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Abstrak

Latar belakang: Imunisasi merupakan langkah preventif penting dalam mencegah Penyakit yang Dapat Dicegah Dengan Imunisasi (PD3I). Meskipun program imunisasi dasar telah diberikan sejak bayi, efektivitas kekebalan menurun pada usia sekolah sehingga diperlukan imunisasi lanjutan melalui program Bulan Imunisasi Anak Sekolah (BIAS). Di wilayah kerja Puskesmas Jatirokeh, cakupan imunisasi BIAS tahun 2024 belum memenuhi target minimal 95%, terutama disebabkan oleh kurangnya pengetahuan dan kesiapan orang tua serta kekhawatiran terhadap efek samping vaksin.

Tujuan: Penelitian ini bertujuan meningkatkan pemahaman dan kesiapan orang tua melalui program pembelajaran teori kognitif dalam edukasi imunisasi lanjutan kepada ibu anak prasekolah di taman kanak-kanak.

Metode: Kegiatan dilakukan pada bulan Mei – Juni 2025 melalui pendekatan edukatif berbasis teori belajar kognitif dan permainan edukatif di TK Pertiwi Songgom dan TK Pertiwi Karangsembung. Evaluasi dilakukan menggunakan pre-test dan post-test. Jumlah responden dalam kegiatan ini sebanyak 93 peserta

Hasil: Terdapat peningkatan skor pengetahuan ibu dari nilai rata-rata 11,19 (pre-test) menjadi 19,93 (post-test). Sebagian besar peserta menyatakan kesiapan mendukung imunisasi anak sekolah. Faktor pendukung keberhasilan kegiatan ini adalah antusiasme peserta dan metode interaktif, sedangkan faktor penghambatnya adalah pengaruh hoaks dan kurangnya konsentrasi selama kegiatan.

Kesimpulan: Edukasi dengan metode teori kognitif terbukti efektif meningkatkan pemahaman orang tua terhadap pentingnya imunisasi lanjutan, yang berperan penting dalam meningkatkan cakupan dan keberhasilan program BIAS di tingkat sekolah dasar.

Kata kunci: imunisasi, BIAS, teori kognitif, taman kanak-kanak, edukasi kesehatan, orang tua.

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Abstract

Background: Immunization is an important preventive step in preventing Immunized Preventable Diseases (PD3I). Although the basic immunization program has been given since infancy, the effectiveness of immunity decreases at school age so that further immunization through the School Child Immunization Month (BIAS) program is needed. In the work area of the Jatirokeh Health Center, BIAS immunization coverage in 2024 has not met the minimum target of 95%, mainly due to the lack of knowledge and readiness of parents and concerns about vaccine side effects.

Objective: This study aims to improve parents' understanding and readiness through cognitive theory learning programs in advanced immunization education to preschool mothers in kindergartens.

Methods: The activity was carried out in May – June 2025 through an educational approach based on cognitive learning theory and educational games at Pertiwi Songgom Kindergarten and Pertiwi Karangsembung Kindergarten. Evaluation was carried out using pre-test and post-test. The number of respondents in this activity was 93 participants

Results: There was an increase in the mother's knowledge score from an average score of 11.19 (pre-test) to 19.93 (post-test). Most of the participants expressed their readiness to support the immunization of school children. The supporting factors for the success of this activity were the enthusiasm of the participants and interactive methods, while the inhibiting factors were the influence of hoaxes and lack of concentration during the activity.

Conclusions: Education with cognitive theory methods has been shown to be effective in increasing parents' understanding of the importance of advanced immunization, which plays an important role in increasing the coverage and success of BIAS programs at the elementary school level.

Keywords: immunization, BIAS, cognitive theory, kindergarten, health education, parents.