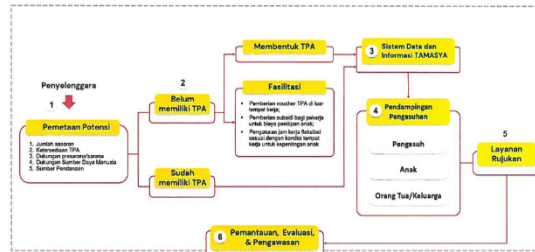


Figure 2: Flowchart of Tamasya Implementation
 Source: Kemendukbangga, 2025

The various successes reflected in the implementation of the SOTH and Kampung Keluarga Berkualitas programs have strengthened the spirit of implementing community-based outings as one of the BKKBN's quick wins, integrated with Kampung Keluarga Berkualitas. This program is designed to realize inclusive, community-based outing access in Kampung Keluarga Berkualitas, as illustrated in the following model diagram.

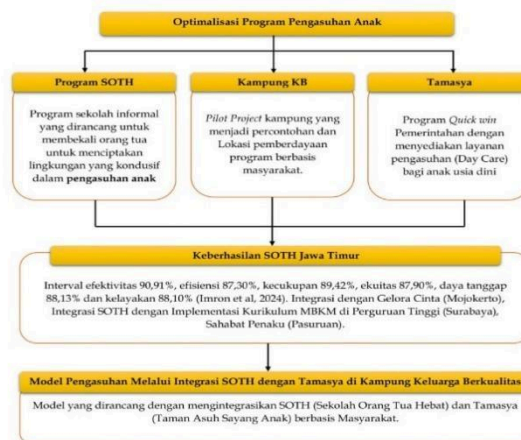


Figure 3: Model Flowchart
 Source: Researcher Data, 2025

The implementation of the Quality Family Village Outing policy has the potential to give rise to several challenges, including limited human resources, budget, and monitoring mechanisms.

CONCLUSION

Based on data findings, outings are essential in Kampung Keluarga Berkualitas. Therefore, several recommendations include:

1. For Representatives of the BKKBN East Java Province:
 - a. Strengthening cross-sector collaboration/partnerships with OPDs, universities, the private sector/industry, NGOs, and the mass media through intensive and sustainable coordination, to realize Tamasya in all Kampung Keluarga Berkualitas in East Java.
 - b. Improving the capacity of human resources (TPK, KB cadres, BKB cadres, and Pokja Kampung Keluarga Berkualitas) through regular training/technical guidance. The training focuses on implementing outings in Kampung Keluarga Berkualitas.
 - c. Establishing Tamasya as a multifunctional service space, providing childcare, family education, and basic counseling services. This multifunctional service is realized by integrating the Tamasya program with the Holistic and Integrative Early Childhood Education program, the Integrated Integrated Child Protection Community Health Post (Posyandu) for Toddlers, the Family Planning Village Data House, and the Community-Based Integrated Child Protection Task Force.
 - d. Conducting regular monitoring and evaluation involving various sectors, and developing the flagship Tamasya model in several Kampung Keluarga Berkualitas as a role model for replication in other districts/cities.
2. For the Women's Empowerment, Child Protection, and Population Service of East Java Province and the Women's Empowerment and Child Protection and Population Control and Family Planning Service of Surabaya City:
 - a. As an effort to sustain the program, it is necessary to strengthen regulations and policies through the integration of tourism in the RPJMD/Renstra of East Java Province and Surabaya City, including the issuance of a Governor's Regulation/Mayor's Regulation on Tourism Development.
 - b. Empowering families and communities by actively involving families and local communities in the planning, implementation, and monitoring of the Tamasya program. Furthermore, encouraging the formation of Child Forums and "Great Fathers/Great Mothers" groups in Kampung Keluarga Berkualitas as a driving force for child-friendly parenting.
 - c. Budgetary support is needed to maintain the program's sustainability by allocating a dedicated budget at the provincial and city levels for the development and sustainability of the Tamasya program.

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