

PERBEDAAN PENGGUNAAN *REMINDING MESSAGE* DIGITAL DAN *FLYER* TERHADAP KEPATUHAN KEHADIRAN LANSIA KE POSYANDU DI WILAYAH KERJA PUSKESMAS SLEMAN

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ABSTRAK

Latar Belakang: Peningkatan jumlah lansia di Indonesia menyebabkan meningkatnya kebutuhan pelayanan kesehatan, termasuk posyandu lansia. Namun, kehadiran lansia ke posyandu belum optimal. Salah satu penyebabnya adalah penurunan daya ingat sehingga lansia sering lupa jadwal posyandu. Upaya meningkatkan kepatuhan kehadiran lansia dapat dilakukan dengan pengingat (*reminding*) menggunakan media digital seperti *WhatsApp* maupun media cetak berupa *flyer*. Dengan demikian, penelitian ini dilakukan untuk mengetahui perbedaan penggunaan *reminding message digital (WhatsApp)* dan *flyer* terhadap kepatuhan kehadiran lansia ke posyandu di wilayah kerja Puskesmas Sleman.

Tujuan: Mengetahui Perbedaan Penggunaan *Reminding Message* Digital dan *Flyer* Terhadap Kepatuhan Kehadiran Lansia ke Posyandu di Wilayah Kerja Puskesmas Sleman

Metode: Penelitian kuantitatif dengan desain *quasi experimental*, pendekatan *nonequivalent group pretest-posttest* dengan dua kelompok, Dilaksanakan Januari-April 2026. Populasi lansia yang terdaftar di posyandu lansia wilayah kerja Puskesmas Sleman, dengan sampel 62 lansia dari Posyandu Sleman III dan Posyandu Krapyak menggunakan teknik *purposive sampling*. Media intervensi *reminding message digital (WhatsApp)* dan *flyer*. Menggunakan lembar observasi dan lembar demografi.

Hasil: Uji *McNemar* menunjukkan terdapat perubahan kepatuhan kehadiran lansia ke posyandu sebelum dan sesudah intervensi pada Posyandu Sleman III nilai *p-value* 0,006 ($p < 0,05$) dan Posyandu Krapyak nilai *p-value* 0,227 ($p > 0,05$). Uji *Fisher Exact Test* menunjukkan terdapat perbedaan kepatuhan kehadiran lansia ke posyandu antara kelompok *reminding message digital (WhatsApp)* dan *flyer* nilai *p-value* 0,026 ($p < 0,05$).

Kesimpulan: Terdapat perbedaan yang signifikan antara kelompok intervensi *reminding message digital (WhatsApp)* dan kelompok intervensi *flyer*

Kata Kunci: *Flyer*, Kepatuhan kehadiran, Lanjut usia, *Reminding Message* digital, *WhatsApp*, Posyandu Lansia

THE DIFFERENCE BETWEEN THE USE OF DIGITAL REMINDING MESSAGES AND FLYERS ON THE COMPLIANCE OF ATTENDANCE OF THE ELDERLY TO POSYANDU IN THE WORKING AREA OF THE SLEMAN COMMUNITY HEALTH CENTER

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ABSTRACT

Background: The increasing number of elderly people in Indonesia has led to an increased need for health services, including the elderly integrated health service post (Posyandu). However, elderly attendance at Posyandu is still suboptimal. One cause is memory loss, which often causes the elderly to forget Posyandu schedules. Efforts to improve elderly attendance compliance can be implemented through reminders using digital media such as WhatsApp or print media in the form of flyers. Therefore, this study was conducted to determine the difference between the use of digital reminder messages (WhatsApp) and flyers on elderly attendance compliance at Posyandu in the Sleman Community Health Center (Puskesmas) work area.

Objective: To Determine the Difference Between the Use of Digital Reminder Messages and Flyers on Elderly Attendance Compliance at Posyandu in the Sleman Community Health Center Work Area.

Method: Quantitative research with a quasi-experimental design, a nonequivalent group pretest-posttest approach with two groups. Conducted from January to April 2026. The population of elderly people registered at Posyandu in the Sleman Community Health Center work area was 62 elderly people from Posyandu Sleman III and Posyandu Krapyak using a purposive sampling technique. The intervention media used were digital reminder messages (WhatsApp) and flyers. Observation sheets and demographic sheets were used.

Results: The McNemar test showed a change in compliance with attendance at the integrated health post (Posyandu) before and after the intervention at Posyandu Sleman III (p-value 0.006 ($p < 0.05$)) and Posyandu Krapyak (p-value 0.227 ($p > 0.05$)). The Fisher Exact Test showed a difference in compliance with attendance at the Posyandu between the digital reminder message (WhatsApp) and flyer groups (p-value 0.026 ($p < 0.05$)).

Conclusion: There was a significant difference between the digital reminder message (WhatsApp) and flyer intervention groups.

Keywords: *Attendance Compliance, Digital Reminder Message, Elderly, Elderly Posyandu, Flyer, WhatsApp*