

ABSTRAK

NIDA NOR AZKIA, NPM: 2022485, judul “EFEKTIVITAS PROGRAM POS PEMBINAAN TERPADU PENYAKIT TIDAK MENULAR (POSBINDU PTM) DI DESA TUMBUKAN BANYU KECAMATAN DAHA SELATAN KABUPATEN HULU SUNGAI SELATAN” di bawah bimbingan **Saidah Hasbiyah** sebagai Pembimbing I dan **Nida Urahmah** sebagai Pembimbing II.

Penelitian ini dilakukan pada Pos Pembinaan Terpadu Penyakit Tidak Menular (Posbindu PTM) di Desa Tumbukan Banyu Kecamatan Daha Selatan Kabupaten Hulu Sungai Selatan dengan fenomena masalah rendahnya partisipasi masyarakat, belum adanya sosialisasi program yang belum menjangkau seluruh masyarakat, serta tidak dilakukannya pelatihan kemampuan teknis kader. Penelitian ini bertujuan untuk mengetahui efektivitas Program Posbindu PTM di Desa Tumbukan Banyu Kecamatan Daha Selatan Kabupaten Hulu Sungai Selatan serta faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Penentuan informan menggunakan teknik *purposive sampling*. Jumlah informan dalam penelitian ini sebanyak 12 orang. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa efektivitas Program Posbindu PTM di Desa Tumbukan Banyu secara keseluruhan dikategorikan cukup efektif. Penilaian ini didasarkan pada sebelas indikator efektivitas mengacu pada teori Campbell. Indikator yang efektif meliputi kualitas pelayanan dan manfaat yang dirasakan masyarakat. Indikator yang berada pada kategori cukup efektif meliputi kesesuaian pelaksanaan kegiatan dengan pedoman, kemampuan pelaksana, pencapaian tujuan umum, kesesuaian hasil, serta perubahan nyata yang dihasilkan program. Sementara itu, indikator kesesuaian target, pemahaman masyarakat, efisiensi program, dan efektivitas hasil masih kurang efektif karena tingkat partisipasi masyarakat belum optimal, pemahaman masyarakat terhadap tujuan Posbindu masih rendah, serta keterbatasan sarana dan prasarana. Faktor pendukung meliputi dukungan dan kerja sama yang baik antara kader, petugas kesehatan, dan pemerintah desa, pelaksanaan kegiatan yang dilakukan secara rutin sesuai jadwal, serta ketersediaan tempat kegiatan yang memadai dan mudah dijangkau masyarakat. Sedangkan faktor penghambatnya, antara lain ketidaksesuaian jadwal kegiatan dengan aktivitas harian warga, kurangnya penyebaran informasi dan sosialisasi mengenai Posbindu PTM, serta keterbatasan alat pemeriksaan kesehatan dan kemampuan teknis kader yang belum merata.

Untuk meningkatkan efektifitas Posbindu PTM Desa Tumbukan Banyu disarankan agar Pemerintah Desa dan Puskesmas meningkatkan koordinasi, evaluasi, dan sosialisasi secara berkelanjutan, termasuk penyesuaian waktu pelaksanaan kegiatan untuk meningkatkan partisipasi masyarakat. Kader Posbindu perlu mendapatkan pelatihan teknis, sedangkan masyarakat diharapkan dapat meningkatkan kesadaran dan partisipasi aktif dalam kegiatan Posbindu PTM.

ABSTRACT

NIDA NOR AZKIA, NPM: 2022485, with the title “**THE EFFECTIVENESS OF THE INTEGRATED NON-COMMUNICABLE DISEASE DEVELOPMENT POST (POSBINDU PTM) PROGRAM IN TUMBUKAN BANYU VILLAGE, DAHA SELATAN DISTRICT, HULU SUNGAI SELATAN REGENCY**”, under the supervision of **Saidah Hasbiyah** as Supervisor I and **Nida Urahmah** as Supervisor II.

This study was conducted at the Integrated Non-Communicable Disease Control Post (Posbindu PTM) in Tumbukan Banyu Village, Daha Selatan Subdistrict, Hulu Sungai Selatan Regency, where there was low community participation, a lack of program socialization that reached the entire community and no technical training for cadres. This study aims to determine the effectiveness of the Posbindu PTM Program in Tumbukan Banyu Village, Daha Selatan Subdistrict, Hulu Sungai Selatan Regency, as well as the factors that influence it.

This study uses a qualitative descriptive method. Data collection techniques were conducted through interviews, observations, and documentation. Informants were determined using purposive sampling. There were 12 informants in this study. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing.

The results of the study show that the overall effectiveness of the Posbindu PTM Program in Tumbukan Banyu Village is categorized as quite effective. This assessment is based on eleven effectiveness indicators referring to Campbell's theory. Effective indicators include service quality and benefits felt by the community. Indicators that are categorized as moderately effective include the suitability of program implementation with guidelines, the ability of implementers, the achievement of general objectives, the suitability of results, and the tangible changes produced by the program. Meanwhile, indicators of target suitability, community understanding, program efficiency, and outcome effectiveness are still less effective because community participation levels are not yet optimal, community understanding of the objectives of Posbindu is still low, and there are limitations in facilities and infrastructure. Supporting factors include good support and cooperation between cadres, health workers, and village governments, the implementation of activities carried out regularly according to schedule, and the availability of adequate and easily accessible activity venues. Meanwhile, the inhibiting factors include the incompatibility of the activity schedule with the daily activities of residents, the lack of information dissemination and socialization regarding the NCD Posbindu, as well as limitations in facilities, infrastructure, and the technical capabilities of cadres, which are not yet evenly distributed.

To improve the effectiveness of the Tumbukan Banyu Village PTM Posbindu, it is recommended that the village government and health center improve coordination, evaluation, and socialization on an ongoing basis, including adjusting the timing of activities to increase community participation. Posbindu cadres need to receive regular technical training, while the community is expected to increase their awareness and active participation PTM Posbindu activities.