ABSTRAK

IDA, NPM : 20.22.298, Judul "EFEKTIVITAS PROGRAM PENYULUHAN KESEHATAN DI POSYANDU REMAJA DESA BABIRIK HILIR KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA" dibawah bimbingan Bapak **Dr. Irza Setiawan, S.Sos.,M.AP** sebagai Pembimbing I dan Bapak **M. Ridha Anshari, S.Sos.,M.AP** sebagai Pembimbing II.

seiring perkembangan zaman dan kompleksitas tantangan kesehatan yang dihadapi remaja, peran posyandu seharusnya dapat diperluas untuk juga mnyentuh aspek kesehatan remaja. Sayangnya, di banyak wilayah termasuk di Babirik, partisipasi remaja terhadap kegiatan posyandu masih sangat minim. Kegiatan posyandu remaja yang dulu dilaksanakan setiap bulan sekarang hanya dua kali dalam setahun, rendahnya jumlah kunjungan remja ke posyandu, ketidaksiapan dan ketidaktahuan remaja mengenai kesehatan reproduksi dan keterampilan hidup sehat, dan kurangnya pengetahuan tentang manfaat kegiatan posyandu remaja. Berdasarkan hal tersbut, penelitian ini bertujuan untuk mengetahui bagaimana Efektivitas Program Penyuluhan Kesehatan Di Posyandu Remaja serta faktor-faktor yang mendukung maupun menghambat dalam efektivitas program tersebut di Desa Babirik Hilir Kecamatan Babirik Kabupaten Huku Sungai Utara.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif-kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Sumber data diambil melalui penarikan *purposive sampling* berjumlah 12 orang. Teknik analisis data yang digunakan menggunakan Model Miles&Huberman meliputi reduksi data, penyajian data, dan verifikasi data atau penarikan kesimpulan. Uji kredibilitas data pada penelitian ini meliputi perpanjangan pengamatan, meningkatkan ketekunan, tringulasi, menggunakan bahan referensi, dan *member check.*

Hasil dari penelitian ini menunjukkan bahwa efektivitas program penyuluhan kesehatan di posyandu remaja Desa Babirik Hilir kecamatan babirik Kabupaten Hulu Sungai Utara cukup efektif. Adapun sub varibel yang sesuai dengan teori yakni: tepat sasaran. Adapun sub variabel yang tidak sesuai dengan teori yakni: pemahaman program, tepat waktu, tercapainya tujuan, dan perubahan nyata. Adapun faktor yang mendukung dalam efektivitas ini yakni: adanya sarana prasarana yang cukup dan dampak positif yang diterima remaja. Sedangkan faktor-faktor yang menghambat dalam efektivitas ini yakni: ketidakaktifan remaja dalam menghadiri kegiatan penyuluhan kesehatan diposyandu remaja dan kurangnya minat dan kesadaran remaja yang masih belum memahami manfaat kegiatan posyandu remaja bagi kesehatan dan perkembangan diri mereka. Remaja lebih tertarik melakukan aktivitas lain dari pada mengikuti kegiatan posyandu remaja.

Saran dalam penelitian ini ditujukan kepada pemerintah desa, petugas kesehatan, kader posyandu remaja, orang tua remaja untuk memberikan dukungan dan motivasi untuk mengikuti kegiatan penyuluhan kesehatan di posyandu remaja secara rutin serta memilih waktu pelaksanaan yang efektif bagi remaja untuk mengikuti kegiatan posyandu ini.

ABSTRACT

IDA, NPM: 20.22.298. TITLE "THE EFFECTIVENESS OF THE HEALTH EDUCATION PROGRAM AT THE YOUTH INTEGRATED HEALTH SERVICE POST (POSYANDU REMAJA) IN BABIRIK HILIR VILLAGE, BABIRIK DISTRICT, HULU SUNGAI UTARA REGENCY" under the supervision of **Dr. Irza Setiawan, S.Sos., M.AP** as supervisor I and **M. Ridha Anshari, S.Sos., M.AP** as supervisor II.

The changing times and the increasing complexity of health challenges faced by adolescents, the role of Posyandu should be expanded to include adolescent health services. Unfortunately, in many areas, including Babirik, adolescent participation in Posyandu activities remains very low. Youth Posyandu activities, which were previously held every month, are now conducted only twice a year. Other issues include the low number of adolescent visits to the Youth Posyandu, adolescents' lack of preparedness and knowledge regarding reproductive health and healthy life skills, and their limited understanding of the benefits of participating in Youth Posyandu activities. Based on these conditions, this study aims to determine the effectiveness of the health education program at the Youth Posyandu and to identify the supporting and inhibiting factors affecting the program's effectiveness in Babirik Hilir Village, Babirik District, Hulu Sungai Utara Regency.

This study employed a qualitative approach with a descriptive qualitative research design. Data were collected through interviews, observations, and documentation. The research participants consisted of 12 informants selected using purposive sampling. Data were analyzed using the Miles and Huberman interactive analysis model, which includes data reduction, data display, and conclusion drawing or verification. To ensure the credibility of the data, the researcher applied prolonged engagement, persistent observation, triangulation, the use of reference materials, and member checking.

The findings indicate that the effectiveness of the health education program at the Youth Posyandu in Babirik Hilir Village, Babirik District, Hulu Sungai Utara Regency is moderately effective. The sub-variable that is consistent with the theoretical framework is target accuracy. Meanwhile, the sub-variables that are not consistent with the theory include program understanding, timeliness, goal achievement, and tangible change. The supporting factors contrIbuting to the program's effectiveness include the availability of adequate facilities and infrastructure, as well as the positive impacts experienced by adolescents. On the other hand, the inhibiting factors include adolescents' low attendance at health education activities held at the Youth Posyandu and their lack of interest and awareness regarding the benefits of Youth Posyandu for their health and personal development. Many adolescents prefer engaging in other activities rather than participating in Youth Posyandu programs.

The recommendations of this study are addressed to the village government, healthcare workers, Posyandu cadres, adolescents, and parents. They are encouraged to provide continuous support and motivation for adolescents to participate regularly in health education activities at the Youth Posyandu. Furthermore, it is recommended that the implementation schedule be adjusted to a time that is more convenient and suitable for adolescents to attend the activities**.**