

THE EMPOWERMENT OF POSYANDU CADRE THROUGH THREE LEVEL MARKETING MODEL TOWARD HEALTHY AND INDEPENDENT ELDERLY

by Rachmah Laksmi Ambardini, Wara Kushartanti, Rita Eka Izzaty, Tutiek Rahayu

ABSTRACT

The elderly with degenerative diseases are quite high. On the other hand, the level of independence is low. Posyandu cadres are at the front line of implementing healthy lifestyles in the community. The purpose of this community service (PPM) is to increase the knowledge and skills of elderly posyandu cadres in implementing healthy lifestyles in elderly.

This program used the "Three Level Marketing" model, which was team of devoteed delivering material to the elderly posyandu cadres, then the cadres disseminated knowledge and skills in applying healthy lifestyles to the elderly in their environment so that knowledge and skills in applying the healthy lifestyle of all elderly people in the region it increased. The target audience of PPM were 32 cadre of elderly Posyandu in the padukuhan Karangmalang region, Caturtunggal, Depok, Sleman. PPM material was the application of a healthy lifestyle in elderly. Evaluation of activities was carried out with a questionnaire of knowledge, attitudes, and behaviors in implementing a healthy lifestyle and a customer satisfaction questionnaire. Data were analyzed descriptively and analytically.

The results of PPM activities from the aspect of the process were considered successful. This can be seen from the presence of all the elderly cadres totaling 32 people and all cadres actively participated during PPM activities. In term from product aspect, all elements showed improvement. The total increase was 8.53%, from 84.9% to 93.43%. The knowledge element experienced the highest increase (12.21%), followed by the attitude element (8.1%) and behavior (4.32%). In general, the community service program was succesfully. The participants stated that the training was very useful, especially in increasing understanding of healthy lifestyle for the elderly.

Kata Kunci: *cadres, elderly, healthy lifestyle, three level marketing model*