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**ABSTRAK**

**Maftuchah**

**Analisis Partisipasi *Stakeholder* Posyandu dalam Mendukung Keberhasilan Pelaksanaan Posyandu di Kabupaten Demak**

**xiv + 126 halaman + 9 tabel + 10 lampiran**

Posyandu merupakan program kesehatan bersumberdaya masyarakat yang strategis untuk mewujudkan program MDG’s dalam menurunkan AKI dan AKB. Namun di Kabupaten Demak terjadi peningkatan AKI & AKB yaitu pada tahun 2012 AKI 80,28/100.000 KH dan AKB 5,6/1.000 KH meningkat menjadi 116/100.000 KH dan AKB 5,7/1.000 KH pada tahun 2013. Posyandu di Kabupaten Demak belum mencapai keberhasilan yaitu masih terdapat 10.88 % Posyandu Pratama (target 0%). Kegagalan Posyandu salah satunya disebabkan oleh faktor pembuat keputusan salah satunya dari *stakeholder yang* terlibat dalam Posyandu. Untuk itu perlu dilakukan Analisis partisipasi *stakeholder* Posyanduyang bertujuan untuk mengetahui seberapa jauh partisipasi *stakeholder* dalam mendukung keberhasilan Posyandu di Kabupaten Demak.

Jenis Penelitian adalah kualitatif dengan wawancara mendalam kepada *stakeholder* Posyandu, sebagaiInforman utama yaitu Kepala Sub Bagian Program (Bapermas-KB), Kepala Bidang Promkes, Ka.UPT Bapermas-KB Kecamatan Mranggen, dan lurah. Informan triangulasi Kepala Sie Pemberdayaan dan PSM DKK, Kepala Puskesmas Mranggen II, PLKB, bidan desa dan kader Posyandu. Teknik analisis data dengan analisis konten.

Hasil penelitian bahwa *stakeholder* Posyanduyang diteliti mempunyai sikap mendukung Posyandu di kabupaten Demak. Untuk DKK dan Bapermas-KB Kabupaten mempunyai pengaruh kuat, keterlibatan aktif dan sebagai *key players.* Bapermas-KB Kecamatan mempunyai pengaruh cenderung lemah dan keterlibatan pasif dan perlu *minimal effort.* Camat mempunyai pengaruh lemah, keterlibatan aktif dan perlu *keep informed.* Lurah mempunyai kekuatan kuat namun dengan keterlibatan pasif dan perlu *keep statisfied.*

Bapermas-KB dan DKK untuk meningkatkan evaluasi partisipasi *stakeholder* Posyandu secara periodik. Lurah untuk meningkatkan penggerakan masyarakat dan mengupayakan dana Posyandu.. Camat untuk meningkatkan pelatihan dan pembinaan kepada Pokjanal Posyandu dan kader serta Bapermas-KB kecamatan untuk meningkatkan penyuluhan kepada masyarakat.

Kata kunci : *Stakeholder,* Partisipasi, Posyandu

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**ABSTRACT**

**Maftuchah**

**Analysis of Integrated Service Post Stakeholder Participation in Supporting the Success of Integrated Service Post Implementation in District of Demak**

**xiv + 126 pages + 9 tables + 10 enclosures**

Integrated Service Post (ISP) is a strategic health program on the basis of community participation to realize the program of MDG’s in decreasing Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR). In District of Demak, MMR increased from 80.28/100,000 live births in 2012 to 116/100,000 live births in 2013. Similarly, IMR rose from 5.6/1,000 live births in 2012 to 5.7/1,000 live births in 2013. District of Demak had not reached the target (0%) because there was still any 10.88% of primary ISP. The failure of ISP was due to the factor of a decision maker in which a stakeholder was involved. Therefore, there needed to analyze stakeholders participation of ISP aimed to find out about to what extent they supported the success of ISP in District of Demak.

This was qualitative research by conducting indepth interview to ISP stakeholders. Main informants consisted of head of program subsection (Bapermas-KB), head of health promotion department, head of UPT Bapermas-KB at Mranggen Subdistrict, and head of villages. In addition, informants for triangulation purposes encompassed head of empowerment and PSM section of District Health Office (DHO), head of Mranggen II Health Center, Family Planning Field Workers, village midwives, and cadres of ISP. Furthermore, data were analyzed using content analysis.

The result of this research revealed that the stakeholders supported IPS in District of Demak. Meanwhile, DHO and Bapermas-KB had strong influence, actively involved, and were as key players. On the other hand, Bapermas-KB at a subdistrict level had low influence, passively involved, and needed minimal effort. In contrast, Head of subdistrict had low influence, actively involved, needed to keep informed. Head of villages had strong influence, passively involved, and needed to keep satisfied.

Bapermas-KB and DHO need to regularly evaluate participation of IPS stakeholders. Head of villages needs to increase community empowerment and seek funding for IPS. Head of subdistrict needs to conduct training and supervise Pokjanal of IPS, Cadres, and Bapermas-KB at a subdistrict level in order to increase providing information to community.

Key Words : Stakeholder, Participation, IPS

Bibliography : 38 (1995-2012)