

Evaluasi proyek pos pintar dalam bentuk penggunaan aplikasi mobile-Posyandu sebagai program Corporate Social Responsibility (CSR) The Hongkong and Shanghai Bank Corporation (HSBC). Studi kasus di Posyandu Pepaya, RW 16, Kecamatan Cilincing, Jakut = Evaluation of pos pintar project as a CSR program of The Hongkong and Shanghai Bank Corporation (HSBC) through the utilization of mobile-Posyandu. Studies at Posyandu Pepaya, RW 16, Cilincing Sub-District, North Jakarta

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Abstrak

**ABSTRAK**

Peran kader sangat penting dalam peningkatan pelayanan posyandu, sehingga diperlukan penguatan peran kader sebagai pemberi informasi kesehatan dan mendorong agar para ibu dengan balita datang ke posyandu. Melalui program CSR HSBC yang bernama Proyek Pos Pintar, para kader dikapasitasi melalui pelatihan penggunaan aplikasi mobile-Posyandu sehingga dapat memberikan pelayanan yang lebih baik kepada ibu-ibu yang mempunyai anak balita yang menjadi konsumen Posyandu. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian evaluasi sumatif. Hasil penelitian menunjukkan bahwa kader posyandu yang menggunakan aplikasi mobile-Posyandu menjadi lebih terbantu saat melakukan monitoring terhadap tumbuh kembang anak. Kader posyandu dapat memasukkan data hasil monitoring ke dalam aplikasi dengan lebih cepat dibandingkan dengan pencatatan secara manual. Aplikasi ini juga membantu kader dalam memberikan konseling kepada ibu dan balita. Para ibu juga menjadi lebih mudah memahami konseling yang diberikan oleh para kader posyandu yang menggunakan aplikasi mobile-Posyandu. Mereka menjadi lebih paham bagaimana memberikan makanan tambahan yang tepat kepada balitanya. Namun demikian, perlu dilakukan beberapa perbaikan seperti advokasi kepada pemerintah lokal, manajemen staf, serta mengatasi gangguan teknis yang kerap kali muncul dalam aplikasi mobile-Posyandu.

The role of cadres is very important in improving posyandu services, therefore we need to strengthen the role of cadre as a source of health information and to encourage mothers with children under five years old to come to the posyandu. Through one of HSBC CSR programs called Pos Pintar Project, cadres are capacitated through the training of mobile-Posyandu applications so that they can provide better services to mothers with children under five years old who come to the posyandu. This study uses a qualitative approach with a type of summative evaluation research. The result shows that posyandu cadres who use mobile-Posyandu applications are more helpful when monitoring the child's growth and development. The result of the monitoring submitted into the application which faster than the manual method. This application also supports cadres in providing counseling for mothers with children under five years old. It helps mothers to understand the counseling given by the cadres easier, so that they practice how to give appropriate feeding to their children. Given this situation, the capacity improvement for posyandu cadre through CSR program needs to be scaled up. However, improvement needs to made is some areas such as advocacy to the local government, staff management, as well as resolve technical issues that often appears in the mobile-Posyandu application