



THE INTEREST OF PASIR GUNUNG SELATAN VILLAGERS ON INTEGRATED HEALTH SERVICE POST (POSYANDU) KEMUNING, CIMANGGIS DISTRICT WITH GROUNDED THEORY ANALYSIS

MINAT MASYARAKAT DESA PASIR GUNUNG SELATAN TERHADAP Pos Pelayanan Kesehatan Terpadu (POSYANDU) KEMUNING KABUPATEN CIMANGGIS DENGAN ANALISIS GROUNDED THEORY

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DOI: <https://doi.org/10.62567/micjo.v3i3.3285>

Abstract

Integrated health service post (or commonly known in Indonesian language as “Posyandu”) is one of the communities' participations in the health sector which plays an important role in providing basic health service such as monitoring the toddler growth and the development status. But, the utilization of Posyandu by the community was still low, whereas the scope of Posyandu Kemuning in Pasir Gunung Selatan Village was 60%, while the national target which should be achieved based on strategic planning of the ministry of health in 2022 was 80%. This research uses qualitative approach and grounded theory method with objectives to understand what makes Pasir Gunung Selatan villagers interested to participate in Posyandu and to understand what the villagers' hopes for Posyandu program. The author conducted interviews and direct observations at Posyandu Kemuning, based on the study results found that there's 18 (eighteen) coding that divided to 5 (five) category and 3 (three) themes which is Quality, Facility, and Enthusiasm and can be concluded that the facility of Posyandu Kemuning is very influential on the interests of mothers because the events or health program that Posyandu held and the better location can provide future maternal interest.

Keywords : Interest, Services, Posyandu, Quality, Village.

Abstrak

Pos Pelayanan Terpadu (atau yang umum dikenal dalam bahasa Indonesia sebagai “Posyandu”) merupakan salah satu bentuk partisipasi masyarakat dalam bidang kesehatan yang berperan penting dalam memberikan pelayanan kesehatan dasar, seperti pemantauan pertumbuhan dan perkembangan balita. Namun, pemanfaatan Posyandu oleh masyarakat masih tergolong rendah. Cakupan pelayanan Posyandu Kemuning di Kelurahan Pasir Gunung Selatan hanya mencapai 60%, sedangkan target nasional yang harus dicapai berdasarkan Rencana Strategis Kementerian Kesehatan tahun 2022 adalah 80%. Penelitian ini menggunakan pendekatan kualitatif dengan metode Grounded Theory yang



bertujuan untuk memahami faktor-faktor yang membuat masyarakat Kelurahan Pasir Gunung Selatan tertarik untuk berpartisipasi dalam kegiatan Posyandu serta memahami harapan masyarakat terhadap program Posyandu. Peneliti melakukan wawancara dan observasi langsung di Posyandu Kemuning. Berdasarkan hasil penelitian, ditemukan 18 (delapan belas) coding yang dikelompokkan ke dalam 5 (lima) kategori dan menghasilkan 3 (tiga) tema, yaitu kualitas, fasilitas, dan antusiasme. Hasil penelitian menunjukkan bahwa fasilitas Posyandu Kemuning menjadi salah satu aspek penting yang berkaitan dengan minat ibu untuk berpartisipasi. Program atau kegiatan kesehatan yang diselenggarakan oleh Posyandu serta lokasi pelayanan yang lebih baik dapat meningkatkan ketertarikan masyarakat untuk memanfaatkan layanan Posyandu di masa mendatang.

Kata Kunci : Ketertarikan, Pelayanan,, Posyandu, Kualitas, Desa.

1. INTRODUCTION

Public health services are an essential component of public service delivery because they are directly related to the fulfillment of people's basic needs. In Indonesia, Law No. 25 of 2009 defines public services as activities or a series of activities intended to meet the service needs of citizens in accordance with applicable regulations, including services in the form of goods, services, and administrative services (Government of Indonesia, 2009). In the health sector, the quality of public services is not only determined by the availability of health facilities but also by the extent to which communities are willing and able to utilize the services provided.

One of the community-based health service platforms in Indonesia is the Pos Pelayanan Terpadu (Posyandu), or Integrated Health Service Post. Posyandu is designed as a community-based platform that brings basic health services closer to residents and encourages community participation in health promotion and disease prevention. Its role has become increasingly important within Indonesia's primary health-care transformation, which emphasizes promotive and preventive services, strengthening community health cadres, and expanding primary health services through health centers, Posyandu, and home visits (Ministry of Health of the Republic of Indonesia, 2022, 2023). Posyandu has also evolved beyond its traditional focus on maternal and child health toward an integrated life-cycle approach that serves pregnant women, infants, children, adolescents, adults, and older people (Ministry of Health of the Republic of Indonesia, 2023).

Despite its strategic role, the availability of Posyandu services does not necessarily guarantee active community participation. Previous studies have shown that participation in Posyandu can be influenced by various factors, including knowledge, education, employment, family support, accessibility, cadre performance, service quality, and individual motivation (Rianda et al., 2023; Alhalawi & Ervita, 2024). For example, research on mothers' participation in Posyandu has demonstrated that the utilization of services remains a challenge even when Posyandu is available within the community. These findings suggest that participation is a multidimensional phenomenon that cannot be explained solely by the availability of health facilities.

This issue is also evident at Posyandu Kemuning, Pasir Gunung Selatan, Cimanggis District. Based on the Posyandu Kemuning visitor records, the number of visitors had not reached the expected target, with a decline in attendance during August, September, and October 2022. This condition indicates a gap between the availability of community-based health services and their actual utilization by residents. However, the decline in attendance does not necessarily mean that residents have no need for health services. It may reflect how residents perceive the benefits of Posyandu, their previous service experiences, interactions with cadres, accessibility, scheduling, information about the program, or the extent to which the services meet their expectations.

Most previous studies concerning Posyandu participation have primarily used quantitative approaches to identify relationships between predetermined variables and community participation (Rianda et al., 2023; Kurniawati et al., 2023). Although such studies are useful for identifying associated factors, they provide limited insight into the process through which residents develop an



interest in using Posyandu services. In particular, little is known about how residents interpret their experiences, evaluate the benefits of Posyandu, perceive the service provided by cadres, and develop expectations that ultimately influence their decision to attend or not attend Posyandu. Figure 1 shown graph visiting posyandu.



Figure 1. Graph Visiting posyandu

This gap indicates the need for a qualitative approach that can explore community experiences and uncover the underlying processes shaping Posyandu utilization. Grounded Theory is appropriate for this purpose because it enables researchers to systematically explore social processes and develop concepts or theoretical explanations directly from empirical data. Foley and Timonen (2015) emphasize that Grounded Theory is particularly useful for understanding how people engage with health-care services and for developing theory when the phenomenon has not been sufficiently explored. Thus, rather than merely testing whether particular factors influence community interest, Grounded Theory can reveal how different experiences, perceptions, motivations, and contextual conditions interact to shape residents' decisions to use Posyandu services.

Therefore, this study aims to explore and develop a conceptual understanding of the process underlying community interest in utilizing Posyandu Kemuning among residents of Pasir Gunung Selatan, Cimanggis District, using a Grounded Theory approach. The study specifically seeks to identify residents' experiences with Posyandu, the factors that encourage or discourage attendance, their perceptions of the services and cadres, and their expectations regarding future Posyandu services. The findings are expected to contribute theoretically by developing an empirically grounded explanation of community interest in utilizing community-based health services and practically by providing evidence for Posyandu managers and local stakeholders to improve service delivery and increase community participation.

Reading is an important activity in any language because people can add information from various sources, add their intelligence, knowledge, and create critical thinking in people's minds. Furthermore, reading is needed to build a process of understanding the written text and getting new information. Students who have good reading will have some benefits in language learning. Clarke, Paula, Emma, Charles and Margaret (2014) states that reading comprehension is situated within the text itself, a developed understanding comes from the interaction between the text and the reader's response to the text. When students read a text, they will find new words and knowledge. Therefore, students will easily build up their comprehension of a text.

Reading comprehension involves a reader developing a mental representation of a text through the establishment of causal relations based on the ideas and events in the text. According to Hock,



Michael F., Irma F. Brasseur-Hock, and Donald D. Deshler (2015), define reading comprehension as a process in which the reader constructs meaning from text-based information. During this process, the reader creates a mental representation of the meaning of the text by using features of the text and the reader's knowledge of the world. When the reader integrates text-based knowledge with prior knowledge, deep comprehension occurs. Furthermore, reading comprehension can be concluded as the ability and process to understand the information that has been read and the development of text using the reader's knowledge. In reading text, there is a process that the readers pass. In the process of reading comprehension, the readers will integrate two kinds; that is text-based knowledge with prior knowledge.

In 2013 curriculum, especially for junior high school, the students in learning reading skills are expected to comprehend various types of texts, such as narrative, recount, procedure factual report and descriptive. The instructional objectives of teaching reading are to understand general information about the text, to identify the main idea explicitly, to identify the main idea implicitly, to get detailed information about the text and summarize using own words. Hence, students are expected to be able to accomplish all of these objectives.

Based on the researcher's observation of SMP Negeri 13 Palu, students find it difficult to understand the text because they have limited ability in reading comprehension. The researcher found some problems that the students face while they were reading. First, the students were difficult to identify the information of the text because they only know the meaning word by word, as a result they do not whole of the text. Second, the students were difficult to understand the contents. Second, the students were difficult to understand the contents of the text as the result students cannot answer the question well and students get a poor score. Third, the students feel shy when they read by aloud as individual. As the result they don't have confidence and motivation to read on the their own. Those problems happen because the teacher is seldom to give feedback to the students reading comprehension.

Therefore, the researcher is interesting to implement a suitable strategy. The strategy is choral reading strategy. It is strategy that encourages students to read aloud as a group, as the name suggests. It's a great activity for students who lack a bit of confidence when it comes to reading in the class, as they will get mutual support from the rest of the group and the teacher. According Paige (2014), Choral-Reading (CR) all students read aloud from the same text, at the same time, simultaneously with the teacher. It means that choral reading is an activity in which the students and the teacher read aloud together from the same text at the same time. So it has proved that choral reading strategy can be used as an alternative strategy to reading comprehension. Choral reading is also a great way for students to have access to an example of good reading from the teacher and even the other students in the class. This strategy is very interesting because it has a role in improving student's fluency and accuracy when reading in class. The act of reading aloud together can practice intonation, speed and volume skills in reading. It is also a fairly accurate representation of how they way read in their own heads. By following the example given by the teacher in collaboration with other students in a group they will be able to apply this, then practiced in choral reading as their independent reading comprehension strategy in the future.

Based on the explanation above, the researcher will conduct in relation to reading especially in improving the students' comprehensibility which focuses on choral reading strategy.

2. RESEARCH METHOD

This study employed a qualitative research design using a Grounded Theory approach and in-depth interviews as the primary data collection method. Grounded Theory is a qualitative research methodology that uses systematic procedures to inductively develop a theory from data concerning a particular phenomenon (Setyowati, 2010). Similarly, Creswell (2010) describes Grounded Theory as a systematic qualitative procedure used to generate a theoretical explanation of a process, action, or interaction related to a substantive topic.



The primary objective of this study was to explore and understand the perspectives of Posyandu Kemuning users regarding their interest in utilizing Posyandu services and to identify the factors that may increase their willingness to use and participate in Posyandu activities. An exploratory qualitative approach was considered appropriate because the study sought to understand participants' experiences, perceptions, motivations, and expectations rather than to test predetermined relationships among variables.

Participants were initially selected using purposive sampling, based on characteristics relevant to the research objectives. The participants consisted of community members who had experience with or knowledge of Posyandu Kemuning services and were considered capable of providing relevant information regarding their experiences and perceptions. Participant selection was conducted carefully to obtain diverse perspectives concerning the utilization of Posyandu services.

Data were collected through semi-structured in-depth interviews, allowing participants to freely describe their experiences, reasons for attending or not attending Posyandu, perceptions of the services provided, interactions with cadres, and expectations for improving Posyandu services. Interviews were conducted until the information obtained was considered sufficient to develop and refine the emerging categories.

The data were analyzed through an iterative Grounded Theory process involving open coding, axial coding, and selective coding. During open coding, interview transcripts were examined line by line to identify concepts and meaningful statements. These concepts were then grouped into categories and subcategories during axial coding by examining their relationships and properties. Selective coding was subsequently conducted to integrate the core categories and develop a conceptual explanation of the factors and processes underlying community interest in utilizing Posyandu Kemuning.

As the analysis progressed, participant selection could be refined through theoretical sampling, in which subsequent participants or additional information were selected based on emerging concepts and categories. This process continued until the emerging categories became sufficiently developed and additional data no longer generated substantial new theoretical insights, indicating theoretical saturation.

3. RESULT AND DISCUSSION

Open Coding

Data analysis began with open coding, in which the interview transcripts were examined line by line to identify meaningful statements, concepts, and initial codes. Each statement was compared with other statements to identify similarities, differences, and recurring meanings. The interview transcripts served as the primary empirical data, while the coding process enabled the researchers to remain closely connected to the participants' perspectives.

The open coding process generated several initial concepts concerning community interest in utilizing Posyandu Kemuning. These concepts included the benefits of Posyandu programs, child growth monitoring, immunization, health education, service improvement, community awareness, cadre activities, equipment adequacy, and the physical location of Posyandu. The findings indicate that residents' interest was not associated with a single factor but emerged from their perceptions of the benefits and quality of services provided.

Table 1. Results of Open Coding

Participant	Position	Initial Code	Frequency
Mrs. Umi	Nutritionist, Community Health Center	Posyandu programs, such as vitamin A supplementation and immunization, increase mothers' 1 interest in bringing their children to Posyandu	
Mrs. Umi	Nutritionist, Community Health Center	Cadre-led outreach (<i>sweeping</i>) is used as an indicator of achieving the D/S target	1



Participant	Position	Initial Code	Frequency
Mrs. Umi	Nutritionist, Community Health Center	Posyandu measuring instruments need regular calibration	1
Mrs. Umi	Nutritionist, Community Health Center	Higher community awareness is needed so that cadres do not have to rely on outreach activities	1
Mrs. Endang	Midwife, Community Health Center	Mothers attend Posyandu to obtain immunization, medication, and child growth monitoring	1
Mrs. Endang	Midwife, Community Health Center	Posyandu records are routinely reported to the community health center, subdistrict, health office, and village administration	1
Mrs. Rubi	PKK Chairperson	Posyandu cadres provide information to mothers concerning child growth and development	1
Mrs. Rubi	PKK Chairperson	Posyandu enables the monitoring of children's growth and development	1
Mrs. Rubi	PKK Chairperson	Children with health problems can be referred to the community health center to support stunting reduction	1
Mrs. Tiara	Community member	Nutrition education and involvement of health professionals can increase the value of Posyandu services	1
Mrs. Tiara	Community member	Posyandu should provide a positive environment for health and nutrition guidance to prevent stunting	1
Mrs. Irma	Community member	Posyandu helps mothers understand changes in children's weight and complete immunization	1
Mrs. Irma	Community member	Weighing equipment should be updated	1
Mrs. Irma	Community member	Posyandu services should be improved	1
Mrs. Eta	Posyandu cadre	Posyandu provides child health monitoring	1
Mrs. Eta	Posyandu cadre	Additional equipment is needed	1
Mrs. Eta	Posyandu cadre	Posyandu should be conducted in an adequate facility rather than in residents' houses	1
Mrs. Eta	Posyandu cadre	Cadres want Posyandu Kemuning to improve continuously	1

The open coding process generated **18 initial codes**, which were subsequently compared and grouped into conceptually related categories.

Axial Coding

The second stage involved axial coding. At this stage, the initial codes were examined to identify relationships and conceptual similarities among the emerging concepts. Through constant comparison, the codes were organized into five categories: **participation, service, program, location, and equipment**.

**Table 2. Results of Axial Coding**

Category	Related Code	Frequency
Participation	Higher community awareness is needed so that cadres do not have to rely on outreach activities	1
Service	Cadre-led outreach is used as an indicator of achieving the D/S target	1
Service	Routine reporting of Posyandu records to relevant institutions	1
Service	Referral to the community health center for children with health problems	1
Service	Improvement of Posyandu services	1
Service	Cadres' commitment to improving Posyandu Kemuning	1
Program	Vitamin A supplementation and immunization	1
Program	Immunization, medication, and child growth monitoring	1
Program	Education concerning child growth and development	1
Program	Monitoring children's growth and development	1
Program	Nutrition education and involvement of health professionals	1
Program	Positive health and nutrition education environment	1
Program	Monitoring changes in children's weight and immunization	1
Program	Child health monitoring	1
Location	Adequacy of the Posyandu location	1
Equipment	Calibration of measuring instruments	1
Equipment	Updating weighing equipment	1
Equipment	Additional Posyandu equipment	1

The axial coding indicates that **program-related aspects represented the largest category**, followed by service quality and equipment. This pattern suggests that residents' perceptions of the usefulness and relevance of Posyandu activities constitute an important component of their interest in utilizing the service.

Selective Coding

Selective coding was conducted to integrate the emerging categories and identify the central themes underlying community interest in Posyandu Kemuning. The analysis resulted in three major themes: **Service Quality, Facilities, and Community Enthusiasm**.

Table 3. Results of Selective Coding

Axial Category	Score/Frequency	Service Quality	Facilities	Community Enthusiasm
Participation	1			✓
Service	5	✓		
Program	8	✓		
Location	1		✓	
Equipment	3		✓	
Total	18	13	4	1

The selective coding demonstrates that **Service Quality** emerged as the dominant theme, particularly through the combination of service-related and program-related categories. Facilities represented a secondary theme, while community enthusiasm appeared as a supporting theme.

The findings indicate that community interest in Posyandu Kemuning can be conceptually understood as a process in which residents assess the **usefulness and quality of the programs and**



services, consider the **adequacy of facilities and equipment**, and subsequently develop their **willingness or enthusiasm to participate**.

Discussion

The findings indicate that service quality was the most dominant theme emerging from the interviews. This theme was represented by statements concerning the usefulness of Posyandu programs, child growth monitoring, immunization, nutrition education, referral services, cadre activities, and service improvement.

Participants perceived Posyandu as valuable when the services provided directly addressed children's health needs. Immunization, vitamin A supplementation, growth monitoring, medication, and nutrition education were repeatedly identified as reasons for attending Posyandu. These findings suggest that community interest is closely related to the **perceived functional value of the service**. Residents are more likely to consider Posyandu important when they perceive a direct relationship between the activities provided and the health needs of their children.

This finding is consistent with the broader concept of community-based primary health care, in which services are expected to be accessible, relevant, and responsive to community needs. The Ministry of Health of the Republic of Indonesia emphasizes that Posyandu plays an important role in strengthening primary health services and community empowerment, particularly through promotive and preventive activities (Ministry of Health of the Republic of Indonesia, 2023).

The interviews also showed that the role of cadres extends beyond administrative activities. Cadres provide information, encourage mothers to attend, monitor children's conditions, and support communication between the community and health facilities. Therefore, the quality of interaction between cadres and residents may contribute to how residents evaluate the overall Posyandu experience.

The finding concerning *sweeping* is particularly important. Cadre outreach can help increase attendance and support the achievement of the D/S indicator; however, the participants also emphasized that stronger community awareness would be preferable so that attendance does not depend heavily on active outreach. This indicates a transition from **externally stimulated participation toward internally motivated participation**.

In this context, community interest should not simply be understood as attendance. It can be interpreted as a process beginning with awareness of health needs, followed by recognition of the benefits of Posyandu, positive evaluation of the service experience, and finally the willingness to participate.

Program-related aspects generated the highest number of codes in the axial coding process. Immunization, vitamin A supplementation, growth monitoring, nutrition education, and professional health education were repeatedly mentioned by participants.

These findings suggest that residents evaluate Posyandu based on the **tangible health benefits** they receive. Mothers may perceive Posyandu as worthwhile when attendance provides information or services that they cannot easily obtain elsewhere. In particular, child growth monitoring provides parents with information regarding changes in weight and development, while immunization and supplementation provide direct preventive health benefits.

The emphasis on nutrition education and stunting prevention also indicates that Posyandu is perceived not only as a place for routine health measurements but also as a source of health knowledge. The involvement of professional health personnel, such as nutritionists and midwives, may further strengthen residents' confidence in the information provided.

Therefore, improving the relevance and diversity of Posyandu programs may be an important strategy for strengthening community interest. Programs should not merely be available; they should be perceived as **useful, understandable, accessible, and responsive to current community health concerns**.



The second major theme concerned facilities, particularly the physical location and equipment used during Posyandu activities. Participants identified the need for better measuring instruments, equipment updates, calibration, and a more adequate location.

4. CONCLUSION

Based on the implementation and discussion of the activity, it can be concluded that the poster-making training using Canva at SMAN 07 Jayapura serves as a relevant medium for strengthening students' democratic character, grounded in the values of the fourth principle of Pancasila. The activity conducted through stages involving material delivery, demonstrations, hands-on practice, mentoring, presentations, and evaluation provided students with direct experience in integrating digital skills with democratic values.

Through this activity, students were able to create digital posters centered on themes such as deliberation for consensus, respecting others' opinions, democracy within the school environment, student council elections, avoiding the imposition of one's will on others, and the courage to express views respectfully. In addition to enhancing their proficiency with Canva, the activity fostered creativity, self-confidence, digital literacy, the ability to articulate ideas, and an attitude of respect for the opinions of others.

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