

PENGALAMAN KADER POSYANDU DALAM MENGERAKKAN LANSIA DI TENGAH RENDAHNYA KUNJUNGAN POSYANDU: STUDI FENOMENOLOGI

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ABSTRAK

Latar Belakang: Rendahnya kunjungan lansia ke Posyandu menjadi tantangan dalam pelayanan kesehatan masyarakat karena dapat menghambat pemantauan kesehatan dan deteksi dini penyakit pada lansia. Faktor yang memengaruhi meliputi rendahnya kesadaran lansia, keterbatasan kondisi fisik, akses pelayanan kesehatan, dan dukungan keluarga. Kader Posyandu berperan penting dalam meningkatkan partisipasi lansia. **Tujuan:** Penelitian ini bertujuan untuk menggali pengalaman kader Posyandu dalam menggerakkan lansia, mengetahui hambatan, serta strategi yang dilakukan dalam meningkatkan kunjungan lansia ke Posyandu. **Metode:** Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Informan dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. **Hasil:** Hasil penelitian menunjukkan kader berperan dalam mengingatkan jadwal Posyandu, memberikan motivasi, melakukan pendekatan personal, dan membangun komunikasi dengan lansia. Hambatan yang ditemukan yaitu rendahnya kesadaran, keterbatasan fisik, kurangnya dukungan keluarga, dan kendala akses. Strategi kader dilakukan melalui edukasi, penyuluhan, kunjungan rumah, dan pendekatan keluarga. **Kesimpulan:** Peran aktif kader dan dukungan lingkungan dapat meningkatkan kunjungan lansia ke Posyandu.

Kata Kunci: kader Posyandu, lansia, kunjungan Posyandu, fenomenologi.

**THE EXPERIENCE OF POSYANDU CADRES IN MOBILIZING ELDERLY
INDIVIDUALS AMID LOW POSYANDU ATTENDANCE**

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ABSTRACT

Background: Low attendance of elderly individuals at Posyandu remains a challenge in community health services because it can hinder health monitoring and early detection of diseases among the elderly. Factors influencing this condition include low awareness among elderly individuals, physical limitations, access to health services, and family support. Posyandu cadres play an important role in increasing elderly participation. **Objective:** This study aims to explore the experiences of Posyandu cadres in mobilizing elderly individuals, identify the barriers faced, and determine the strategies implemented to increase elderly attendance at Posyandu. **Methods:** This study used a qualitative method with a phenomenological approach. Informants were selected using purposive sampling. Data were collected through in-depth interviews, observations, and documentation, then analyzed through data reduction, data presentation, and conclusion drawing. **Results:** The results showed that cadres play a role in reminding Posyandu schedules, providing motivation, conducting personal approaches, and building communication with elderly individuals. The identified barriers include low awareness, physical limitations, lack of family support, and accessibility problems. Cadres' strategies include health education, counseling, home visits, and family approaches. **Conclusion:** The active role of cadres and environmental support can increase elderly attendance at Posyandu.

Keywords: Posyandu cadres, elderly, Posyandu attendance, phenomenology.