

ANALYSIS OF COMMUNITY SATISFACTION ON TOURISM SERVICES INTEGRATED SERVICES (POSYANDU) IN LOMPO RIAJA KELURAHAN, TANETE RIAJA DISTRICT BARRU DISTRICT

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ABSTRACT

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The purpose of the study was to determine the level of community satisfaction with Posyandu Tourism Services in Lompo Riaja Village, Tanete Riaja District. This type of research used qualitative research, data collection techniques were carried out through observation, interviews and documentation. The results showed that Posyandu tourism was still in the socialization stage but was sufficient to give satisfaction to the people who visit the Posyandu activities every month, especially to mothers who have children under five, and mothers who are KB participants. still carried out at the district level, where toddlers get a certificate of proof that they have participated in Posyandu activities well. Factors that support community satisfaction with Posyandu Tourism Services are the presence of medical personnel from the Puskesmas, providing medical services, the presence of Posyandu cadres to organize activities, and guidance from the PKK Kelurahan Meanwhile, the inhibiting factor is the low awareness of residents participating in Posyandu activities, especially KB and EFA participants, the coaching funds are still lacking.

Keywords: Community, satisfaction, Posyandu, tourism services

1. INTRODUCTION

In national development, the development of the health sector is directed to further improve the degree of public health and the quality of human resources as well as the quality of life which is marked by an increase in life expectancy, a decrease in infant, child and maternal mortality rates, an increase in the welfare of families and communities, increasing work productivity and increasing public awareness of the importance of healthy living behavior. Thus, the presence of Posyandu in residential centers both in cities and villages is very helpful in improving public health.

According to the Regulation of the Minister of Home Affairs Number 19 of 2011, concerning Guidelines for the Integration of Basic Social Services in Integrated Service Posts (Posyandu) in article 2 states that "(1) Posyandu is a forum for community empowerment formed through village/kelurahan consensus meetings managed by Posyandu managers. (2) The establishment of the Posyandu is determined by the decision of the village head/lurah, (3) the Posyandu as referred to in paragraph (1) is flexible, developed according to the needs, problems and resource capabilities. In an effort to foster operational activities of Posyandu in villages and sub-districts, it becomes one of the duties of the function of the Puskesmas in each sub-district to foster operational activities, which has the authority and responsibility for maintaining public health in its working area.

The center of attention for Puskesmas activities in developing Posyandu is primarily the improvement of community health, especially in rural areas, such as sanitation of the residential environment, improvement of community nutrition, provision of clean water, health counseling,



family health services, and through Integrated Service Post activities. (Posyandu), family planning activities (KB) and environmental health.

One of the health services provided to the community, especially in Lompo Riaja Village, Tanete Riaja District, Barru Regency, is a Posyandu service that focuses on young children. Posyandu or Integrated Service Post itself is a type of service to children in the form of weighing to monitor the growth of children. The benefits of Posyandu are to provide maternal and child health services, family planning, immunization, nutrition, and diarrhea control. In order to encourage the community to attend the Posyandu, every time there is a service activity, the Posyandu manager can make a program in the form of Posyandu tourism, as a form of entertainment for visitors.

Given that so far community visits, especially mothers with toddlers, and family planning participants have experienced a decline in attending every Posyandu activity, the Barru Regency local government made new innovations, by providing Posyandu Tourism programs that can make people feel comfortable while in Posyandu. The basic concept of Posyandu Tourism is to combine health and entertainment services. The toddlers who came, registered on the control card, were weighed on the toy car to make them happy (not fussy). While waiting for service, toddlers are invited to play in the game arena that has been prepared. Toddlers receive counseling by presenting puppet shows and children's stories.

The Posyandu Tourism Program is currently still in the socialization stage in all Posyandu in Barru Regency, both in villages and sub-districts, so that the implementation of the Posyandu Tourism program has not been fully implemented. Attracting community members to visit and get health services at the Posyandu. In its development, several Posyandu categorized as superior Posyandu in the Barru Regency area have started implementing the Posyandu Tourism program as an effort to attract the attention of residents, especially mothers who have children under five and pregnant women as well as women participating in family planning, of childbearing age (PUS). To fulfill the requirements as a tourist spot, a place for recreation and a playground for toddlers, every Posyandu seeks to equip facilities and equipment that gives the impression as a place of recreation, tourist attractions and playgrounds for the community, especially toddlers. At the end of the service for toddlers, if they reach 5 years, a graduation will be held by giving a certificate of growth and development, and carried out at the district level.

The results of the observations show that the Posyandu in Lompo Riaja Village is still in the socialization stage, and some have prepared the equipment needed to provide Posyandu Tourism services as expected. To carry out Posyandu Tourism properly, there are still inhibiting factors faced by Posyandu, especially community participation is still low and coaching funds are still lacking. The implementation of Posyandu Tourism is expected to increase community satisfaction in receiving services at Posyandu.

2. METHOD

The type of research used in this study is qualitative research or a qualitative approach that seeks to describe or describe community satisfaction with the Integrated Service Post Tourism Service (Posyandu) in Lompo Riaja Village, Tanete Riaja District. A qualitative approach is a research procedure that produces descriptive data. This type of qualitative research seeks to describe events or phenomena in accordance with what is happening in the field, and the data generated in the form of written or spoken words from people and observable behavior.

Sugiyono (2016: 9) defines qualitative research methods as research methods based on postpositivism philosophy, used to examine the condition of natural objects, (as opposed to experiments) and researchers are the key instrument, data collection techniques are carried out in combination (triangulation), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. Qualitative research is research that is natural (naturalistic), research that does not use mathematical, statistical or computer models. The important thing in qualitative research is how researchers are able to formulate problem categories as a concept



to compare data. Thus, qualitative research opens up sufficient space for scientific dialogue in different contexts, especially if it is understood in depth and "appropriately", so that this research can explore the attitudes, behaviors, and experiences of respondents through in-depth interviews and focus groups. This approach is expected to capture the reality of the field through interviews, documentation and observation.

This research was conducted in the Lompo Riaja Village, Tanete Riaja District, Barru Regency. The research was carried out from tracking, preparation of research proposals, data collection to completion of qualitative data analysis carried out for 3 (three) months, namely August to October 2022.

The type of data used is qualitative data, in the form of sentences, words obtained through interviews and observations at the research site. While the data sources used are primary and secondary data. Primary data was obtained from interviews while secondary data was obtained through documentation in the form of written statements, notes in the form of certificates that lead to supporting primary data.

To obtain the data needed in this study, data collection instruments were used, namely, interviews, observation and documentation.

a. Observation

To obtain valid and reliable data, the researchers carried out observations at the research site, to observe directly the Community Satisfaction with the Integrated Service Post (Posyandu) Tourism Services in Lompo Riaja Village, Tanete Riaja District.

b. Interview

The in-depth interview technique was used considering that the informants were not difficult to find because they were only in one village, so it was seen as more effective and efficient, i.e. at any time the informants were quite easy to visit. The interview submitted is open, so that the informant can provide answers according to the actual situation and according to the guidelines that have been prepared by the researcher.

c. Documentation

The technique of collecting data through documentation is intended to obtain data that can support research, especially secondary data, such as the state of the area, population, and, information, notes that are very useful in supporting the analysis of data obtained in the research field.

According to Sugiyono (2016: 9), data analysis techniques are a process of systematically searching and compiling data obtained from interviews, field notes and other materials, so that they can be more easily understood, and the findings can be informed to others. Data analysis according to Widi Restu Kartiko (2010: 253) is a process of collecting or collecting, modeling and transforming data with the aim of highlighting and obtaining useful information, providing suggestions, conclusions and supporting decision making. The study used qualitative methods in analyzing the data. Data analysis is an activity to group, make a sequence, and abbreviate data so that it is easy to read and understand by others. Data analysis is closely related to data processing. Arikunto (2010: 53) mentions data processing is changing raw data into more meaningful data that leads to conclusions. Data analysis is divided into two, namely statistical data analysis and analysis which usually uses the quantitative research, and the second is the analysis of non-statistical data used in qualitative research.

Considering that this writing is not a result, but a process, the analysis used is non-statistical data analysis which is also known as qualitative analysis, namely an analysis that does not use mathematical models, statistical and electronic models or certain other models. Data analysis is carried out by checking data, organizing data, describing it into units, synthesizing, compiling into patterns, choosing what is important and what will be studied and making conclusions that can be conveyed to others. In this study using qualitative research, the data were analyzed and processed against several components in data analysis, namely:

1. Data collection



Data collection, which is done by searching for data and collecting various types of data or sources in the field that support this research

2. Data reduction

Data reduction, namely reducing data, which means choosing the main things, focusing on the things that are important, looking for themes and discarding the unnecessary. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to conduct further data collection. In this stage the researcher sorts out which data is needed and which is not needed in this study.

3. Data presentation

Presentation of data (data display) is a collection of structured information that provides the possibility of drawing conclusions and taking action. Data presentation is done by describing (qualitatively describing) or presenting the findings obtained through interviews with informants who understand the problems discussed, and presenting documents as supporting data.

4. Draw conclusions

The initial conclusions put forward are still tentative, and will change again if strong evidence is found to support the next stage of data collection. However, if the conclusions put forward at the initial stage have been supported by valid and consistent evidence when the researcher returns to the data collection field, then the initial conclusions put forward are credible conclusions. In this study, conclusions were drawn by taking the essence of a series of research results based on observations, interviews and documentation of research results. The final conclusion in this research is in the form of a narrative text (narrated) which describes the Community Satisfaction with Tourism Services for Integrated Service Posts (Posyandu) in Lompo Riaja Village, Tanete Riaja District.

5. Since the data analysis technique is done qualitatively, the data analysis technique that has been collected is carried out as follows:

- a. Inductively, the data analysis technique is oriented from specific theoretical frameworks and then summed up in general facts. Thinking from specific conclusions to reach general conclusions.
- b. Deductively, the data analysis technique departs from general facts to obtain specific conclusions. Thinking from general conclusions to arrive at specific conclusions or decisions.
- c. Comparatively is a comparative research, a data analysis technique that is compared with one another to obtain a conclusion as the final answer. A comparative study.

3. RESULTS AND DISCUSSION

A. Research Results

In this section will be presented about the results of research analysis of the findings that the authors get in the field through observation and interviews. The data were analyzed qualitatively which were grouped based on the variables to be discussed operationally, namely the analysis of community participation in infrastructure development in Bulu-Bulu Village, Pujananting District, Barru Regency and the factors that hindered community participation in infrastructure development in Bulu-Bulu Village, District of Bulu-Bulu. Pujananting Barru Regency.

1. Analysis of community participation in infrastructure development in Bulu-Bulu Village, Pujananting District, Barru Regency

Based on primary data conducted through interviews in Bulu-bulu village, Pujananting sub-district, there are several analyzes of community participation in infrastructure development in Bulu-bulu village, Pujananting sub-district, Barru district as follows:

a. Community participation in development planning

To analyze community participation in the implementation of development in Bulu-bulu village, the form of participation is that the community contributes ideas, in village development the community provides support or solutions to implementation problems that exist in village



development. The results of the interview with Mr. Rahman S.pd as the head of Bulu-bulu village (Monday, 22 March 2020) that:

"Regarding community participation in infrastructure development planning in Bulu-bulu village, it is indeed a spirit or one of the principles that underlies us in terms of carrying out development, that in terms of development there must be community involvement, including cash-intensive programs."

The results of the interview with Mr. Khaliq as the village secretary (Monday, 22 March 2020), stated that:

"Community participation in infrastructure development planning is indeed very involved because indeed in the development process, starting from planning to activities in the field, we invite representatives from almost all walks of life in the preparation and implementation of activities in the field."

Based on the results of the interviews above, it can be concluded that community participation in development planning in Bulu-bulu Village is very involved and without the community, village development will not run well.

b. Community participation in the implementation of development

At the implementation stage of development has a very strategic meaning in determining the failure or failure of a program or project, at the implementation stage of development there are several types of activities that allow the community to be involved and take part, especially regarding the implementation of work because in this section the community has the opportunity to be involved. provide support, motivation or encouragement, sacrificing time, energy and material.

The results of the interview with Mr. Hudi as the head of the hamlet (Monday 22 March 2020) stated that: "Community participation in development in the village is very responsive and very enthusiastic, in working together it is very enthusiastic, especially so far we have lowered a lot of budgets, especially in physical development such as roads, infrastructure and others."

The results of the interview with Mr. Jumadi. E as the head of the hamlet (Monday, 22 March 2021) stated that: "So far, infrastructure development has been going well and smoothly as we expected, including the community is very responsive and very enthusiastic to carry out programs in the village, so so far from several years until now the development in this village has been running smoothly. very smooth and very enjoyed by the community, including people from the lower classes to the upper classes."

Based on the results of the interviews above, it can be concluded that development in Bulu-bulu village is going well because the community is very enthusiastic in working together in carrying out programs in Bulu-bulu village. Community participation in infrastructure development in Bulu-bulu Village, Pujananting District, Barru Regency is very influential and interrelated with each other in infrastructure development in the village because without community participation, the village head cannot be optimal in carrying out his duties as a leader.

Based on the description above, it can be seen that community participation in infrastructure development in Bulu-bulu Village has been going well, but not yet optimal, this is indicated by the lack of empowerment and community participation in increasing regional competitiveness in realizing village development as desired, and still need to get n more attention from every group, starting from ordinary people, to all officials in all lines of the bureaucracy.

B. Discussion

1. Community participation in infrastructure development in Bulu-bulu Village, Kujananting District, Kab. Barru

From the results of observations, interviews and documentation that have been carried out by researchers, the analysis of community participation in infrastructure development in Bulu-bulu Village, Pujananting District, Barru Regency, Community participation in infrastructure development



in Bulu-bulu Village has been going well but not optimal, one of the indications namely the lack of empowerment and community participation in increasing regional competitiveness in realizing village development as desired by the community, and still needing more attention from all walks of life, from ordinary people to all officials in all lines of the bureaucracy.

The development program, especially the construction of road infrastructure, has not seen any changes according to several years ago and has received less attention from the local government.

All elements of the people have an important role in a development process, becoming one of the programs according to the government, namely the infrastructure development program. Every village in a development process needs to increase community participation and communication to choose whether it is in the process of determining work programs, building needs that need to be conveyed in a better development. However, before carrying out infrastructure development, there are several requirements, such as data on the residents of Bulu-bulu village, development requirements that have not been implemented and development that has been carried out in the form of village reports or proposals. If you have completed the terms or conditions of development, you will be given village funds or budgets for the development program. In the process, it is positioned that the report is the main determinant of village development.

Development is a process of change that leads to better progress through planned efforts.

Development is a process of change that includes all social systems which include politics, economy, defense, education and technology, infrastructure, institutions and culture. In infrastructure development which is an important aspect and to accelerate the national development process, infrastructure has an important role as one of the driving wheels of economic growth. A country cannot be separated according to the availability of infrastructure such as telecommunications, sanitation, transportation, and energy. Therefore, development in this sector is the foundation of further economic development.

Infrastructure development is part of national development. National development is an effort made as a step to develop Indonesian people. This implies that every policy that will be taken related to development must be focused on equitable development throughout Indonesia and held for the benefit of the community so that the results of the development can really be felt by the community so that in the end it can have an impact on the improvement and improvement of the standard of living. Indonesian people's life.

The development of adequate road infrastructure is important because it can improve the welfare of the community. An area if it has good road infrastructure then its economy can increase, on the contrary an area whose road infrastructure needs are not good or not being met then the regional economy can experience a decline. Increasing the economy of a region will create community welfare so that road infrastructure development is very important.

On the other hand, the community development process includes elements of change and renewal, in that it is one of the government parties with various installations or forums owned through development programs. Likewise, the residents of Bulu-bulu Village are obliged to participate in the highly expected development process.

A region will progress if the infrastructure is good and it can be ensured that the region has a good economy (village fund budget), and vice versa if a region has poor infrastructure then the region has a relatively poor economy (village budget). Economic conditions also tend to be not good, because economic growth in the region is strongly influenced by infrastructure development itself. For example, infrastructure development in Bulu-bulu Village experienced relatively poor economic growth due to inadequate economic growth in village development. The development in Bulu-bulu Village that has not been evenly distributed. and go forward so that the people feel restless and complain about the construction of village roads. The Bulu-bulu Village Government has sent a request for assistance but there has been no response from the City government, therefore social communication has been cut off on the progress to be achieved.



The development process requires economic growth followed by changes (growth plus change) in changes in economic structure, from agriculture to industry or services, institutional changes, either through regulation or institutional reform. Planned development is perceived as a more rational and orderly effort for the development of communities that have not or are just developing. (subandi: 2011:9-11).

The development that occurs in Bulo-bulo Village requires institutions that can make changes to the village, Bulo-bulo Village is not only experiencing development constraints from the economy but also experiencing environmental conditions. Bulo-bulo village needs good changes in order to prosper its people. Based on the description above, it can be seen that community participation in infrastructure development in Bulo-bulo Village, Pujananting District, Barru Regency has been going well, but not yet optimal, this is indicated by the lack of empowerment and community participation in realizing village development as desired by the community.

4.CONCLUSION

Community participation in infrastructure development in Bulo-bulo Village has been going well but not yet optimal. One of the indications is the lack of empowerment and community participation in realizing village development as desired by the community. Factors that hinder community participation in infrastructure development in Bulo-bulo Village, Pujananting District, Barru Regency, namely road conditions, weather factors and lack of government communication with the community.

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