

ABSTRAK

Pengorganisasian Komunikasi Kesehatan Sekolah Lansia (Studi Kasus Disparitas Digital di Kabupaten Sleman Tahun 2025)

Penelitian ini bertujuan untuk mengeksplorasi pengorganisasian informasi kesehatan melalui proses komunikasi Sekolah Lansia dalam konteks disparitas digital lansia di Kabupaten Sleman tahun 2025. Disparitas digital lansia tidak hanya berkaitan dengan kepemilikan perangkat, tetapi juga mencakup aspek motivasi, akses material, keterampilan, dan penggunaan teknologi digital yang memengaruhi kemampuan lansia dalam menerima, memahami, serta memverifikasi informasi kesehatan. Kondisi tersebut menempatkan lansia dalam situasi informasi kesehatan yang ambigu dan multitafsir, sehingga membutuhkan ruang klarifikasi berbasis komunitas. Penelitian ini menggunakan pendekatan kualitatif dengan paradigma konstruktivisme dan metode studi kasus tunggal. Data dikumpulkan melalui wawancara mendalam terhadap enam narasumber, observasi partisipan pada tujuh lokasi pelaksanaan Sekolah Lansia, serta dokumentasi. Analisis data dilakukan menggunakan Reflexive Thematic Analysis Braun dan Clarke, sedangkan interpretasi temuan menggunakan kerangka sensemaking Karl Weick dan konsep disparitas digital Jan van Dijk. Hasil penelitian menunjukkan bahwa Sekolah Lansia berperan sebagai ruang pengorganisasian informasi kesehatan melalui pembelajaran tatap muka, penyederhanaan istilah kesehatan, pengulangan materi, serta pemanfaatan media cetak dan digital secara bertahap. Dalam perspektif sensemaking, tahap enactment tampak pada pembentukan realitas program, tahap selection pada pemilihan strategi, aturan, dan kanal komunikasi, sedangkan tahap retention tampak pada penyimpanan praktik ke dalam panduan, kurikulum, dan struktur pelaksanaan. Penelitian ini menyimpulkan bahwa pengorganisasian informasi kesehatan bagi lansia memerlukan proses pemaknaan organisasi yang berkelanjutan untuk mendukung akses informasi kesehatan yang lebih inklusif di tengah disparitas digital lansia.

Kata Kunci: *Sensemaking, Disparitas Digital Lansia, dan Pengorganisasian Informasi Kesehatan*

ABSTRACT

Organizing School Health Communication for the Elderly (A Case Study of Digital Disparities in Sleman Regency in 2025)

This study aims to explore the organization of health information through the communication process of Elderly School within the context of the digital disparity among older adults in Sleman Regency in 2025. The digital disparity among older adults is not limited to device ownership, but also includes motivation, material access, skills, and the use of digital technology, all of which affect older adults' ability to receive, understand, and verify health information. This condition places older adults in an ambiguous and multi-interpretable health information environment, thereby requiring a community-based space for clarification. This study employed a qualitative approach with a constructivist paradigm and a single case study method. Data were collected through in-depth interviews with six informants, participant observation at seven Elderly School locations, and documentation. Data were analyzed using Braun and Clarke's Reflexive Thematic Analysis, while the findings were interpreted through Karl Weick's sensemaking framework and Jan van Dijk's concept of digital disparity. The findings show that Elderly School functions as a space for organizing health information through face-to-face learning, simplification of health terms, repetition of materials, and the gradual use of print and digital media. From the perspective of sensemaking, the enactment stage appears in the formation of program reality, the selection stage appears in the choice of strategies, rules, and communication channels, while the retention stage appears in the preservation of practices through guidelines, curriculum, and implementation structure. This study concludes that organizing health information for older adults requires an ongoing process of organizational sensemaking to support more inclusive access to health information amid the digital disparity among older adults.

Keywords: Sensemaking, Digital Disparity among Older Adults, and Health Information Organization