

Revitalization Model of Multifunctional *Posyandu* *An Intefrated Service Post*

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Abstract: *Posyandu* is one of the vital aspects in the development and empowerment of rural communities. However, in its implementation, *posyandu* only plays a role in basic social services in the form of the services for children under five years old and pregnant women. Therefore the *posyandu* function is considered beyond the expectations and objectives set by the Indonesian government. Therefore this research aimed to know the revitalization of multifunctional *posyandu* program as an alternative to the empowerment of rural communities in Jayamekar Village, Padalarang District, West Bandung Regency, Indonesia. This study adopts a qualitative approach of case study, with data collection techniques through in-depth interviews, observation, and documentation studies. The findings indicate that multifunctional *posyandu* is not only focus on health services, but also able to touch the field of education and family economy as well as can be a strengthening of social services that can become embryo of service learning in the rural community's environment.

1 INTRODUCTION

Integrated Service Post or often called *Posyandu* is a form of effort in improving health sourced from the community (Soedirham, 2012; Leimena, 1989) and managed from, by, for, and with the community. In the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 19 Year 2011, *Posyandu* plays a role in basic social organization related to (1) nutrition and health development of mother and child; (2) disease control and environmental sanitation; (3) clean and healthy life behavior; (4) elderly health; (5) BKB; (6) PAUD Post; (7) acceleration of diversification of food consumption; (8) the empowerment of the poor, remote indigenous communities and persons with social welfare problems; (9) adolescent reproductive health; and (10) the improvement of family economy.

In connection with the function of *Posyandu*, since 2001 the government has instructed the *Posyandu* revitalization program. The background of the *Posyandu* revitalization program according to the General Guidance of *Posyandu* Revitalization made by the Minister of Home Affairs and Regional Autonomy in 2001 is the lack of the functioning of

Posyandu so that its performance is low, partly due to the low ability of cadres and guidance from the elements of the Village Government and the related offices/agencies/institutions, which then resulted in low public interest to use *Posyandu*. Therefore, efforts should be made in empowering the cadres to be more professional in monitoring the growth and development of children, as well as building community partnerships to enhance support and taps *Posyandu* optimally. The effort has been initiated through various activities such as socialization, training and *Posyandu* Revitalization Workshop during 1999-2000.

From the revitalization program that has been running for many years, there are still many problems related to *Posyandu*. The problems need to get more attention so it will not become an increasingly difficult problem to overcome. One thing that can be done is to activate the program of multifunctional *Posyandu*. The implementation of multifunctional *Posyandu* is not only focused on health service, but also able to touch other fields such as education and family economy. In the economic field, *Posyandu* can be a community tool to empower the pre-welfare family (Soedirham, 2012), people with social welfare problem in order not to be in the low life quality

forever. Moreover, *Posyandu* can be a tool of learning for service based community (*service learning*).

2 LITERATURE REVIEW

2.1 Revitalization of Multifunctional *Posyandu*

Posyandu (Integrated Service Post) is one form of Community Based Health Efforts (UKBM) implemented by, from and with the community, to empower and provide convenience to the community to obtain health services for mother, baby and toddler. *Posyandu* in general can be divided into four levels, namely: (1) *Posyandu* Pratama; (2) *Posyandu* Madya; (3) *Posyandu* Purnama and (4) *Posyandu* Mandiri.

Revitalization is an attempt to revive various programs of activity that existed in the past. *Posyandu* is an appropriate container for revitalization in the development of the program, because *Posyandu* is one form of Community Based Health Efforts (UKBM) managed from, by, for and with the community in obtaining basic health services. The development of *Posyandu* revitalization program related to the Minister of Home Affairs and Regional Autonomy Letter dated 13 June 2001 on General Guidance of *Posyandu* Revitalization. Its success indicators include the fulfillment of basic health needs and the improvement of the nutritional status of the community by empowering the community in every activity that focuses on the approach strategy of Community Based Health Efforts (UKBM) with access to socio-cultural capital of the community based on the values of gotong-royong tradition rooted in the life of the community toward independence and self-reliance community. In the area of West Java Province, revitalization of multifunctional *posyandu* is one of the government's missions contained in the Strategic Plan of Community Empowerment Official and Village Government (BPMPD) of West Java Province which has a goal to create *posyandu* that is not only engaged in health, but also in the other fields such as education and economy.

2.2 The Overview of Rural Community Empowerment

The concept of empowerment has emerged since the 1970s and continues to grow to present time. In writing, Adams (2013) states that the concept of empowerment is a tool to help individuals, groups and communities so that they are able to manage the

environment and achieve their goals, so as to work and help themselves and others to maximize the quality of life. In this case, empowerment is able to cover the concept of community development, community-based development and then development performed by community.

The three processes of community empowerment (Pigg, 2002), firstly, the awareness stage, the target is the poor who should be given "enlightenment" by giving awareness that they have the right to be able to face the problems faced. They must be motivated that they have the ability to escape from the cycle of poverty. Second, the stage of expropriation, this stage consists of three types of exploitation, namely expropriation of human, organization and value system. Third, the awareness stage, at this stage the target is given power or strength, dictionary, authority or opportunity adjusted to the capabilities so that the target can run the given power and can bring better change.

3 METHODS

The approach used in this research is qualitative approach with case study method (Baxter and Jack, 2008; Yin, 2009; Baskarada, 2014). Research location is in Jayamekar Village Padalarang district West Bandung regency. The subjects in this study are the Board and the Implementer of *Posyandu* Jayamekar Village, Community, Village Government officials of Jayamekar and West Bandung Regency Health Office. Data collection techniques were done through interview, documentation and observation. Data analysis techniques consists of three streams of activity that are done simultaneously namely: data reduction, data presentation, and conclusion/verification (Miles, Huberman, and Saldana, 2014).

4 RESULTS AND DISCUSSION

4.1 The Planning Multifunctional *Posyandu*

The implementation of planning is an important program implementation stage. That essentially planning is a conscious, organized and continuous effort to choose the best alternative from a number of alternatives available to achieve a particular goal. The planning undertaken in the development of

Multifunctional *Posyandu* is illustrated in the following figure 1.

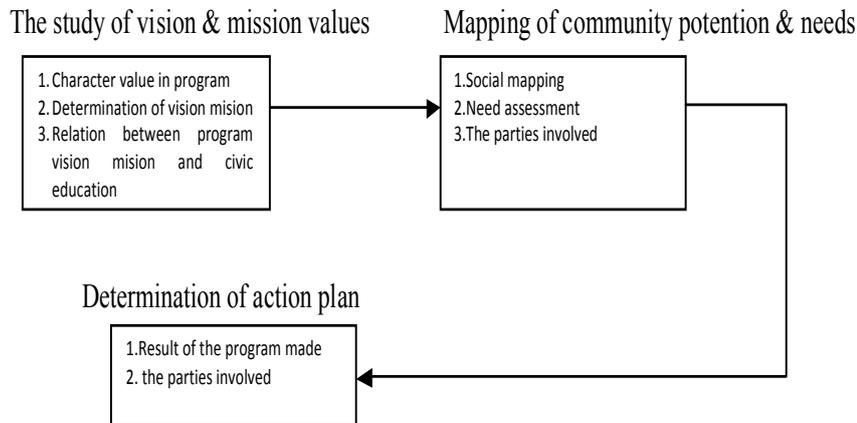


Figure 1: Planning stage of *Posyandu* development program.
Source: Processed by Researcher, 2017

The explanation of the planning chart of the development of Multifunctional *Posyandu* Revitalization above is analyzed in the following description:

4.1.1 The Assessment of Values, Vision and Mission of *Posyandu*

The development of Multifunctional *Posyandu* Kuntum Mekar 18 Jayamekar Village is conducted by organizing innovation and development activities without leaving the obligation to carry out the main activity. The implementation of the revitalization development of Multifunctional *Posyandu* Kuntum Mekar 18 has various values development. The values developed are self-reliance, concern, social responsibility, democracy, and hard work. The existence of character value and community competence development in *Posyandu* program explains that Multifunctional *Posyandu* Kuntum Mekar 18 becomes a forum that organizes Civic Education for the cadres and the community involved. That conceptually, in the context of the development of the scientific structure, civic education is a vehicle of democratic education containing three conceptual interactive dimensions, namely civic scientific studies, civic curricular program, and civic socio-cultural activities. Multifunctional *Posyandu* is a vehicle formed by the community to perform various socio-cultural activities (Chiu, 2004). The community conduct direct learning to develop themselves as well as contribute to solve various problems.

4.1.2 The Mapping of Social and Community Needs

This mechanism is carried out by polling in the *Focus Group Discussion* (FGD). In the concept of community empowerment, social mapping is systematic process of community depiction and involves the collection of data and information about the community, including the profile and social problems that exist in the community. The potential and problem mapping activities are carried out with the steps that include: (1) the description of *Posyandu* condition that will integrate basic services; (2) the number of families with children aged 0-6 years; (3) cadres willing to assist in activities; (4) community awareness and participation to support activities; and (5) facilities and infrastructure. Then community needs assessment was conducted. In the field data, the needs of Jayamekar Village community are not only in the health sector, but also in the areas of religion, education, hygiene, living environment and economy. The programs developed from this needs analysis create various thoughts to create innovation program. This program covers the needs that can not be achieved by the implementation of the main program and the development program.

4.1.3 The Determination of Action Plan

The last stage of planning is the arrangement of programs or action plans. Multifunctional *Posyandu* Kuntum Mekar 18 undertakes the determination of the program by involving various elements of society to determine the following aspects: Needs felt by the community, types of programs to be implemented,

potential human resources available, supporting elements of the implementation of program activities, program implementation strategies, and monitoring system and Program evaluation. From the determination of the action plan, there are three classifications of the program, namely the main program, the development or optional program, and the innovation program.

4.2 The Implementation of Multifunctional *Posyandu* as Community Empowerment

The existence of Multifunctional *Posyandu* provides opportunity to every community (cadres) who are volunteer and have time to develop self-competence through the provision of health services and other services. *Posyandu* became the forerunner of the implementation of service-based learning and create Jayamekar community as social learner. If it is analyzed from the perspective of community empowerment, the implementation of Multifunctional *Posyandu* is part of community empowerment using *Participatory Learning and Action* (PLA) method. PLA is a new form of community empowerment formerly known as "learning by doing" or learning while working. Associated with Multifunctional *Posyandu*, PLA is a method that principle is the same with the service of *Posyandu*. Cadres as *Posyandu* managers are first given basic skills training on how to serve the community. Furthermore, the cadres are given the freedom to learn by performing services directly monitored by expert cadres or partners outside *Posyandu* such as Public Health Center or even higher level of *Posyandu*. In relation to the work program implemented, Multifunctional *Posyandu* has implemented various activities in accordance with the planned. Activities that have been implemented include the main program, development program, and innovation program. As for the classification of the implemented program is presented in the following analysis.

4.2.1 The Main Activity Program

The main activity program is an activity program that must be implemented by *Posyandu* as a forum in Community Based Health Effort (UKBM). There are five main programs implemented by Multifunctional *Posyandu* Kuntum Mekar 18, including:

- Maternal and Child Health (MCH) that is a program implemented to provide services to

people who are pregnant and have just given birth.

- Family Planning (KB), that is a program launched to reduce birth rates and to prepare the community to become qualified family.
- Nutrition, that is a program implemented to improve the quality of health by providing awareness to the community about food nutrition.
- Primary Immunization for Toddler, they are BCG, DPT, CAMPAK, POLIO Immunization and Tetanus Toxoid Immunization, for Couples of Breastfeeding (PUS), Women of Fertile (WUS) and Pregnant Women that are provided by Health Officers.
- Diarrhea Prevention is done through environmental health counseling and personal counseling, as Prevention well as providing insight into Oralite use.

4.2.2 The Developmental/Optional Activities

Multifunctional *Posyandu* Kuntum Mekar 18 organizes several developmental programs, some of them are as follows.

- Family Building that is an activity which is carried out specifically to provide family strengthening. The implementation of this family building includes Toddler Family Planning (TFB), Elderly Family Building (EFB), and Youth Family Building (YFB).
- Early Childhood Education (ECE) in RW 18 was established on October 10, 2009 under the name Nusa Indah. Early Childhood Education (ECE), had been established according to the Head of Jayamekar Village Decree number 27/skep/JYM/VIII/2010.
- PIK-Teenagers, which is a container for running PKBR (Family Service for Youth) which is managed by, from, for adolescents to provide reproductive health counseling service and preparation of family life.
- Clean and Healthy Behavior (PHBS), Nutrition Awareness (Kadarzi), and Environmental Health are a series of activities to improve the quality of public health.
- Family Medicine Park and Nutrition Park that is an activity of exploiting empty land of RW to plant various medicinal plants.

4.2.3 Innovation Activities

Defined innovation as new ideas, new practices, or objects that can be perceived as something new by individuals or societies. Basic thought of

Multifunctional *Posyandu* Kuntum Mekar 18 organizes innovation activity is to fill daily activities and accompanied by the effort of utilization of opportunity and land that can be made effective (Nam and Pardo, 2011). Some innovation activities conducted by Multifunctional *Posyandu* Kuntum Mekar 18 are: (1) Green House, that is an activity to create green environment in Jayamekar Village; (2) Cultivation of Catfish, that is fish breeding activity jointly managed to increase the economic power of *Posyandu* and citizens; (3) Garbage sodaqoh program is a program to manage garbage so that garbage does not harm human life and make garbage as medium of virtue; (4) Biopori, that is the activity of perforating the ground with the aim of accelerating the absorption of rain water; (5) Effort of Income-Generating for Welfare Family (EIGWF) is a program implemented in the form of a revolving loan program; (6) Reading House is a program that makes one of the Cadres house of *Posyandu* Kuntum Mekar 18 as Education Development House, with the motto "Smart Child, Smart Family, Smart Environment", at Reading House of *Posyandu* RW 18, called Kuntum Mekar Reading House; (7) Toddler Mothers Group is a group of mothers who have children under the age of five bundled in Mama Dede Pintar dan Aktif (Made Piktif).

4.3 Program Evaluation

In addition to the implementation, an important stage of analysis is the evaluation stage. Evaluation activities always include activities: (1) observation; (2) comparing the results of observations with the existing or pre-determined guidelines; and (3) decision making or assessment on the object observed. The form of evaluation conducted by Multifunctional *Posyandu* is where the evaluation is done with two types, namely *on going evaluation*, and *type of ex-post evaluation* or the final evaluation. The first type of evaluation is done by *Posyandu* a day after the activity is implemented. In this case, event activities are always carried out evaluation a day after. The second type of evaluation is performed when the annual period of work will be completed or if there is an evaluation of Pokjanel *Posyandu* at the sub-district level as well as in the regency or even the province.

The criteria of success according to Minister of Home Affairs Regulation no. 193 on General Guidelines for *Posyandu* Revitalization are as follows:

- **Input Indicators**, based on: 1) Number of trained and active cadres, 2) Number of cadres

who have access to improve their economy, 3) the availability of financing support from local communities, government and donor agencies for *Posyandu* activities.

- **Output Indicators**, based on: 1) The increased frequency of *Posyandu* cadre training, 2) The increased frequency of assistance and guidance of *Posyandu*, 3) The increased types of services to be provided, 4) The increased community participation for *Posyandu*, 5) The strengthened monitoring capacity of child growth.
- **Outcome indicators**, based on: (1) The increased nutritional status of children under five, (2) The reduced number of children whose weight is not enough to rise, (3) The reduced prevalence of child diseases (worms, diarrhea, ISPA), (4) The reduced prevalence of pregnant women's anemia and nursing mothers, (5) The steady pattern of good child care at the family level, (6) The sustainable continuity of *Posyandu*.

From the various indicators of success above, the revitalization development of Multifunctional *Posyandu* Kuntum Mekar 18 has significant success. Range from *input*, *output*, to *outcome* indicators are almost achieved optimally. This achievement is supported by a variety of factors especially from internal or external *Posyandu*.

4.4 The Utilization of *Posyandu* Revitalization Program Development

The result of the character competence (affective) of society is the existence mindset change related to the independence, cooperation, caring, creativity and responsibility (Hoeven and Verhoeven, 2013). The results of *posyandu's* intellectual competence (Chamorro-Premuzic and Furnham, 2005) as a forum for improving public health provide significant improvement to public knowledge about ideal age of pregnancy, the distance of the first child with the second child, fetal health and so forth. The results of *Posyandu's* skills competencies (Gail Sturgess, 2012) provide various skills to the community including the skills of becoming an educator and developing the learning process in the ECE activities program, having innovation dissemination skills, and possessing facilitation skills which means the ability to facilitate or demonstrate the resources of convenience to the community. In addition, the cadres have the skills of consultation and advocacy (Rull and Tidy, 2014), i.e. the skill as adviser or bestower of alternative problem solving as well as able to

provide aid role related to decision formula/taking. *Posyandu* activities provide many advantages for the community, either as participants or cadres. The advantages given by *Posyandu* is not only on the increased of the citizens' competence, but also in the process of fulfilling the needs of proper health and life. Multifunctional *Posyandu* gives strengthening on family roles as the smallest social system to be powered and release various dependency on many things (Tejasari, Nuryadi, and Rokhmah, 2015). The existence of Multifunctional *Posyandu* provides introduction on how the community can have beneficial to other people (Arviyani, Aryatika and Suryadiana, 2013).

5 CONCLUSIONS

It can be concluded that the multifunctional *posyandu* revitalization model is one of the alternatives to empower villagers to be more proactive. Because *posyandu* developing in the community is still far from the expectations and goals that have been set by government. By re-activating the multifunctional *posyandu* that has been revitalized, it can be public health effort managed from community, by community, and for community.

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