



UNIVERSITAS ANDALAS

**ANALISIS SISTEM PELAKSANAAN PROMOSI KESEHATAN
PROGRAM PERILAKU HIDUP BERSIH DAN SEHAT PADA
TATANAN RUMAH TANGGA DI PUSKESMAS ANAK AIR
KOTA PADANG TAHUN 2018**



Pembimbing I : Ayulia Fardila Sari ZA, SKM, MPH

Pembimbing II : Ch. Tuty Ernawati, SKM, M.Kes

**FAKULTAS KESEHATAN MASYARAKAT
UNIVERSITAS ANDALAS
PADANG, 2019**

**FAKULTAS KESEHATAN MASYARAKAT
UNIVERSITAS ANDALAS**

Skripsi, 3 Juli 2019

GEBY ALIFA YUZA, No. BP. 1511211014

**ANALISIS SISTEM PELAKSANAAN PROMOSI KESEHATAN PROGRAM
PERILAKU HIDUP BERSIH DAN SEHAT PADA TATANAN RUMAH
TANGGA DI PUSKESMAS ANAK AIR KOTA PADANG TAHUN 2018**

x + 78 halaman, 17 tabel, 2 gambar, 17 lampiran

ABSTRAK

Tujuan Penelitian

PHBS tatanan rumah tangga adalah upaya untuk memberdayakan anggota rumah tangga agar tahu, mau dan mampu mempraktikkan PHBS. Puskesmas Anak Air merupakan Puskesmas dengan pencapaian PHBS terendah di Kota Padang dengan rata-rata 3%. Penelitian ini bertujuan untuk menganalisis secara mendalam sistem pelaksanaan promosi kesehatan program Perilaku Hidup Bersih dan Sehat pada tatanan rumah tangga di Puskesmas Anak Air Kota Padang Tahun 2018.

Metode

Desain penelitian adalah kualitatif. Informan berjumlah 10 orang dengan teknik penentuan informan secara *purposive sampling*. Pengumpulan data dilakukan melalui wawancara mendalam, FGD, observasi dan studi dokumentasi. Pengolahan data dengan mereduksi, penyajian dan penarikan kesimpulan. Analisis data menggunakan pendekatan analisis isi.

Hasil

Hasil penelitian menunjukkan komponen input: Kebijakan merujuk kepada Peraturan Menteri Kesehatan namun belum optimal, tenaga belum mencukupi secara kualitas dan kompetensi, dana belum mencukupi, sarana dan prasarana belum mencukupi. Komponen proses: advokasi belum optimal, bina suasana belum optimal, gerakan pemberdayaan belum optimal. Komponen output: pelaksanaan Perilaku Hidup Bersih dan Sehat tatanan rumah tangga di Puskesmas Anak Air belum mencapai target.

Kesimpulan

Pelaksanaan promosi kesehatan program Perilaku Hidup Bersih dan Sehat tatanan rumah tangga di Puskesmas Anak Air belum mencapai target. Puskesmas diharapkan dapat meningkatkan kegiatan promosi kesehatan terkait dengan kebijakan teknis dan petugas puskesmas berperan aktif dalam kegiatan lapangan.

Daftar Pustaka : 31 (2004 – 2018)

Kata Kunci : Perilaku Hidup Bersih dan Sehat, promosi kesehatan, puskesmas

**FACULTY OF PUBLIC HEALTH
ANDALAS UNIVERSITY**

Undergraduate Thesis, July 3 2019

GEBY ALIFA YUZA, No. BP. 1511211014

**ANALYSIS OF IMPLEMENTATION HEALTH PROMOTION SYSTEM FOR
CLEAN AND HEALTHY BEHAVIOR PROGRAMS IN ANAK AIR
PRIMARY HEALTH CARE IN PADANG 2018**

x + 78 pages, 17 tables, 2 images, 17 attachments

ABSTRACT

Research Purpose

PHBS household arrangements is an efforts made to empower household members to know, want and be able to practice PHBS. Puskesmas Anak Air is public health centres with the lowest PHBS achievement in the Padang City. This study aims to analyze in depth the system of implementing a health promotion program for Clean and Healthy Life Behaviors of Household Arrangements in Anak Air Primary Health Care, Padang in 2018.

Method

This research is a type of qualitative research, the informants are 10 people, the determination of informants is done by purposive sampling. Data collection is done through in-depth interviews, FGDs, observation and documentation studies. Proceeding data analyzed using reduction, presenting, and taking of conclusions. Data analysis use content analysis.

Results

The results showed the input component: The policy referred to the Minister of Health Regulation but in the implementation of the program it was not optimal, the staff was sufficient but quality and competence are still lacking, insufficient funds, facilities and infrastructure were insufficient. Component of the process:, The advocacy has not been optimally implemented, the social support has not been optimally implemented, the empowerment has not been optimally implemented. The output component of the implementation of Clean and Healthy Life Behaviors in Anak Air Health Center has not yet reached the target.

Conclusion

The implementation of health promotion Clean and Healthy Life Behaviors at Anak Air Health Center has not yet reached the target. It is hoped that the Puskesmas can improve health promotion activities and puskesmas officers play an active role in field activities.

References : 31 (2004-2018)

Keywords : Clean and Healthy Life Behaviors, health promotion, health center