ABSTRACT Executive Summary

PENELITIAN DOSEN PEMULA

ANALISIS NEED DAN LITERASI KESEHATAN TERHADAP DEMAND JAMINAN KESEHATAN NASIONAL PADA MASYARAKAT PERKEBUNAN KOPI DI KECAMATAN SILO KABUPATEN JEMBER

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Analysis of Need and Health Literacy of Demand National Health Insurance in The Coffee Plantation Community in Silo Subdistrict, Jember

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Abstract Background: According the formative study, there are only 98% of the people who have to register as a participant of the National Health Insurance (NHI) in Silo Subdistrict. Of the total respondents who haven't yet registered as participant of NHI. 46.9% of respondents have not received information about NHI, while 29.2% of respondents rate the service NHI unsatisfactory and the remaining respondents still have fears and concerns about the consequences of this NHI membership. Membership of NHI influenced by several factors including socialization, perceptions, and so forth.

Methods: The objectives of this study include: (1) Identify the need for NHI, (2) identifying the literacy of health against NHI, (3) Identifying the demand of NHI, (4) analyze the relationship between need and demand to NHI, (5) analyzing the relationship between health literacy with demand for NHI. This type of research was observational descriptive with quantitative approach. Test analysis is the analysis of Chi Square and a different test

Results: It showed that as many as 71 (72.4%) of respondents felt the need for health insurance, as many as 88 (89.8%) of respondents assume a more favorable health insurance. The majority of over 50% of respondents had correct knowledge about NHI and amounted to 94.9% had heard from neighbors/ friends (62.3%) with a talk/ discussion (46.3%). They were 81 (82.7%) of respondents haven't joined the NHI. There are any correlation between the perception of the importance of the participation NHI (p = 0.005). At literacy variables, only the origin of the information may have correlation (p = 0.034).

Conclusion: One effort that can be done is by socializing NHI optimized and integrated with the village, community and religious leaders as a node mass.

Keywords: need, health literacy, demand, National Health Insurance