

## ABSTRAK

**MUHAMMAD IRPAN, NPM : 2022253, Judul “EFEKTIVITAS PROGRAM KEGIATAN POSYANDU LANSIA DI DESA MURUNG PANTI HILIR KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA”** di bawah bimbingan Bapak **Drs. H. Arpandi, M.A.P.** sebagai Pembimbing I dan Bapak **M. Ridha Anshari, S.Sos., M.AP.** sebagai Pembimbing II.

Posyandu lansia sebagai pelayanan kesehatan berbasis masyarakat berperan strategis dalam mendeteksi dini penyakit degeneratif, memberikan penyuluhan kesehatan, serta meningkatkan kesejahteraan fisik dan mental para lansia. Namun, pelaksanaannya masih menghadapi, seperti kurangnya sosialisasi, belum tersedianya layanan kunjungan rumah, ketidaktepatan sasaran peserta, serta ketidakjelasan waktu pelaksanaan kegiatan. Penelitian ini bertujuan untuk mengetahui efektivitas program kegiatan posyandu lansia serta mengidentifikasi faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif-kualitatif. Sumber data penelitian terdiri dari 12 informan yang dipilih secara *purposive sampling*. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data dilakukan melalui perpanjangan pengamatan, triangulasi sumber dan teknik, serta *member check*.

Hasil penelitian ini menunjukkan bahwa Efektivitas Program Kegiatan Posyandu Lansia di Desa Murung Panti Hilir Kecamatan Babirik Kabupaten Hulu Sungai Utara masih kurang efektif. Hal ini bisa dilihat dari aspek : *Pertama* pemahaman program dengan indikator pengetahuan masyarakat sudah dapat dikatakan efektif, dapat dilihat dari pemahaman masyarakat mengenai posyandu lansia, indikator sosialisasinya masih belum efektif, dapat dilihat dari kurangnya keterlibatan dan tidak mengetahui kapan dilaksanakan. *Kedua* tepat sasaran dengan indikator ketepatan penerima manfaat masih belum efektif, dapat dilihat dari data kehadiran terdapat masyarakat yang umurnya di bawah 45 tahun, indikator kesesuaian program dengan kebutuhan masyarakat sudah dapat dikatakan efektif, dapat dilihat dari pelayanan yang sudah mencukupi kebutuhan lansia. *Ketiga* tepat waktu dengan indikator kesesuaian waktu pelaksanaan masih belum efektif, dapat dilihat dari data jadwal pelaksanaan yang tidak rutin, indikator keberlanjutan program juga masih belum efektif, dapat dilihat dari jadwal yang tidak menentu setiap tahunnya. *Keempat* tercapainya tujuan dengan indikator pencapaian tujuan program sudah dapat dikatakan efektif, dapat dilihat dari pelayanan yang diberikan oleh posyandu lansia sesuai dengan tujuan program, indikator kepuasan masyarakat lansia terhadap program juga sudah dapat dikatakan efektif, dapat dilihat dari lansia yang sudah merasa puas terhadap program posyandu lansia. *Kelima* perubahan nyata dengan indikator peningkatan kualitas kesehatan lansia masih belum efektif, dapat dilihat dari perlunya peningkatan layanan seperti *home care*, indikator kebermanfaatan program bagi penerima juga sudah dapat dikatakan efektif, dapat dilihat dari manfaat yang dirasakan masyarakat lansia.

Untuk meningkatkan efektivitas Posyandu Lansia disarankan kepada Kepala Desa perlu berkoordinasi soal anggaran dan jadwal tetap, serta rotasi lokasi tiap RT. Kader perlu intensifkan sosialisasi, tegaskan jadwal, teliti sasaran, dan sediakan *home care*. Masyarakat diharapkan aktif hadir rutin agar kesehatan terpantau dan masalah terdeteksi dini, diperlukan kerja sama berlanjut antara pemerintah desa, kader, tenaga kesehatan, dan masyarakat untuk mendukung keberlangsungan program, evaluasi lebih lanjut juga diperlukan untuk meningkatkan kualitas posyandu.

## ABSTRACT

**MUHAMMAD IRPAN, NPM: 2022253, Title: “EFFECTIVENESS OF THE ELDERLY POSYANDU ACTIVITIES PROGRAM IN MURUNG PANTI HILIR VILLAGE, BABIRIK DISTRICT, HULU SUNGAI UTARA REGENCY,”** under the guidance of **Drs. H. Arpandi, M.A.P.** as Supervisor I and **M. Ridha Anshari, S.Sos., M.AP.** as Supervisor II.

The elderly Posyandu, as a community-based health service, plays a strategic role in the early detection of degenerative diseases, providing health education, and improving the physical and mental well-being of the elderly. However, its implementation still faces challenges, including inadequate socialization, the unavailability of home visit services, inaccuracy of target participants, and unclear scheduling of activities. This study aims to determine the effectiveness of the elderly Posyandu activities program and to identify the factors that influence it.

This study employed a qualitative approach with a descriptive-qualitative research type. Data sources consisted of 12 informants selected through purposive sampling. Data collection techniques included in-depth interviews, observation, and documentation. Data analysis encompassed data reduction, data presentation, and conclusion drawing. Data credibility was tested through extended observation, source and technique triangulation, and member checking.

The results indicate that the effectiveness of the elderly Posyandu activities program in Murung Panti Hilir Village remains insufficient. This is evident from several aspects: First, program understanding the indicator of community knowledge is considered effective, as shown by the community's comprehension of the elderly Posyandu, while the socialization indicator remains ineffective, reflected in the lack of community involvement and unawareness of implementation schedules. Second, targeting accuracy the indicator of beneficiary accuracy remains ineffective, as attendance data shows participants under 45 years of age, whereas the indicator of program suitability to community needs is considered effective, as services already meet the elderly's requirements. Third, timeliness the indicator of schedule appropriateness remains ineffective, indicated by irregular implementation schedules, and the program sustainability indicator is also ineffective, as schedules fluctuate each year. Fourth, goal achievement the indicator of program objective attainment is considered effective, as services align with program goals, and the indicator of elderly community satisfaction is also effective, as the elderly have expressed satisfaction with the program. Fifth, tangible changes the indicator of improved elderly health quality remains ineffective, requiring enhanced services such as home care, while the indicator of program benefits for recipients is considered effective, as demonstrated by the benefits perceived by the elderly community.

To improve the effectiveness of the elderly Posyandu it is recommended that village heads coordinate budgets and schedules, as well as rotate locations in each neighborhood unit RT. Cadres need to intensify outreach, reinforce schedules, carefully target their targets, and provide home care. The community is expected to actively attend regularly to monitor their health and detect problems early. Continued collaboration between the village government, cadres, health workers, and the community is needed to support the program's sustainability, further evaluation is also needed to improve the quality of posyandu.