

**FAKULTAS KESEHATAN MASYARAKAT
UNIVERSITAS ANDALAS**

Skripsi, Juni 2016

CHINTIA LESTARI, No. BP 1411216036

**ANALISIS PELAKSANAAN PROMOSI KESEHATAN JARGON “CERDIK” DI
WILAYAH KERJA PUSKESMAS JUA GAEK KABUPATEN SOLOK TAHUN 2015**

xiii+75 halaman, 21 tabel, 4 gambar, 15 lampiran

ABSTRAK

Tujuan

Promosi kesehatan Jargon “CERDIK” dapat mencegah faktor resiko penyakit tidak menular di masyarakat. Penjarangan faktor resiko ini tidak mudah dilakukan dimana Puskesmas Jua Gaek baru mencapai 25,7% tahun 2015 dari target 40% dari jumlah sasaran. Penelitian bertujuan untuk mengetahui Pelaksanaan Promosi Kesehatan Jargon “CERDIK” di wilayah kerja Puskesmas Jua Gaek Tahun 2015.

Metode

Jenis penelitian kualitatif dengan pendekatan sistem. Pelaksanaan penelitian dilakukan bulan Januari sampai Juli 2016 di wilayah kerja Puskesmas Jua Gaek Kabupaten Solok. Teknik penentuan informan *purposive sampling*. Informan penelitian 7 orang. Metode pengumpulan data dengan wawancara mendalam, telaah dokumen, observasi dan FGD. pengolahan data dengan reduksi data, penyajian data, dan penarikan kesimpulan. Analisis data dengan konten analisis.

Hasil

Hasil penelitian analisis pelaksanaan promkes Jargon “CERDIK” telah terlaksana di wilayah kerja Puskesmas Jua Gaek. Tenaga pelaksana ada yang telah mendapatkan pelatihan, sarana yang tersedia tidak menghambat kegiatan untuk dilaksanakan, dana masuk dalam anggaran kegiatan Posbindu PTM. Advokasi tidak berjalan lancar dalam pembentukan Perna KTR, bina suasana dan gerakakan masyarakat dilakukan di Posbindu PTM. Kemitraan dilakukan dengan lintas program dan lintas sektor. Perencanaan promkes “CERDIK” masuk dalam perencanaan Posbindu PTM, promkes dalam gedung dilakukan dengan konseling individu, dan promkes luar gedung dengan konseling individu dan penyuluhan kelompok.

Kesimpulan

Promosi kesehatan Jargon “CERDIK” dilaksanakan di dalam dan di luar gedung. Promosi kesehatan dalam gedung baru dilakukan di puskesmas melalui konseling sedangkan promosi kesehatan luar gedung dilakukan di Posbindu PTM pada kelompok masyarakat dengan konseling dan penyuluhan kelompok. Diharapkan pihak Puskesmas Jua Gaek juga dapat melakukan penyuluhan kelompok di dalam gedung Puskesmas.

Daftar Pustaka : 34 (2000-2015)

Kata Kunci : Promosi Kesehatan, CERDIK

FACULTY OF PUBLIC HEALTH

UNIVERSITY OF ANDALAS

Thesis, Juli 2016

CHINTIA LESTARI, No. BP 1411216036

AN ANALYSIS IMPLEMENTATION OF JARGON “CERDIK” HEALTY PROMOTION IN JUA GAEK PUBLIC HEALTHY CENTER OF SOLOK REGENCY IN 2015

xii+75 pages, 21 tables, 4 pictures, 15 appendices

ABSTRACT

Objective

Jargon “CERDIK” health promotion can avoid risk factor of non infections disease in society. In choosing this risk factor is not easy for doing which is Jua Gaek Public Health Center has achieved 25, 7% in 2015 with target 40%. The research has porpuse to know the implementation of Jargon “CERDIK” health promotion in work region of Jua Gaek Public Health Center in 2015.

Method

Kind of qualitative reseach with system approach. The informant determining technigue is *purposive sampling*. There are 7 informants of the research. Data accumulation method by way interview, document study, observation and FGD. Data accumulation with data reduction, data presentation, and making conclusion data. Analysis with analysis content.

Result

The analysis result of Jargon “CERDIK” health promotion has implemented in work region of Jua Gaek Public Health Center. There are implementers have gotten training. Some tools there has not impeded the activity to be done. The fund has included in budget Posbindu PTM activity. Advokasi has not runner well in formation of Perna KTR, situation building and society moval has done in Posbindu PTM. It has done by moving program and sector. The planning of Jargon “CERDIK” health promotion has been including in planning Posbindu PTM. Jargon “CERDIK” health promotion in building has done by an individual conseling and Jargon “CERDIK” health promotion outside building by an individual conselig and group counseling.

Conclution

The implementation of Jargon “CERDIK” health promotion in building has done by counseling in PHC to the patien with diagnosis PTM, and outside building has done 12 in 9 Posbindu PTM to the group of society in work region of Jua Gaek PHC. It is hoped the PHC will do advocation to the school in order to make adolescent Posbindu PTM. Advocation to the village to make KTR, and to increase integration program of PHC.

References : 34 (2000-2015)

Key work : Healty Promotion, CERDIK