

## Abstrak

Kholifatul Mariana. 210531100029. Program Studi Ilmu Komunikasi. Strategi Komunikasi Tenaga Kesehatan dalam Meningkatkan Tablet Tambah Darah di Desa Kasengan Sumenep.

Penelitian ini bertujuan untuk menganalisis strategi yang diterapkan oleh tenaga kesehatan dalam meningkatkan kesadaran masyarakat tentang tablet tambah darah (TTD) di Desa Kasengan, Sumenep. Dalam penelitian ini menggunakan metode penelitian kualitatif. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode wawancara mendalam (*in-depth interview*) dan observasi. Hasil penelitian menunjukkan bahwa sebelum intervensi, tingkat kesadaran masyarakat mengenai TTD tergolong rendah. Namun, setelah dilakukan berbagai kegiatan komunikasi kesehatan, seperti penyuluhan, distribusi materi edukasi, dan pemanfaatan media sosial, terjadi peningkatan signifikan dalam pemahaman masyarakat tentang pentingnya TTD, terutama bagi ibu hamil dan remaja putri. Meskipun demikian, tenaga kesehatan menghadapi beberapa kendala, seperti keluhan pusing dan bau besi yang dialami beberapa masyarakat pasca mengonsumsi TTD, dan mogoknya ibu hamil dan remaja putri mengonsumsi TTD akibat efek tersebut. Secara keseluruhan, penelitian ini menegaskan pentingnya strategi komunikasi kesehatan yang efektif dalam meningkatkan kesadaran dan perilaku masyarakat terkait penggunaan TTD. Hasil penelitian diharapkan dapat menjadi referensi untuk program kesehatan di daerah lain.

Kata kunci: Tablet Tambah Darah, Strategi Komunikasi, Kesadaran Masyarakat, Komunikasi Kesehatan

### *Abstract*

Kholifatul Mariana. 210531100029. *Communication Science Study Program. Communication Strategy of Health Workers in Increasing Blood Supplement Tablets in Kasengan Village, Sumenep.*

*Strategy of Health Workers in Increasing Awareness of Blood Additive Tablets Through Health Communication in Kasengan Village, Sumenep. This research aims to analyze the strategies implemented by health workers in increasing public awareness about blood supplement tablets in Kasengan Village, Sumenep. This research uses qualitative research methods. This research uses a descriptive qualitative approach with in-depth interview and observation methods. The research results showed that before the intervention, the level of public awareness regarding blood supplement tablets was relatively low. However, after carrying out various health communication activities, such as counseling, distribution of educational materials, and use of social media, there has been a significant increase in public understanding of the importance of blood supplement tablets, especially for pregnant women and young women. However, health workers face several obstacles, such as complaints of dizziness and the smell of iron experienced by some people after consuming blood supplement tablets, and strikes by pregnant women and young women consuming blood supplement tablets due to these effects. Overall, this research confirms the importance of effective health communication strategies in increasing public awareness and behavior regarding the use of blood supplement tablets. It is hoped that the research results can become a reference for health programs in other areas.*

*Keywords: Blood Supplement Tablets, Communication Strategy, Public Awareness, Health Communication,*