

# EFEKTIVITAS REKRUTMEN DONOR DARAH DENGAN METODE BROADCASTING PADA PENDONOR DARAH DI UDD PMI KABUPATEN SLEMAN TAHUN 2021

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## INTISARI

**Latar Belakang:** Pada tahun 2019 jumlah pendonor di UDD PMI Kabupaten Sleman sekitar 1% dari jumlah penduduk di Sleman. Sehingga ketersediaan dan kebutuhan darah belum terpenuhi. Perlunya rekrutmen donor untuk pengerahan pendonor dan pelestarian donor darah guna membantu memenuhi kebutuhan darah.

**Tujuan Penelitian:** Penelitian ini bertujuan untuk mengetahui efektivitas rekrutmen donor darah dengan metode *broadcasting* pada pendonor darah di UDD PMI Kabupaten Sleman tahun 2021.

**Metode Penelitian:** Desain penelitian ini merupakan penelitian kuantitatif eksperimental untuk membuat deskripsi secara objektif. Populasi dalam penelitian ini seluruh pendonor darah pada bulan Februari yang kembali donor darah pada bulan April 2021 di UDD PMI Kabupaten Sleman sebanyak 1.227 pendonor. Sampel dalam penelitian ini sebanyak 282 pendonor. Teknik sampling yang digunakan adalah *random sampling* dengan analisis uji beda proporsi dua sampel atau uji-z. Calon pendonor darah diberikan perlakuan *broadcast* 2 hari sebelum waktu donor darah dan hari waktu donor darah kembali. Pada penelitian ini jumlah sampel sebanyak 141 orang untuk kelompok yang diberikan perlakuan *broadcast* 2 kali dan 141 orang diberikan perlakuan *broadcast* 1 kali melalui media *WhatsApp*.

**Hasil:** Hasil penelitian menunjukkan bahwa karakteristik responden di UDD PMI Sleman tahun 2021 paling banyak yaitu jenis kelamin laki-laki sebanyak 224 orang (79,4%), usia dewasa (25-45 tahun) 153 orang (54,3%), dan golongan darah O sebanyak 103 orang (36,5%). Hasil uji beda proporsi menunjukkan bahwa gagal tolak  $H_0$  dengan nilai z-hitung sebesar 0,1483. Hal ini berarti bahwa tidak terdapat perbedaan yang signifikan antara kelompok yang diberikan perlakuan *broadcast* 2 kali dengan kelompok yang diberikan perlakuan *broadcast* 1 kali.

**Kesimpulan:** Efektivitas rekrutmen donor darah dengan metode *broadcast* melalui media *whatsapp* pada pendonor sukarela di UDD PMI Kabupaten Sleman tahun 2021 perlakuan *broadcast* 2 kali tidak lebih efektif dari yang diberikan perlakuan *broadcast* 1 kali.

**Kata Kunci:** *Efektivitas, Broadcast, Rekrutmen Donor Darah*

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**EFFECTIVENESS OF BLOOD DONOR RECRUITMENT BY METHODHS  
BROADCASTING TO BLOOD DONORS  
AT BLOOD DONATION UNIT PMI SLEMAN REGENCY IN 2021**

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***ABSTRACT***

**Background:** In 2019 the number of donors in UDD PMI Sleman Regency was around 1% in Sleman. So that the availability and needs of blood have not been met. The need for donor recruitment for the mobilization of donors and the preservation of blood donors to help meet blood needs.

**Objectives:** The objective of this study was to determine the effectiveness of blood donor recruitment by methods *broadcasting* to blood donors at Blood Donation Unit PMI Sleman Regency in 2021.

**Methods:** This research design of this study is an experimental quantitative study to make an objective description. The population is all blood donors in February who will return donate blood in April 2021 at Blood Donation Unit PMI Sleman Regency as many as 1,227 donors. The sample in this study were 282 donors. The sampling technique used is random sampling with the analysis of the proportion difference test of two samples or the z-test. Prospective blood donors are given broadcast treatment 2 days before the time of blood donation and the day when blood donors return. In this study, the number of samples was 141 people for the group that was given broadcast treatment 2 times and 141 people were given broadcast treatment 1 time through WhatsApp media.

**Results:** The results showed that Characteristics of respondents in Blood Donation Unit PMI Sleman in 2021 were mostly male as many as 224 people (79.4%), adult age (25-45 years) 153 people (54.3%), and blood type O as many as 103 people (36.5%). The test for different proportions has failed to reject  $H_0$  with avalue z-of 0.1483. This means that there is no significant difference between the group that was given the broadcast treatment twice and the group that was given the broadcast treatment once.

**Conclusion:** Effectiveness recruitment of blood donors with themethod *broadcast* viamedia *WhatsApp* for voluntary donors at Blood Donation Unit PMI Sleman Regency in 2021 thetreatment *broadcast* twice is no more effective than those given onetreatment *broadcast* .

**Keywords:** *Effectiveness, Broadcast, Recruitment of Blood Donors*

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