

ABSTRAK

Penyuluhan kesehatan semakin berkembang dan bergerak secara perlahan menuju penyuluhan berwujud digital seiring bergaungnya isu transformasi digital. Terjadinya pandemi Covid-19 menambah penyebab terjadinya perubahan sosial budaya masyarakat dan memaksa pergeseran beragam aktivitas termasuk penyuluhan kesehatan untuk dialihkan pada optimalisasi pemanfaatan media digital. Oleh karena itu, Dinkes Sleman dan Puskesmas (Puskesmas Depok III) sebagai pelaksana urusan pemerintah di bidang kesehatan di Kabupaten Sleman dituntut untuk adaptif dalam memfasilitasi penyuluhan digital secara masif di tengah pandemi Covid-19 melalui beberapa transformasi pada aspek kelembagaannya. Tujuan penelitian ini adalah untuk menganalisis transformasi kelembagaan dalam pelaksanaan penyuluhan kesehatan digital pada masa pandemi Covid-19 di Kabupaten Sleman disertai analisis terhadap hambatan dan tantangan dalam bertransformasi. Penelitian dilakukan dengan metode kualitatif melalui teknik wawancara mendalam dan studi literatur. Hasil penelitian menunjukkan bahwa beberapa transformasi kelembagaan yang terjadi selama pandemi pada dasarnya tidak secara eksplisit ditujukan dalam rangka pelaksanaan penyuluhan kesehatan digital dan lebih kepada perubahan reflektif dengan tujuan utama penanganan pandemi Covid-19, namun hal ini membantu akselerasi terwujudnya implementasi penyuluhan secara digital. Adaptasi kelembagaan yang terjadi terdiri dari transformasi pada aspek pranata (budaya organisasi, prosedur kerja, tugas dan fungsi); dan pada aspek organisasi (jaringan kemitraan, struktur teknis, SDM dan pengelolaan dana, serta sarana dan prasarana); sedangkan komponen regulasi dan tujuan organisasi tidak mengalami perubahan. Perubahan ke arah penyuluhan digital saat sebelum pandemi bersifat evolusi, sedangkan perubahan di saat pandemi terjadi secara revolusi temporer. Realisasi transformasi kelembagaan dalam pelaksanaan penyuluhan kesehatan digital juga dihadapkan pada beberapa hambatan dan tantangan yang berasal dari internal organisasi maupun eksternal organisasi, yang dapat diklasifikasi berdasarkan aspek pranata (budaya, prosedur kerja, regulasi, tugas dan fungsi) dan aspek organisasi (jaringan kemitraan, struktur organisasi, SDM, sarana dan prasarana).

Kata Kunci: Transformasi Kelembagaan, Penyuluhan Kesehatan Digital, Pandemi Covid-19, Transformasi Digital, Perubahan Sosial Budaya

ABSTRACT

Health extension has evolved and changed slowly towards digital extension along with the emergence of digital transformation issues; the occurrence of the Covid-19 pandemic has increased the causes of socio-cultural changes in society and forced a shift in various activities including health extension to change towards optimizing the use of digital media. Therefore, Sleman Health Office and Public Health Center (Depok III) as the executor of government affairs in health sector in Sleman Regency are required to be adaptive in facilitating massive digital extension amid of Covid-19 pandemic through several transformations in their institutional aspects. The purpose of this study was to analyze institutional transformation in the implementation of digital health extension during the Covid-19 pandemic in Sleman Regency as well as obstacles and challenges in transforming. The research was conducted by qualitative methods through in depth interviews and literature studies. The results showed that some of the institutional transformations that occurred during the pandemic were basically not explicitly aimed for implementing the digital health extension but more towards the reflective changes aimed to handle Covid-19 pandemic, that was also helped accelerate the realization of digital extension implementation. Institutional adaptations that occurred consist of transformations in institutional aspects (organizational culture, work procedures, jobs and functions); and the organizational aspect (partnership networks, technical structure, human resources and fund management, facilities and infrastructures); while regulation and organizational goal components have not changed. The change towards digital extension before the pandemic was evolutionary, while the change during the pandemic was a temporary revolutionary. The realization of institutional transformation in implementing digital health extension was also faced with obstacles and challenges which derived from internal and external organizations- could be classified based on institution aspects (culture, work procedures, regulations, jobs and functions) and organizational aspects (partnership networks, structure, organization, human resources, facilities and infrastructures).

Keywords: Institutional Transformation, Digital Health Extension, Covid-19 Pandemic, Digital Transformation, Socio-Cultural Change