

**Evaluasi pelaksanaan program promosi kesehatan tentang phbs dalam tatanan rumah tangga di kotamadya Jakarta Timur tahun 2013 =
Evaluation of health promotion program about phbs in household level in domestic of east Jakarta in 2013**

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Abstrak

Skripsi ini bertujuan untuk mengevaluasi pelaksanaan program promosi kesehatan tentang PHBS tatanan rumah tangga di Jakarta Timur (2013) dengan pendekatan kualitatif. Penelitian dilakukan pada tiga stakeholder kunci (Dinkes Provinsi DKI Jakarta: regulator, Sudinkes Jakarta Timur: auditor, dan Puskesmas Kecamatan Jatinegara: purposive operator sampling). Dilihat dari aspek input, hasil penelitian menunjukkan terjadinya kekurangan SDM dan dana. Dari aspek proses, penelitian menunjukkan bahwa proses perencanaan belum ditunjang optimalisasi kecepatan dan ketepatan data serta analisis situasi. Selain itu, penggerakan program yang tidak sesuai dengan rencana dan lemahnya monitoring menyebabkan pencapaian program (Jakarta Timur: 55,6%, Kecamatan Jatinegara: 41%) tidak mencapai target (65% tahun 2010).

<hr>This study aims to evaluate the implementation of health promotion program about PHBS in household level at East Jakarta (2013) with a qualitative approach. It was conducted on the three key stakeholders (Dinkes Provinsi DKI Jakarta: regulator, East Jakarta's Sudinkes: auditor, and Puskesmas of Jatinegara District: purposive operator sampling). From the input aspect, the results showed there are lack of human resources and funding. From the process aspect, the research shows that the planning process has not been supported by optimization of speed and data accuracy and analysis of the situation. Moreover, mobilization program in accordance with the plans and weak monitoring program led to the achievement of the program (East Jakarta: 55,6%, Jatinegara Distric: 41%) was not on target (65% in 2010).