

ABSTRAK

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Analisis Sistem Pelaksanaan Posyandu Model di Wilayah Binaan Perusahaan Swasta Cilacap

xv + 110 halaman + 24 tabel + 4 gambar + 13 lampiran

Peran serta masyarakat untuk ikut berpartisipasi dalam menurunkan AKI dan AKB dapat dilakukan dengan cara yang sederhana yaitu dengan mengikuti kegiatan posyandu. Dari berbagai jenis posyandu terdapat "Posyandu Model" yang kegiatannya sudah dikembangkan dan terintegrasi. Posyandu model diharapkan mampu menjadi wadah yang dapat meningkatkan peran serta masyarakat untuk program MDG's. Kabupaten Cilacap merupakan wilayah industri, mulai tahun 2009 DKK Cilacap bekerjasama dengan perusahaan swasta mengenai program CSR.

Hal ini diharapkan mampu mendukung program penurunan AKI dan AKB. Terdapat 10 Posyandu model yang menjadi binaan perusahaan swasta tersebut, yang berada pada 6 kelurahan disekitar wilayah perusahaan (Zona I, II dan III). Tujuan penelitian ini untuk menganalisis sistem pelaksanaan posyandu model (Di Wilayah Binaan Perusahaan Swasta).

Desain penelitian ini adalah cross sectional dengan pendekatan kualitatif. Pemilihan informan dengan cara purposive, pengambilan data melalui wawancara (indepth interview) pada informan utama 6 ketua pokja IV, 6 Lurah/Kepala Desa, 10 kader dan 1 humas perusahaan swasta. Analisis data menggunakan metode analisis isi (content analysis)

Hasil penelitian dari variabel input yaitu mengenai SDM, jumlah kader pada posyandu model lebih banyak mencapai 10 orang. Sumber dana utama dari iuran warga, pihak perusahaan lebih banyak memberikan bantuan dalam bentuk modal usaha dan perlengkapan.

Disarankan untuk dinas kesehatan maupun instansi terkait (Bapermas dan Dinas Pendidikan) melaksanakan supervisi terhadap kegiatan pengembangan dan integrasi tersebut, serta pendampingan dan evaluasi secara rutin.

Kata Kunci : Posyandu model, Sistem: input, proses, out put, CSR
Perusahaan swasta.

Pustaka : 34 (1995-2013)

ABSTRACT

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Implementation System Analysis of Integrated Health Service Post of Model at Work Area of Private Companies in Cilacap

xv + 110 pages + 24 tables + 4 figures + 13 enclosures

Community participation in decreasing Maternal and Infant Mortality Rate can be simply done by following activities of Integrated Health Service Post (IHSP). In addition, Integrated Health Service Post of Model is one of the IHSP types that has developed and integrated activities. The IHSP of model is hoped to be a place that can increase community participation in Millennium Development Goals (MDGs) program. District of Cilacap is an industry area. Since 2009, Cilacap District Health Office has collaborated with private companies in terms of the Corporate Social Responsibility (CSR) program.

The collaboration aimed to support the program of diminishing Maternal and Infant Mortality Rate. There are any 10 IHSP of model located in 6 villages surrounding companies (Zone I, II, and III). This research aimed to analyze the implementation system of IHSP of model (in work area of private companies).

This was cross-sectional research with qualitative approach. Informants were selected purposively. Data were collected by doing indepth interview on 6 persons who were head of work group IV, 6 persons who were head of village, and 1 company public relation. Additionally, data were analyzed using a method of content analysis.

The results of this research revealed that regarding an input variable, a maximum number of cadres at IHSP of model was 10 persons. Furthermore, a main source of funding was from resident tuition. Otherwise, companies contributed business capital and equipment.

As a suggestion, District Health Office and related institutions (Community Empowerment Body and Education Office) need to supervise activities of development and integration, mentor, and evaluate routinely.

Key Words : IHSP of model, System: input, process, output, CSR,
Private Company

Bibliography : 34 (1995-2013)