

Research Article

Community Social Behavior Toward Posyandu

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Abstract.

Posyandu is a community-based health initiative created to tackle health improvement policies and make access to basic healthcare services, especially maternal and infant care, easier for the community. The success rate of reducing infant and maternal mortality depends on the extent to which the community actively participates in Posyandu activities, is cooperative and informative to officers, contributes ideas, and participates in the implementation of service innovations. This research aims to see how far Posyandu is implemented as it should be in the community, and to understand underlying factors of social behavior in society. This is a qualitative study that uses descriptive methodologies to explain the social behavior of the community toward posyandu. The results show that posyandu management is heavily reliant on the behavior of those involved in its services, from healthcare workers as service providers to community leaders and village officials as motivators in strengthening the posyandu because posyandu is a type of health effort made to empower the community and facilitate access to basic healthcare services to its members. On the other hand, the behavior of those who do not actively support and engage in posyandu initiatives might affect others and create problems within the community. Community empowerment is established by motivating elements to enhance family and community health, identifying needs and impediments to health services, and understanding available resources.

Keywords: social behavior, posyandu, community, health behavior

1. Introduction

Posyandu is one of the types of community-based health efforts (UKBM) that are administered by, for, and with the community to empower and facilitate the community's access to essential health services [1].

Individual lifestyle adjustments in community settings are promoted through behavioral modification approaches [2]. If the following factors are included, behavioral change and health promotion can be made more successful and sustainable. (1) a solid policy framework that fosters a supportive atmosphere; and (2) empowering people to make healthy lifestyle choices for themselves [3].

East Java is one among the provinces keen to innovate with community-based healthcare through Posyandu. Posyandu Strata PURI/Purname Independent (Posyandu

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Active) fluctuates from year to year. According to the health profile, the number of posyandu strata in Ponorogo district in 2021 was 1 Posyandu, Madhya 135 Posyanda, 982 full posyandu, and 11 self-employed posyandu. The posyandi strata has been expanded to include 0 Posyandua, 84 Posyandi, 985 full posyananda, and 64 self-employed postyandu in 2022 [4]. One of the key targets of the SDGs is to reduce the number of mother and Balita fatalities. When expectant mothers and newborns are at high risk, it is vital to take measures to improve their health through Posyandu (Pos Pelayanan Terpadu) health services. According to the East Java Ministry of Health, there will be 499 maternal fatalities in East Java in 2022. This figure is significantly lower than the 1,279 cases reported in 2021. The number of maternal fatalities in the Ponorogo area has increased significantly in 2021, with 350 per 100,000 live births (35 mother deaths) compared to 94 per 100,000 live births in 2020.

Stunting is one of Indonesia's major challenges nowadays, in addition to the priority program of AKI AKB decrease. There are 178 million stunts in the world, according to WHO figures. Africa and Asia (including Indonesia) had the highest stunting news presentations in the world, with 40% and 36%, respectively [5]. To establish the prevalence of stunting, weighing and measuring weight, length, or height in young people aged 0-59 months is done in Posyandu at the same time in February, also known as Bulan Timbang.

A strategy of empowerment, supported by atmosphere building and advocacy, and ingrained in a spirit of cooperation is crucial and necessary in bringing down the AKABA and stunting roles and societies. As a recipient of the service, the community's support is essential for carrying out the program and providing input on policy modifications. Public participation in the Posyandu health service is realized through a variety of activities, including actively following the postyandu's activities, being cooperative and informative on the officers, contributing ideas or participating in the implementation of innovative services, and so on.

The study seeks to determine the extent to which the UKBM is carried out as it should be in the society where posyandu belongs to the community and returns to the Society. Posyandu's success is inextricably linked to the roles of managers, posyandu cadres, and stakeholders. Posyandu's survival is dependent on the community's engagement. Posyandu became effective in promoting youth health because of the local community's support and the cadres' abilities to carry out their jobs [6].

2. Methods

This is a qualitative study that employs descriptive approaches to understand community social behavior toward posyandu. The location of this study was determined in the district of Pulung Village Bedruk district Ponorogo because data showed that the number of infant deaths, maternal deaths, and neonatal deaths in Ponorogo district decreased from years before, so the main goal of the UKBM Posyandu who prevented AKI's death, AKB is said to have succeeded in the Return. Posyandu Purnama has 65.9% of the active posyandu in the Pulung district, followed by Posyandu Mandiri with 34.1%. The number of active posyandu in Pulung district is one of the greatest in Ponorogo district, as is the number of active posyandu.

Stunting news data decreased from 20.47% to 10.81%. This study focuses on the success factors posyandu evaluated from local factors and cadres.

3. Result and Discussion

The process of public empowerment is the continuous and continuous provision of information following the development of the target, as well as a process of assisting the target, so that the target changes from unknowing to knowing, from knowing to willing, and from willing to be able to implement the introduced behavior.

According to the research findings, implementing the village SDGs principle that no one is left behind in the implementation of village development is a supporting factor for behavioral change in the posyandu in the village Bedrug Prefecture Pulung. This was accomplished by optimizing the village fund to support the health program through anthropometry, animal protein PMT, specific PMT for stunted babies, and community operations.

Furthermore, the village government helped to pick up a new target with an ambulance named the Innovation of the Thumb. (Posyandu Balita jemput). Successful community empowerment activities where posyandu cadres have various innovations in support of newspapers such as DANA SEHAT, PISAU GUNTING, MAFIA, PANAH WANI, BERASKU (Berantas Sarang Nyamukku), SAMBAL PEDASAN, BULILI.

DANA SEHAT is the community's personality through posyandu; the idea behind its activity is that visitors can donate money, which is then used for operational posyandu. And one of the success indications.

The PISAU GUNTING is the latest breakthrough, with a 1000-day life span to prevent stunts. The cadres carry out this activity to educate about reproductive health, pregnancy, and early conscious prevention. In addition to home visits, PISAU GUNTING activities receive free consultation from village health specialists.

MAFIA's invention is the routine exercise as well as the additional food with an animal protein menu. BULLI's innovation is a post-training visit to all walks, which is done not only in the morning but also in the evening. SAMBAL PEDASAN's innovation is home visits with target newcomers who do not come to posyandu, newspapers with nutritional difficulties, and high-risk pregnant moms.

The numerous innovative activities conducted by the Bedrug Village demonstrate that people care about health and are concerned about their health. The success of AKB's decline and stunting is inextricably linked to the actions of connected parties. Bandura [7] defines the environment as "a place that shapes and influences one's behavior." There is a relationship between the environment and a person's behavior and psychological processes; also, the individual will be able to shape the behavior of preventive behaviors in the form of healthy behaviors with the ongoing influence of those around him [8].

4. Conclusion

Posyandu is a type of empowerment movement in Indonesia that tries to reduce the AKI (Mother Death Rate) and AKB (Baby Death Ratio). The role of stakeholders has a significant impact on your success as a change agent who influences people's behavior and motivates people to make changes. Innovation, generated by the community, is a factor that influences the success of posyandu in the village of Bedrug. Posyandu management is heavily reliant on the behavior of those involved in its services, beginning with health workers as service providers and continuing with community leaders and village officials as motivators in strengthening the posyandu because posyandu is a type of health effort community organized from, by, for, and with the community to empower the community and provide convenience in obtaining basic health services. On the other side, the behavior of certain people who do not actively support and engage in Posyandu initiatives might have an impact on other communities and produce health problems in the community. Community empowerment is established by motivating elements to enhance family and community health, identifying needs and impediments to health services, and understanding available resources.

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