

**GAMBARAN REKRUTMEN DONOR DARAH DI KALANGAN
MASYARAKAT PADA MASA PANDEMI
DI UTD PMI KABUPATEN KLATEN TAHUN 2021**

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INTISARI

Latar Belakang: Palang Merah Indonesia (PMI) merupakan perkumpulan atau organisasi perhimpunan nasional di Indonesia yang mengambil peran dalam bidang sosial kemanusiaan. Pemerintah menugaskan bahwa hanya PMI yang menyelenggarakan Unit Transfusi Darah (UTD). UTD perlu melakukan kegiatan untuk memotivasi pendonor atau yang biasa dikenal dengan rekrutmen donor seperti, sosialisasi. Pada masa pandemi yang terjadi sekarang sangat mempengaruhi donor darah di UTD.

Tujuan Penelitian: Mengetahui rekrutmen donor darah di kalangan masyarakat pada masa pandemi di UTD Kabupaten Klaten Tahun 2021.

Metode Penelitian: Metode penelitian deskriptif kuantitatif. Data yang digunakan adalah data dari hasil catatan tahunan UTD PMI Kabupaten Klaten. Populasi dalam penelitian menggunakan jumlah keseluruhan pendonor darah sukarela pada tahun 2021 sebanyak 22.123 pendonor. Sampel yang digunakan adalah total keseluruhan sampel.

Hasil: Metode rekrutmen donor darah yang dilakukan UTD PMI Kabupaten Klaten pada masa pandemi tahun 2021 masih sama dengan sebelum pandemi untuk pengerahan pendonor. Metode rekrutmennya adalah Sosialisasi dan *Broadcast Whatsapp*. Metode sosialisasi dan *broadcast whasapp* belum efektif untuk mencapai target stok darah yang diinginkan oleh UTD PMI Klaten. Pelestarian donor darah juga tidak terlaksana di masa pandemi.

Kesimpulan : Metode rekrutmen donor darah yang digunakan selama pandemi 2021 adalah sosialisasi dan *broadcast whatsapp*. Metode ini belum efektif unruk merekrut pendonor darah pada masa pandemi.

Kata Kunci : *Rekrutmen Donor Darah, UTD PMI Klaten, Pandemi Covid-19, 2021*

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**DESCRIPTION OF BLOOD DONOR RECRUITMENT IN THE
COMMUNITY DURING PANDEMIC
AT BLOOD DONATION UNIT PMI KLATEN DISTRICT IN 2021**

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ABSTRACT

Background : The Indonesian Red Cross (PMI) is an association or organization of national associations in Indonesia that takes on a role in the social and humanitarian field. The government assigned that only PMI held a Blood Transfusion Unit (UTD). UTD needs to carry out activities to motivate donors or commonly known as donor recruitment, such as socialization. During the current pandemic, it has greatly affected blood donations at UTD.

Objectives : To determine the recruitment of blood donors among the community during the pandemic at UTD Klaten Regency in 2021.

Methods : Descriptive quantitative research methods. The data used is data from the results of the annual UTD PMI Klaten Regency. The population in the study used the total number of voluntary blood donors in 2021 as many as 22,123 donors. The sample used is the total sample.

Result: The blood donor recruitment method conducted by UTD PMI Klaten Regency during the Covid-19 Pandemic in 2021 is still the same as before the pandemic for donor recruitment. The recruitment method is Whatsapp Socialization and Broadcast. WhatsApp socialization and broadcast methods have not been effective in achieving the blood stock target desired by UTD PMI Klaten. Preservation of blood donors is also not carried out during the pandemic.

Conclusion: The blood donor recruitment method used during the the Covid-19 Pandemic in 2021 is WhatsApp socialization and broadcast. This method has not been effective in recruiting blood donors during the pandemic.

Keywords: *Blood Donor Recruitment, UTD PMI Klaten, Covid-19 Pandemic, 2021*

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