

ABSTRACT

SEPTIANI PUTRI. 2024. cadres' **EFFORTS IN INCREASING MOTHER AND CHILD HEALTH PARTICIPATION (Study at Posyandu Asoka Kaumpandak Rw 11, Karadenan Village)**. Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Community participation in the implementation of the Posyandu program is an important aspect in the long-term sustainability of Posyandu. Implementation of Maternal and Child Health (KIA) activities at Posyandu Asoka is still an aspect that is being improved by cadres, especially in terms of maternal and child participation. Posyandu Asoka has problems in community participation in activities at Posyandu. The aim of this research is to describe cadres' efforts to increase maternal and child health participation at Posyandu Asoka. The method used in this research is a qualitative descriptive method. The data collection techniques in this research are through observation, interviews and documentation. The results of this research explain the efforts of Posyandu Asoka cadres to increase the number of community participation, either by taking a personal approach, bringing in community residences and even trying to share forms of effort with the community. It can be concluded that the efforts of Posyandu cadres to increase community participation take the form of: 1) Education with cadres providing health education in the community. 2) The facilitator provides direct assistance to the community by providing understanding and providing solutions for the community. 3) Consultation with providing space for the community. 4) Coaching by carrying out assessment efforts. 5) Monitoring by looking at the development of each community so that it can be evaluated. 6) Evaluation of the sustainability of the Posyandu program, cadre performance and the number of community participation.

Keywords: Cadre Efforts, Mother and Child Participation, Posyandu.