

## Evaluasi implementasi program sanitasi total berbasis Masyarakat Kota Serang tahun 2015 = Evaluation of implementation of community led total sanitation program Serang 2015 / Fazryani Mazita Torano

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### Abstrak

Kota Serang telah menjalankan program Sanitasi Total Berbasis Masyarakat (STBM) sejak tahun 2012. Namun masih ditemukan perilaku Buang Air Besar Sembarangan (BABS) dan akses masyarakat terhadap penggunaan jamban masih cenderung sama dengan sebelum dilaksanakan program yaitu baru mencapai 60% dari target sebesar 90%.

Penelitian ini bertujuan menganalisis implementasi program Sanitasi Total Berbasis Masyarakat di Kota Serang. Subyek penelitian adalah Dinas Kesehatan, Puskesmas, kader, dan masyarakat.

Hasil penelitian menunjukkan bahwa Implementasi Program STBM Pilar Pertama di Kota Serang belum dilaksanakan secara optimal, media informasi sebagai sarana sosialisasi kebijakan masih kurang. Sikap pelaksana menunjukkan kurangnya komitmen dari pelaksana kebijakan dalam mengimplementasikan kebijakan program STBM. Koordinasi dengan pihak eksternal belum berjalan dengan baik. Dibutuhkan strategi sosialisasi yang tepat dan merata kepada semua kalangan.

*Serang has been doing the program of Community Based Total Sanitation (STBM) since 2012. However, there are still found the behavior of defecation carelessly (BABS) and the public access toward of the use of toilet is still same as before the program implemented, it is only reach 60% of the target of 90%.*

*This study aims to analyze the implementation of program of Community Based Total Sanitation in Serang. The subjects are the Department of Health, Clinic, cadres and the public.*

*The results of the study shows that the implementation of the First Pillar STBM program in Serang city has not been implemented optimally, media as a means of policy socialization is still lacking. The attitude of executive shows the lack of commitment of implementing policy in implementing the program policies STBM. Coordination with external parties have not been going well. It needs proper and equitable socialization strategy to all parties.*