

**ABSTRACT**

**STRATEGY FOR DISSEMINATION OF RESEARCH RESULTS  
IN THE CENTER FOR HUMANITIES AND HEALTH MANAGEMENT  
RESEARCH AND DEVELOPMENT**

Dissemination problems during five years was the use of dissemination budget at the Center for Humanities and Health Management Research and Development (CHHMRD) institute couldn't reach 100% of the target planned (average 62%). The aim of this research was to develop a strategy research results dissemination. This research is non-experimental with evaluation design. The population of this study were researchers at the CHHMRD that located on Surabaya and Jakarta. Sample were selected researchers with a purposive sampling (31 researchers). The study was conducted from January-August 2016. The results of this study indicated dissemination planning process mostly suffer for retarded. There were three main dissemination objectives: 1) Increasing the awareness of dissemination, 2) Transferring research results into action, 3) Affecting the policy product. Dissemination content mostly developed by internal members in the CHHMRD. Limitation on non-physical supporting program initiation (motivation). The reward and punishment system was not exist. Respondent knowledge about dissemination policy was lack. The three main dissemination targets priorities were Policy Makers, District Health Office and Province. Dissemination channels were policy paper/policy brief, academic journals and research meeting. There were many problems to disseminate the research results, and the solutions could be done to overcome those problems. Management needs to establish dissemination planning policy in the early stages of the research process so that research objectives and targets as well as the channels of dissemination clearer. Establish reward and punishment policy to improve the performance of researchers. Template budget plan are necessary appropriate to the needs of dissemination activities.

Keywords: dissemination strategy, research results, research and development

**ABSTRAK**

**STRATEGI DISEMINASI HASIL PENELITIAN  
DI PUSAT PENELITIAN DAN PENGEMBANGAN (PUSLITBANG)  
HUMANIORA DAN MANAJEMEN KESEHATAN**

Masalah diseminasi selama lima tahun adalah penggunaan anggaran diseminasi di Pusat Penelitian dan Pengembangan (Puslitbang) Humaniora dan Manajemen Kesehatan tidak bisa mencapai dari target 100% sesuai yang direncanakan (rata-rata 62%). Tujuan dari penelitian ini adalah untuk mengembangkan strategi diseminasi hasil penelitian. Jenis penelitian ini adalah non-eksperimental dengan desain evaluasi. Populasi penelitian ini adalah peneliti di Puslitbang Humaniora dan Manajemen Kesehatan di Surabaya dan Jakarta. Sampel adalah tenaga peneliti fungsional yang dipilih dengan metode purposive sampling (31 peneliti). Penelitian dilakukan dari Januari-Agustus 2016. Hasil penelitian ini menunjukkan proses perencanaan diseminasi sebagian dilakukan secara terlambat. Ada tiga tujuan utama diseminasi: 1) Meningkatkan awareness terhadap temuan, 2) Mentransfer hasil penelitian menjadi aplikasi, 3) Mempengaruhi kebijakan. Konten diseminasi sebagian besar dikembangkan oleh anggota internal di Puslitbang. Dukungan pimpinan lebih banyak ke dukungan fisik. Sistem reward dan punishment sistem tidak ada. Pengetahuan responden tentang kebijakan diseminasi kurang. Tiga sasaran utama diseminasi adalah Pembuat Kebijakan, Dinas Kesehatan Kabupaten dan Provinsi. saluran diseminasi adalah policy paper/policy brief, jurnal akademik dan seminar. Beberapa kendala dihadapi untuk diseminasi hasil penelitian, dan solusi yang bisa dilakukan untuk mengatasi kendala tersebut. Manajemen perlu menetapkan kebijakan perencanaan diseminasi pada tahap awal dari proses penelitian sehingga tujuan penelitian dan sasaran serta saluran diseminasi lebih jelas. Menetapkan kebijakan reward and punishment untuk meningkatkan kinerja peneliti. Menyusun rencana template anggaran yang diperlukan sesuai dengan kebutuhan diseminasi.

Kata kunci: strategi diseminasi, hasil penelitian, penelitian dan pengembangan