

# Determinan Peran Kader pada Kegiatan Komunikasi, Informasi, Edukasi (KIE) Program Badan POM Goes to Community = Determinant of The Role of Cadres in Communication, Information, Education (IEC) Activities of The NA-DFC Goes to Community Program

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## Abstrak

Program Badan POM Goes to Community merupakan program inovasi untuk mengkampanyekan/mempromosikan Cek KLIK kepada masyarakat, agar selalu menerapkan Cek KLIK saat membeli/memilih, mengonsumsi/menggunakan produk obat tradisional, suplemen kesehatan dan kosmetik yang aman, bermanfaat dan bermutu sehingga terhindar dari produk yang mengandung BKO/bahan berbahaya dan TIE yang merugikan kesehatan. Penelitian ini bertujuan untuk menganalisis peran kader pada kegiatan KIE beserta determinannya, dengan menggunakan pendekatan kuantitatif desain cross-sectional pada 90 kader program Badan POM Goes to Community yang dipilih dengan cara simple random sampling. Data variabel dependen dikumpulkan dengan metode wawancara, sedangkan data variabel independen dikumpulkan melalui pengisian kuesioner secara mandiri melalui link google form. Seluruh data dianalisis secara univariat, bivariat, dan multivariat dengan uji regresi logistik ganda. Hasil analisis menunjukkan jumlah kader yang berperan aktif lebih banyak daripada kader yang berperan kurang aktif. Motivasi sebagai faktor yang berhubungan dengan peran kader ( $p\text{-value} = 0,037$ ;  $OR = 2,762$ ) dimana kader yang memiliki motivasi tinggi berpeluang 2,8 kali untuk berperan aktif pada kegiatan KIE dibandingkan kader yang memiliki motivasi rendah setelah dikontrol oleh pelatihan dan insentif yang merupakan confounding pada hubungan tersebut. Motivasi kader dapat ditingkatkan melalui perlombaan kreativitas dalam rangka mempromosikan Cek KLIK dan pendampingan berkesinambungan dari mentor Badan POM kepada kader.lic

.....The NA-DFC Goes to Community program is an innovative program to campaign/promote Check KLIK to the pub, so that they always apply Check KLIK when buying/choosing, consuming/using traditional medicine products, health supplements and cosmetics that are safe, useful and of high quality so as to avoid products containing BKO/hazardous ingredients and TIE that are harmful to health. This study aims to analyze the role of cadres in IEC activities and its determinants, using a quantitative approach with a cross-sectional design on 90 cadres of the NA-DFC Goes to Community program selected by simple random sampling. Data on the dependent variable were collected by interview method, while data on the independent variable were collected by filling out the questionnaire independently through the google form link. All data were analyzed univariately, bivariately and multivariately. The results of analysis showed that the number of cadres who played an active role was more than cadres who played a less active role. Motivation as a factor associated with the role of cadres ( $p\text{-value} = 0,037$ ;  $OR = 2,762$ ), where cadres who have high motivation are 2,8 times more likely to play an active role in IEC activities than cadres who have low motivation after controlling for training and incentives, which are confounding the relationship. The motivation of cadres can be increased by holding creativity contests to promote Check KLIK and by providing mentoring from NA-DFC mentors of cadres.