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PROGRAM STUDI KESEHATAN MASYARAKAT
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**PERILAKU PENCEGAHAN ANEMIA PADA IBU HAMIL DI
WILAYAH KERJA PUSKESMAS MANGKUBUMI KOTA
TASIKMALAYA**

ABSTRAK

Anemia pada ibu hamil masih menjadi salah satu masalah kesehatan masyarakat di Indonesia. Berdasarkan data Dinas Kesehatan Kota Tasikmalaya tahun 2024, terdapat 361 kasus anemia pada ibu hamil, dengan prevalensi tertinggi di wilayah kerja Puskesmas Mangkubumi sebesar 15,6%. Kondisi ini menunjukkan masih rendahnya perilaku pencegahan anemia di kalangan ibu hamil, meskipun fasilitas dan ketersediaan Tablet Tambah Darah (TTD) cukup memadai. Tujuan dari penelitian ini untuk mengetahui gambaran faktor presdisposisi, faktor pemungkin dan faktor penguat. Penelitian ini menggunakan desain kualitatif deskriptif. Teknik pengambilan sampel menggunakan *purposive sampling*. Pengumpulan data dan informasi melalui wawancara mendalam berjumlah 12 informan. Masing-masing merupakan 10 informan utama yaitu Ibu hamil, 1 informan kunci yaitu Bidan puskesmas, 1 informan pendukung yaitu Ahli Gizi. Instrument penelitian ini yaitu peneliti, pedoman wawancara, alat tulis dan *handphone*. Analisis data melalui pengumpulan data, reduksi data, penyajian data, dan verifikasi. Variabel yang digunakan dalam penelitian ini elemen *teori Lawrence Green* yaitu faktor presdisposisi, faktor pemungkin, dan faktor penguat. Hasil penelitian ini Hasil penelitian menunjukkan bahwa faktor predisposisi (pengetahuan, sikap, dan kepercayaan) ibu hamil terhadap pencegahan anemia masih terbatas. Secara keseluruhan, perilaku pencegahan anemia pada ibu hamil sudah mulai terbentuk, namun masih terdapat hambatan pada aspek pengetahuan, kepatuhan konsumsi TTD, keterbatasan transportasi, serta kurang optimalnya dukungan keluarga.

Kata Kunci : Anemia, Ibu Hamil, Perilaku Pencegahan, Lawrence Green

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***ANEMIA PREVENTION BEHAVIOR IN PREGNANT WOMEN IN THE
WORKING AREA OF THE MANGKUBUMI HEALTH CENTER,
TASIKMALAYA CITY***

ABSTRACT

Anemia in pregnant women is still one of the public health problems in Indonesia. Based on data from the Tasikmalaya City Health Office in 2024, there are 361 cases of anemia in pregnant women, with the highest prevalence in the Mangkubumi Health Center work area of 15.6%. This condition shows that there is still a low anemia prevention behavior among pregnant women, even though the facilities and availability of Blood Supplement Tablets (TTD) are quite adequate. The purpose of this study is to find out the overview of prepositional factors, enabling factors and strengthening factors. This research uses a descriptive qualitative design. The sampling technique uses purposive sampling. Data and information collection through in-depth interviews amounted to 12 informants. Each of them is 10 main informants, namely pregnant women, 1 key informant, namely health center midwives, and 1 supporting informant, namely nutritionists. The instruments of this research are researchers, interview guidelines, stationery and mobile phones. Data analysis through data collection, data reduction, data presentation, and verification. The variables used in this study are elements of Lawrence Green's theory, namely preposition factors, probability factors, and reinforcing factors. The results of this study show that the predisposing factors (knowledge, attitude, and belief) of pregnant women towards the prevention of anemia are still limited. Overall, anemia prevention behavior in pregnant women has begun to form, but there are still obstacles in terms of knowledge, compliance with TTD consumption, transportation limitations, and lack of optimal family support.

Keywords: *Anemia, Pregnant Women, Preventive Behavior, Lawrence Green*