

ABSTRAK

EVALUASI PROGRAM POSYANDU PRIMA DI KOTA TUAL DENGAN MENGGUNAKAN KERANGKA KERJA RE-AIM

Latar Belakang: Transformasi layanan primer difokuskan untuk meningkatkan pelayanan promotif dan preventif. Posyandu Prima sebagai bentuk integrasi layanan kesehatan dasar dengan melibatkan masyarakat pemberdayaan masyarakat. Evaluasi program posyandu prima dengan kerangka kerja evaluasi RE-AIM bertujuan untuk membuat evaluasi program menjadi lebih komprehensif dan menyeluruh. **Metode:** Penelitian ini menggunakan metode evaluasi kualitatif dengan rancangan studi kasus deskriptif. Informan didapatkan dengan menggunakan teknik *purposive*. Lokasi penelitian di Desa Ohoitel, dan Desa Ohoitahit. Pengumpulan data melalui 2 FGD, 11 wawancara mendalam, observasi dan telaah dokumen. Analisis data secara tematik menggunakan *software Maxqda Analytics Pro 2020*. **Hasil:** Jangkauan: Posyandu prima melibatkan pihak pemerintah kota, pihak desa dan masyarakat. Antusiasme dari pihak desa dan masyarakat menjadi faktor yang mendorong keterlibatan sedangkan faktor yang menghambat adalah jam buka posyandu prima dan kesadaran masyarakat. Efektivitas: masyarakat secara mandiri bisa mengontrol kesehatannya dengan melakukan skrining kesehatan. Adopsi: program posyandu prima diterapkan pihak desa ohoitel dan di adopsi pihak desa ohoitahit. Pelaksanaan: pelayanan posyandu prima ohoitel meliputi kegiatan dalam gedung dan luar gedung sedangkan posyandu prima ohoitahit difokuskan untuk pelayanan luar gedung. Pemeliharaan: Terdapat regulasi terkait program namun belum ada tindak lanjut sehingga diharapkan adanya koordinasi dan sinkronisasi program dari pihak-pihak terkait. **Kesimpulan:** Program posyandu prima di Kota Tual mampu meningkatkan layanan kesehatan kepada masyarakat sampai ke tingkat keluarga melalui kunjungan rumah oleh kader posyandu dan petugas kesehatan meskipun pelaksanaannya belum komprehensif. Diperlukan *scale up* pada sisi *adoption* dan *maintenance* untuk keberlanjutan program posyandu prima di Kota Tual

Kata kunci: evaluasi program; RE-AIM; posyandu prima; layanan primer

ABSTRACT

An Evaluation of Posyandu Prima Program In Kota Tual Using RE-AIM Framework

Background: The transformation of primary healthcare services is focused on enhancing promotive and preventive services. Posyandu Prima serves as a community empowerment platform that provides integrated basic healthcare services. The evaluation of the Posyandu Prima program using the RE-AIM evaluation framework aims to make the program evaluation more comprehensive and thorough. **Method:** This research employs a qualitative evaluation method with a descriptive case study design. Informants were selected using purposive sampling techniques. The study was conducted in the villages of Ohoitel and Ohoitahit. Data were collected through 2 focus group discussions, 11 in-depth interviews, observations, and document analysis. Thematic data analysis was conducted using Maxqda Analytics Pro 2020. **Results:** Reach: Posyandu Prima involves the participation of the city government, village authorities, and the community. Enthusiasm from the village authorities and the community serves as a motivating factor for engagement, while factors such as Posyandu Prima operating hours and community awareness hinder participation. **Effectiveness:** The community is capable of independently monitoring their health through health screenings. Adoption: The Posyandu Prima program was implemented in the village of Ohoitel and adopted by the village of Ohoitahit. Implementation: Posyandu Prima services in Ohoitel encompass both indoor and outdoor activities, while Posyandu Prima in Ohoitahit focuses primarily on outdoor services. **Maintenance:** There are regulations related to the program, but there has been no follow-up, so it is hoped that there will be coordination and synchronization of the program by relevant stakeholders. **Conclusion:** The posyandu prima program in Kota Tual has been successful in enhancing healthcare services to the community at the family level through home visits by posyandu cadres and healthcare personnel, although its implementation is not yet comprehensive. Therefore, it is necessary to scale up adoption and maintenance aspects for the sustainability of the posyandu prima program in Kota Tual.

Keywords: Evaluation Program; RE-AIM; Posyandu Prima; Primary Health Care