

ABSTRAK

Penelitian ini membahas mengenai aktifitas pemasaran sosial yang dilakukan para kader posyandu dalam mempromosikan program posyandu di kelurahan Medokan Ayu. Posyandu yang merupakan bentuk Upaya Kesehatan Berbasis Masyarakat (UKBM) dikelola dan diorganisir oleh, untuk, dan dengan masyarakat. Dalam rangka melaksanakan pembangunan kesehatan, dengan memberdayakan masyarakat dan memberikan kesempatan pada masyarakat untuk menerima layanan dasar kesehatan. Memiliki tujuan untuk mengurangi angka kematian ibu dan anak. Sehingga menjadi menarik untuk mendeskripsikan aktifitas pemasaran sosial kader posyandu sebagai ujung tombak dari program kesehatan nasional.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus dan teknik pengumpulan data berupa wawancara mendalam. Teori yang digunakan dalam penelitian ini antara lain teori komunikasi kesehatan dan pemasaran sosial. Sedangkan untuk data sekunder didapat dari dokumen posyandu serta catatan penelitian selama observasi lapangan.

Hasil dari penelitian ini menunjukkan bahwa kader posyandu menggunakan strategi promosi kesehatan yang persuasif, edukatif serta inovatif. Upaya persuasif ini ditunjukkan melalui penggunaan strategi pendampingan intensif serta gaya sosialisasi yang langsung sesuai konteks sasaran. Kader posyandu juga melibatkan ahli dari puskesmas dan masyarakat agar turut berperan aktif untuk meningkatkan kualitas program posyandu di lingkungannya. Sedangkan untuk aspek edukasi ditunjukkan dengan adanya upaya kader posyandu yang mengarah pada pemberdayaan peserta posyandu dalam memperhatikan tumbuh kembang anak. Dalam konteks inovasi, para kader posyandu telah mengkreasikan kegiatan posyandu sesuai masyarakat di lingkungannya demi meningkatkan partisipasi peserta posyandu. Kesimpulannya bahwa program posyandu balita yang dilakukan para kader sesuai dengan kondisi ril serta mampu menciptakan perubahan perilaku masyarakat peserta posyandu melalui aktifitas *social marketing* yang persuasif, edukatif serta inovatif.

Kata kunci: *social marketing*, promosi kesehatan, posyandu balita, kader posyandu

ABSTRACT

This study discusses social marketing activities carried out by Posyandu cadres in promoting the Posyandu program in Medokan Ayu village. Posyandu which is a form of Community Based Health Efforts (UKBM) is managed and organized by, for, and with the community. In order to implement health development, by empowering the community and providing opportunities for the community to receive basic health services. Has a goal to reduce maternal and child mortality. So it is interesting to describe the social marketing activities of Posyandu cadres as the spearhead of the national health program.

This study uses a qualitative approach with a case study method and data collection techniques in the form of in-depth interviews. The theories used in this study include the theory of health communication and social marketing. Whereas for secondary data obtained from posyandu documents and research records during field observations.

The results of this study indicate that posyandu cadres use persuasive, educative and innovative health promotion strategies. This persuasive effort is demonstrated through the use of intensive mentoring strategies and socialization styles that are directly in accordance with the target context. Posyandu cadres also involve experts from the puskesmas and the community to take an active role in improving the quality of the posyandu program in their environment. As for the aspect of education, it was indicated by the efforts of the Posyandu cadres which led to the empowerment of posyandu participants in paying attention to the growth and development of children. In the context of innovation, posyandu cadres have created posyandu activities according to the community in their environment to increase the participation of posyandu participants. The conclusion is that the toddler posyandu program conducted by cadres is in accordance with the real conditions and is able to create changes in the behavior of the posyandu participants through persuasive, educative and innovative social marketing activities.

Keywords: social marketing, health promotion, toddler posyandu, posyandu cadre