

ABSTRAK

Skripsi dengan judul “Motivasi Kerja Kader Posyandu Dalam Program Integrasi Layanan Primer (ILP) Di Dusun Ringinanom” yang ditulis oleh Eka Febriana Widyawati, NIM. 126308213268, dengan Pembimbing Bapak Erwan Efendi, M. Si.

Kata kunci: Motivasi Kerja, Kader Posyandu, Integrasi Layanan Primer

Transformasi program Posyandu menjadi Integrasi Layanan Primer (ILP) membawa perubahan signifikan terhadap cakupan tugas dan tanggung jawab kader posyandu. Kader tidak hanya dituntut untuk melayani ibu dan balita, tetapi juga seluruh siklus kehidupan masyarakat. Dalam konteks ini, tantangan seperti peran ganda kader, penyesuaian terhadap program baru, serta dinamika sosial ekonomi menjadi faktor penting yang memengaruhi pelaksanaan tugas kader di lapangan.

Penelitian ini bertujuan untuk menggambarkan motivasi kerja kader posyandu serta mengidentifikasi faktor-faktor yang memengaruhinya dalam pelaksanaan program ILP di Dusun Ringinanom, Kecamatan Wates, Kabupaten Blitar. Pendekatan yang digunakan adalah kualitatif dengan metode studi kasus. Teknik pengumpulan data meliputi observasi, wawancara mendalam, dan dokumentasi terhadap kader yang telah aktif minimal satu tahun. Validitas data diuji melalui triangulasi sumber dan metode, dan analisis data dilakukan secara induktif melalui proses reduksi, penyajian, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa motivasi kerja kader terdiri dari motivasi intrinsik seperti rasa tanggung jawab sosial, kepedulian terhadap kesehatan masyarakat, dan kepuasan pribadi saat melayani, serta motivasi ekstrinsik seperti penghargaan dari masyarakat, hubungan baik antar kader, dan insentif non-material. Motivasi yang kuat terbukti mendorong kader untuk tetap aktif meskipun dihadapkan pada beban kerja ganda, keterbatasan pemahaman terhadap program ILP, dan kurangnya pelatihan teknis. Sebaliknya, kader dengan motivasi rendah cenderung menunjukkan ketidakteraturan dalam kehadiran, kurang partisipatif, dan mengalami kesulitan dalam adaptasi terhadap kebijakan baru. Oleh karena itu, keberhasilan implementasi ILP sangat dipengaruhi oleh stabilitas dan kekuatan motivasi kerja kader di lapangan.

ABSTRACT

This thesis, entitled “Work Motivation of Posyandu Cadres in the Integrated Primary Service Program (ILP) in the Ringinanom Hamlet”, was written by Eka Febriana Widyawati, Student ID: 126308213268, under the supervision of Erwan Efendi, S. Psi., M. A.

Keywords: *Work Motivation, Posyandu Cadres, Integrated Primary Services*

The transformation of the Posyandu program into Integrated Primary Services (ILP) brings significant changes to the scope of duties and responsibilities of the Posyandu cadres. Cadres are no longer solely required to serve mothers and toddlers, but also the entire life cycle of the community. In this context, challenges such as the dual role of cadres, adaptation to new programs, and socio-economic dynamics become important factors that influence the implementation of the cadres' duties in the field. The purpose of this research is expected to contribute to the field of knowledge regarding the Work Motivation of Posyandu Cadres in the Integrated Primary Services Program (ILP), to depict the work motivation of Posyandu cadres, and to identify the factors influencing the work motivation of Posyandu cadres, particularly in the Ringinanom Hamlet.

This research aims to describe the work motivation of community health volunteers and to identify the factors influencing it in the implementation of the ILP program in Ringinanom Hamlet, Wates District, Blitar Regency. A qualitative approach was employed using a case study method. Data collection techniques included observation, in-depth interviews, and documentation of volunteers who have been active for at least one year. The validity of the data was tested through source and method triangulation, and data analysis was conducted inductively through the processes of reduction, presentation, and conclusion drawing..

The research findings indicate that the motivation of the cadres consists of intrinsic motivation such as social responsibility, concern for public health, and personal satisfaction when serving, as well as extrinsic motivation like recognition from the community, good relationships among cadres, and non-material incentives. Strong motivation has proven to encourage cadres to remain active even when faced with dual workloads, limited understanding of the ILP program, and a lack of technical training. Conversely, cadres with low motivation tend to show irregular attendance, lack participation, and experience difficulties in adapting to new policies. Therefore, the success of ILP implementation is significantly influenced by the stability and strength of the cadres' work motivation in the field.