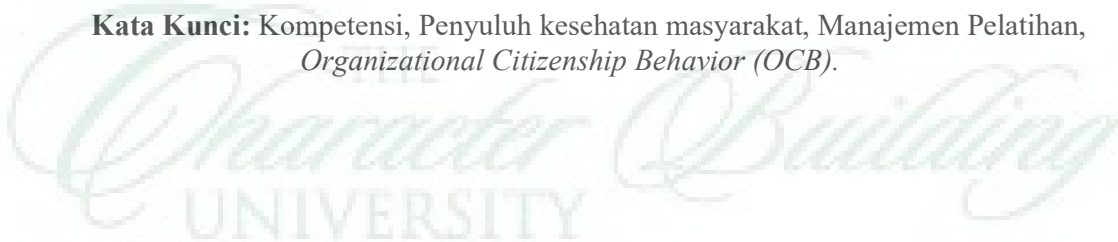


ABSTRAK

EFENDI SIANTURI. Model Manajemen Pelatihan Berbasis *Organizational Citizenship Behavior* (OCB) untuk Peningkatkan Kompetensi Penyuluh Kesehatan Masyarakat Dalam Pencegahan Penyakit Tuberkulosis Di Kabupaten Deli Serdang.

Penyuluh Kesehatan Masyarakat merupakan seseorang yang bertugas, bertanggungjawab, berwenang, dan berhak melakukan kegiatan penyuluhan kesehatan atau promosi kesehatan kepada masyarakat. Prevalensi penderita TBC masih tinggi di Indonesia 842.000 kasus TB per-tahun pada 2019, di Kab. Deliserdang tahun 2018 sebanyak 3253 kasus, tahun 2019 sebanyak 3478 kasus dan tahun 2020 sebanyak 2771 kasus diperoleh Dinas Kesehatan Kabupaten Deli Serdang. Menurut sumber Subbag. HKU. Kab. Deliserdang 2019 serta minimnya sumber daya manusia di Dinas Kesehatan Kabupaten Deli Serdang yang memahami pelaksanaan manajemen pelatihan, sering sekali kegiatan pelatihan bertumpuk pada satu divisi. Tujuan penelitian menghasilkan model manajemen pelatihan berbasis *Organizational Citizenship Behavior* (OCB) meningkatkan Kompetensi Penyuluh Kesehatan Masyarakat dalam pencegahan penyakit tuberkulosis di kabupaten Deli Serdang. Metode digunakan *Research and Development* (R&D), produk yang dikembangkan berupa panduan manajemen pelatihan. Populasi penelitian semua tenaga promosi kesehatan dan pemegang program TBC berjumlah 30 orang dari 15 puskesmas di Kab. Deli Serdang. Pengumpulan data menggunakan wawancara, observasi, angket, dan pretest-posttest dan diuji statistik *independent t-test SPSS versi-25*. Hasil menunjukkan karakteristik model yang dihasilkan *Efektifitas, Efisiensi, Satisfaction*. Kelayakan model teruji baik diperoleh dari pakar dan user dengan nilai 82,98 dan efektivitas model bahwa manajemen pelatihan berbasis *Organizational Citizenship Behavior* efektif meningkatkan kompetensi penyuluh kesehatan masyarakat ($p\text{-value} = 0,001$). Model Manajemen pelatihan berbasis (OCB) merupakan pengembangan kualitas dan keterampilan penyuluh kesehatan masyarakat di lingkungan lembaga kesehatan umumnya secara lebih efektif dan efisien.

Kata Kunci: Kompetensi, Penyuluh kesehatan masyarakat, Manajemen Pelatihan, *Organizational Citizenship Behavior* (OCB).



ABSTRACT

EFENDI SIANTURI. Training Management Model Organizational Citizenship Behavior for Improving the Competence of Public Health Educators in the Prevention of Tuberculosis in Deli Serdang Regency.

A Public Health Extension Officer is someone who is in charge, responsible, authorized, and has the right to carry out health education or health promotion activities to the community. The prevalence of TB sufferers is still high in Indonesia, with 842,000 TB cases per year in 2019, in Kab. Deliserdang in 2018 there were 3253 cases, in 2019 there were 3478 cases and in 2020 as many as 2771 cases were obtained by the Deli Serdang District Health Office. According to the source Subsection. HKU. Regency. Deli Serdang 2019 and the lack of human resources at the Deli Serdang District Health Office who understand the implementation of training management, training activities often pile up in one division. The aim of the study was to produce a training management model based on Organizational Citizenship Behavior (OCB) to increase the competence of Public Health Extension Workers in preventing tuberculosis in Deli Serdang district. The method used is Research and Development (R&D), the product developed is in the form of a training management guide. The study population was all health promotion workers and TB program holders totaling 30 people from 15 health centers in Kab. Deli Serdang. Data collection used interviews, observation, questionnaires, and pretest-posttest and was tested by independent statistical t-test SPSS version-25. The results show the characteristics of the model produced Effectiveness, Efficiency, Satisfaction. The feasibility of the well-tested model was obtained from experts and users with a value of 82.98 and the effectiveness of the model that training management based on Organizational Citizenship Behavior was effective in increasing the competence of public health educators (p -value = 0.001). The training-based management model (OCB) is a more effective and efficient development of the quality and skills of public health educators within health institutions.

Keywords: *Competence, Public Health Extension, Training Management, Organizational Citizenship Behavior (OCB).*

