

# VISUALISASI STANDAR PELAYANAN MINIMAL KESEHATAN IBU HAMIL DI PUSKESMAS GAMPING II MENGUNAKAN GOOGLE DATA STUDIO

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## INTISARI

**Latar Belakang:** Angka Kematian Ibu (AKI) masih menjadi isu krusial di Indonesia, khususnya pada wilayah dengan keterbatasan sumber daya. Upaya peningkatan mutu pelayanan ibu hamil, termasuk pencapaian Standar Pelayanan Minimal (SPM), memerlukan dukungan sistem informasi dan visualisasi data yang informatif. Saat ini, Puskesmas Gamping II menggunakan SIM KIA dalam pencatatan pelayanan, namun belum tersedia *dashboard* visualisasi capaian SPM yang terintegrasi dan mudah dipahami.

**Tujuan Penelitian:** Merancang *dashboard* visualisasi SPM kesehatan ibu hamil menggunakan *Google Data Studio* untuk mendukung proses pemantauan dan evaluasi capaian pelayanan.

**Metode Penelitian:** Penelitian ini menggunakan metode *Research and Development* (R&D) dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui *Focus Group Discussion* (FGD), wawancara semi terstruktur, dan evaluasi *usability* menggunakan *System Usability Scale* (SUS). Pengembangan *dashboard* mengikuti tahapan ADDIE.

**Hasil Penelitian:** *Dashboard* dikembangkan menggunakan *Google Data Studio* yang terhubung ke SIM KIA melalui *Google Sheets*, dan menampilkan indikator capaian berdasarkan jumlah layanan terhadap sasaran 585 ibu hamil per tahun. Visualisasi disajikan secara interaktif dan *real-time*. Evaluasi kegunaan menggunakan *System Usability Scale* (SUS) menghasilkan skor rata-rata sebesar 70, yang termasuk dalam kategori "Acceptable".

**Kesimpulan:** Visualisasi data melalui *dashboard* mendukung efektivitas monitoring dan pengambilan keputusan di Puskesmas Gamping II, serta menjadi media pelaporan capaian SPM yang lebih informatif dan responsif.

**Kata Kunci:** Visualisasi Data, SPM Ibu Hamil, *Google Data Studio*, *Dashboard*, *System Usability Scale* (SUS)

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# **VISUALIZATION OF MINIMUM HEALTH SERVICE STANDARDS PREGNANT WOMEN AT GAMPING II COMMUNITY HEALTH CENTER USING GOOGLE DATA STUDIO**

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## **ABSTRACT**

**Background:** Maternal Mortality Rate (MMR) remains a critical issue in Indonesia, especially in areas with limited resources. Efforts to improve the quality of maternal healthcare services, including the achievement of Minimum Service Standards (SPM), require the support of informative information systems and data visualization. Currently, Puskesmas Gamping II utilizes the Maternal and Child Health Information System (SIM KIA) for service documentation; however, there is no integrated and easy-to-understand dashboard available to visualize SPM performance.

**Objective.** This study aimed to design a data visualization dashboard for maternal health SPM using Google Data Studio to support monitoring and evaluation of service achievement.

**Method:** This study used a Research and Development (R&D) method with a qualitative approach. Data were collected through Focus Group Discussions (FGDs), semi-structured interviews, and usability evaluation using the System Usability Scale (SUS). The dashboard development followed the ADDIE model.

**Results:** The dashboard was developed using Google Data Studio, connected to SIM KIA via Google Sheets, and displayed performance indicators based on the number of services provided to a target of 585 pregnant women per year. The visualization was presented interactively and in real-time. The usability evaluation using SUS produced an average score of 70, which falls into the "Acceptable" category.

**Conclusion:** Data visualization through the dashboard supports effective monitoring and decision-making at Puskesmas Gamping II and serves as a more informative and responsive tool for reporting maternal health SPM achievements.

**Keywords:** Data Visualization, Maternal Health, Minimum Service Standards, Google Data Studio, Dashboard, System Usability Scale (SUS)

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