

## ABSTRAK

**Latar Belakang:** Pos pembinaan terpadu (posbindu) merupakan salah satu bentuk upaya kesehatan yang dilakukan dalam mencegah penyakit tidak menular (PTM). Konsep *healthy university* dibentuk dari fasilitas yang mendukung serta program yang menunjang untuk hidup sehat. Upaya pencegahan dini faktor risiko PTM di lingkungan kampus juga merupakan salah satu cara alternatif dalam mendukung *health promoting university* yang dapat menurunkan angka kesakitan serta mencegah dini faktor risiko. Salah satu upaya dalam menunjang *healthy university* ini adalah pembentukan posbindu di lingkup area universitas. Selain itu, karena civitas akademika dari setiap kampus banyak menghabiskan waktu pada jam kerja, sehingga perlu adanya perhatian dalam menunjang kesehatan civitas akademika.

**Tujuan:** Penelitian ini bertujuan untuk menganalisis *health literacy* dan persepsi civitas akademika terhadap sikap dalam perencanaan posbindu PTM untuk mendukung program *health promoting university* di FK-KMK Universitas Gadjah Mada

**Metode:** Penelitian ini merupakan penelitian *mix methods*, yaitu menggunakan desain penelitian kuantitatif dan kualitatif dalam membentuk penelitian campuran untuk mendapatkan suatu interpretasi atau kesimpulan dari sebuah hasil penelitian. Sampel dari penelitian kuantitatif sebanyak 110 responden diminta untuk mengisi kuesioner sedangkan pada penelitian kualitatif sebanyak 4 informan dilakukan wawancara.

**Hasil :** *Health literacy* civitas akademika baik sebesar 50,91%. Tidak terdapat hubungan antara *health literacy* dengan sikap perencanaan posbindu PTM pada civitas akademika dengan nilai *p value* = 0,09. Terdapat hubungan antara persepsi manfaat, persepsi hambatan dan persepsi kerentanan terhadap sikap dalam mendukung perencanaan posbindu PTM dalam mendukung kegiatan *health promoting university* dengan nilai *p value* berturut-turut = 0,00, 0,01 dan 0,03. Penelitian secara kualitatif menunjukkan bahwa dalam mengakses informasi kesehatan, memberikan akses informasi kesehatan kepada orang lain dan mengakses layanan kesehatan civitas akademika sudah baik, terdapat dukungan pelaksanaan posbindu dari berbagai pihak, tim posbindu PTM mencari desain posbindu PTM FK-KMK sesuai dengan kebutuhan sasaran dengan konsep sistem posbindu 5 meja.

**Kesimpulan:** Persepsi civitas akademika terhadap perencanaan posbindu positif, dan mendapat dukungan penuh untuk dilaksanakan di FK-KMK secara berkala.

**Kata kunci:** posbindu, *healthy university*, *health promoting university*

## ABSTRACT

**Background:** *Posbindu* is one of health carried out in the prevention of non-communicable diseases (PTM). Healthy university is one of the alternatives to support the academic community in improving health. The concept of a healthy university provides from supporting facilities and programs that support healthy living. Early prevention of PTM risk factors in the campus environment is also an alternative way of supporting universities to promote health that can reduce morbidity and prevent early risk factors. One effort to support this healthy university was the establishment of *Posbindu* in the university field. In addition, because staff of academics from each campus spend time during work hours, it is very important to pay attention to support the health of the academics. Health literacy is very much needed by someone's perception so that they take actions and decisions to improve welfare for healthy living.

**Objective:** This study aims to analyze health literacy and the academic community's perceptions of attitudes in planning *Posbindu* PTM to support the health promoting university program at the FK-KMK University of GadjahMada

**Method:** This research is a mix methods research, which uses quantitative and qualitative research designs in forming mixed research to get an interpretation or conclusion from the research result

**Results:** The health literacy of the academic community is good at 50.91%. There was not relationship between health literacy and PTM planning attitudes in the academic community with a p value = 0.09. There is a relationship between perceptions of benefits, perceptions of barriers and perceptions of vulnerability to attitudes in supporting PTM planning in supporting health promoting university activities with pvalue values respectively = 0.00, 0.01 and 0.03. Qualitative research showed that in accessing health information, providing access to health information to others and accessing academic health services is good, there is support for *posbindu* implementation from various parties, the *posbindu* PTM team looks for *posbindu* design for the FK-KMK PTM according to the target needs with the concept *posbindu* five table system.

**Conclusion:** Academic perceptions of *posbindu* planning are positive, and receive full support to be implemented at the FK-KMK periodically

**Keywords:** *Posbindu*, healthy university, health promoting university