

IMPLEMENTASI GERAKAN MASYARAKAT HIDUP SEHAT (GERMAS) PADA ANAK MUDA DI KECAMATAN TELUK SEBONG, KABUPATEN BINTAN

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi Gerakan Masyarakat Hidup Sehat (GERMAS) pada anak muda di Kecamatan Teluk Sebong, Kabupaten Bintan, serta mengidentifikasi faktor pendukung dan penghambat dalam pelaksanaannya. Penelitian ini dilatarbelakangi oleh masih ditemukannya perilaku hidup kurang sehat di kalangan anak muda, meskipun berbagai program GERMAS telah dilaksanakan oleh pemerintah dan Puskesmas. Penelitian menggunakan pendekatan kualitatif dengan metode etnografi. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan teori *Consolidated Framework for Implementation Research* (CFIR). Hasil penelitian menunjukkan bahwa implementasi GERMAS pada anak muda di Kecamatan Teluk Sebong telah berjalan cukup baik melalui berbagai kegiatan promotif dan preventif, seperti posyandu remaja, senam sehat, pemeriksaan kesehatan gratis, edukasi kesehatan, donor darah, dan kegiatan kebersihan lingkungan. Pelaksanaan program didukung oleh komitmen pemerintah, Puskesmas, pemerintah desa, serta kerja sama lintas sektor dalam memberikan pelayanan dan edukasi kesehatan kepada masyarakat. Meskipun demikian, implementasi GERMAS masih menghadapi beberapa hambatan, seperti rendahnya partisipasi sebagian anak muda, keterbatasan waktu akibat aktivitas pendidikan dan pekerjaan, serta belum meratanya kesadaran untuk menerapkan perilaku hidup sehat secara konsisten dalam kehidupan sehari-hari. Penelitian ini menyimpulkan bahwa implementasi GERMAS pada anak muda di Kecamatan Teluk Sebong telah terlaksana dengan cukup baik berdasarkan lima domain CFIR. Namun, diperlukan penguatan strategi sosialisasi, edukasi, dan pelibatan generasi muda secara berkelanjutan agar partisipasi masyarakat meningkat dan tujuan GERMAS dalam membentuk perilaku hidup sehat dapat tercapai secara lebih optimal.

Kata Kunci : Implementasi Kebijakan, GERMAS, Anak Muda, Perilaku Hidup Sehat, CFIR.

IMPLEMENTATION OF THE HEALTHY LIVING COMMUNITY MOVEMENT (GERMAS) AMONG YOUNG PEOPLE IN TELUK SEBONG DISTRICT, BINTAN REGENCY

ABSTRACT

This study aims to analyze the implementation of the Healthy Living Community Movement (GERMAS) among young people in Teluk Sebong Subdistrict, Bintan Regency, and to identify the factors that support and hinder its implementation. This study was motivated by the continued presence of unhealthy lifestyles among young people, despite various GERMAS programs having been implemented by the government and community health centers (Puskesmas). The study employed a qualitative approach using ethnographic methods. Data were collected through interviews, observations, and documentation, and were subsequently analyzed using the Consolidated Framework for Implementation Research (CFIR) theory. The study results show that the implementation of GERMAS among young people in Teluk Sebong Subdistrict has been quite successful through various promotive and preventive activities, such as adolescent posyandu, health exercises, free health checkups, health education, blood drives, and environmental sanitation activities. The program's implementation is supported by the commitment of the government, community health centers (Puskesmas), village governments, and cross-sectoral collaboration in providing health services and education to the community. Nevertheless, the implementation of GERMAS still faces several obstacles, such as low participation among some young people, time constraints due to educational and work commitments, and the uneven awareness of the need to consistently adopt healthy lifestyle behaviors in daily life. This study concludes that the implementation of GERMAS among young people in Teluk Sebong Subdistrict has been carried out fairly well based on the five CFIR domains. However, there is a need to strengthen strategies for outreach, education, and the sustained engagement of the younger generation so that community participation increases and GERMAS's goal of fostering healthy lifestyle behaviors can be achieved more effectively.

Keywords: Keywords: Policy Implementation, GERMAS, YounPeople, Healthy Lifestyle Behaviors, CFIR.