

ABSTRAK

Latar belakang: Perguruan tinggi memiliki peran penting dalam menciptakan lingkungan yang mendukung perilaku hidup sehat melalui program promosi kesehatan. *Health Promoting University* (HPU) merupakan pendekatan yang digunakan untuk mewujudkan hal tersebut. Evaluasi berbasis kerangka RE-AIM dapat memberikan gambaran capaian dan tantangan implementasi program.

Tujuan: Mengevaluasi HPU berbasis kerangka RE-AIM sebagai sarana penguatan perilaku hidup sehat di FK-KMK UGM.

Metode: Penelitian ini menggunakan pendekatan *mixed methods* dengan desain *explanatory sequential*. Penelitian kuantitatif dilakukan pada 159 responden. Tahap kualitatif menggunakan studi kasus melalui wawancara mendalam, FGD, dan observasi terhadap 19 informan. Analisis kuantitatif bersifat deskriptif, sedangkan kualitatif menggunakan *framework analysis* RE-AIM dengan bantuan NVivo 12 dan Microsoft Excel.

Hasil: Sebagian besar sivitas kampus terjangkau HPU (92,4%) dan pernah mengikuti kegiatan HPU (69,9%). Pada dimensi *effectiveness*, lebih dari 80% responden menyatakan bahwa program HPU mendorong mereka untuk meningkatkan aktivitas fisik, pola makan sehat dan melakukan pemeriksaan kesehatan secara rutin. Dimensi *adoption*, program diterima dan dijalankan dengan baik, ditunjukkan adanya dukungan dari pimpinan institusi. *Implementation* program HPU dilaksanakan sesuai program kerja yang dirancang. Dimensi *maintenance*, program HPU dapat terus berlanjut secara berkesinambungan.

Kesimpulan: *Health promoting university* FK-KMK telah menjangkau sivitas kampus, dinilai efektif dalam mendukung penguatan perilaku hidup sehat, memiliki dukungan institusi yang baik, implementasi program telah berjalan rutin, dan terdapat upaya untuk mempertahankan keberlangsungan program. Meskipun masih terdapat pihak yang tidak terjangkau, sehingga diperlukan upaya peningkatan dalam penyebaran informasi terkait program dan kegiatan HPU.

Kata kunci: Health Promoting University, evaluasi program, framework RE-AIM, kampus sehat.

ABSTRACT

Background: Higher education institutions play an essential role in creating environments that support healthy behaviors through health promotion programs. The Health Promoting University (HPU) is an approach used to achieve this goal. Evaluation based on the RE-AIM framework can provide insights into the achievements and challenges of program implementation.

Objective: To evaluate the Health Promoting University using the RE-AIM framework as a means of strengthening healthy behaviors at FK-KMK UGM.

Method: This study employed a mixed-methods approach with an explanatory sequential design. The quantitative phase involved a survey of 159 respondents. The qualitative phase adopted a case study design through in-depth interviews, focus group discussions (FGDs), and observations, with 19 informants. Quantitative data were analyzed descriptively, while qualitative data were analyzed using framework analysis based on the RE-AIM dimensions with the support of NVivo 12 and Microsoft Excel.

Result: Most of the university community has been reached by the HPU program (92.4%) and had participated in its activities (69.9%). In the effectiveness dimension, more than 80% of respondents stated that the program encouraged them to increase physical activity, adopt healthier eating patterns, and undergo regular health check-ups. In the adoption dimension, the program was well received and implemented, evidenced by support from institutional leaders. The implementation dimension showed that the HPU activities were carried out according to the planned work program. In the maintenance dimension, the program was expected to continue sustainably.

Conclusion: The HPU program at FK-KMK UGM has successfully reached the university community, is considered effective in supporting healthy behaviors, has strong institutional backing, is regularly implemented, and shows commitment to sustainability. However, some groups remain unreached, and efforts to improve the dissemination of information about the program and its activities are still needed.

Keywords: Health Promoting University, program evaluation, health promotion, RE-AIM framework, healthy campus.