

STRATEGIC MANAGEMENT OF POPULATION GOVERNANCE IN SURABAYA

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Article history: received 12 June 2025; revised 21 June 2025; accepted 29 June 2025

DOI: <https://doi.org/10.33751/jhss.v9i1.41>

Abstract. Population growth is the increase in the number of people in an area. Surabaya is currently ranked as the city with the highest population in East Java. The purpose of this research is that the government wants to realize harmony, harmony and balance of population by controlling population quantity in accordance with Law No. 52 of 2009. This research method is descriptive qualitative with the object of research on Population Management Strategy in Surabaya City. The focus of this research uses the theory of Strategic Management by Fred R. David with 3 variables, namely; Strategy Formulation, Strategy Implementation and Strategy Evaluation. Data collection techniques with observation, interviews and documentation. Determination of informants in this study with Purposive Sampling and Snowball Sampling. The results of this study are 1) Strategy Formulation, the existing vision and mission are considered good by utilizing the strength of the human resources in it and the opportunities provided by the central government in carrying out the strategy so that later the lack of public awareness will be handled. 2) Strategy Implementation, with annual goals helping DP3APPKB and Dispendukcapil Surabaya in the effectiveness of resource allocation and there is good work motivation in it. 3) Strategy Evaluation, the targets that have been set can be achieved with the ease of innovation that exists. The result is that strategic management in Surabaya's population governance has been running quite well but has not been optimized.

Keywords: strategic management; population governance; population growth.

I. INTRODUCTION

The increasing population growth is feared to be uncontrollable, which will have an impact on several aspects of life, namely economic and social aspects. If population growth is not matched by an increase in the quality of human resources, negative impacts can arise. One of the main problems faced is the high population density in Java. Population growth in Java is caused by several factors, namely; the availability of many jobs and complete and easily accessible education and health facilities (Arif & Nurwati, 2022). One of the cities in East Java that has the impact of rapid population growth is Surabaya City. Surabaya is currently the first ranked city in East Java with a large population.

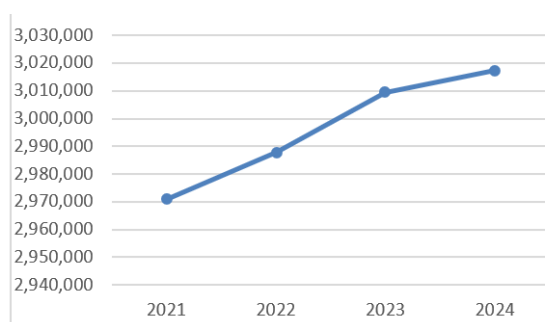


Fig. 1 Surabaya City Population Growth Chart

The increasing population in an area will affect several things, ranging from poverty, dirty environment to poor quality of human resources. There are several things that affect population growth in Surabaya City. Starting from the birth rate, death rate to migration caused by the large number of people who enter Surabaya to work or study.

Year	Total
2018	14.017
2019	32.585
2020	56.419
2021	93.559
2022	40.012
2023	39.891
2024	36.208

Fig. 2 Surabaya Birth Data 2018-2024

Birth rate is a factor that increases the population in Surabaya City. The birth rate in Surabaya City according to the data table above can be seen that the birth rate data tends to fluctuate. The high birth rate contributes to the increase in population density. Social and economic factors are some of the main things that affect the birth rate in Surabaya. The level of public awareness of the Family Planning (KB) program still varies so that the population growth rate is still quite high in some areas in Surabaya.

Year	Total
2018	20.532
2019	22.370
2020	25.758
2021	45.699
2022	30.804
2023	27.503
2024	29.396

Fig. 3 Surabaya Death Data 2018 – 2024

Mortality is a factor that reduces population density. The death rate in Surabaya tends to be smaller than the birth rate. Generally caused by elderly factors, non-communicable diseases and accidental incidents. Population migration has several impacts, ranging from positive impacts to negative impacts. The positive impact of population mobilization is the increase in the economy of a region with the ownership of a more productive workforce. Meanwhile, the negative impact is the unequal growth of a region. This is a major role in influencing population density in a region.

Year	Total
2018	39.300
2019	39.684
2020	25.823
2021	34.994
2022	77.068
2023	78.627
2024	60.134

Fig. 4 Inbound Population Migration Data in Surabaya 2018 – 2024

Surabaya is the center of economy and population in East Java which attracts many people from outside Surabaya to enter the city. Many migrants choose to settle in Surabaya City to work or continue their education. In-migration is a factor that accelerates population growth and increases population density. The impact of the in-migration factor is the increasing need for housing, public services, and city infrastructure. If in-migration is not managed properly, Surabaya City will have problems with the emergence of slums to increase unemployment.

On the other hand, out-migration also plays a role in the dynamics of Surabaya's population growth. There are several supporting factors that encourage Surabaya residents to move out of Surabaya due to the higher cost of living, traffic congestion and increasingly dense neighborhood conditions. Data in Figure 1 (Surabaya City Population Growth Chart) can be seen that population growth in Surabaya City continues to increase. According to Malthusian in (Cendekia Jaya & Harjanto, 2021) the population must be controlled so that the welfare of society is guaranteed. The phenomenon of population growth that continues to increase can be said to be inconsistent with demographic theory because it should be expected that population growth in an area is under control with an equal or insignificant increase.

Law No. 52/2009 on Population Development and Family Development explains that the government is required to

realize several things in population management. Chapter VI Part Two on Population Quantity Control Article 18 of Law No. 52 of 2009 explains that the government has a goal of realizing harmony, harmony, and balance between population and the environment, both in the form of natural carrying capacity and environmental capacity as well as socio-economic and cultural development conditions.

The government through the Department of Women's Empowerment and Child Protection and Population Control of Surabaya City and the Population and Civil Registration Office of Surabaya City has a policy in controlling the population quantity starting from birth control, reducing mortality rates, and directing population mobility. In implementing the policy, strategic management is needed to realize these goals (Wibawani & Tantriani, 2022). This phenomenon makes this research aims to understand how strategic management is carried out by the government in implementing population density governance in Surabaya. The results of this research are expected to get effective policy recommendations in handling population density in Surabaya City. Therefore, the author is interested in raising the issue of Strategic Management in the Implementation of Population Governance in Surabaya.

II. RESEARCH METHODS

This research uses a descriptive research type with a qualitative approach. According to Sugiyono (Sugiyono, 2022) the qualitative research method is a method based on the philosophy of postpositivism. Focus determination uses the theory of Fred R. David (David, Fred R, 2016). Techniques for collecting data for qualitative methods can be obtained by triangulation (a combination of observations, interviews, documentation). The technique of determining informants in this study using Purposive Sampling technique and Snowball Sampling technique (Sugiyono, 2022). The informants chosen by the author are staff of the Surabaya City Population and Civil Registration Office and staff of the Surabaya City Women's Empowerment and Child Protection and Population Control Office. The data analysis technique uses Miles and Huberman (1984) in (Sugiyono, 2022).

III. RESULT AND DISCUSSION

An effective strategy is the key to success in governance, especially in facing several complex challenges in regulating population in Surabaya City. This research was prepared by referring to the strategic management approach according to Fred R. David (David, Fred R, 2016) which consists of three variables, namely: Strategy Formulation, Strategy Implementation and Strategy Evaluation. This approach is used to analyze how the Surabaya City government extends, carries out to find the best strategy in managing the population in Surabaya.

1. Strategy Formulation

Strategy formulation is the initial process in strategic management. Strategy formulation includes vision and mission, identifying the organization's external opportunities

and threats, determining internal strengths and weaknesses, division of labor and initiating alternative strategies to achieve goals. At this stage the Surabaya City government has several stages in forming strategies to achieve goals.

The strategy formulation carried out by the Surabaya City government begins with the development of a vision and mission. The Surabaya City Office of Empowerment and Child Protection as well as Population Control and Family Planning (DP3APPKB) prioritizes the existing vision and mission because the vision and mission are the main things and directions in carrying out policies to achieve goals. DP3APPKB Surabaya City has carried out the vision and mission that has been determined by running the Family Planning program. Then the Surabaya City Population and Civil Registration Office (Dispendukcapil) also carries out population management with the existing vision and mission.

In creating good population governance, DP3APPKB Surabaya City and the Population and Civil Registration Office of Surabaya City also identify external opportunities and threats. Both agencies take advantage of external opportunities such as utilizing national policies, taking advantage of making the latest innovations with the latest technology to increase public awareness of the Family Planning (KB) program and awareness to immediately report the latest information related to population administration. Then in the division of work, DP3APPKB Surabaya City focuses on controlling population quantity with family planning programs and fostering family resilience, while the Population and Civil Registration Office of Surabaya City focuses on population administration ranging from births, deaths to moving in and out of the population. DP3APPKB Surabaya City and the Population and Civil Registration Office of Surabaya City also have the same strengths in population control because both agencies have good quality Human Resources (HR) along with the division of labor within them.

However, there are also shortcomings in strategy formulation. These shortcomings come from threats that are outside the organization. External threats faced by DP3APPKB Surabaya City are policy changes to the family planning program, lack of public awareness to understand family planning programs in the context of population control. Then the Surabaya City Population and Civil Registration Office feels an external threat from the lack of public awareness to report the latest population information. Therefore, DP3APPKB Surabaya City has a special strategy by expanding the reach of family planning programs through community health centers, family planning clinics, independent practicing midwives, Gropyokan and Baksos Family Planning Services, conducting campaigns and intensive counseling to the community about the importance of family planning, reproductive health and family planning through various media and targeting various age groups and targets including adolescents, couples of childbearing age (PUS) and community leaders. Meanwhile, the Surabaya City Population and Civil Registration Office will provide new innovations that will facilitate the community.

2. Strategy Implementation

Strategy implementation is the stage where the action of the strategic management process carried out by DP3APPKB and the Population and Civil Registration Office of Surabaya City in population governance in Surabaya City. At this stage DP3APPKB and the Population and Civil Registration Office of Surabaya City implement the strategies that have been formulated to achieve the desired goals. This stage includes formulating annual goals, policies that motivate employees and allocating resources so that they can carry out the formulations that have been set.

DP3APPKB Surabaya City and the Population and Civil Registration Office of Surabaya City have annual objectives. Annual goals serve as operational guidelines in carrying out the strategies that have been formulated. Not only annual goals, both agencies have employee support or motivation that can encourage and direct employees to work effectively. DP3APPKB Surabaya City feels the support provided by the central government with coaching and providing goods needed for the implementation of a strategy and good cross-sector coordination. Then the Surabaya City Population and Civil Registration Office also feels support from the central government with active training to the awarding of the best service by the Ombudsman. DP3APPKB Surabaya City and the Population and Civil Registration Office of Surabaya City have similarities in distributing resources. Both agencies will first identify specific needs in a strategy and then distribute resources based on their respective urgency.

3. Strategy Evaluation

Strategy evaluation is the final stage in strategic management. Strategy evaluation aims to ensure that the implemented strategy is effective and in accordance with organizational goals. At this stage, strategy evaluation includes strategy effectiveness, measuring performance and corrective action. Whether a strategy is effective or not can be seen from the process. DP3APPKB Surabaya City and the Population and Civil Registration Office of Surabaya City have used a fairly good strategy, this is evidenced by the achievement of the targets set at the beginning. The performance of DP3APPKB Surabaya City and Dispendukcapil Surabaya City employees is considered good because it has an impact on the community, starting from innovations in population administrative convenience to online socialization. The Surabaya City Dispendukcapil also has a forum every week to discuss employee performance during the week and increase knowledge.

Then at the end there is a process which is an action in taking steps to realize a better strategy. According to DP3APPKB Surabaya City expects the preparation of a 5-pillar Population Development Grand Design (GDPK) which is a policy framework that regulates population development in Indonesia, while Dispendukcapil Surabaya City feels that the decisions that have been made are good and will maintain the strategy by improving performance in it.

IV. CONCLUSIONS

The conclusion of this research states that the strategy formulation carried out by the Population and Civil Registration Office of Surabaya City and the Office of

Empowerment and Child Protection and Population Control and Family Planning of Surabaya City in dealing with population growth in Surabaya City has been carried out quite optimally. The vision and mission used by the two agencies have had a good impact because they have achieved organizational goals. Quality human resources in the implementation of population management are a strength in the Surabaya City Population and Civil Registration Office and the Surabaya City Office of Empowerment and Child Protection and Population Control and Family Planning also distribute work well, by first identifying what are the main resources needed.

The Surabaya City Population and Civil Registration Office and DP3APPKB have identified which strategies are considered good and effective. The Surabaya City Population and Civil Registration Office and the Surabaya City DPAPPKB also hold regular meetings to discuss the strategies that the agency uses whether it has been running well this week. Then the performance carried out by the two agencies is considered good but a more specific division of labor structure is needed. . However, there are also weaknesses in population management, namely from the level of public awareness that is lacking in the policies set by the government.

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