

Eksplorasi Kesiapan Masyarakat terhadap Program Kampung KTR di RW 05 Kelurahan Kukusan Ditinjau dari Community Readiness Model (CRM)

Puspadina, Dhiya Muhammad Fatimah

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Abstrak

<div style="text-align: justify;">Program Kampung Kawasan Tanpa Rokok (KTR) merupakan salah satu upaya berbasis komunitas dalam mendukung implementasi kebijakan KTR di tingkat lokal. Keberhasilan program ini sangat dipengaruhi oleh kesiapan masyarakat dalam menerima dan menjalankannya. Penelitian ini bertujuan untuk mengeksplorasi kesiapan masyarakat RW 05 Kelurahan Kukusan terhadap pelaksanaan Program Kampung KTR dengan menggunakan pendekatan Community Readiness Model (CRM). Penelitian ini menggunakan pendekatan kualitatif dengan desain fenomenologi. Pengumpulan data dilakukan melalui wawancara mendalam kepada informan kunci serta Focus Group Discussion (FGD) kepada informan utama yang terdiri dari warga RW 05. Data dianalisis menggunakan analisis tematik berdasarkan lima dimensi CRM, yaitu community knowledge of the issue, community knowledge of efforts, leadership, community climate, dan resources. Hasil penelitian menunjukkan bahwa masyarakat telah memiliki pemahaman dasar mengenai bahaya rokok, namun pengetahuan terhadap Program Kampung KTR masih terbatas. Dukungan dari tokoh masyarakat dan pemangku kepentingan mulai terlihat, meskipun belum optimal. Iklim sosial masyarakat menunjukkan adanya penerimaan awal terhadap program, namun norma merokok masih cukup kuat. Ketersediaan sumber daya juga masih terbatas, terutama dalam aspek pendanaan dan media sosialisasi. Secara keseluruhan, kesiapan masyarakat berada pada tahap Vague Awareness menuju Preplanning, yang menunjukkan bahwa masyarakat telah mulai menyadari pentingnya isu rokok dan keberadaan program, tetapi belum memiliki perencanaan yang terstruktur dalam mendukung implementasi Program Kampung KTR.</div><hr /><div style="text-align: justify;">The Kampung KTR (Smoke-Free Village) Program is a community-based initiative aimed at supporting the implementation of smoke-free policies at the local level. The success of this program is highly influenced by the community's readiness to accept and implement it. This study aims to explore the readiness of the community in RW 05, Kukusan Village, toward the implementation of the Kampung KTR Program using the Community Readiness Model (CRM) approach. This study employed a qualitative approach with a phenomenological design. Data were collected through in-depth interviews with key informants and Focus Group Discussions (FGDs) with community members as main informants. Data were analyzed using thematic analysis based on the five dimensions of CRM: community knowledge of the issue, community knowledge of efforts, leadership, community climate, and resources. The findings indicate that the community has a basic understanding of the health risks of smoking; however, knowledge of the Kampung KTR Program remains limited. Support from community leaders and stakeholders has begun to emerge, although it is not yet optimal. The community climate reflects initial acceptance of the program, but smoking norms remain relatively strong. Available resources are also limited, particularly in terms of funding and communication media. Overall, the level of community readiness falls between the Vague Awareness and Preplanning stages, indicating that the community has begun to recognize the importance of the smoking issue and the existence of the program, but has not yet developed structured planning to support its implementation.</div>