

**LEMBAR PERSETUJUAN PEMBIMBING**

**SKRIPSI**

**IMPLEMENTASI PROGRAM PROMOSI KESEHATAN  
PENCEGAHAN ISPA DI PUSKESMAS BULANGO TIMUR**

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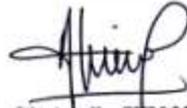
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SKRIPSI

IMPLEMENTASI PROGRAM PROMOSI KESEHATAN  
PENCEGAHAN ISPA DI PUSKESMAS BULANGO TIMUR

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Telah dipertahankan di depan dewan penguji

Hari / Tanggal : Senin, 04 April 2016

Waktu : 12.00-13.00

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## ABSTRAK

**Helmi Lakadjo. 811411030. 2016.** Implementasi Program Promosi Kesehatan Pencegahan ISPA di Puskesmas Bulango Timur, Jurusan Kesehatan Masyarakat, Fakultas Olahraga dan Kesehatan, Universitas Negeri Gorontalo. Pembimbing I Dra.Hj. Rany Hiola, M.Kes. dan Pembimbing II Lia Amalia, SKM.,M.Kes.

Infeksi saluran pernafasan akut (ISPA) adalah suatu penyakit yang terbanyak di derita oleh anak-anak, baik di negara berkembang maupun di negara maju. Menurut laporan *World Health Organization* (WHO), sekitar 800.000 hingga 1 juta anak meninggal dunia tiap tahun akibat pneumonia. Promosi kesehatan merupakan upaya mempengaruhi masyarakat agar menghentikan perilaku beresiko tinggi dan menggantikannya dengan perilaku yang aman atau paling tidak beresiko rendah. Rumusan masalah dalam penelitian ini yakni apakah program promosi kesehatan pencegahan ISPA sudah diimplementasikan. Penelitian ini bertujuan untuk mengidentifikasi implementasi program promosi kesehatan pencegahan ISPA.

Jenis penelitian menggunakan pendekatan studi deskriptif kualitatif. Informan kunci yakni kepala Puskesmas, koordinator promosi kesehatan, koordinator P2 ISPA, dan koordinator gizi. Informan biasa yakni 20 orang terdiri dari masyarakat di wilayah Puskesmas Bulango Timur.

Hasil wawancara didapatkan bahwa sebelum pelaksanaan kegiatan promosi kesehatan pihak puskesmas telah merumuskan kebijakan terlebih dahulu yaitu menyangkut penetapan strategi promosi kesehatan. Sedangkan untuk perencanaan pihak puskesmas menetapkan rencana program promosi kesehatan yang perencanaannya di lakukan secara bertahap disetiap Desa. Dari perumusan kebijakan dan perencanaan maka pihak Puskesmas mengimplementasikan program promosi kesehatan pencegahan ISPA dengan mengoprasionalkan kebijakan yang telah dirumuskan sebelum kegiatan dan melaksanakan promosi kesehatan kepada masyarakat berdasarkan rencana yang telah disusun sebelumnya. Dalam implementasi program promosi kesehatan telah disampaikan informasi yang seharusnya dibutuhkan oleh masyarakat yaitu berupa pengertian ISPA, penyebab ISPA, tanda dan gejala ISPA, bahaya ISPA bila tidak di obati, pencegahan serta pengobatan ISPA dan pengendalian pneumonia balita. Diharapkan kegiatan program promosi kesehatan sebaiknya direncanakan dengan baik dan dilaksanakan secara rutin.

**Kata Kunci: Kebijakan, Perencanaan, Implementasi, Promosi Kesehatan, ISPA**

## ABSTRACT

**Helmi Lakadjo, 811411030, 2016.** Health Promotion Program Implementation of Acute Respiratory Infections (ARI) Prevention at Public Health Center of Bulango Timur, Department of Public Health, Faculty of Sports and Health, State University of Gorontalo. The principal supervisor was Dra. Hj. Rany Hiola, M.Kes and the co-supervisor was Lia Amalia, SKM.,M.Kes.

Acute Respiratory Infections Prevention (ARI) is a disease that mostly suffered by children either in developing country or developed country. World Health Organization (WHO) states that about 800.000 to 1 million of children die each year because of pneumonia. Health promotion is an effort to influence society in order to stop the high risk behavior and replace it with safety behavior or at least with low risk behavior. Research problem in this research is whether health promotion program of ARI has already implemented or not. This research aims at identifying the health promotion program implementation of ARI prevention.

This research used qualitative descriptive study approach. Key informants were the head of Public Health Center, Health promotion coordinator, P2 ARI coordinator and nutrient coordinator. The additional informants were 20 people namely society of Public Health Center of Bulango Timur.

Interview result obtains that before implementing the health promotion program, Public Health Center has formulated the policy first regarding to determination of the health promotion strategy. While for planning, the Public Health Center has determined the health promotion program plan which conducted as gradually in every village. From the formulation of policy and planning, Public Health Center implements the health promotion program of ARI prevention by operating the policy that has been made before the program and implements the health promotion to society based on planning that has been arranged before. In the implementation of health promotion program, the information that is required by the society such as the definition of ARI, the cause, and the sign of symptom of ARI, the dangerous of ARI if it was untreated, prevention and the treatment of ARI and controlling pneumonia in toddlers has been delivered. It is expected that the health promotion program should be arranged in a good way and should be conducted regularly.

**Keywords: Policy, Planning, Implementation, Health Promotion, Acute Respiratory Infections (ARI)**

