



ABSTRAK

Latar Belakang: Pelayanan kesehatan masyarakat pada tingkat dasar maupun tingkat komunitas terganggu akibat pandemi Covid-19. Terdapat penutupan Posyandu sejumlah 76%, penundaan kunjungan rumah 41% dan penutupan Puskesmas 7% sehingga risiko untuk tidak terdeteksinya gangguan tumbuh kembang pada anak semakin meningkat. Dinas Kesehatan Kabupaten Boyolali telah mengembangkan media promosi kesehatan mengenai pelayanan Posyandu Adaptasi Kebiasaan Baru pada masa Pandemi Covid-19. **Tujuan:** Penelitian ini bertujuan untuk mengeksplorasi perbedaan pelaksanaan Posyandu Adaptasi Kebiasaan Baru di Kabupaten Boyolali berdasarkan strata. **Metode:** Pendekatan kualitatif eksploratif dengan desain *studi kasus*. Subjek penelitian dipilih secara *stratified purposeful sampling* dengan kriteria adalah kader Posyandu yang berkompeten di bidangnya dan memegang posisi tersebut minimal satu tahun. Metode pengumpulan data dengan studi dokumen, observasi, wawancara dan *jurnal reflektif*. **Hasil:** Kader menerima program Posyandu Adaptasi Kebiasaan Baru dengan baik akibat kesadaran diri akan bahaya pandemi Covid-19 dan keharusan dalam mematuhi aturan. Langkah-langkah yang dilakukan setiap strata untuk mengadopsi program tersebut adalah sama, yaitu penerimaan himbauan, pengadaan sosialisasi dan penyediaan sarana prasarana. Posyandu strata mandiri menerapkan semua aturan yang terdapat dalam program. Pada Posyandu strata purnama, protokol kesehatan sudah diterapkan, tetapi belum dilakukan secara tertib, sedangkan pada Posyandu strata pratama dan madya, pelaksanaan Posyandu Adaptasi Kebiasaan Baru terkait protokol kesehatan tidak diterapkan secara optimal. Konsistensi penerapan program tersebut terlihat pada Posyandu strata purnama dan mandiri. Program Posyandu Adaptasi Kebiasaan Baru berpotensi untuk dapat dilanjutkan dengan melihat kesadaran masyarakat di wilayah masing-masing. **Simpulan:** Pelaksanaan Posyandu Adaptasi Kebiasaan Baru di Kabupaten Boyolali berdasarkan strata adalah berbeda tergantung pada kesadaran masyarakat.

Kata Kunci: Pelaksanaan Posyandu, Adaptasi Kebiasaan Baru, Pandemi Covid-19, RE-AIM



ABSTRACT

Background: Public health services at the primary and community levels have been disrupted due to the Covid-19 pandemic. There were 76% Posyandu closures, 41% home visit delays and 7% Puskesmas closures which results in the risk of growth and development delays not being detected as early as possible. Therefore, the Boyolali District Health Office has developed a health promotion approach during the Covid-19 Pandemic known as New Habit Adaptation Posyandu service. **Objective:** This study aims to explore the differences in the implementation of the New Habit Adaptation Posyandu in Boyolali Regency based on strata. **Method:** An exploratory qualitative approach with case study design. The research subjects were selected by stratified purposeful sampling with the criteria being Posyandu cadres who are competent in their fields and hold the position for at least one year. Methods of data collection by document study, observation, interviews, and journaling. **Results:** Cadres received the New Habit Adaptation Posyandu program well due to self-awareness of the dangers of the Covid-19 pandemic and the need to obey the rules. The steps taken by each stratum to adopt the program are the same, namely receiving appeals, providing socialization, and providing infrastructure. Posyandu mandiri apply all the rules contained in the program. At Posyandu purnama, health protocols have been implemented, but have not been carried out in an orderly manner, while at the Posyandu pratama and Posyandu madya, the implementation of the New Habit Adaptation Posyandu related to health protocols is not implemented optimally. The consistency of the implementation of the program can be seen in the Posyandu purnama and Posyandu mandiri. The Posyandu Program Adapting New Habits has the potential to be continued by looking at the awareness of the community in their respective areas. **Conclusion:** Implementation of the New Habit Adaptation Posyandu in Boyolali Regency based on strata is different depending on community awareness.

Keywords: Implementation of Posyandu, Adaptation of New Habits, Covid-19 Pandemic, RE-AIM