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**ABSTRAK**

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**Evaluasi Faktor Motivasi Pemberian Penyuluhan Kesehatan oleh Petugas Gizi Di Pos Pelayanan Terpadu Lanjut Usia (Studi Di Puskesmas Kota Banjarbaru Tahun 2013)**

Peraturan Pemerintah Republik Indonesia Nomor 43 Tahun 2004 pasal 8disebutkan bahwa Pemerintah, masyarakat dan keluarga bertanggungjawab atas terwujudnya upaya peningkatan kesejahteraan sosial lanjut usia (Lansia). Pemerintah mencanangkan pelayanan kesehatan yang penyelenggaraannya melalui program Puskesmasdengan melibatkan peran serta para Lansia, keluarga, tokoh masyarakat dan organisasi sosial yang disebut dengan Posyandu Lansia. Data cakupan pelayanan kesehatan Lansia di Kota Banjarbaru Tahun 2011 sebesar 39,73% dan Tahun 2012 sebesar 41,15%. Walaupun ada peningkatan tetapi terlihat masih rendah dari target ditentukan 70% yaitu hanya 31,2% Lansia yang mendapatkan pelayanan kesehatan dari total Lansia di Kota Banjarbaru. Tujuan penelitian untuk mengevaluasifaktor motivasi pemberian penyuluhan kesehatan oleh petugas gizi di Posyandu Lansia Kota Banjarbaru.

Penelitian ini merupakan studi kuantitatifdengan pendekatan *cross sectional.* Populasi dan sampel adalah seluruh petugas gizi di Puskesmas Kota Banjarbaru yang berjumlah 38 orang. Pengambilan data penelitian menggunakan kuesioner terstruktur pada petugas gizi Puskesmas. Analisis bivariat menggunakan *Pearson Product Moment, Rank Spearman*serta penelitian kualitatif dengan *indepth interview*.

Hasil penelitian menunjukkan bahwa sebagian besar responden berpendidikan DIII Gizi, memiliki masa kerja lebih dari 12 bulan, bekerja sebagai petugas gizi dan berumur antara 24 tahun sampai dengan 48 tahun. Responden mempersepsikan motivasi rendah (57,9%), mempersepsikan pekerjaan itu sendiri kurang baik (71,1%), mempersepsikan tanggung jawab baik (52,6%), mempersepsikan pengembangan potensi individu kurang baik (55,3%), mempersepsikan kebijakan dan administrasi sama (50,0%), mempersepsikan hubungan antar pribadi baik (52,6%)dan mempersepsikan supervisi kurang baik (57,9%).Variabel yang berhubungan dengan motivasi petugas gizi adalah pekerjaan itu sendiri (*r* = 0,608, *p* = 0,0001), tanggung jawab (*r* = 0,913, *p* = 0,0001), kebijakan dan administrasi (*r* = 0,875, *p* = 0,0001) dan supervisi(*r* = 0,782, *p*=0,0001).

Disarankan bagi Dinas Kesehatan dan Puskesmas untuk meningkatkan pembinaan dan pengarahan rutinmelalui pelatihan, seminar dan pendidikan, meningkatkan kerjasama dan penggerakan serta meningkatkan motivasi dengan memberikan penghargaan kepada petugas gizi berprestasi dalam pemberian penyuluhan kesehatan di Posyandu Lansia Kota Banjarbaru.

Kata Kunci : Motivasi, Petugas Gizi, Penyuluhan Kesehatan

Kepustakaan : 56 (1985 – 2012)

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***ABSTRACT***

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Evaluation of Motivation Factor Behind Healt Counseling to The Nutritionist In Integrated Healt Service for Decrepit Old Man or Woman (Study In Banjarbaru City Health Center in 2013)

*Indonesian Government Regulation No. 43 Year 2004 on Implementation of Improvement Social Welfare Seniors article 8 stated that the government, societies and families were responsible for the realization of efforts to improve the social welfare of decrepit old Man or woman. To support the program, the government developed policy that the implementation through PHC programs that involving the participation of decrepit old man or woman, families, societies leaders and social organizations called IHC decrepit old man or woman through integrated health service for decrepit old man or woman. Scope of data of decrepit old man or woman service at 30 IHC decrepit old man or woman in Banjarbaru City last two years was 39.73% in 2011 and 41.15% in 2012. Though it appeared there was an increase, but it showed that integrated healt service for decrepit old man or woman was still low at only amounted to 21 973 decrepit old man or woman people who receive health service from a total of 53 309 decrepit old man or woman.*

*The purpose of the study was to determine the motivation factors behind healt counseling to the nutritionist in integrated healt service for decrepit old man or woman. The research was observational research using survey method and cross sectional approach. The research instrument used a structured questionnaire that had been tested for validity and reliability. Using bivariate analysis with Spearman Rank and qualitative research with in-depth interviews. Number of samples 38 nutritionist in health centers Banjarbaru City.*

*The results showed that most respondents educated DIII Nutrition, has a period of work over 12 months, working as a nutritionist and aged between 24 years to 48 years. Respondents stated low motivation, stated the job itself was bad, stated good responsibility, stated individual potential development was bad, stated the average of policy and administrative, stated good interpersonal, stated bad supervision, and stated factors related to the motivation of nutritionist is the work itself, responsibility, policy and administration and supervision.*

*It is recommended to increase the development and mobilization of nutritionist at the integrated health service Banjarbaru City, carrying out cooperation and routine guidance in the delivery of health counseling in IHC decrepit old Man or woman and increase motivation by giving awards to nutritionist achiever.*

*Keywords : Motivation, Nutritionist, Health counseling
Bibliography : 56 (1985 – 2012)*