

## Analisis Pemanfaatan Buku Kesehatan Ibu dan Anak (KIA) di Wilayah Kerja UPTD Puskesmas Abadi Jaya Tahun 2025

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### Abstrak

<div style="text-align: justify;">Buku Kesehatan Ibu dan Anak (KIA) merupakan media penting dalam edukasi dan pencatatan guna menurunkan Angka Kematian Ibu (AKI) dan Angka Kematian Bayi (AKB). Namun, di wilayah kerja UPTD Puskesmas Abadi Jaya, pemanfaatannya belum optimal. Penelitian ini bertujuan untuk menggambarkan pemanfaatan Buku KIA oleh ibu hamil berdasarkan model PRECEDE. Penelitian menggunakan pendekatan kualitatif dengan desain Rapid Assessment Procedure (RAP). Informan terdiri dari ibu hamil berisiko, bidan, kader, serta penanggung jawab program di puskesmas dan dinas kesehatan. Pengumpulan data dilakukan melalui wawancara mendalam, dan analisis dilakukan secara tematik. Hasil menunjukkan bahwa Buku KIA lebih sering dibawa untuk keperluan pelayanan kesehatan dibandingkan digunakan sebagai sumber informasi. Pengetahuan ibu terhadap isi buku terbatas, hanya fokus pada informasi yang dianggap relevan. Meskipun sikap ibu terhadap buku umumnya positif dan aksesibilitas buku cukup baik, kualitas fisik buku dinilai kurang tahan lama. Pendampingan dari tenaga kesehatan dan kader masih belum konsisten, serta dukungan keluarga terutama suami masih terbatas. Implementasi kebijakan pemanfaatan buku juga belum maksimal. Oleh karena itu, diperlukan peningkatan edukasi bagi ibu, penguatan peran kader dan tenaga kesehatan, pelibatan aktif keluarga, serta optimalisasi kebijakan agar Buku KIA dapat dimanfaatkan secara maksimal sebagai media edukasi dalam meningkatkan kesehatan ibu dan anak.</div><hr /><div style="text-align: justify;">The Mother and Child Health Book (KIA) is an important medium for education and record-keeping to reduce the Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR). However, in the working area of the Abadi Jaya Community Health Center (UPTD Puskesmas), its utilization has not been optimal. This study aims to describe the utilization of the KIA Book by pregnant women based on the PRECEDE model. The study employs a qualitative approach using the Rapid Assessment Procedure (RAP) design. Informants include high-risk pregnant women, midwives, community health workers, and program coordinators at the health center and health department. Data collection was conducted through in-depth interviews, and analysis was performed thematically. Results indicate that the KIA Book is more frequently brought for healthcare services than used as an information source. Mothers' knowledge of the book's contents is limited, focusing only on information deemed relevant. Although mothers' attitudes toward the book are generally positive and its accessibility is adequate, the physical quality of the book is considered less durable. Support from health workers and community health workers remains inconsistent, and family support, particularly from husbands, is limited. The implementation of policies regarding the use of the book is also not yet optimal. Therefore, there is a need to enhance education for mothers, strengthen the role of community health workers and healthcare providers, actively involve families, and optimize policies to ensure that the KIA Book can be maximally utilized as an educational tool in improving the health of mothers and children.</div>