

## ABSTRAK

**RINI ANJANI, NPM : 2022436, Judul “EFEKTIVITAS PROGRAM POSYANDU LANSIA DI DESA RANTAU KARAU RAYA KECAMATAN SUNGAI PANDAN KABUPATEN HULU SUNGAI UTARA” dibawah bimbingan Bapak Dr. Reno Affrian, S.Sos., M.AP sebagai Pembimbing I dan Bapak Ahmad Baihaqi, S.Sos, M.A sebagai Pembimbing II.**

Program Posyandu Lansia merupakan salah satu upaya pelayanan kesehatan dasar bagi masyarakat lanjut usia yang bertujuan meningkatkan derajat kesehatan lansia melalui pemeriksaan kesehatan, penyuluhan, dan pemantauan kesehatan secara berkala. Namun, dalam pelaksanaannya masih terdapat beberapa kendala, seperti penyebaran informasi mengenai jadwal kegiatan yang belum merata, rendahnya partisipasi lansia dalam mengikuti kegiatan, serta belum tersedianya pemberian obat secara langsung setelah pemeriksaan kesehatan. Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk mengetahui efektivitas Program Posyandu Lansia di Desa Rantau Karau Raya Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara serta faktor-faktor yang mempengaruhi efektivitas program tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi terhadap 10 informan yang terdiri dari Kepala Desa, Aparat Desa, Bidan Desa, Ketua Kader, Anggota Kader, dan masyarakat lansia. Analisis data menggunakan model Miles, Huberman, dan Saldana yang meliputi kondensasi data, penyajian data, dan penarikan kesimpulan, sedangkan uji kredibilitas data dilakukan melalui triangulasi.

Hasil penelitian menunjukkan bahwa Program Posyandu Lansia di Desa Rantau Karau Raya Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara tergolong cukup efektif berdasarkan indikator efektivitas menurut teori Sutrisno dalam Dedi Amrizal, Ahmad Hidayah Dalimunthe, dan Yusriati (2018). Indikator pemahaman program, tercapainya tujuan, dan perubahan nyata dinilai cukup efektif, sedangkan indikator tepat sasaran dan tepat waktu dinilai efektif. Faktor pendukung program meliputi dukungan pemerintah desa, kerja sama antara bidan desa dan kader Posyandu, serta pemberian doorprize. Adapun faktor penghambat meliputi rendahnya kesadaran masyarakat, penyebaran informasi yang belum optimal, serta keterbatasan anggaran dan fasilitas pelayanan kesehatan. Dengan demikian, Program Posyandu Lansia di Desa Rantau Karau Raya telah berjalan cukup efektif, namun masih memerlukan peningkatan dalam penyebaran informasi, partisipasi lansia, dan kualitas pelayanan kesehatan.

Untuk meningkatkan efektivitas program, disarankan kepada Pemerintah Desa, Puskesmas, dan kader Posyandu agar meningkatkan penyebaran informasi mengenai jadwal kegiatan, memberikan penyuluhan secara berkelanjutan kepada masyarakat khususnya lansia, serta meningkatkan kualitas pelayanan kesehatan sehingga tujuan Program Posyandu Lansia dapat tercapai secara lebih optimal.

## ABSTRACT

**RINI ANJANI, Student Identification Number (NPM): 2022436. Title: The Effectiveness of the Elderly Integrated Health Service Post (Posyandu Lansia) Program in Rantau Karau Raya Village, Sungai Pandan District, Hulu Sungai Utara Regency. Supervised by Dr. Reno Affrian, S.Sos., M.AP as the First Supervisor and Ahmad Baihaqi, S.Sos., M.A as the Second Supervisor.**

The Elderly Integrated Health Service Post (Posyandu Lansia) Program is one of the primary healthcare services aimed at improving the health status of older adults through regular health examinations, health education, and periodic health monitoring. However, its implementation still faces several challenges, including the uneven dissemination of information regarding activity schedules, low participation among the elderly, and the unavailability of direct medication following health examinations. Based on these problems, this study aims to determine the effectiveness of the Elderly Integrated Health Service Post (Posyandu Lansia) Program in Rantau Karau Raya Village, Sungai Pandan District, Hulu Sungai Utara Regency, as well as the factors affecting its effectiveness.

This study employed a qualitative approach with a descriptive research design. Data were collected through observation, interviews, and documentation involving ten informants consisting of the Village Head, Village Officials, the Village Midwife, the Head of Posyandu Cadres, Posyandu Cadres, and elderly community members. Data were analyzed using the interactive analysis model of Miles, Huberman, and Saldana, which includes data condensation, data display, and conclusion drawing. The credibility of the data was ensured through triangulation.

The findings indicate that the Elderly Integrated Health Service Post (Posyandu Lansia) Program in Rantau Karau Raya Village, Sungai Pandan District, Hulu Sungai Utara Regency is fairly effective based on the effectiveness indicators proposed by Sutrisno as cited in Dedi Amrizal, Ahmad Hidayah Dalimunthe, and Yusriati (2018). The indicators of program understanding, goal achievement, and real change were categorized as fairly effective, while target accuracy and timeliness were categorized as effective. Supporting factors include support from the village government, cooperation between the village midwife and Posyandu cadres, and the provision of door prizes. The inhibiting factors include low community awareness, inadequate dissemination of information, and limited budgets and healthcare facilities. Therefore, the Elderly Integrated Health Service Post (Posyandu Lansia) Program in Rantau Karau Raya Village has been implemented fairly effectively; however, improvements are still needed in information dissemination, elderly participation, and the quality of healthcare services.

To improve the effectiveness of the program, it is recommended that the Village Government, the Community Health Center (Puskesmas), and Posyandu cadres strengthen the dissemination of information regarding activity schedules, provide continuous health education to the community, particularly the elderly, and improve the quality of healthcare services so that the objectives of the Elderly Integrated Health Service Post (Posyandu Lansia) Program can be achieved more optimally.