

## Analisis mutu proses KIE posyandu dan faktor-faktor yang berhubungan dengan mutu proses KIE Posyandu di Kabupaten Padang Pariaman

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### Abstrak

Angka Kematian Ibu di Indonesia sebesar 390 per 100.000 Kelahiran hidup (SDKI, 1994) dan Angka Kematian Bayi 54 per 1000 kelahiran hidup (Profil Kesehatan Indonesia, 1997), sementara itu di Sumatera Barat Angka Kematian Ibu 330/100.000 kelahiran hidup dan Angka Kematian Bayi 47/1000 kelahiran hidup (BPS 1998).

Untuk menurunkan angka kematian ibu dan angka kematian bayi pemerintah melaksanakan berbagai program pemberdayaan masyarakat, salah satunya adalah melalui kegiatan kesehatan di Posyandu (Pos Pelayanan Terpadu).

Penelitian ini bertujuan untuk memperoleh gambaran mutu proses KIE di Posyandu dan faktor-faktor yang berhubungan. Penelitian dilaksanakan di Kabupaten Padang Pariaman.

Rancangan penelitian yang digunakan adalah Cross Sectional. Sampel penelitian adalah kader Posyandu yang terdapat di Kabupaten Padang Pariaman dan pengambilan sampel studi kuantitatif dilaksanakan dengan cara stratifikasi random sampling sebanyak 110 kader Posyandu dan studi kualitatif diambil secara purposif sebanyak 4 orang kader Posyandu dan 4 orang pembina lapangan (Bidan Desa).

Hasil penelitian menunjukkan bahwa 47,3 % mutu proses KIE kurang, 36,4 % sedang dan 16,4 % baik. Penelitian ini juga menunjukkan bahwa sebagian besar Posyandu di Kabupaten Padang Pariaman memiliki mutu proses KIE yang masih rendah. Faktor pengetahuan kader, pembinaan kader dan supply sarana penyuluhan mempunyai hubungan yang bermakna ( $p < 0.05$ ) dengan mutu proses KIE di Posyandu. Disamping itu faktor pengetahuan kader mempunyai hubungan yang paling kuat dengan mutu proses KIE setelah faktor lain dikontrol.

Penelitian ini menyarankan adanya pelatihan kader dan penyegaran kader secara berkala dalam rangka meningkatkan pengetahuan kader, meningkatkan pembinaan oleh Puskesmas dan Dinas Kesehatan Kabupaten, bantuan dana untuk melengkapi sarana penyuluhan terutama media penyuluhan dalam rangka meningkatkan mutu proses KIE di Posyandu tersebut.

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Quality Analysis of Posyandu Communication Information and Education Process and its related factors in Padang Pariaman regency West Sumatra Province 2000. Maternal Mortality Rate in Indonesia is 390 per 100.000 live births (SDKI, 1994) and the Infant Mortality Rate is 54 per 1.000 live births (Indonesian Health Profile, 1997). Meanwhile in West Sumatra the Maternal Mortality Rate is 330/100.000 live birth and infant Mortality Rate 47/1.000 live birth (BPS 1998).

In order to decrease the maternal mortality and infant mortality rate, the government has performed various people empowerment programs. One of the programs is through health activities in Posyandu (Integrated Service Point).

This research is intended to obtain the profile of Communication Information and Education process quality in the Posyandu and its related factors. This research was performed in Regency of Padang Pariaman.

The research design is Cross Sectional Survey. The research samples are Posyandu personnel that are available in Padang Pariaman Regency and sampling method was stratified random sampling towards 110 personnel and the qualitative sampling was done purposively towards 4 Posyandu personals and 4 field workers (Village Midwives).

The result of this research indicates that 47.3% the Communication Information and Education quality process is poor, 36.4% is moderate and 16.4% is good. This concludes that quality of KIE process still slow. Furthermore, this study showed cadres skills, supervision of cadres and support of media supplies are factors related significantly to the quality of Communication information and Education process. By using multiple logistic regressions, it is shown that cadres skills is the most important factors.

This research recommends that Puskesmas (and other higher health responsibilities) to always provide support to improve knowledge & skills of cadres in Communication Information and Education / Health promotion. Furthermore, it is impentive that each Posyandu is provided well with health promotion media, such as rehearsal promotion sheets/posters.