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ABSTRAK

**KHAIRUNNISA
STUDI KUALITATIF PERILAKU KEPATUHAN KONSUMSI TABLET
FE PADA IBU PRIMIGRAVIDA (Wilayah Kerja Puskesmas Sariwangi
Kabupaten Tasikmalaya)**

Anemia pada ibu hamil masih menjadi masalah kesehatan yang berisiko meningkatkan angka morbiditas dan mortalitas ibu maupun bayi, terutama pada ibu primigravida yang menjalani kehamilan pertama. Rendahnya kepatuhan konsumsi tablet Fe menjadi salah satu faktor utama yang memperburuk kondisi ini. Data di wilayah kerja Puskesmas Sariwangi, Kabupaten Tasikmalaya, cakupan konsumsi minimal 90 tablet masih tergolong rendah. Penelitian ini bertujuan mengeksplorasi faktor-faktor perilaku yang memengaruhi kepatuhan ibu primigravida dalam konsumsi tablet Fe berdasarkan teori *Health Belief Model* (HBM). Menggunakan metode kualitatif pendekatan studi kasus dengan teknik pengumpulan data melalui wawancara mendalam terhadap 12 ibu primigravida (informan utama), 12 anggota keluarga (informan kunci), dan 3 bidan desa (informan pendukung). Analisis data dilakukan melalui tahapan *open coding*, *axial coding*, dan *selective coding* berdasarkan pendekatan Strauss dan Corbin. Hasil penelitian menunjukkan bahwa persepsi risiko dan manfaat mendorong kepatuhan, sedangkan persepsi keparahan yang rendah serta hambatan psikologis dan fisik menjadi penghambat. Dukungan sosial dari keluarga dan edukasi dari bidan menjadi pemicu utama, didukung oleh keyakinan diri dan strategi konsumsi pribadi. Meskipun sebagian besar ibu menunjukkan kepatuhan yang cukup baik, disarankan adanya penguatan edukasi spesifik terkait dampak anemia, pelibatan keluarga dalam memberikan pemahaman serta pendekatan partisipatif seperti *peer education* untuk meningkatkan kesadaran akan pentingnya pencatatan dan konsumsi rutin tablet Fe.

Kata Kunci : Anemia, Tablet Fe, Ibu Primigravida, Health Belief Model, Kepatuhan

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ABSTRACT

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A QUALITATIVE STUDY ON COMPLIANCE BEHAVIOR IN IRON TABLET CONSUMPTION AMONG PRIMIGRAVIDA MOTHERS (CATCHMENT AREA OF SARIWANGI PUBLIC HEALTH CENTER, TASIKMALAYA REGENCY)

Anemia in pregnant women remains a significant health problem that increases the risk of maternal and infant morbidity and mortality, especially among primigravida mothers experiencing their first pregnancy. Low adherence to iron tablet (Fe) consumption is one of the main contributing factors. In the working area of Sariwangi Public Health Center, Tasikmalaya Regency, the coverage of minimum 90-tablet consumption remains low. This study aims to explore behavioral factors influencing adherence to iron tablet consumption among primigravida mothers based on the Health Belief Model (HBM). A qualitative case study approach was used, with data collected through in-depth interviews with 12 primigravida mothers (primary informants), 12 family members (key informants), and 3 village midwives (supporting informants). Data analysis was conducted through open coding, axial coding, and selective coding using the Strauss and Corbin approach. The findings revealed that perceived susceptibility and perceived benefits encouraged adherence, while low perceived severity and psychological and physical barriers served as obstacles. Social support from families and education provided by midwives acted as primary cues to action, reinforced by self-efficacy and personal strategies. Although most mothers showed relatively good adherence, it is recommended to strengthen specific education regarding the impact of anemia, increase family involvement in providing support, and implement participatory approaches such as peer education to raise awareness about the importance of recording and consistently consuming iron tablets.

Keyword: *Anemia, Iron Tablets, Primigravida Mothers, Health Belief Model, Compliance*