

ABSTRAK

Skripsi ini mengkaji tentang strategi komunikasi kesehatan kader posyandu dalam meningkatkan kesehatan balita yang bertujuan untuk mengetahui strategi serta hambatannya komunikasi kesehatan kader posyandu dalam meningkatkan kesehatan balita di Gampong Cot Jrat Kabupaten Bireuen. Kesehatan balita sangat penting, namun banyak orang tua belum menyadarinya dan sering absen dari Posyandu, serta masih mengandalkan pengobatan tradisional. Akibatnya, beberapa balita mengalami kondisi kesehatan yang tidak stabil, seperti berat badan yang naik turun. Metode penelitian ini dengan menggunakan pendekatan kualitatif. Temuan skripsi ini menunjukkan bahwa diperlukan pendidikan orang tua dan pelatihan komunikasi kesehatan bagi kader posyandu. Media komunikasi langsung oleh kader posyandu lebih efektif daripada media sosial. Kader posyandu berperan penting dalam menyampaikan pesan kesehatan dengan keterampilan komunikasi yang baik, serta membangun hubungan baik dengan ibu balita untuk meningkatkan deteksi dini masalah kesehatan. Hambatan komunikasi dapat diatasi melalui pendekatan terpadu yang melibatkan kader posyandu, bidan desa, dan ibu balita, serta dukungan pemerintah.

Kata kunci: target komunikasi, pemilihan media komunikasi, tujuan pesan komunikasi, peran komunikasi, kader posyandu, kesehatan balita

ABSTRACT

This thesis examines the health communication strategies of posyandu cadres in improving the health of toddlers with the aim of finding out the strategies and obstacles to health communication of posyandu cadres in improving the health of toddlers in Gampong Cot Jrat, Bireuen Regency. The health of children under five is very important, but many parents do not realize this and are often absent from Posyandu, and still rely on traditional medicine. As a result, some toddlers experience unstable health conditions, such as fluctuating weight. This research method uses a qualitative approach. The findings of this thesis indicate that parent education and health communication training are needed for posyandu cadres. Direct communication media by posyandu cadres is more effective than social media. Posyandu cadres play an important role in conveying health messages with good communication skills, as well as building good relationships with mothers of toddlers to increase early detection of health problems. Communication barriers can be overcome through an integrated approach involving posyandu cadres, village midwives and mothers of toddlers, as well as government support.

Keywords: communication targets, choice of communication media, purpose of communication messages, role of communication, posyandu cadres, toddler health