

## RINGKASAN

### Upaya Peningkatan Penemuan Penderita Baru Kusta Melalui *Cross Selling* Di Puskesmas Rubaru Kabupaten Sumenep

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Kusta merupakan penyakit yang masih menjadi masalah kesehatan masyarakat di Kabupaten Sumenep. Penemuan penderita baru kusta di Puskesmas Rubaru Kabupaten Sumenep antara tahun 2000–2004 masih sangat rendah. Bahkan pada tahun 2004 terjadi penurunan sebesar 66,66 % dibandingkan dengan tahun sebelumnya. Penelitian ini bertujuan merumuskan upaya *cross selling* untuk meningkatkan penemuan penderita baru kusta di Puskesmas Rubaru Kabupaten Sumenep.

Penelitian ini didesain sebagai penelitian pra eksperimental dengan melakukan intervensi *cross selling* untuk meningkatkan penemuan penderita baru kusta. Studi dokumen dengan daftar tilik instrumen puskesmas digunakan untuk menelaah prosedur tetap (protap), instrumen penyuluhan, instrumen penemuan dan instrumen rujukan dievaluasi.

Populasi penelitian ini adalah seluruh karyawan Puskesmas Rubaru. Teknik pengambilan sampel menggunakan teknik pengambilan total populasi. Variabel terikat penelitian ini adalah karakteristik organisasi khususnya protap tentang koordinasi lintas program untuk program pemberantasan kusta, karakteristik karyawan mengenai keikutsertaan dalam pelatihan dan pengetahuan karyawan, rujukan tersangka kusta oleh karyawan lain di puskesmas kepada dokter atau juru kusta. Sementara itu variabel bebas penelitian ini adalah pelaksanaan intervensi *cross selling* berupa pelatihan tentang *cross selling* dan program pemberantasan kusta.

Data primer dikumpulkan dengan wawancara kepada responden menggunakan kuesioner yang telah di *pretest*. Studi dokumen menggunakan daftar tilik instrumen puskesmas juga dilakukan terhadap protap. Sedangkan data sekunder dikumpulkan dari laporan rutin Puskesmas Rubaru. Semuanya diolah secara statistik dengan komputer dan dianalisis secara deskriptif kuantitatif dan kualitatif.

Intervensi yang dilakukan berupa pelatihan tentang *cross selling* dan program pemberantasan kusta. Semua variabel penelitian menunjukkan hasil yang meningkat pada setelah intervensi dibanding dengan sebelumnya. Dua buah protap tentang koordinasi lintas program untuk program pemberantasan kusta telah berhasil dikembangkan melalui forum mini lokakarya puskesmas. Seluruh karyawan telah mengikuti pelatihan *cross selling* dalam program pemberantasan kusta. Pengetahuan tentang kusta meningkat hanya 5,00 % menjadi 57,50 % setelah pelatihan. Hal ini berhubungan dengan kurang mampunya karyawan dalam menegakkan diagnosis penderita baru kusta. Oleh karena itu diperlukan pelatihan ulang tentang kusta.

Setelah pelatihan kegiatan penyuluhan kusta hampir dilakukan oleh seluruh karyawan dengan peningkatan 62,50 %. Karyawan yang tidak pernah melakukan kegiatan penyuluhan kusta perorangan dalam satu bulan terakhir berkurang 42,50 %.

Sedangkan karyawan yang tidak pernah melakukan kegiatan penyuluhan kusta kelompok dalam satu bulan terakhir berkurang 62,50 %.

Sebulan setelah pelatihan, 90,00 % karyawan yang melakukan kegiatan penemuan tersangka kusta meningkat 75,00 %. Setelah pelatihan *cross selling* dan program pemberantasan kusta karyawan yang melakukan rujukan meningkat 55,00 % menjadi 67,50 %. Jumlah penemuan penderita baru kusta sebulan setelah pelatihan sebanyak 8 orang. Sedangkan pada kurun waktu 6 bulan dari bulan Januari hingga Juli 2006 hanya 7 orang .

Sistem insentif telah diterapkan di Puskesmas Rubaru berupa pemberian piagam penghargaan disertai insentif finansial kepada karyawan berprestasi yang berhasil menemukan penderita baru kusta terbanyak dalam periode sebulan. Jumlah karyawan yang mendapat insentif adalah 20 % atau meningkat 10 % dari sebelumnya.

Untuk meningkatkan penemuan penderita baru kusta melalui *cross selling* Puskesmas Rubaru antara lain perlu menyusun dan menetapkan protap tentang koordinasi lintas program untuk program pemberantasan kusta secara tertulis, terukur, operasional dan diimplementasikan oleh seluruh karyawan serta diperkuat dengan surat keputusan ( SK ) tertulis kepala puskesmas, koordinasi lintas program dari seluruh karyawan puskesmas tentang program pemberantasan kusta untuk mencapai eliminasi kusta pada tahun 2011, perlu dilakukan pelatihan, diseminasi informasi, advokasi dan evaluasi program pemberantasan kusta secara berkelanjutan kepada semua karyawan puskesmas di masing-masing unit maupun sub unit pelayanan kesehatan, perlu dilakukan monitoring, evaluasi secara sistematis dan berkelanjutan tentang sistem pemasaran internal *cross selling* dan program pemberantasan kusta untuk mengukur tingkat penerapannya melalui mini lokakarya, perlu menerapkan sistem insentif bagi karyawan berprestasi dalam penemuan penderita baru kusta. Langkah ini telah disepakati akan dilakukan oleh seluruh karyawan Puskesmas Rubaru dan optimis akan dapat berjalan dengan baik dengan dukungan koordinasi lintas program yang kuat..

Penelitian ini menyimpulkan bahwa protap tentang koordinasi lintas program untuk program pemberantasan kusta belum tersedia pada awal penelitian. Namun dengan intervensi yang dilakukan, akhirnya protap tersebut berhasil disusun. Keikutsertaan karyawan Puskesmas Rubaru dalam pelatihan *cross selling* dan program pemberantasan kusta belum nampak hasilnya khususnya dalam meningkatkan pengetahuan dan kemampuan karyawan dalam mendiagnosis penderita baru kusta. *Cross selling* pada awalnya dilaksanakan dalam lingkup terbatas pada karyawan tertentu. Namun dalam waktu satu bulan dari pelaksanaan intervensi yang berupa pelatihan *cross selling* yang didukung juga oleh evaluasi melalui mini lokakarya puskesmas ternyata mampu meningkatkan kinerja karyawan yang ditandai oleh meningkatnya penyuluhan, penemuan dan rujukan tersangka kusta yang disertai pula oleh meningkatnya penemuan penderita baru kusta. Namun demikian penelitian lebih lanjut diperlukan untuk memastikan konsistensi hasilnya. *Cross selling* perlu diterapkan baik pada program pemberantasan kusta untuk mencapai elimiasi kusta maupun diterapkan pada program kesehatan lain di Puskemas Rubaru serta puskesmas lain di Kabupaten Sumenep .

## Summary

### **Increasing Current Leprocy Case Finding Through *Cross Selling* at Rubaru Health Centre of Sumenep Regency**

**by Elizabeth Sinta Prahara Oetomo**

Leprocy remains to be a public health problem in *Sumenep* Regency. The case finding of leprocy at Rubaru health centre during 2000 – 2004 was very low. In the year 2004 the case finding decreased 66,66 % compared with the previous year in the health centre. The aim of this study was to formulate cross selling implementation to increase current leprocy case finding at the health centre of the regency.

This study was a pre-experimental study by conducting a cross selling intervention to increase the current case finding within the health centre. A document review using a check list was also carried out to collect data correspond to several instruments such as standart operating procedures (SOPs), leprocy promotions, case finding instruments and referral systems followed by an appropriate evaluation.

The study population was all forty staffs of the health centre. A total population method was adopted in this study. The dependent variables of the study involved an organizational characteristics especially concerning with the SOP of internal coordination related to the leprocy control programmes, staff characteristics who was participating in training, knowledge of the staffs, referral systems of leprocy suspected patients that done by staffs other than a medical or leprocy programme in charge. Mean while the independent variables adopted in the study were the conduct of training on cross selling of the leprocy control programme.

Primary data were collected through an interview to all respondents using a pre tested questionnaires followed by review of available relevant documents using a check list related to SOP. However, the secondary data were obtained from a routine reporting and recording documents at the health centre. The data were also computerized and analyzed descriptively.

The results of the study showed that all of the study variables has performed satisfactory results at post study intervention comparing with the pre study intervention phase. Two standart operating procedures which were to strengthen the internal coordination in leprocy control programmes have been worked out through the health centre workshop. It was showed that all the staffs have been participated in the cross selling training. However, at the post study phase the knowledge about leprocy has increased 5.00 % to be 57.00 % after the training. This was closely related to incorrect diagnose of the current case of leprocy.

At post training phase the promotion of leprocy had been conducted by nearly all of the staffs and it was increased of 62.50 %. In addition the counselling of the disease decreased of 42.50 %. It was also true for mass leprocy promotion which decreased 62.50% last month.

One month after the training, in fact 90.00 % of the staffs who had found the current case of the disease increased of 75.00 %. The percentage of the staff who

referred the case increased of 55.26 % to be 65.79 %. A number of 8 patients were found only in one month period. Where as in the six month period from January to July 2006 only 7 leprocy patients were detected. An insentif systems have been applied in the health centre. A non financial and financial incentive have been rewarded to prestigious staffs.

It is recommended that to increase the current case finding through cross selling, Rubaru health centre of the regency should do several main things which are to draft and publish the SOP in a decree signed by the health centre manager. This SOP should be published, measured, and easily implemented by all the health centre staffs, to strengthen an internal coordination within the staffs to achieve the leprocy elimination in the health centre by the year 2011, to do trainings systematically, an appropriate advocations, and evaluations concerning with sustainable leprocy control programmes to all staffs, to implement an appropriate insentif for prestigious staffs. All of these have been advocated to staffs and have agreed to be sustainably implemented within the Rubaru health centre. It would be optimistic to be worth with a strong support of internal coordination.

It can be concluded that the SOP was not available at the pre study phase. However, at the post intervention period the appropriate SOP finally drafted and agreed by all the staffs to be implemented. An active participation in the cross selling training unfortunately have not been shown in terms of their knowledge, and capability in diagnose the disease accurately. At the beginning, the cross selling was carried out in a limited health centre staffs. But indeed after one month of the intervention the staffs productivity have increased sharply in terms of leprocy promotion, case findings and referrals of the suspected cases of leprocy. It might be necessary to conduct further study to confirm this study findings further and consistency, despite the big success of the study had been performed. Finally It is also suggested that the cross selling perhaps should be applied not in leprocy control programme to achieve leprocy elimination only but also It should be adopted for other health programmes at the Rubaru health centre of Sumenep regency .

## ABSTRACT

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Leprocy remains to be a public health problem in *Sumenep* Regency. The aim of this study was to formulate cross selling implementation to increase current leprocy case finding at the health centre of the regency. This study was a pre-experimental study by conducting a cross selling intervention to increase the current case finding within the health centre.

The study population was all forty staffs of the health centre. A total population method was adopted in this study. Where as primary data were collected through an interview to all respondents using a pre tested questionnaires followed by review of available relevant documents using a check list related to standar operating procedures. However, the secondary data were obtained from a routine reporting and recording documents at the health centre. The data were also computerized and analyzed descriptively. The results of the study showed that all of the study variables has performed satisfactory results at post intervention phase comparing with the pre intervention period.

It can be concluded many achievements have been reached at the post intervention period compared with the pre intervention phase. Finally It is suggested that the cross selling perhaps should be applied not in leprocy control programme to achieve leprocy elimination only but also It should be adopted for other health programmes at the Rubaru health centre of Sumenep regency .

Key words: Leprocy, cross selling, health centre.