

ABSTRAK

Gisela Raisa Madinna. 2026. **“PERAN KADER DALAM MENDORONG KESADARAN KESEHATAN IBU (Studi di Posyandu Melati Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya)”**. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Kesadaran kesehatan ibu hamil dan ibu balita merupakan aspek penting dalam peningkatan kualitas kesehatan masyarakat, namun partisipasi Posyandu terkendala rendahnya pemahaman mengenai pemeriksaan kesehatan, imunisasi, dan pemantauan pertumbuhan anak, sehingga kader Posyandu berperan sebagai penggerak pelayanan kesehatan. Penelitian ini bertujuan mengetahui peran Kader Posyandu Melati dalam mendorong kesadaran kesehatan ibu hamil dan ibu balita di Kelurahan Kahuripan, Kecamatan Tawang, Kota Tasikmalaya, menggunakan pendekatan kualitatif fenomenologi melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan enam peran kader: (1) pendataan sasaran melalui kunjungan rumah dan koordinasi dengan bidan, dicatat pada Buku KIA dan kartu bantu; jika ibu lupa membawa Buku KIA, kader mencatat sementara pada buku register lalu menyalinnya kembali; (2) pemantauan kesehatan melalui penimbangan dan pengukuran dengan alat ukur standar serta deteksi dini saat berat badan balita tidak naik dua bulan berturut-turut; (3) pencatatan dan pelaporan pada Buku KIA, grafik KMS, dan buku register yang diverifikasi bidan; (4) dukungan pelayanan bersama bidan berupa distribusi Tablet Tambah Darah dan Pemberian Makanan Tambahan, dengan koordinasi rujukan melalui grup WhatsApp kader dan tenaga kesehatan; (5) edukasi kesehatan mengenai gizi, ASI eksklusif, dan imunisasi menggunakan Buku KIA serta leaflet, disertai pengingat jadwal lewat WhatsApp dan kunjungan rumah; serta (6) penyampaian tindak lanjut berupa arahan praktis seperti jenis asupan gizi serta rujukan ke bidan bila diperlukan. Penelitian ini menemukan bahwa keenam peran tersebut telah dijalankan berkelanjutan, dengan edukasi dan penyuluhan sebagai pendorong utama, sehingga berkontribusi meningkatkan pemahaman, partisipasi, dan kesadaran kesehatan ibu hamil serta ibu balita secara rutin, meskipun masih terdapat beberapa hambatan pelaksanaan.

Kata Kunci: Peran Kader, Posyandu, Kesadaran Kesehatan.

ABSTRACT

Gisella Raisa Madinna. 2026. ***“THE ROLE OF CADRES IN FOSTERING MOTHERS' HEALTH AWARENESS (A Study at Posyandu Melati, Kahuripan Village, Tawang District, Tasikmalaya City)”***. Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Maternal and child health awareness is an essential aspect of improving public health quality. However, participation in Posyandu (Integrated Health Service Posts) remains constrained by limited understanding of health examinations, immunization, and child growth monitoring. Consequently, Posyandu cadres play a vital role in promoting community health services. This study aimed to examine the role of Posyandu Melati cadres in enhancing the health awareness of pregnant women and mothers of children under five in Kahuripan Village, Tawang District, Tasikmalaya City. A qualitative phenomenological approach was employed through observation, interviews, and documentation. The findings revealed six key roles of the cadres: (1) identifying target beneficiaries through home visits and coordination with midwives, with data recorded in the Maternal and Child Health (MCH) Handbook and supporting records; (2) monitoring health through standardized weight and growth measurements, including early detection when a child's weight failed to increase for two consecutive months; (3) maintaining health records and reporting through the MCH Handbook, Growth Monitoring Card (KMS), and register books verified by midwives; (4) supporting health services by distributing iron supplements and supplementary food in collaboration with midwives, with referral coordination through WhatsApp groups; (5) providing health education on nutrition, exclusive breastfeeding, and immunization using the MCH Handbook and leaflets, complemented by reminders via WhatsApp and home visits; and (6) delivering follow-up guidance, including nutritional recommendations and referrals to midwives when necessary. The study found that these roles have been implemented continuously, with health education serving as the primary driver of improved understanding, participation, and health awareness among pregnant women and mothers of young children despite several implementation challenges..

Keywords: *Cadres' Role, Posyandu, Health Awareness.*