

## INFORMASI ARTIKEL

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## Situation analysis and recommendations for information dissemination strategies in integrated health post x empowerment efforts

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### Abstract

**Background:** The Integrated Health Post plays an important role as a community-based health effort (UKBM) in improving basic health services. However, low community participation was found at Integrated Health Post X in Samarinda City. This was due to the ineffective dissemination of information, both online and offline, which was exacerbated by limited information media, low access to technology, and a lack of coordination between stakeholders.

**Purpose:** To identify the root causes of low community participation and formulate empowerment strategies through improvements to the Integrated Health Post activity information dissemination system.

**Method:** The research used qualitative ethnography through surveys, observations, in-depth interviews, Focus Group Discussions (FGD) with USG tools, and in-depth interviews with cadres, neighborhood units (RT), and the community. Problem analysis was conducted using a Fishbone Diagram and strategy formulation through a Plan of Action based on input, process, output, and outcome indicators.

**Result:** The analysis showed that the main cause of low community participation was ineffective information dissemination. The solutions produced included the formation of an information team, training in digital content creation, utilization of social media, and direct delivery of information by utilizing existing potential.

**Conclusion:** This study shows low community attendance at Integrated Health Post X due to suboptimal information dissemination. Limited media, technological access gaps, and the absence of an organized information system prevent residents from receiving information in a timely manner. Situation analysis, focus group discussions, and in-depth interviews identified information dissemination as the main problem. Improvements are focused on forming a special team and training content creation to maximize digital media and direct communication. This strategy is expected to increase information reach, coordination, and community participation.

**Keywords:** Community Empowerment; Community Participation; Information Dissemination; Integrated Health Post.

### INTRODUCTION

Community empowerment in the health sector, according to Minister of Health Regulation No. 8 of 2019 concerning Community Empowerment in the Health Sector, is a regulation to increase the knowledge, awareness, and ability of individuals, families, and communities to play an active role in health efforts by participating in problem-solving

efforts. As a form of community empowerment in the health sector, the government, together with the community, has developed various Community-Based Health Efforts, one of which is the Integrated Health Post (Ministry of Health of the Republic of Indonesia, 2019). Based on the General Guidelines for Integrated Health Post Management, an

Integrated Health Post is a community-based health effort managed by, for, and with the community. Integrated Health Posts play a role in health, education, and economic development, empowering communities and facilitating access to basic services. Therefore, the implementation of an Integrated Health Post needs to emphasize community empowerment as the primary foundation for improving its function and performance (Ministry of Health of the Republic of Indonesia, 2023).

Media nutrition program achievement level covers the number of targets in the integrated health post working area, card towards health or maternal and child health ownership, attendance and weighing, and weight gain according to the (Ministry Of Health Of The Republic Of Indonesia, 2023). The success of Integrated Health Post can be seen from several key indicators, one of which is measurable health outcomes through the media nutrition program achievement level recording and reporting system. the achievement of media nutrition program achievement level is influenced by the level of community participation in Integrated Health Post activities. Thus, effective dissemination of information can increase community participation and strengthen the sustainability of Integrated Health Post activities (Fitriani, Setioko, Mirnawati, Yusuf, Putri, Setiani, & Catrina, 2023).

Several studies show that the main obstacle is the dissemination of information, which is caused by a lack of communication training for cadres, minimal support from the media, and low public awareness of the importance of participation (Sekarningrum & Yunita, 2023). Similarly, the obstacles encountered at the X Integrated Health Post are the lack of information dissemination regarding the implementation of Integrated Health Post activities, such as dissemination only being carried out through WhatsApp groups that not all community members are members of, or the Integrated Health Post activity schedule being written in the maternal and child health book, so that if the implementation schedule changes, the community does not receive an update on the schedule. The use of digital media is in line with the current modern community communication conditions, which are faster and more practical. However, there are still limitations in disseminating

the schedule of Integrated Health Post X activities. The challenges are not only technical, such as the limitations of the media for disseminating information on the schedule of Integrated Health Post activities, but also the lack of interaction between stakeholders and support for facilities and the poor dissemination of information on the continuity of Integrated Health Post X activities. These obstacles have resulted in low participation among the target community in Samarinda City's Integrated Health Post X, with many citing a lack of knowledge about the activity schedule as the reason for not attending.

Based on these conditions, this study aims to identify the root causes of problems faced, such as low community participation in Integrated Health Post activities, and to formulate effective information dissemination strategies at Integrated Health Post X in Samarinda City. This study is expected to provide effective practical recommendations in the form of establishing digital and offline media teams, as well as increasing the capacity of cadres to support the sustainability of empowerment programs so as to increase community participation in Integrated Health Post X. With that, this strategy is expected to expand the reach of information, improve coordination between stakeholders, and increase the participation of stakeholders such as mothers' groups, family empowerment and welfare groups, and the community in Integrated Health Post activities. This is in line with previous research on the use of digital media such as WhatsApp and regional language-based verbal communication, which has been proven effective in attracting attention and increasing the participation of pregnant women and toddlers, thus indicating that a combination of digital and face-to-face communication strategies can strengthen cadre involvement and expand the reach of community participation in Integrated Health Post activities (Agustina & Bahtiar, 2025).

## RESEARCH METHOD

This research is a qualitative ethnographic study because it includes in-depth interviews to analyze the situation of Integrated Health Post implementation. Data collection began with observation and social mapping of the Integrated Health Post X working area, followed by initial in-depth interviews using a

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structured questionnaire involving Integrated Health Post cadres, community leaders, and community representatives. This initial data was then used as input in Focus Group Discussions (FGDs). In the FGD process, issues were prioritized using the Urgency, Seriousness, and Growth (USG) tool. The next stage was follow-up in-depth interviews focusing on key informants to validate and reinforce issue priorities, particularly those related to psychosocial and communication barriers. The entire analysis and validation process resulted in the formulation of targeted empowerment program strategies, focusing

on improving communication effectiveness and community participation.

Informants were selected using purposive sampling, considering that they had at least one year of experience as cadres at Integrated Health Post X. Informants were also selected based on their relevant knowledge, such as understanding Integrated Health Post workflows, having participated in Integrated Health Post activities, or utilizing Integrated Health Post services, as well as having some knowledge of the health conditions of the community in the area.

**Table 1. Number of Informant Samples in the Study**

| Informants                               | Number |
|------------------------------------------|--------|
| Neighborhood association as known as (R) | 7      |
| Integrated Health Post Cadres (K)        | 6      |
| Residents with infants and elderly (W)   | 9      |

Primary data collection was conducted through surveys and interviews involving five informants consisting of the head of the integrated health service post, one local neighborhood association leader, and three community members. Next, the FGD activity involved 5 Integrated Health Post cadres. Then, in-depth interviews were conducted involving 3 Integrated Health Post cadres and 4 community members using USG tools, and finally, 6 RT heads in the coverage area were involved to strengthen the information, and program strategy development was carried out together with one of the local RT heads as a bridge to solve existing problems. Thus, overall, the empowerment activities involved 22 informants.

After identifying the problems and determining their priority, a Fishbone Diagram was implemented to analyze the root causes of the problems and compile a Plan of Action table with Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) objectives for the problem-solving process. The implementation of the empowerment program at the X health center refers to an evaluation framework based on input, process, output, and outcome indicators to ensure that activities are systematic, measurable, and in line with the objectives of empowerment.

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**RESEARCH RESULT****Table 2. FGD Result Using the USG Tool**

| <b>Challenges</b>                                                         | <b>U</b> | <b>S</b> | <b>G</b> | <b>Total</b> | <b>Rank</b> |
|---------------------------------------------------------------------------|----------|----------|----------|--------------|-------------|
| Lack of public awareness about balanced nutrition                         | 5        | 4        | 4        | 13           | 2           |
| The influence of traditional customs or taboos                            | 4        | 4        | 3        | 11           | 3           |
| Limited family income to meet nutritional needs                           | 5        | 5        | 5        | 15           | 1           |
| Lack of dissemination of information on Integrated Health Post activities | 3        | 3        | 3        | 9            | 4           |

Based on a series of data collection through surveys, observations, focus group discussions, and in-depth interviews, various important information was compiled to describe the actual conditions in the implementation of Integrated Health Post X. Each method contributed differently in revealing issues, ranging from community participation, the effectiveness of information dissemination, to socio-cultural factors that influence service utilization. To provide a more structured understanding of the results of each stage, a summary of the findings is presented in the following table as a basis for analysis and the formulation of empowerment strategies.

**Table 3. Summary of Empowerment Method Results**

| <b>Method</b>        | <b>Results</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Conclusion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Survey and Interview | K1: There are 10 cadres at Integrated Health Post X, consisting of 5 cadres for the elderly and 5 cadres for toddlers. Integrated Health Post X has already implemented ILP. Regarding , community participation in this Integrated Health Post is still low because the health center does not provide medicine but only conducts examinations such as blood pressure measurements and blood sugar checks for individuals by health workers, without providing any follow-up information. Many health problems are found in infants/toddlers, such as coughs, colds, and several symptoms of nutritional problems. Meanwhile, health problems in the elderly include degenerative diseases. Facilities and operations are funded by the Pokmas and Prokebaya funds. Children with nutritional problems in the Integrated Health Post X area are predominantly from families with incomes below the minimum wage. This is because their economic situation makes it difficult to meet their nutritional needs. Basically, the community understands the importance of balanced nutrition, but in practice, it is still difficult to follow a balanced diet due to daily habits that do not incorporate nutritious foods. In addition, problems that affect the health of pregnant | Based on the results of the situation analysis, several problems were found in the working area of the X Integrated Health Post, such as a lack of public awareness about balanced nutrition, a lack of information disseminated to the community, the influence of traditional customs that have an impact on health, and several toddlers were indicated to be malnourished due to their parents' low income, which affected the food they consumed. |

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|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | <p>women are usually due to the fact that many people still believe in taboos because they still live in the same house with their elders. For example, pregnant women are prohibited from eating fish because it is believed that their babies will smell fishy when they are born.</p> <p>R2: Integrated Health Post activities are running well, but there is a lack of community participation due to the Integrated Health Post schedule, which sometimes takes place on weekdays, and a lack of information about Integrated Health Post activities because they do not have toddlers.</p> <p>W3: Does not know the schedule for elderly or toddler Integrated Health Post activities because the primary health facility is at the clinic and does not know what Integrated Health Post activities are like.</p> <p>W4: Never goes to the elderly Integrated Health Post because when feeling sick, they immediately take traditional medicine (jamu) and also do not have communication media and no one provides information about Integrated Health Post activities.</p> <p>W5: Did not attend the Integrated Health Post because the child was being looked after by the grandmother and the grandmother was not aware of the Integrated Health Post's routine activities.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Focus Group Discussion | <p>Based on the problems identified, an FGD was conducted using USG tools and obtained the following results: rank 1 with a total score of 15, namely low income ; rank 2 with a total score of 13, namely lack of awareness regarding balanced nutrition; rank 3 with a score of 11, namely the influence of traditional customs that impact health; and rank 4 with a score of 9, namely lack of dissemination of information on Integrated Health Post activities.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>The results of the FGD at Integrated Health Post X according to 5 cadres indicate a lack of community income, leading to low family nutrition intake, especially for infants. However, these results are considered ineffective and biased because the opinions expressed were dominated by one person, the cadre leader. Therefore, in-depth interviews are needed to gather information thoroughly and without influence from anyone.</p> |
| In-depth Interview     | <p>K1: The implementation is always the same every month because the schedule of activities has been determined by the health center.</p> <p>K2: The date of the Integrated Health Post activity for the following month is written in the maternal and</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>Based on the results of in-depth interviews, the respondents agreed that the problem occurring at Integrated Health Post X was ranked 4th,</p>                                                                                                                                                                                                                                                                                              |

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|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <p>child HEALTH book, especially if there are plans to change the date of implementation well in advance.</p> <p>K3: If there is a change in the implementation date, it will be announced through the WhatsApp group.</p> <p>W4: Integrated Health Post for toddlers and the elderly is usually held at the beginning of the month, most often on the 6th, unless there is a national holiday, in which case the date will be moved forward or backward depending on confirmation from the health center staff.</p> <p>W5: Sometimes changes to the Integrated Health Post date are unknown because after attending the Integrated Health Post, the maternal and child health book is never opened again.</p> <p>W6: Not joining the WhatsApp group means not knowing if there are sudden changes to the Integrated Health Post date as written in the maternal and child health book.</p> <p>W7: They do not have a cell phone due to their age, so it is unclear if they read it and there is no direct notification from the cadres.</p> | <p>namely the lack of offline information dissemination due to the unavailability of a notice board for the activity schedule and it was only written in the maternal and child health book, making it inflexible when there were schedule changes. Meanwhile, online communication also faces obstacles due to the absence of a dedicated WhatsApp group covering the entire community, with information only shared in the Dasawisma group, and the lack of participation from neighborhood unit (RT) in disseminating information about Integrated Health Post activity schedules.</p> |
| Strategic Planning | <p>The recommended solution to this priority issue is to appoint additional administrators specifically for disseminating information. If a special team is formed in the future to handle information constraints related to Integrated Health Post activity schedules, the team should first be trained to disseminate information online and offline so that it can be widely distributed and clearly understood by the community.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>Through this recommendation, the appropriate solution to help resolve the issues at Integrated Health Post X is to form an information dissemination team equipped with the necessary skills and existing potential.</p>                                                                                                                                                                                                                                                                                                                                                               |

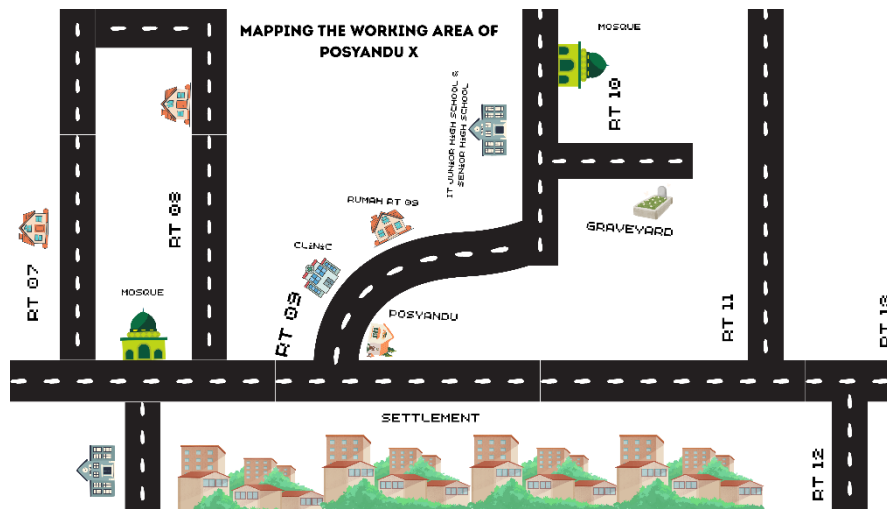
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**Figure 1. Social Mapping**

Social mapping of Integrated Health Post X describes a working area covering seven neighborhood associations (RT), with a fairly even distribution of settlements. Existing facilities have the potential to support Integrated Health Post activities, ranging from information dissemination and health education to service collaboration. Overall, this map shows that Integrated Health Post is strategically located, but requires effective communication and coordination to ensure that the entire area receives optimal service.

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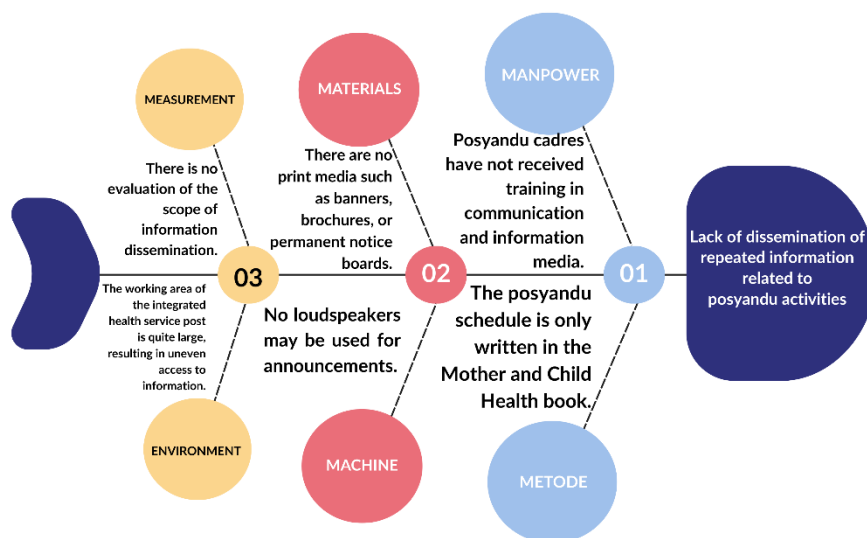


Figure 2. Fishbone Root Cause Analysis

The Fishbone results show low community participation in Integrated Health Post X due to ineffective information dissemination, mapping the root causes into the categories of manpower, methods, materials, machinery, measurement, and environment, which are interrelated with existing priority issues.

Based on the summary of the empowerment method results, the emerging priority issues indicate that information dissemination is a key factor hindering community participation in Integrated Health Post X. After the root causes of the problems were clearly identified through mapping using the Fishbone Diagram, targeted and implementable empowerment strategies were formulated. To ensure that every improvement effort is systematic, measurable, and in line with the objectives, an action plan was developed detailing the objectives of the activities, targets, responsible parties, resource requirements, and success indicators, as detailed in the following table.

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**Table 4. Plan of Action for Media Responsive Careful Storytelling**

| Activity Name                                                                                                                  | Objective                                                                                                                                                                          | Targets                                                             | Time & Place                                          | Project Manager                                        | Requirements                                                                      |                                   | Success Indicators                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                |                                                                                                                                                                                    |                                                                     |                                                       |                                                        | Tools                                                                             | Fund                              |                                                                                                                                                                             |
| Formation of a media team to disseminate information about Integrated Health Post                                              | Formation of a Integrated Health Post information dissemination media team to improve the performance of the Integrated Health Post system in maximizing information dissemination | Productive age residents in the Integrated Health Post working area | November 20, 2025. At Integrated Health Post X        | Integrated Health Post chairperson                     | Laptop, writing materials, registration forms, interview sheets                   | IDR 50,000                        | Formation of a Integrated Health Post media team consisting of at least 2 people/RT                                                                                         |
| Media production training                                                                                                      | To improve the capacity and skills of the team in creating information media                                                                                                       | Integrated Health Post X Information Media Team                     | November 30, 2025. At Integrated Health Post X        | Public Health Officer from the Community Health Center | Laptop/mobile phone, consumption                                                  | IDR 150,000/ activity             | Creation of digital content-based Integrated Health Post information media                                                                                                  |
| Uploading Integrated Health Post activity flyers to WhatsApp group for local residents and Integrated Health Post social media | Increasing the reach of information for community participation in Integrated Health Post activities                                                                               | Residents of the Integrated Health Post X service area              | December 4, 2025. On social media and WhatsApp groups | Integrated Health Post X Information Media Team        | Laptop/smartphone, internet/Wi-Fi connection, flyer design, social media accounts | IDR 100,000 Internet data / Wi-Fi | The activity flyer has been successfully uploaded to group WhatsApp local residents & Integrated Health Post social media, and there is interaction (likes/comments/shares) |

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|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Announcement of Integrated Health Post schedule involving children to go around          | Increasing the reach and appeal of Integrated Health Post schedule information so that more residents are aware of and participate in Integrated Health Post activities    | Residents of the Integrated Health Post X service area                     | December 5, 2025. In the Integrated Health Post X service area | the Integrated Health Post X information media team | loudspeaker, vehicle                                   | IDR 50,000 (vehicle fuel)                                         | The number of Integrated Health Post visitors increased in the next schedule because they knew the exact schedule.                                                                                       |
| Monitoring and Evaluation of Integrated Health Post Information Dissemination Activities | Assessing the effectiveness of Integrated Health Post information dissemination activities and the level of community participation after the activities were carried out. | Information media team and Integrated Health Post X information recipients | December 8, 2025. At Integrated Health Post X                  | Integrated Health Post Chairperson                  | Observation sheet, writing tools, documentation camera | IDR 100,000 (consumption, writing instruments, printing services) | The creation of information media and its equitable dissemination, resulting in an increase in the number of participants and the compilation of a report on the monitoring and evaluation of activities |

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## DISCUSSION

Formation of a community empowerment team, starting with students as facilitators to carry out the preparation stage to the formulation of an action plan by involving the heads of Integrated Health Post, Integrated Health Post cadres, and the heads of the neighborhood association in the working area of Integrated Health Post X. The empowerment team also acts as a liaison between the community and the Integrated Health Post in identifying existing obstacles. This function is important for conveying community needs and ensuring that the program runs in line with the policy of (Susiloningtyas, Cahyono, & Zeho, 2025).

The involvement of various stakeholders, such as Integrated Health Post cadres, neighborhood association leaders, family empowerment and welfare groups, and mothers' study groups, is a key component determining the success of Integrated Health Post implementation. Their role is not only to support the smooth running of activities but also to strengthen community participation in monitoring the health of toddlers. By forming a dissemination team, their support can increase participation, service utilization, and the sustainability of the program being implemented (Amelia, 2025). This is reinforced by previous research which shows that active community participation, including local leaders and women's groups, has a significant relationship with the sustainability and effectiveness of Integrated Health Post activities, especially in increasing the presence and participation of mothers of toddlers in basic health services at the regional level (Zafira & Widiyarta, 2025).

Survey and interview results indicate interrelated barriers that directly impact the implementation of Integrated Health Posts. These include a lack of public awareness of the importance of balanced nutrition, a key factor influencing daily family consumption patterns. This aligns with previous findings that mothers' low awareness of the importance of balanced nutrition and early stimulation is a significant barrier to increased participation in Integrated Health Post visits (Dina, Hasibuan, & Gurning, 2025). Furthermore, information about Integrated Health Post schedules and activities has not been optimally disseminated, resulting in low

levels of community participation. These findings align with previous research, which also revealed that low community participation is influenced not only by a lack of outreach but also by community misunderstandings about the function and benefits of Integrated Health Posts, resulting in inconsistent attendance at routine activities (Anggarsari, Utami, Dewanti, & Boedi, 2021).

This situation is exacerbated by the influence of strong traditional customs and socioeconomic factors, where some low-income families struggle to meet their nutritional needs. This is in line with previous findings that low family income directly limits parents' ability to provide nutritious food for their children, and that maternal nutritional knowledge has a significant influence on the nutritional status of toddlers (Rahmadani, Wahyuni, Arda, Musrah, & Sabriana, 2023). The results of this situation analysis indicate that low nutritional knowledge, limited health information, cultural habits, and economic factors are important determinants that influence the effectiveness of the Integrated Health Post program and child health status in the region. Other research has found that low education and nutritional knowledge among mothers are significantly associated with the nutritional status of toddlers (Imroah, Widaningsih, Wardani, & Rohmah, 2025). Furthermore, other research shows that customs and traditions in parenting also influence children's diets and nutritional status. Limited economic factors amplify the influence of these three aspects, so a comprehensive approach is needed to improve the success of the Integrated Health Post program and child health (Ardianti & Triratnawati, 2024).

The effectiveness of the Integrated Health Post is determined not only by the implementation of routine activities but also by the level of community participation and understanding of the importance of basic health services. This is in line with previous research assessing the effectiveness of the Integrated Health Post program in Kekalik Jaya, which confirmed that the Integrated Health Post, as a community-based program, plays a crucial role in improving maternal and child health outcomes, provided it is supported by active community

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participation and effective health information dissemination (Masriawan & Ariadi, 2025).

Conditions in the work area of Integrated Health Post X indicate that communication is still one-way, where cadres are the center of information delivery without involving other residents such as village heads, family empowerment and welfare mothers, or community leaders. This approach aims to expand the reach of communication, ensure information reaches all residents evenly, and increase community participation in Integrated Health Post activities, which can expand the reach of information about Integrated Health Post X activities. This is in line with findings showing that cadre communication techniques still need to be developed to be more effective and participatory, because most cadres have not been able to build two-way communication that can increase community involvement (Hamzah, Syam, & Sartika, 2021).

The implementation of in-depth interviews was based on the results of the Focus Group Discussion (FGD) in determining priority issues that were deemed ineffective and biased because the determination of priorities and the expression of opinions were dominated by only one person, namely the cadre leader. Therefore, it was important to conduct in-depth interviews to explore deep psychosocial issues through interviews with key informants (Prihanto, Sri, & Indriyani, 2023).

The results of in-depth interviews with cadres and the community showed saturated results and concluded that the priority issue was the lack of information dissemination for Integrated Health Post X activities due to the lack of offline information or the unavailability of direct notifications, which were only written in the maternal and child health book, and the problem with online information, namely that not all community members joined the WhatsApp group, which was the means of disseminating information on Integrated Health Post activities. These findings are consistent with previous studies showing that weaknesses in digital communication and the lack of digital information media have a significant impact on community involvement. According to Khiyaroh & Elviana (2024) in their study on cadre assistance, the use of digital media such as smartphones needs to be increased so that cadres can convey health

information more creatively, quickly, and reach more people (Khiyaroh & Elviana, 2025).

Considering the problems at Integrated Health Post X, the appropriate solution is to utilize existing human resources to form an information dissemination team to implement information dissemination techniques regarding the Integrated Health Post activity schedule in accordance with the training that has been provided to the team previously, so that the information shared is on target and has a clear purpose for the community. Thus, this effort is expected to increase the effectiveness of information dissemination about Integrated Health Post activities to the community to foster a sense of responsibility to participate in utilizing Integrated Health Post activities in the area. This effort is in line with the results of previous research which confirmed that training and active involvement of cadres not only strengthen individual capacity but also create a more effective and community-based health communication system (Septiani & Purnamasari, 2024). Thus, the formation of an information implementation team is a relevant strategy to expand the reach of Integrated Health Post information and strengthen community participation in the Integrated Health Post X area.

Following the training, information about the Integrated Health Post activities was disseminated using two methods: online and offline. The online channel involved uploading flyers and announcements of activity schedules to local residents' WhatsApp groups and Integrated Health Post X's social media channels. This approach proved effective in attracting public attention and fostering a sense of community among residents. This finding aligns with the results of community service conducted, which trained Integrated Health Post cadres to create social media content to disseminate information about Integrated Health Post activities, including schedules, education, and activity documentation. The results of this activity indicate that the use of social media channels can expand the reach of information and increase community participation in Integrated Health Post activities (Salma, Indriani, Putri, Rahmanisa, Al Sabina, Nabilah, & Rohmah, 2025).

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Situation analysis and recommendations for information dissemination  
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Offline activities are conducted through the Mobile Integrated Health Post, which involves children and local residents to help directly convey information and enliven the activities, as an effort to increase community participation in community-based health services. This is in line with previous findings in the Smart in Facing Stunting program, which emphasizes the active role of "Village Children" as agents of change in disseminating health information and motivating the community to adopt a healthy lifestyle through a community-based participatory approach. The involvement of children not only increases enthusiasm and appeal for the activities but also fosters early awareness of the importance of health and nutrition. Thus, the involvement of children in the Mobile Integrated Health Post activities not only helps the implementation of the activities but also serves as a means of education and empowerment for the younger generation at the village level (Rahman, Palianti, Azzahra, Ganesa, Rahayu, Septianto, & Muliani, 2025).

Long-term community participation in Integrated Health Post activities has an impact on improving the health status of the community, especially among toddlers and the elderly, because they receive regular health checks and socialization that plays a role in improving lifestyle, diet, or other factors that support good health. This aligns with research in Masnana Village, which shows that effective utilization of Integrated Health Post services and active community involvement in Integrated Health Post contribute to improved community health status (Sinay, Tunny, Windari, & Pariama, 2025).

## CONCLUSION

The results of this study indicate low community attendance at Integrated Health Post X activities. This is influenced by an information delivery system that is not yet optimal, both through offline and digital channels. Limitations in communication media, technological access gaps, and the lack of organized information mechanisms. The impact is that many residents do not receive information in a timely or equitable manner. Through situation analysis, FGDs, and in-depth interviews, information dissemination was identified as the main issue that needs to be addressed immediately.

Improvement efforts are directed at forming a special team responsible for disseminating Integrated Health Post information, accompanied by training to improve skills in creating information content and maximizing the use of digital media and direct communication channels. This strategy is expected to expand the reach of information, improve coordination among stakeholders, and increase community participation. With the implementation of this strategy, the sustainability of community empowerment activities and the quality of basic health services at Integrated Health Post X are projected to continue to improve.

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