

# Persepsi masyarakat terhadap citra perawat di Balkesmas Sint Carolus Kelurahan Paseban Jakarta Pusat tahun 2009; studi fenomenologi = People's perception on nurses' image at Sint Carolus community health services at Paseban Village Central of Jakarta Year 2009: A Phenomenology Study

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## Abstrak

### <b>ABSTRAK</b><br>

Citra perawat sebagai pemberi jasa layanan kesehatan dinilai melalui kemampuan perawat memberikan perawatan, memahami klien, dan perilaku perawat. Penelitian ini bertujuan untuk mendapatkan gambaran bagaimana persepsi masyarakat terhadap citra perawat di Balkesmas Sint Carolus. Desain penelitian yang digunakan yaitu fenomenologi deskriptif dengan teknik pengambilan sampel purposive sampling. Partisipan merupakan tujuh orang dewasa yang memiliki pengalaman berinteraksi dengan perawat dan mendapatkan pelayanan keperawatan di Balkesmas Sint Carolus. Wawancara mendalam digunakan dalam pengumpulan data dengan bentuk pertanyaan terbuka semi terstruktur. Hasil wawancara direkam menggunakan tape recorder dan handycam, dibuat transkrip verbatim, dan dianalisis dengan metode Colaizzi (1978).

Keabsahan data dijamin dengan memenuhi prinsip validitas internal, validitas eksternal, dependability, dan confirmability. Penelitian menghasilkan 10 tema tentang persepsi masyarakat terhadap citra perawat.

Persepsi terkait citra pelayanan keperawatan mengidentifikasi proses pelayanan yang memuaskan melalui pelayanan komunikasi, administrasi, dan sikap pelayanan yang berespon terhadap kebutuhan klien. Persepsi terhadap citra perilaku perawat mengidentifikasi identitas perawat dan kinerja yang cukup positif. Persepsi terkait citra peran dan fungsi perawat berdasarkan jenis peran, cara berperan, dan sifat peran masih perlu diberi uraian tugas yang jelas. Makna persepsi masyarakat adalah citra yang positif dalam sikap dan sifat pelayanannya. Hambatan dalam mendapatkan pelayanan keperawatan tidak dialami partisipan. Harapan terhadap perawat meliputi peningkatan proses pendidikan, sikap, komunikasi, tampilan, jumlah, dan kedisiplinan perawat. Harapan terhadap pelayanan keperawatan meliputi target dan cara layanan, serta pelayanan yang lebih baik. Penelitian ini menyimpulkan citra perawat di Balkesmas Sint Carolus Kelurahan Paseban Jakarta Pusat yang positif. Citra keperawatan positif dapat meningkatkan kepuasan masyarakat dan menjadi promosi bagi pelayanan keperawatan.

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### <b>ABSTRACT</b><br>

Image of nurses who deliver health care services are seen through their ability to care, their capacity to understand client and also their attitude. The purpose of this study was to explore peoples' perception on nurses' image at Sint Carolus Community Health Services. A phenomenological study using a purposive sampling method was employed to this study. Seven adults who experienced an interaction with the nurse and also used nursing service at Sint Carolus Community Health Services participated in this study. The data were gathered by the use of in-depth interview technique using a semi structured and open ended questionnaires. The interview was tape-recorded using tape recorder, captured by a handy camera, verbatim transcribed and analyzed using Colaizzi methods (1978). The data validity was confirmed with the principle

of internal validity, external validity, dependability and also conformability. This study revealed 10 peoples' perception of nurses' image themes. Perception on health care image identified a satisfied service process through communication, service, administration, and service's attitude responding to clients' need. Perception on nurses' attitude image identified nurses' identity and quite positive performance. Perception on nurses' role and function based on its type, ability to play the role and the kind of performance needed to have more specific job description. The meaning of peoples' perception is the positive image of the service. Most participants did not experience any difficulty in getting the access for nursing service. Expectation for nurses includes the increasing of educational process, attitude, communication, performance, number of nurses and also the discipline. It is concluded that the nurses' image of Sint Carolus Community Health Services at Paseban Village Central of Jakarta is positive enough. Recommended theme that needs to be investigated deeper is the easiness of nursing service access and the use of focus group discussion method. The positive image of nursing services can satisfy and promote the nursing services.