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**ABSTRAK**

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**Analisis Kebijakan Donor DarahdanImplementasi Program Rekrutmen Donor di Unit Donor Darah PMI (UDD PMI) Kota Pontianak**

**xviii + 170 halaman + 7 tabel + 4 gambar + 28 lampiran**

Ketersediaan Darah di UDD PMI tidak mampu memenuhi kebutuhan darah di Kota Pontianak setiap tahunnya. Sampai tahun 2014, jumlah permintaan yang darah yang mempu terpenuhi hanya 37,3% dari semua permintaan yang ada. Penelitian ini bertujuan menganalisis masalah sumber daya, sikap dan komitmen, struktur birokrasi, komunikasi dan kondisi sosial dalam pelaksanaan program rekrutmen donor di Unit Donor Darah PMI (UDD PMI) Kota Pontianak.

Penelitian ini adalah penelitian observasional dengan rancangan kualitatif yang disajikan secara deskriptif melalui wawancara mendalam, FGD, dan observasi. Informan utama adalah 5 orang petugas P2D2S (1 Kepala Bagian dan 4 staf P2D2S). Informan triangulasi berjumlah 22 orang yakni 2 orang penentu kebijakan (1 orang Kepala UDD, 1 orang Wakil Ketua PMI), 5 orang Koordinator KDD, 5 orang DDS, 5 orang DDP, 5 orang masyarakat Kota Pontianak. Analisis data dilakukan dengan analisis isi.

Hasil penelitian menunjukkan sumber daya secara kuantitas sudah mencukupi kebutuhan, namun secara kualitas masih kurang, terutama kemauan petugas untuk melaksanakan tugasnya dengan baik. Alokasi dana yang diberikan oleh pimpinan terbatas. Sikap dan komitmen petugas masih kurang dikarenakan kurangnya kemauan dan motivasi untuk menjalankan tugas sesuai dengan aturan dan capaian yang telah ditetapkan. Pelaksanaan program tidak sepenuhnya menggunakan SOP yang dibuat oleh PMI Pusat karena pelaksana merasa sudah mengerti dengan baik cara merekrut donor. Komunikasi belum berjalan dengan optimal dari sisi kejelasan dan konsistensi. Dukungan kelompok donor darah belum optimal dikarenakan kurangnya perhatian dan dukungan dari pelaksana program terhadap kelompok donor yang ada dalam bentuk pembinaan, penghargaan dan ketersediaan sarana dan prasarana penunjang.

Disimpulkan bahwa pelaksanaan program rekrutmen donor belum maksimal. UDD PMI perlu meningkatkan kompetensi pelaksana dengan memberikan pelatihan kepada yang belum pernah mengikuti. Mengadakan rapat program kerja dan anggaran setiap tahunnya Menerapkan sistem jemput bola sehingga banyak masyarakat menjadi sadar untuk mendonorkan darah ke PMI.

Kata kunci : UDD PMI, Rekrutmen Donor

Kepustakaan : 45 (1984-2015)

**Diponegoro University**

**Faculty of Public Health**

**Master’s Study Program in Public Health**

**Majoring in Administration and Health Policy**

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**ABSTRACT**

**Ria Risti Komala Dewi**

**Analysis of Blood Donor Policy and Implementation of the Blood Donor Recruitment Program in Blood Donor Unit of Indonesian Red Cross (BDU-IRC) in Pontianak City**

**xviii + 170 pages + 7 tables + 4 figures + 28 appendices**

The availability of blood in Blood Donor Unit of Indonesian Red Cross (BDU-IRC) cannot fulfil the necessity of blood in Pontianak City for every year. Until the year 2014, there was only 37.3% of the total blood demand that could be provided. The aim of this study was to analyse problems of resource, attitude and commitment, a bureaucracy structure, communication, and social condition in implementing the blood donor recruitment program in BDU-IRC in Pontianak City.

This was an observational study using a descriptive-qualitative design. Data were collected using methods of indepth interview, Focus Group Discussion, and observation. Main informants consisted of five P2D2S officers (a head of department and four staffs of P2D2S). Informants for triangulation purpose were 22 persons consisted of two decision makers, (a head of BDU and a deputy head of IRC), five coordinators of KDD, five persons of DDS, five persons of DDP, five citizen of Pontianak City. Data were analysed using content analysis.

The results of this research showed that resource was quantitatively sufficient but it was qualitatively insufficient, particularly willingness of the officers in implementing their duties. Amount of budget was limited. There were a poor attitude and lack of commitment of the officers due to lack of willingness and low motivation to implement their duties in accordance with available regulations and goals. Not all the implementation was referred to Standard Operating Procedure released by the main office of IRC because the officers assumed that they had understood the ways to recruit blood donor. Communication was unclear and inconsistent. Support from blood donor groups was not optimal due to lack of attention and support from the program implementer such as supervising, providing rewards, and providing a supporting facility.

In conclusion, the implementation of the blood donor recruitment program have not been well implemented. BDU-IRC needs to improve a competency of the officers by conducting training for untrained officers. The unit also needs to conduct a meeting to arrange a work program and a budget allocation annually. In addition, a community needs to be proactively asked to provide their blood to the IRC.

Keywords : BDU-IRC, Blood Recruitment

Bibliography : 45 (1984-2015)