

ABSTRAK

IMPLEMENTASI PROGRAM VIRAL SEBAGAI UPAYA MENINGKATKAN AKTIVITAS FISIK PADA KARYAWAN DI PT. PUPUK KALTIM

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Latar Belakang: Pupuk Kaltim memiliki program dengan tujuan untuk meningkatkan aktivitas fisik karyawan, yaitu Program Viral. Program memberikan tantangan, menawarkan hadiah, dan mengukur aktivitas peserta dengan pelacak aktivitas. Penelitian ini bertujuan untuk melihat pelaksanaan program tersebut dari sisi faktor multi-level dan hasil implementasi program (penerimaan, adopsi, dan kelayakan).

Metode: Penelitian ini merupakan penelitian kualitatif dengan menggunakan rancangan *case study*. Partisipan diperoleh dengan *purposive sampling*. Jumlah partisipan sebanyak 17 orang. *Focus group discussion* (FGD) terdiri dari 2 kelompok; 5 peserta yang lanjut dan 4 tidak lanjut program. Wawancara mendalam untuk 3 peserta yang gagal FGD, 3 pemenang program, 1 staf Hiperkes, dan 1 dokter perusahaan. Analisis data dilakukan dengan pengembangan tema dari data yang diperoleh berdasarkan kerangka. Keabsahan data menggunakan triangulasi sumber, triangulasi metode, dan peer debrief.

Hasil: Lokasi pelaksanaan beragam. Pimpinan menetapkan program sebagai indikator kinerja dan mengembangkan program. Penanggung jawab program mendampingi, menerima aduan, dan memberi solusi kepada peserta. Peserta program memiliki kondisi fisik yang mumpuni dan terbiasa berolahraga. Meskipun pelacak aktivitas mudah dipahami, tetapi perekaman tidak selalu akurat. Tantangan, hadiah, dan pengukuran menjadi dorongan bagi peserta untuk mengikuti program. Selama program aktivitas fisik peserta lebih rutin. Namun, beberapa peserta tidak bertahan lama. Peserta merasa memiliki waktu terbatas, hadiah menurun, perekaman bermasalah, ada kecurangan, dan peringkat yang tidak tercapai membuat peserta berpikir ulang untuk melanjutkan program. Terlepas dari hal tersebut, peserta lain tetap melanjutkan program karena merasakan manfaat kesehatan.

Kesimpulan: Faktor multi-level pada pelaksanaan program adalah kondisi lokasi pelaksanaan, partisipasi pimpinan dan penanggung jawab, keadaan peserta sebelum mengikuti program, dan unsur gamifikasi program. Peserta memiliki ekspektasi manfaat terhadap program dan frekuensi aktivitas fisik peserta lebih teratur. Namun, sebagian terindikasi berlebihan dan sebagian lainnya melakukan kecurangan. Beberapa tidak dapat melanjutkan program karena jam kerja *shift* dan kondisi kesehatan tidak mendukung.

Kata kunci: promosi kesehatan di tempat kerja, faktor multi-level, aktivitas fisik, pelacak aktivitas, kualitatif

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ABSTRACT

IMPLEMENTATION OF THE 'PROGRAM VIRAL' TO INCREASE PHYSICAL ACTIVITY IN EMPLOYEES AT PT. PUPUK KALTIM

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Background: Pupuk Kaltim has a program with objective to increase the physical activity of employees, namely the Viral Program. Programs provide challenges, offer rewards, and measure participant activity with an activity tracker. This study aims to see the implementation of the program based on multi-level factors and implementation outcome (acceptability, adoption, and feasibility).

Methods: This qualitative study used a case study design. Participants were obtained by purposive sampling. There were 17 participants. Focus group discussion (FGD) was divided into two groups; five participants who continued and four did not continue the program. In-depth interviews for three participants who failed FGDs, three program winners, one Hiperkes staff, and one company doctor. Data analysis was carried out by developing themes from the data obtained. The validity of the data used source triangulation, method triangulation, and peer debriefing.

Results: A variety of different locations for implementation. The leader determines the program as a performance indicator and develops the program. The person in charge of the program accompanies, accepts complaints, and provides solutions to participants. Program participants were in good physical condition and were used to sports. Although the activity tracker is easy to understand but recording is not always accurate. Challenges, prizes, and measurements were the impetus for participants to join the program. During the program, the participant's physical activity was more routine, but some did not last long and some were even indicated to be excessive. Participants feel that they have limited time, decreased prizes, recording problems, cheating, and unachieved rankings that made them think again about continuing the program. Apart from that, other participants continued the program because they felt the health benefits.

Conclusion: The multi-level factors in the implementation of the program were the conditions of the location, support from leaders and people in charge, characteristics of participants before joining the program, and elements of program gamification. Participants expect benefits from the program and the frequency of participants' physical activity was more regular. However, some indicated excessive and others committed fraud. Some could not continue the program due to shift work hours and unfavorable health conditions.

Keywords: workplace health promotion, multi-level factors, physical activity, activity tracker, qualitative

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