

Analisis pendekatan combi dalam upaya penurunan angka kasus demam berdarah dengue di Jakarta Timur tahun 2007 = COMBI approach analysis in regard to decline dengue fever number in East Jakarta year 2007

Intan Endang, author

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Abstrak

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COMBI merupakan singkatan dari Communication for Behavioural Impact yang diterjemahkan menjadi Komunikasi untuk Perubahan Perilaku. COMBI mewakili penggabungan dari berbagai pendekatan dan didalamnya terdapat lima aksi komunikasi terpadu, yaitu (1) Mobilisasi administrasi/kehumasan/advokasi, (2) Mobilisasi masyarakat, (3) Advertensi/periklanan, (4) Penjualan pribadi /komunikasi interpersonal, (5) Titik pelayanan promosi. Penerapan pendekatan COMBI dilaksanakan pada bulan Maret (minggu ke 11) tahun 2006 di 10 kecamatan wilayah Kota Jakarta Timur yang luas wilayah dan jumlah penduduknya terbesar dibandingkan 5 wilayah lainnya di DKI Jakarta dan jumlah kasus DBDnya juga terbesar yaitu 8.107 kasus. Hasil sementara dari pelaksanaan pendekatan COMBI menunjukkan adanya penurunan angka kasus DBD yang cukup bermakna pada minggu ke 31 tahun 2006 walaupun masih berfluktuatif dibandingkan dengan angka kasus yang terjadi pada tahun 2005, sebelum adanya pelaksanaan COMBI di Kotamadya Jakarta Timur. Hingga awal tahun 2007 pada bulan Februari, angka kasus DBD di DKI Jakarta masih terus menunjukkan kecenderungan naik dengan angka 2.263 kasus dan 8 kematian. Jika tidak segera ditanggulangi bersama oleh semua wilayah yang berada di DKI Jakarta maka DKI dapat kembali menjadi penyumbang terbesar angka kasus DBD dan yang lebih parah dapat mengakibatkan terjadinya KLB.

Penelitian bertujuan untuk mendapatkan gambaran pelaksanaan pendekatan COMBI dalam upaya menurunkan angka kasus DBD di wilayah Kotamadya Jakarta Analisis pendekatan..., Intan Endang, FKM UI, 2007

iii

Timur. Jenis penelitian adalah kualitatif, sedangkan metode yang digunakan adalah wawancara mendalam, observasi tidak terstruktur dan telaah data sekunder terhadap hasil laporan pelaksanaan kegiatan COMBI. Informan yang diteliti dibagi dalam kelompok penentu kebijakan, pejabat lintas sektor yang aktif terlibat, petugas kesehatan, tokoh masyarakat dan masyarakat.

Hasil penelitian menunjukkan bahwa potensi SDM pengelola COMBI yang cukup baik akan mempengaruhi proses pelaksanaan kegiatan COMBI secara baik dan berhasil guna. Kegiatan-kegiatan yang dijabarkan dalam hasil penelitian menunjukkan bahwa ke lima aksi komunikasi terpadu dalam COMBI telah dilaksanakan oleh pengelola COMBI. Hanya saja ditemukan beragam pesan yang kurang fokus namun

tidak menjadi masalah terhadap perubahan perilaku yang terjadi di masyarakat. Informan dapat menyampaikan pesan yang beragam tersebut dengan cara membacanya langsung dari media. Pesan COMBI yang selalu diingat dan diucapkan oleh informan adalah PSN 30 menit setiap hari Jumat dari jam 09.00-09.30. Dari hasil penelitian diperoleh gambaran perubahan perilaku yang dirasakan sebagian besar individu/masyarakat yaitu semakin sering dan rutin melakukan PSN dan menimbulkan manfaat langsung bagi individu/masyarakat dengan terjadinya penurunan angka kasus DBD di wilayah Jakarta Timur.

Dengan demikian dapat disimpulkan bahwa pelaksanaan COMBI di Jakarta Timur menunjukkan hasil yang sesuai dengan tujuan COMBI yaitu terjadinya perubahan perilaku di masyarakat dan berdampak pada penurunan angka kasus DBD, walaupun mengalami beberapa hambatan dana, sarana-prasarana dan masih adanya masyarakat yang kurang kesadarannya melakukan PSN secara rutin. Sehubungan dengan itu, maka ada beberapa saran yang penulis sampaikan yaitu memperbaiki perencanaan anggaran sesuai kebutuhan, uji kelayakan untuk diimplementasikan di wilayah DKI Jakarta lainnya, pelatihan bagi petugas Puskesmas dan kader untuk memahami perubahan perilaku di masyarakat, pesan diuji kembali berdasarkan tanggapan masyarakat untuk mengubah dan menyelaraskan strategi komunikasi.

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ABSTRACT

COMBI stands for Communication for Behavioural Impact if translated to Indonesian language COMBI will become Komunikasi untuk Perubahan Perilaku. COMBI represents approaches associated with promoting healthy behaviour and there are five communication action integrated in COMBI are (1) Public relations /advocacy / administrative mobilization, (2) Community mobilization, (3) Sustained appropriate advertising, (4) Personal selling/ interpersonal communication/counseling, (5) Point of Service promotion. COMBI approaches implementation was conducted on March (week 11th) 2006 in 10 district of East Jakarta which the biggest district and population compared to the other five district in DKI Jakarta . It was also notice that 8.107 cases occurred in this district and this number is superior among the other districts. Provisional result from COMBI approaches act shows that the Dengue fever case number have been intensively declining on week 31st 2006 even tough the result still fluctuated compared to the number happened in 2005, before COMBI conducted in East Jakarta. Until early 2007 on February, number of dengue fever in DKI Jakarta DBD increasing with 2.263 cases and 8 death. This matter should be taken care immediately by all district in DKI, otherwise DKI could be the biggest contributor for dengue fever number and even get worst when becoming outbreak.

Research was made to find idea for COMBI approaches act regarding to decline dengue fever number in East Jakarta. This research type is qualitative, In depth interview Analisis pendekatan..., Intan Endang, FKM UI, 2007

v
and secondary data discover through report of COMBI result method was utilized to

collect the data. The informant who will be examined will be divided into policy maker group, active involved sector official, provider, public figure and community.

The research result shows that COMBI approaches act will be affected from the human resource of COMBI officers. These activities explained that research outcome shows the fifth communication actions which integrated in COMBI have been carried out by COMBI officer COMBI. Nevertheless several unfocused messages are found, but it doesn't matter to behaviour change. Informant mentions that message from reading directly from media which remembered by all the COMBI message informant is Mosquito Nest Termination (MNT) 30 minutes every Friday from 09.00-09.30 am. The idea of changing behavior individual/public which initiated from research result is confirmed from behavior alteration almost of individual/public who regularly performing PSN and the advantage of behavior alteration to the individual/public is declining the dengue fever number in East Jakarta.

It was concluded that COMBI activity in East Jakarta came out with matching COMBI intent which is behavior alteration to the individual/public is declining the dengue fever number in East Jakarta. Although having several fund difficulty and the indolent community to perform MNT. In regard to the mentioned above writer had a few suggestions to make which is amend the budget planning with equivalent amount, proper testing for implemented in the other DKI Jakarta district, training for Center of Public Healthy officer and kader who understand the behavior alteration in community, retest message based on public opinion to vary and harmonize the communication strategy., COMBI stands for Communication for Behavioural Impact if translated to

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