

## ABSTRAK

**Latar Belakang:** Perguruan tinggi sebagai lembaga pendidikan tertinggi sudah seharusnya menjadi *role model* dalam kehidupan bermasyarakat. Penerapan program HPU menjadi bentuk sistematis dalam mewujudkan dan mengintegrasikan kesehatan dalam budaya kampus yang tercermin melalui kegiatan operasional sehari-hari, administrasi pengelolaan dan mandat akademis secara menyeluruh. Sehingga penelitian ini mengusulkan inisiasi pengembangan program HPU yang bertujuan untuk meningkatkan status kesehatan civitas akademik di UAA melalui perencanaan secara strategis.

**Metode:** Penelitian ini menggunakan metode campuran (*mixed-method*) dengan rancangan *explanatory sequential design*. Penelitian fase kuantitatif diukur dengan pengisian kuesioner online dilaksanakan pada 98 responden. Kemudian data kuantitatif dianalisis menggunakan metode deskriptif. Penelitian fase kualitatif melalui wawancara mendalam dilaksanakan kepada 6 partisipan yang terdiri 3 informan utama dan 3 informan triangulasi. Kemudian data kualitatif dianalisis menggunakan metode interaktif Miles & Huberman (1994). Sebagai salah satu uji keabsahan sumber data peneliti turut melengkapi dengan studi observasi terbuka. Kemudian seluruh hasil analisis kedua fase tersebut digunakan peneliti sebagai dasar untuk merancang strategi inisiasi program HPU melalui matriks SWOT.

**Hasil:** Hasil analisis kuantitatif menunjukkan bahwa ukuran tingkat aktivitas fisik memiliki nilai sebesar 41,8% dan pola makan sebesar 49,0% dengan kategori cukup, artinya civitas akademik di lingkungan kampus UAA memiliki tingkat aktivitas fisik dan pola makan yang masih cukup, namun tingkat manifestasi awal *Health Promoting University* (HPU) dalam kategori kurang dengan nilai sebesar 51%. Hasil analisis kualitatif menunjukkan kondisi aktivitas fisik dan pola makan civitas akademik dianggap kurang disebabkan karena minimalnya sarana prasarana serta faktor lingkungan pendukung yang dianggap masih kurang dikembangkan. Namun beberapa upaya sebenarnya juga telah dilakukan oleh sebagian pemegang kebijakan untuk menerapkan kebiasaan sehat di kampus. Terdapat penerimaan (akseptabilitas); Sikap komitmen yang positif oleh pemegang kebijakan dan calon pelaksana program. Pelaksanaan program HPU dianggap tidak berpotensi membebani pekerjaan. Program HPU juga dianggap efektif meningkatkan derajat kesehatan civitas akademik. Namun biaya yang dibutuhkan masih perlu ditinjau ulang kebutuhannya. Terdapat kesesuaian (fisibilitas); Ketersediaan sumber daya hampir 60% SDM memiliki background keilmuan kesehatan. Dukungan stakeholder internal maupun eksternal sudah terbangun, namun perlu ditingkatkan lagi. Kesesuaian visi, misi, maupun tradisi yang sudah ada di kampus UAA. Hasil

studi observasi menunjukkan kategori cukup dalam menginisiasi program HPU. Hasil analisis SWOT menunjukkan kekuatan (*strengths*) yang dimiliki kampus dalam melaksanakan program HPU sudah cukup besar, meskipun masih terdapat beberapa kelemahan (*weaknesses*) yang perlu di evaluasi. Adapun peluang (*opportunities*) kampus dalam menerapkan program HPU ini sudah baik. Beberapa isu ancaman (*threats*) dari luar tetap ada sehingga perlu diwaspadai.

**Kesimpulan:** Tingkat aktivitas fisik dan pola makan civitas akademik dianggap menurun karena belum adanya fasilitas pendukung yang memadai. Program HPU dianggap layak dan selaras untuk segera diinisiasi oleh pemegang kebijakan di lingkungan kampus berdasarkan studi akseptabilitas dan fisibilitas, sehingga dengan adanya kebijakan HPU tersebut diharapkan mampu meningkatkan derajat kesehatan civitas akademik di lingkungan kampus UAA.

**Kata Kunci:** Aktivitas Fisik, Pola Makan, Manajemen Strategis, Agenda Setting, *Health Promoting University*

## ABSTRACT

**Background:** Higher education as the highest educational institution should be a role model in social life. The implementation of the HPU program is a systematic form of realizing and integrating health into the campus culture which is reflected through daily operational activities, management administration, and educational mandates as a whole. So this study proposes the initiation of the development of the HPU program which aims to improve the health status of the academic community at UAA through strategic planning.

**Methods:** This study used a mixed method with an explanatory sequential design. The quantitative phase of the research was measured by filling out an online questionnaire and was carried out on 98 respondents. Then the quantitative data were analyzed using descriptive methods. The qualitative research phase through in-depth interviews was conducted with 6 participants consisting of 3 primary informants and 3 triangulation informants. Then the qualitative data were analyzed using the interactive Miles & Huberman (1994) method. As a test of the validity of the data source, the researcher also completes it with an open observation study. Then all the results of the analysis of the two phases were used by researchers to design a strategy for initiating the HPU program through the SWOT matrix.

**Results:** The results of the quantitative analysis show that a measure of the level of physical activity has a value of 41.8% and eating patterns are 49.0% in the sufficient category, meaning that the academic community in the UAA campus environment has an adequate level of physical activity and eating patterns, but the level the initial manifestation of Health Promoting University (HPU) is in the poor category with a score of 51%. The results of the qualitative analysis show that the condition of physical activity and eating patterns of the academic community are considered to be less due to the minimal infrastructure and supporting environmental factors which are considered to be underdeveloped. However, some efforts have been made by some policyholders to implement healthy habits on campus. There is acceptance (acceptability); A positive attitude of commitment by policyholders and prospective program implementers. The implementation of the HPU program is considered not to have the potential to be a burden to work. The HPU program is also considered effective in improving the health status of the academic community. However, the required costs still need to be reviewed. There is suitability (feasibility); Availability of resources, almost 60% of human resources have a scientific background in health. Internal and external stakeholder support has been built but needs to be improved again. Appropriateness of the vision, mission, and traditions that already exist on the UAA campus. The results of the observational study show

that the category is sufficient in initiating the HPU program. The results of the SWOT analysis show that the strengths (strengths) possessed by the campus in implementing the HPU program are quite large, although there are still some weaknesses that need to be evaluated. The campus opportunities for implementing the HPU program are good. Several issues of external threats still exist, so this needs to be watched out for.

**Conclusion:** The level of physical activity and eating patterns of the academic community are considered to have decreased due to the absence of adequate supporting facilities. The HPU program is deemed appropriate and aligned to be immediately initiated by policyholders in the campus environment based on acceptability and feasibility studies so that the existence of the HPU policy is expected to be able to improve the health status of the academic community in the UAA campus environment.

**Keywords:** Physical Activity, Diet, Strategic Management, Agenda Setting, Health Promoting University