

Universitas Diponegoro
Program Pascasarjana
Program Magister Ilmu Kesehatan Masyarakat
Konsentrasi Administrasi dan Kebijakan Kesehatan
Minat Manajemen Kesehatan Ibu dan Anak
2012

ABSTRAK

C. Ermayani Putriyanti

Analisis Penampilan Kerja Kader Kesehatan dalam Penyuluhan ASI Eksklusif di Posyandu di Wilayah Kerja Puskesmas Kabupaten Temanggung

141 halaman + 23 tabel + 2 gambar + 13 lampiran

Hasil cakupan ASI eksklusif di Kabupaten Temanggung pada tahun 2009 mengalami peningkatan dibandingkan tahun 2008, namun hasil cakupan ini masih jauh dari nilai standar yang ditetapkan nasional 80%, sedangkan pengetahuan ibu tentang ASI eksklusif masih rendah. Diduga penyuluhan ASI eksklusif di Posyandu dimeja 4 oleh kader belum berjalan sesuai standar. Kader jarang melakukan penyuluhan, jadwal penyuluhan belum ada, kader jarang menggunakan media dalam penyuluhan dan kader masih sangat membutuhkan bimbingan dari petugas. Berdasarkan masalah di atas penelitian ini bertujuan untuk mengetahui penampilan kerja kader kesehatan dalam penyuluhan ASI eksklusif di Posyandu di wilayah Puskesmas Kabupaten Temanggung

Jenis penelitian ini adalah deskriptif kualitatif dengan pendekatan *cross sectional*. Informan penelitian adalah kader kesehatan di wilayah Puskesmas Kabupaten Temanggung. Data dikumpulkan dengan wawancara mendalam (*indepth interview*) dan selanjutnya dilakukan pengolahan data menggunakan metode pengolahan deskripsi isi (*content analysis*).

Hasil penelitian menunjukkan bahwa penampilan kerja kader kesehatan dalam melakukan penyuluhan ASI eksklusif di Posyandu yang ditinjau dari aspek kuantitas, ketepatan waktu, efektifitas sumber daya, kebutuhan supervisi belum dilaksanakan dengan baik. Sebagian kader sudah melakukan penyuluhan walaupun dengan cara sederhana sambil mengingatkan ibu-ibu untuk tetap menyusui bayinya serta menyampaikan informasi singkat, penyampaian materi penyuluhan dilakukan secara informal sambil berbincang-bincang, kader belum rutin melakukan penyuluhan di Posyandu, kader belum memiliki jadwal penyuluhan ASI eksklusif di Posyandu, tidak ada dana untuk kegiatan penyuluhan ASI eksklusif, belum semua Posyandu memiliki alat peraga untuk penyuluhan, belum semua kader dilibatkan dalam penyuluhan, bimbingan dan pengarahan kepada kader belum optimal, hubungan kader dengan kader secara

umum baik, hubungan kader dengan bidan dan petugas gizi baik. Berdasarkan hasil penelitian disarankan kepada Dinas kesehatan dan Puskesmas untuk mengalokasikan dana BOK (Bantuan Operasional Kesehatan) untuk mengembangkan kader terkait penyuluhan ASI eksklusif seperti: pelatihan, pemberian reward, memfasilitasi materi dan alat peraga penyuluhan dan meningkatkan supervisi.

Kata Kunci : Penampilan Kerja, Kader Kesehatan, Penyuluhan ASI

Eksklusif

Jumlah Pustaka : 39 (1997 – 2011)

**Diponegoro University
Postgraduate Program
Master's Program in Public Health
Majoring in Health Policy Administration
Sub Majoring in Maternal and Child Health Management
2012**

ABSTRACT

C. Ermayani Putriyanti

Analysis on Job Performance of Health Candres in Exclusive Breastfeeding Education at Posyandu's in Temanggung District

141 pages + 23 tables + 2 pictures + 13 enclosures

Exclusive breastfeeding coverage in Temanggung district in the year of 2009 increased, and it was higher than 2008. However, this coverage was still far below national standard namely 80%. Knowledge of mothers regarding exclusive breastfeeding was still low. It was suspected that education on exclusive breastfeeding at posyandu (integrated service post) in the table 4 by cadres was not implemented according to the standard. Cadres rarely gave education and no education session schedule was made. Media for education was used infrequently, and cadres needed more guidance from primary healthcare center workers. Based on those problems, the objective of this study was to know work performance of health cadres in giving exclusive breastfeeding education at posyandu in the work area of primary healthcare centers in Temanggung district.

This was a descriptive qualitative study with cross sectional approach. Study informants were health cadres in the work area of primary healthcare centers in Temanggung district. Data were collected by conducting in-depth interview. Content analysis method was applied in the data analysis.

Results of the study showed that work performance of health cadres in implementing exclusive breastfeeding education at posyandu viewed from quantity, time accuracy, human resource effectiveness, and supervision needs was not done adequately. Some of the cadres had given simple education and reminded mothers to always do breastfeeding. Education materials were given informally while chatting with mothers. Cadres had not given education routinely at posyandu. Cadres did not have schedule to give education on exclusive

breastfeeding at posyandu. No funding for exclusive breastfeeding education activities was provided. Not all posyandu had visual aids for education session. Not all cadres had been involved in the education session. Guidance and supervision to cadres were not optimal. A relationship among cadres was relatively good; a relationship between cadres and midwives or nutrition field workers was good.

Based on the results of this study, suggestions given to district health office and primary healthcare center are to allocate operational health funding (BOK) to improve cadres ability related to exclusive breastfeeding education such as for training, assigning rewards, facilitating the availability of materials or visual aids for education, and improving supervision.

Key words : Work performance, health cadres, exclusive breastfeeding

Education

Bibliography : 39 (1997-2011)