

ABSTRAK

YUNITA NPM: 20.22.390, Judul “EFEKTIVITAS PROGRAM POSYANDU DALAM PENCEGAHAN STUNTING DI DESA SUNGAI DURAIT HILIR KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA” dibawah bimbingan **Bapak Agus Surya Dharma,S.Sos., M.AP** sebagai pembimbing I dan **Bapak Ary Yudianto, S. Sos, MM** sebagai pembimbing II.

Program posyandu merupakan salah satu Upaya pemerintah dalam meningkatkan pelayanan kesehatan dasar masyarakat, khususnya ibu hamil dan balita, sebagai langkah pencegahan stunting di Desa Sungai Durait Hilir Kecamatan Babirik Kabupaten Hulu Sungai Utara, dalam pelaksanaan program masih ada beberapa hal yang memengaruhi pencapaian tujuan program tersebut. Seperti rendahnya pemahaman dan kesadaran Masyarakat mengenai pola asuh dan gizi balita, dan kurang optimalnya pemenuhan gizi pada 1000 Hari Pertama Kehidupan (HPK) dan kurangnya sosialisasi dan edukasi. Oleh karena itu, penelitian ini bertujuan untuk menganalisis efektivitas program posyandu dalam pencegahan stunting dan mengidentifikasi faktor-faktor yang menjadi pendorong dan penghambat pelaksanaannya di Desa Sungai Durait Hilir.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif menurut Sugiyono (2023:7). Teknik pengumpulan data yang dilakukan melalui observasi, wawancara dan dokumentasi. Sumber data yang diambil melalui penarikan sampel secara Snowball Sampling berjumlah 10 orang. Setelah data terkumpul kemudian dianalisis dengan teknik meliputi Reduksi Data penyajian data dan penarikan kesimpulan. Penelitian ini diuji kredibilitasnya melalui 4 langkah yaitu, perpanjangan pengamatan, meningkatkan ketekunan dalam penelitian, triangulasi, dan mengadakan member check.

Hasil penelitian menunjukkan bahwa program posyandu dalam pencegahan stunting di Desa Sungai Durait Hilir sudah efektif dilihat dari indikator *pertama*, dari Sub Variabel Pemahaman Program dengan indikator pemahaman masyarakat sudah efektif dan cara penerapan perilaku dan nilai sudah efektif. *Kedua*, Sub Variabel Tepat Sasaran dengan indikator ketetapan sasaran sudah efektif dan ketetapan pada ibu hamil dan balita sudah efektif. *Ketiga*, Sub Variabel Tepat Waktu dengan indikator kesesuaian waktu sudah efektif dan target waktu sudah efektif. *Keempat*, Sub Variabel tercapainya tujuan dengan indikator keberhasilan program kurang efektif. *Kelima*, Sub Variabel perubahan nyata dengan indikator perubahan perilaku sudah efektif dan manfaat nyata kurang efektif. Faktor pendukung diantara lain: rutinnnya pemantauan tumbuh kembang balita dan manfaat nyata yang dirasakan masyarakat. Faktor penghambat: rendahnya partisipasi masyarakat, keterbatasan sarana prasarana, dan kurangnya penyuluhan gizi.

Untuk meningkatkan efektivitas program posyandu dalam pencegahan stunting di Desa Sungai Durait Hilir Kecamatan Babirik Kabupaten Hulu Sungai Utara disarankan agar Tim Posyandu terutama pada Kader agar lebih semangat dalam membina ibu balita dan ibu hamil, Kepada Tim Pendukung seperti Tenaga Kesehatan agar lebih sering memberikan sosialisasi atau penyuluhan gizi, dan Kepada masyarakat Desa Panawakan agar Lebih rajin ikut berpartisipasi dalam kegiatan Posyandu Balita.

ABSTRACT

YUNITA, NPM: 20.22.390. Title Skripsi: THE EFFECTIVENESS OF THE POSYANDU PROGRAM IN PREVENTING STUNTING IN SUNGAI DURAIT HILIR VILLAGE, BABIRIK DISTRICT, HULU SUNGAI UTARA REGENCY. conducted under the supervision of **Mr Agus Surya Dharma, S.Sos., M.AP.** as Supervisor I and **Mr Ary Yudianto, S.Sos., M.M.** as Supervisor II.

The Posyandu program is one of the government's efforts to improve basic public health services, particularly for pregnant women and toddlers, as a measure to prevent stunting in Sungai Durait Hilir Village, Babirik District, Hulu Sungai Utara Regency. However, in its implementation, several factors still affect the achievement of the program's objectives. These include the low level of community understanding and awareness regarding parenting practices and toddler nutrition, the suboptimal fulfillment of nutritional needs during the first 1,000 days of life (1,000 HPK), as well as the lack of socialization and educational activities. Therefore, this study aims to analyze the effectiveness of the Posyandu program in preventing stunting and to identify the supporting and inhibiting factors in its implementation in Sungai Durait Hilir Village.

This study uses a qualitative approach with a descriptive research design as proposed by Sugiyono (2023:7). Data collection techniques include observation, interviews, and documentation. The data sources were obtained through snowball sampling, involving 10 informants. After the data were collected, they were analyzed using data reduction, data presentation, and conclusion drawing techniques. The credibility of the study was tested through four steps: prolonged engagement, increased research persistence, triangulation, and member checking.

The results of the study indicate that the Posyandu program in preventing stunting in Sungai Durait Hilir Village has generally been effective. This can be seen from the first indicator, namely the sub-variable of program understanding, where community understanding and the application of behaviors and values were considered effective. Second, the sub-variable of target accuracy, with indicators of appropriate targeting and accuracy toward pregnant women and toddlers, was also effective. Third, the sub-variable of timeliness, with indicators of time suitability and achievement of time targets, was effective. Fourth, the sub-variable of goal achievement, with the indicator of program success, was found to be less effective. Fifth, the sub-variable of tangible change showed that behavioral change was effective, while tangible benefits were less effective.

Supporting factors include routine monitoring of toddlers' growth and development and tangible benefits perceived by the community. Inhibiting factors include low community participation, limited facilities and infrastructure, and a lack of nutrition education.

To improve the effectiveness of the Posyandu program in preventing stunting in Sungai Durait Hilir Village, Babirik District, Hulu Sungai Utara Regency, it is recommended that the Posyandu team, especially the cadres, be more motivated in guiding mothers of toddlers and pregnant women. Supporting teams such as

health workers are encouraged to provide more frequent socialization or nutrition education, and the community of Panawakan Village is expected to participate more actively in toddler Posyandu activities.