

TESIS

**MANAJEMEN PROGRAM KAMPUS SEHAT DALAM  
MEWUJUDKAN MASYARAKAT KAMPUS SEHAT DAN  
SEJAHTERA DI UNIVERSITAS ANDALAS**

*Diajukan Sebagai Salah Satu Syarat untuk Mendapatkan Gelar Magister  
Administrasi Publik Pada Fakultas Ilmu Sosial dan Ilmu Politik  
Universitas Andalas*



**Pembimbing:**

**Dr. Roni Ekha Putera S.IP., M.PA.**

**Dr. Ria Ariany, M.Si**

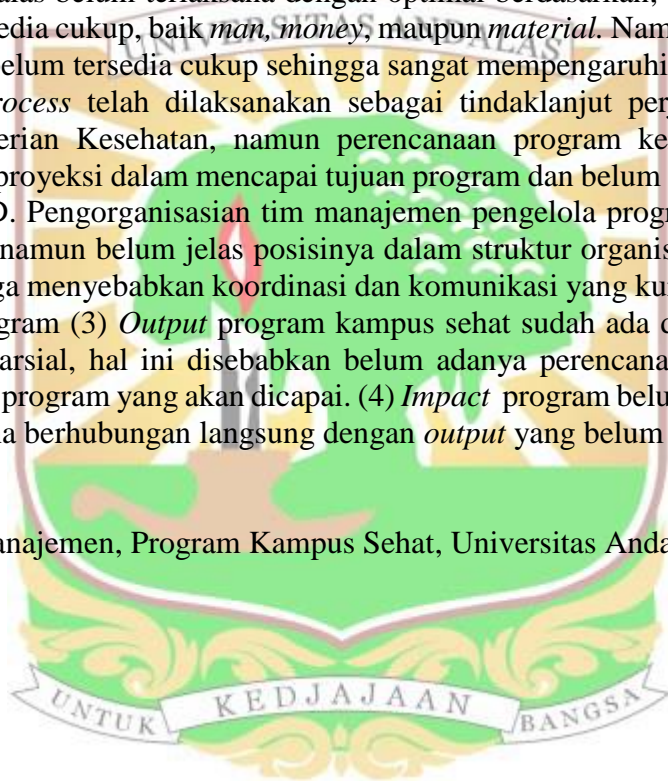
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## ABSTRAK

Kampus sehat merupakan salah satu program publik dalam upaya mewujudkan masyarakat kampus yang sehat secara komprehensif. Meskipun termasuk baru namun program ini memiliki peran strategis dalam pembangunan tatanan masyarakat lingkungan perguruan tinggi. Tujuan penelitian mengetahui bagaimana manajemen program kampus sehat di Universitas Andalas menggunakan metode pendekatan sistem Azrul Azwar dengan indikator *input, process, output, impact*. Pendekatan penelitian deskriptif kualitatif dengan pengumpulan data telaah dokumen, observasi, wawancara, dan FGD serta pengambilan sampel secara *purposive sampling*. Analisis data dengan mereduksi, display, dan penarikan kesimpulan. Validitas data dengan triangulasi sumber.

Hasil penelitian menunjukkan bahwa manajemen program kampus sehat Universitas Andalas belum terlaksana dengan optimal berdasarkan; (1) *Input* program relatif sudah tersedia cukup, baik *man, money*, maupun *material*. Namun *method, minute market* relative belum tersedia cukup sehingga sangat mempengaruhi proses dan *output* program, (2) *Process* telah dilaksanakan sebagai tindak lanjut perjanjian kerjasama dengan Kementerian Kesehatan, namun perencanaan program kerja belum selesai disusun sebagai proyeksi dalam mencapai tujuan program dan belum masuk dalam IKU Renstra UNAND. Pengorganisasian tim manajemen pengelola program kampus sehat sudah dibentuk, namun belum jelas posisinya dalam struktur organisasi di Universitas Andalas, sehingga menyebabkan koordinasi dan komunikasi yang kurang efektif dalam pelaksanaan program (3) *Output* program kampus sehat sudah ada dari kegiatan yang masih bersifat parsial, hal ini disebabkan belum adanya perencanaan dan penetapan indikator kinerja program yang akan dicapai. (4) *Impact* program belum dapat dirasakan dan diukur karena berhubungan langsung dengan *output* yang belum optimal.

**Kata Kunci:** Manajemen, Program Kampus Sehat, Universitas Andalas



## ABSTRACT

Health Promotion University is one of the public programs in an effort to create a healthy campus community in a comprehensive manner. Although it is new, this program has a strategic role in the development of the community structure of the university environment. The research objective is to find out how the management of a healthy campus program at Andalas University uses the Azrul Azwar system approach with input, process, output, and impact indicators. Qualitative descriptive research approach with data collection document review, observation, interviews, and FGD and sampling by purposive sampling. Data analysis by reducing, displaying, and drawing conclusions. Data validity by source triangulation.

The results showed that the management of the Andalas Health Promotion University program had not been implemented optimally based on; (1) The program inputs are relatively sufficient, both man, money, and material. However, the method, minute market is relatively not available enough so that it greatly affects the process and program output, (2) the process has been implemented as a follow-up to the cooperation agreement with the Ministry of Health, but the work program planning has not been completed as a projection for achieving program objectives and has not been included in the UNAND Strategic Plan Key Performance Indicators. The organization of the management team to manage the Health Promotion University program has been formed, but its position in the organizational structure at Andalas University is not yet clear, resulting in less effective coordination and communication in program implementation (3) The output of the Health Promotion University program already exists from activities that are still partial, this is This is due to the absence of planning and determination of program performance indicators to be achieved. (4) The impact of the program cannot be felt and measured because it is directly related to the output that is not yet optimal.

Keywords: **Management, Health Promotion University, Andalas University**