

ABSTRACT

Program Keluarga Harapan (PKH) was a government programme that its main purpose was to decrease the poverty and increase the human resource quality for poor community. This programme had been implemented since 2007, but the implementation of PKH commitments of health component by PKH participant in Tanggunggunung sub-district, Tulungagung district not optimal enough nowadays. The goals of this research were to analysis the characteristic, level of knowledge, intention, and implementation of PKH participant and to identify the environmental constraints from attitude and involvement of PKH co-laborers and midwives appropriate with Integrated Behavioral Model (IBM) theory.

The research was carried out with the design cross sectional and quantitative-qualitative approaches. Interviews were conducted on 67 PKH participant. PKH participant Samples were taken by simple random sampling. Independent variables are consist of knowledge level, intention, attitude, perceived norm, and personal agency. Dependent variables was consist of intention and implementation. Quantitative data analysis using the spearman test.

The result is majority of implementation include on the very obedient category (38,8%). The majority of respondents are dominated by 30-39 years old of group age, the elementary school of education level, farmer as the work type, low category of knowledge level and medium category of intention, attitude, perceived norm or personal agency. There aren't correlations between knowledge level and intention with implementation. There are correlations between attitude, perceived norm, and personal agency with intention. The PKH co-laborers' attitude include on very support and very active involvement category. The widwifes' attitude include on a little support and a little involvement category.

The conclusion is the attitude, perceived norm, and personal agency more and more good while the intention of PKH participant good. The suggestion is PKH participations have to increase the intention and behavior about PKH. The attitude and involvement of widwifes should be more increase.

Keyword: PKH (Program Keluarga Harapan), implementation, intention, IBM (Integrated Behavioral Model)