

ABSTRAK

Implementasi Program Posyandu Lansia di Desa Wonosari Kecamatan Tanjung Morawa Kabupaten Deli Serdang masih menghadapi berbagai permasalahan, seperti keterbatasan sarana dan prasarana, rendahnya tingkat partisipasi lansia, serta kurangnya jumlah kader yang terlibat dalam pelaksanaan kegiatan. Selain itu, selain itu, komunikasi yang belum berjalan secara optimal antara pelaksana program dan masyarakat turut memengaruhi keberhasilan program, sehingga berdampak pada rendahnya kehadiran lansia dalam kegiatan posyandu. Penelitian ini bertujuan untuk menganalisis implementasi Program Posyandu Lansia di Desa Wonosari. Penelitian ini menggunakan teori implementasi kebijakan yang dikemukakan oleh Van Meter & Van Horn. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Informan dalam penelitian ini terdiri dari pemerintah desa, tenaga kesehatan, kader posyandu, serta lansia. Hasil penelitian menunjukkan bahwa implementasi Program Posyandu Lansia belum berjalan secara optimal. Pada aspek komunikasi, penyampaian informan telah dilakukan melalui sosialisasi dan himbauan, namun belum menjangkau seluruh masyarakat secara merata sehingga masih terdapat lansia yang kurang memahami pentingnya mengikuti kegiatan posyandu. Pada aspek sumber daya, masih terdapat keterbatasan jumlah kader dan fasilitas pendukung. Kondisi ini berdampak pada kualitas pelayanan dan rendahnya partisipasi lansia dalam kegiatan posyandu. Penelitian ini merekomendasikan perlunya peningkatan sosialisasi yang lebih intensif dan berkelanjutan, penambahan serta peningkatan kualitas sumber daya manusia, perbaikan sarana dan prasarana guna meningkatkan efektivitas pelaksanaan Program Posyandu Lansia.

Kata Kunci: Implementasi, Program, Posyandu Lansia, Pelayanan Kesehatan

ABSTRACT

The implementation of the Elderly Posyandu Program in Wonosari Village, Tanjung Morawa District, Deli Serdang Regency, still faces various challenges, such as limited facilities and infrastructure, low participation rates among the elderly, and an insufficient number of cadres involved in program implementation. In addition, communication between program implementers and the community has not been carried out optimally, which affects the success of the program and results in low attendance of elderly participants in posyandu activities. This study aims to analyze the implementation of the Elderly Posyandu Program in Wonosari Village. The study applies the policy implementation theory proposed by Van Meter and Van Horn. The research method used is a descriptive qualitative approach, with data collection techniques including observation, interviews, and documentation. The informants in this study consist of village officials, health workers, posyandu cadres, and elderly participants. The results show that the implementation of the Elderly Posyandu Program has not been optimal. In terms of communication, information dissemination has been carried out through socialization and appeals; however, it has not reached the entire community evenly, resulting in some elderly individuals lacking understanding of the importance of participating in posyandu activities. In terms of resources, there are still limitations in the number of cadres and supporting facilities. This condition affects the quality of services and contributes to the low participation of the elderly in posyandu activities. This study recommends the need for more intensive and sustainable socialization, increasing both the quantity and quality of human resources, and improving facilities and infrastructure in order to enhance the effectiveness of the implementation of the Elderly Posyandu Program

Keywords: *Implementation, Program, Posyandu for the Elderly, Health Services*