

## Low Village Community Visits To Posyandu Activities

Rendi Rhamat Alif Falakhi <sup>1</sup>, Novita Rahma Dani <sup>2</sup>, Meta Fikriyatul Latifah <sup>3</sup>,  
Yunita Rahmawati <sup>4</sup>, Salsabila Oktavia Putri Sonya <sup>5</sup>,  
I Gede Dharma Utamayasa <sup>6</sup>, Tiara Sevi Nurmanita<sup>7</sup>

<sup>1,2,3,4,5,7</sup>Faculty of Economics and Business, Open University Department of Management, Indonesia

<sup>6</sup>Physical education, PGRI Adi Buana University, Indonesia



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### ABSTRACT

*Low attendance rates at Posyandu (Integrated Service Posts) by villagers remain a significant challenge in efforts to improve maternal and child health. This study aims to identify factors influencing low community participation and understand how perceptions, access, and information influence attendance. The study was conducted through field observations and in-depth interviews with mothers of toddlers, Posyandu cadres, and village officials, supported by a review of Posyandu visit data over the past six months. The results indicate that low attendance is influenced by a lack of awareness of the benefits of Posyandu, activity schedules that do not always align with community free time, and minimal outreach and family support. Some residents also perceived Posyandu services as less engaging and not providing a different experience from previous visits. The novelty of this study lies in its approach, which emphasizes the perspectives of villagers in greater depth, resulting in a more humane understanding of their challenges. These findings are expected to inform the development of more relevant intervention strategies, such as adjusting service schedules, improving public communication, and innovating Posyandu activities to be more engaging and responsive to community needs.*

## INTRODUCTION

Integrated Health Posts (Posyandu) are one of the spearheads of basic health services in Indonesia, especially for rural communities. As a service that integrates monitoring of toddler growth and development, maternal health, immunization, nutrition, and health education, Posyandu plays a strategic role in improving public health. However, in recent years, various reports have indicated a decline in community participation in Posyandu activities. This situation is a significant concern, given that the success of Posyandus depends heavily on the active involvement of residents, particularly mothers of toddlers.[2]

Several studies over the past five years have confirmed that low Posyandu attendance is influenced by various factors, ranging from community perceptions of the benefits of health services, level of knowledge about Posyandu functions, quality of interactions with cadres, to accessibility and socioeconomic conditions.

These studies indicate that Posyandu services are often not fully understood as a pressing need for family health, resulting in inconsistent community attendance.[3]

Furthermore, several studies have suggested that internal aspects of Posyandu implementation also influence attendance, such as a lack of activity innovation, inadequate supporting facilities, and schedule incompatibility with villagers' daily activities. These factors result in the perception of integrated health service posts (Posyandu) as a routine activity that offers no new experiences or information for participants, thus discouraging regular attendance.[4]

Based on this background, this community empowerment activity aims to identify factors contributing to low attendance by village residents at Posyandu activities and to understand the barriers residents experience, including their perceptions, access, and experiences with Posyandu services. By understanding these reasons, this activity is expected to provide recommendations based on field findings that are more aligned with the needs of the Wonoayu Village community.[5]

## RESEARCH METHOD

This research was conducted using a qualitative descriptive approach because it aimed to deeply understand the reasons why Wonoayu village residents rarely attend integrated health service posts (Posyandu). This approach was deemed most appropriate because it was able to directly explore the experiences, views, and feelings of residents, allowing researchers to see the problem from their perspective. The research was conducted in Wonoayu Village, which was chosen because of its relatively low attendance rate, based on Posyandu reports in recent months. Data collection took place during November 2025, adjusting to the Posyandu activity schedule and participant availability.

Participants in this study were mothers of toddlers, integrated health post (Posyandu) cadres, and several village officials involved in Posyandu activities. The sample was selected purposively, based on certain considerations, such as:

1. Mothers with toddlers who have attended a Posyandu (Integrated Health Post).
2. Cadres actively serving at the Posyandu.
3. Village officials who understand how Posyandu operates.[6]

The primary instrument in this study was the researcher herself, who served as data collector, assisted by interview guidelines, observation sheets, and field notes to document important information throughout the study. The data collection process involved field observations to directly observe integrated health service post (Posyandu) activities, followed by in-depth interviews with participants to explore their experiences and reasons for attending or not attending Posyandu. Additionally, documentation such as Posyandu visit notes, activity photographs, and administrative documents were used to strengthen the findings. All procedures were conducted with a focus on ensuring comfort, confidentiality, and research ethics.[7]

The data obtained were analyzed using thematic analysis techniques. The analysis process began by collecting all data from interviews, observations, and documentation, then rereading the data to gain a comprehensive understanding. Similar information was grouped into several themes, such as mothers' lack of knowledge about the benefits

of integrated health posts (Posyandu), activity schedules that do not align with community free time, minimal outreach, and perceived unattractiveness of Posyandu activities. These themes were organized into explanations that illustrate the main factors causing low visits by village residents to Posyandu. The analysis was conducted in stages and systematically to ensure the research results were reliable and truly reflected the conditions of the community on the ground.[8]

## **RESULTS AND DISCUSSION**

### ***Results***

The research results indicate that the low attendance of village residents to integrated health service posts (Posyandu) activities is influenced by several main factors. First, most mothers of toddlers admitted to not fully understanding the benefits of Posyandu. They know that Posyandu is related to weighing toddlers, but few understand other functions such as growth and development monitoring, early detection of health problems, or immunization services. This lack of understanding leads Posyandu to be considered a "not-so-important" activity, so they don't feel the need to attend every month.

The second factor is the inconsistency of Posyandu schedules with residents' daily activities, particularly mothers who work or help with household chores. Several informants mentioned that Posyandu often runs concurrently with farming, trading, or domestic work, so they choose not to attend. Posyandu cadres also acknowledged that schedules are usually based on old habits and are rarely evaluated.

The third factor is the lack of socialization and communication regarding Posyandu activities. Many residents learn about Posyandu schedules only from verbal announcements from cadres, without supporting media such as posters, loudspeakers, or text message groups. This leads some residents to miss Posyandu schedules due to a lack of timely information.[9]

### ***Discussion***

The findings of this study align with previous research, which found that maternal knowledge, family support, and the effectiveness of cadres significantly influence the utilization of Posyandu services. A lack of in-depth understanding of the benefits of Posyandu makes residents less motivated to attend regularly, making the educational role of cadres crucial. Without ongoing explanations of the benefits of Posyandu, residents will view these activities as routine and without direct impact.

Inconsistencies in the schedule with the community's daily activities are also a major cause of low attendance. This situation is often found in rural communities with busy mornings, especially for mothers who help with housework or family finances. This suggests that Posyandu scheduling needs to be re-adjusted to reflect residents' schedules to increase attendance.

Lack of outreach and information dissemination means some residents are unaware of Posyandu schedules. These findings reinforce recent research emphasizing the importance of community-based communication strategies, such as the use of simple digital media (WhatsApp Groups), mosque loudspeakers, or posters in public

places. With effective communication, residents not only know the schedule but also understand the purpose of Posyandu activities.

The perception that Posyandu activities are unattractive is also a factor inhibiting participation. Residents expect a variety of activities that are not only health-related but also involve interactive education and fun activities. This suggests that integrated health service posts (Posyandu) need to innovate in their activities so that residents feel cared for and involved, not simply as recipients of services.

Overall, the results of this study confirm that low attendance at Posyandu is not only a matter of knowledge or access, but also related to residents' experience and comfort during Posyandu activities. Therefore, improvements are needed across various aspects, from education and time management to communication patterns and activity innovations, to make Posyandu services more engaging and relevant to the community.

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Lack of outreach and information dissemination means some residents are unaware of the Posyandu schedule. This finding reinforces recent research that emphasizes the importance of community-based communication strategies, such as the use of simple digital media (WhatsApp Groups), mosque loudspeakers, or posters in public places. With effective communication, residents not only know the schedule but also understand the purpose of Posyandu activities.

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Overall, the results of this study confirm that low Posyandu attendance is not only a matter of knowledge or access, but also related to residents' experiences and comfort during Posyandu activities. Therefore, improvements are needed in various aspects, starting from education, time management, communication patterns, to activity innovation so that integrated health posts (Posyandu) become more attractive and relevant to the community.

## CONCLUSION

This PK-MB activity demonstrated that low attendance by village residents at Posyandu (Community Health Post) activities was influenced by several key factors, including a lack of knowledge about the benefits of Posyandu, the misconception that Posyandu is only necessary when a child experiences health problems, and parents' limited time due to work commitments. Furthermore, technical aspects of service—such as inflexible schedules and inadequate Posyandu facilities—also contributed to low participation rates. This emphasizes that enhancing health education and improving service quality are key elements in efforts to increase community attendance. The implications of this activity indicate the need for a more comprehensive strategy to improve community participation in Posyandu activities. Village governments and health workers need to strengthen communication, expand the scope of accessible health education, and ensure that the Posyandu environment provides a comfortable and safe environment for visitors. Implementation of this strategy is expected to re-optimize Posyandu's function as a basic health service at the village level. This activity has several limitations that require consideration. First, the study was conducted in only one village, making the results limited in their generalizability to a broader context. Second, the relatively short research period may have resulted in a number of contributing factors not being fully explored. Furthermore, the research perspective focused more on community perceptions, thus not fully encompassing the perspectives of health workers and Posyandu managers.[1] This Empowerment Activity is expected to expand the scope of the research area so that the results obtained can provide a more representative picture. Future research is also recommended to use a mixed-methods approach, including in-depth interviews with Posyandu cadres and direct observation of activities, to gain a more comprehensive understanding. Furthermore, studies focusing on the development and testing of intervention strategies, such as implementing technology-based education or adjusting service schedules, could significantly contribute to increasing community attendance at Posyandu.[11]

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**RENDI RAHMAT ALIF FALAKHI**

Faculty of Economics and Business, Open University

Department of Management

Email: [rendiraf589@gmail.com](mailto:rendiraf589@gmail.com)

**Novita Rahma Dani**

Faculty of Economics and Business, Open University

Department of Management

Email: [novitarahma2326@gmail.com](mailto:novitarahma2326@gmail.com)

**Meta Fikriyatul Latifah**

Faculty of Economics and Business, Open University

Department of Management

Email: [metafikriya18@gmail.com](mailto:metafikriya18@gmail.com)

**Yunita Rahmawati**

Faculty of Economics and Business, Open University

Department of Management

Email: [yunitasuhartoyo@gmail.com](mailto:yunitasuhartoyo@gmail.com)

**Salsabila Oktavia Putri Sonya**

Faculty of Economics and Business, Open University

Department of Management

Email: [salsabillaoktaviaputrisonya@gmail.com](mailto:salsabillaoktaviaputrisonya@gmail.com)

**I GEDE DHARMA UTAMAYASA**

Afiliasi Universitas PGRI ADI BUANA SURABAYA

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Type your title in here (8 pt)

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Email: [dharmautamayasa@unipasby.ac.id](mailto:dharmautamayasa@unipasby.ac.id)

**TIARA SEVI NURMANITA**

Afiliasi Universitas Terbuka

Email: [tiarasevi@ecampusut.ac.id](mailto:tiarasevi@ecampusut.ac.id)

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