

## ABSTRACT

Special School (SLB) is one of the health school program (UKS) targets. Based on preliminary study at Departement of Education and Cultural in East Java Level Provincial, it is found that no data have been reported about Health School Program in Special School. SLB Pembina Tingkat Nasional is one of the SLB that has UKS. Preliminary study in SLB area found that SLB Pembina is a winner of healthy school environment contest in East Java province level. The purpose of this research was to analyze the implementation of health promotion strategy in school.

This research was conducted in SLB Pembina Tingkat Nasional at Malang District. It was a qualitative case study with explanatory approach. Informant was determined by purposive sampling technique. The data were collected through observation and indepth interview to 18 informants.

The research result showed that for the healthy public policy aspect there was no written regulation so that it could influence other aspects. Supportive environment aspect was physically good. However, for nonphysical still affected with previous aspects. Community action in SLB was realized through extracurricular activities and other health activities. The personal skills aspect was realized through the school's learning curriculum. Reorient health services aspect had prioritized promotive and preventive efforts, without overriding curative and rehabilitative efforts. Moreover, empowerment strategy was applied through personal skill aspect. Social support strategy was done with various cross-sectoral. Advocacy strategy through political lobbying and presentation at cross-sectoral meetings. Partnership Strategy that existed in SLB majority was worked with government.

In conclusion, majority of aspects and strategies were good. However, for the healthy public policy aspect, it is necessary to make a written regulation so that the implementation of the regulations in SLB can be followed up firmly. It could consequently impact the improvement of the other aspects in *Ottawa Charter*.

**Keywords:** health promotion strategy, ottawa charter, special school

## ABSTRAK

Sekolah Luar Biasa (SLB) merupakan salah satu sasaran UKS. Berdasarkan studi pendahuluan di Dinas Pendidikan dan Kebudayaan Provinsi Jawa Timur didapatkan bahwa belum ada data yang dilaporkan mengenai jumlah SLB yang memiliki UKS di Jawa Timur. SLB Pembina Tingkat Nasional merupakan salah satu SLB yang memiliki UKS. Studi Pendahuluan di wilayah SLB tersebut didapatkan bahwa SLB Pembina ini merupakan pemenang lomba lingkungan sekolah sehat di tingkat provinsi Jawa Timur. Penelitian ini dilakukan untuk menganalisis penerapan strategi promosi kesehatan di sekolah.

Penelitian ini dilakukan di SLB Pembina Tingkat Nasional Kecamatan Lawang, Kabupaten Malang. Penelitian ini merupakan penelitian kualitatif *case study* dengan pendekatan eksplanatori. Penentuan informan menggunakan teknik *purposive sampling*. Pengambilan data dilakukan melalui observasi dan wawancara kepada 18 informan.

Hasil penelitian menunjukkan bahwa untuk aspek *healthy public policy* belum adanya peraturan tertulis sehingga mempengaruhi aspek lainnya. *Supportive environment* secara fisik sudah baik. Namun, untuk nonfisik masih terpengaruh dengan aspek sebelumnya. *Community action* di SLB ini diwujudkan melalui kegiatan ekstrakurikuler dan gerakan kesehatan lainnya. Aspek *personal skill* diwujudkan melalui kurikulum pembelajaran di sekolah. *Reorient health services* sudah mengutamakan upaya promotif dan preventif, tanpa mengesampingkan upaya kuratif dan rehabilitatif. Strategi Pemberdayaan diterapkan melalui aspek *personal skill*. Strategi Bina Suasana dilakukan dengan berbagai lintas sektor. Strategi Advokasi melalui lobi politik dan presentasi pada rapat lintas sektor. Strategi Kemitraan yang ada di SLB mayoritas dijalin dengan pihak pemerintahan.

Kesimpulan yang dapat ditarik dari penelitian ini adalah penerapan strategi promosi kesehatan di SLB Pembina ini mayoritas sudah baik. Namun, untuk aspek *healthy public policy* perlu dibuat peraturan tertulis agar penerapan peraturan di SLB tersebut dapat ditindaklanjuti dengan tegas. Hal tersebut akan berakibat pada peningkatan aspek *Ottawa Charter* yang lain.

**Kata Kunci:** strategi promosi kesehatan, *ottawa charter*, sekolah luar biasa