

INTISARI

Latar Belakang: Memberikan jaminan ketersediaan darah yang adekuat merupakan tantangan di bidang kesehatan bagi negara berkembang. Unit Donor Darah Palang Merah Indonesia (UDD PMI) Kota Yogyakarta menyebutkan pada Januari – Maret 2015 terdapat total 10.654 pendonor, dimana hanya 28% pendonor di antaranya merupakan mahasiswa. Mahasiswa kesehatan harus berada di garis depan dalam kegiatan donor darah sebagai *role model* sehingga upaya rekrutmen lebih efektif.

Tujuan Penelitian: Mengetahui gambaran motivasi mahasiswa PSIK FK UGM dalam melakukan donor darah sukarela.

Metode: Penelitian ini menggunakan metode penelitian deskriptif kuantitatif dengan rancangan *cross-sectional*. Penelitian dilakukan di wilayah kerja PSIK FK UGM dengan subjek penelitian sebanyak 216 mahasiswa yang ditentukan dengan metode sampling sistematis. Instrumen penelitian menggunakan kuesioner *Blood Donation Motivation Measure* dengan analisa data menggunakan teknik statistik sederhana.

Hasil: Dari kelima dimensi motivasi donor darah didapatkan bahwa tugas moral (97,2%) adalah faktor tertinggi, diikuti oleh faktor nilai (82,9%), sosial (76,4%), pemahaman (68,1%), dan *esteem* (52,3%). Tidak ada perbedaan yang signifikan antara motivasi mahasiswa yang telah mendonorkan darah ataupun belum pernah mendonorkan darah.

Kesimpulan: Secara keseluruhan, seluruh mahasiswa memiliki motivasi yang cukup tinggi terhadap perilaku donor darah, baik pada faktor tugas moral, nilai, sosial, pemahaman, dan *esteem*.

Kata kunci: motivasi, donor darah, mahasiswa keperawatan

ABSTRACT

Background: Giving a guarantee of blood availability sufficiently is a challenge in healthcare to developing countries. Yogyakarta City's Blood Transfusion Unit of Indonesian Redcross stated that in January up to March 2015 there were 10,654 donors, which only 28% of the donors were university students. Nursing students have to stand on the front line in blood donor activities as a role model so the recruitment attempt is more effective.

Objective: To determine the motivation of PSIK FK UGM in doing voluntary blood donor.

Methods: The method of this research was descriptive-quantitative with cross-sectional design. This research was conducted in PSIK FK UGM and the research subject were 216 students which decided on by using systematic sampling method. The research instrument is using questionnaires of *Blood Donation Motivation Measure* and the data analysis technique is using simple statistic technique.

Results: From the five dimensions of blood donor motivation, the researcher finds out that moral duty (97.2%) is the highest factor, followed by value factor (82.9%), social factor (76.4%), understandings (68,1%), and esteem (52.3%). There is no significant difference between motivation of the students who have done blood donors and those who have not.

Conclusion: Overall, all the students have high motivations to conduct blood donor, both on moral duty, value, social, understandings, and esteem factors.

Keywords: motivation, blood donor, nursing students