

GAMBARAN TINGKAT PENGETAHUAN DAN PENGALAMAN DONOR TERHADAP MOTIVASI PENDONOR SUKARELA DI UDD PMI KABUPATEN BANTUL TAHUN 2025

Aradea Arya Priyanindito¹, Nurpuji Mumpuni², Reza Iqbal Suhada³

INTISARI

Latar belakang : Donor darah penting untuk memenuhi kebutuhan transfusi. Namun, ketersediaan darah di Indonesia belum mencapai standar ideal *World Health Organization* (WHO) yaitu 2% dari jumlah penduduk. Berdasarkan studi pendahuluan terhadap 10 pendonor di UDD PMI Bantul, diketahui 3 orang memiliki pengetahuan baik (76, 78, 80), 5 orang sedang (50, 65, 70, 68, 60), dan 2 orang kurang (40, 42). Hal ini menunjukkan bahwa mayoritas pendonor belum memiliki pengetahuan layak terkait donor darah. Salah satu penyebabnya adalah kurangnya motivasi masyarakat untuk mendonor, yang dapat dipengaruhi oleh tingkat pengetahuan dan pengalaman sebelumnya.

Tujuan Penelitian : Mengetahui gambaran tingkat pengetahuan dan pengalaman donorer terhadap motivasi pendonor sukarela di UDD PMI Kabupaten Bantul tahun 2025.

Metode Penelitian : Penelitian menggunakan desain survei analitik dengan pendekatan *cross-sectional*. Sampel sebanyak 30 responden dipilih dengan teknik *stratified sampling*, terdiri dari 15 pendonor baru dan 15 pendonor rutin. Data dikumpulkan melalui kuesioner.

Hasil Penelitian : Karakteristik mayoritas responden, usia 17-25 tahun (12 orang), jenis kelamin laki-laki (30 orang), tingkat pendidikan SMA/Sederajat (15 orang), berprofesi sebagai Mahasiswa/Pelajar (12 orang). Pada pendonor baru, 1 responden berpengetahuan baik merasa motivasi sangat berperan, 8 responden berpengetahuan sedang merasa motivasi berperan, 6 responden berpengetahuan kurang merasa motivasi kurang berperan. Pada pendonor rutin, 12 responden berpengetahuan baik dan sedang merasa motivasi sangat berperan dan berperan, 1 pendonor berpengetahuan kurang merasa motivasi kurang berperan. Pendonor dengan pengetahuan kurang cenderung memiliki motivasi rendah.

Kesimpulan : Pengalaman donorer darah mempengaruhi pengetahuan dan motivasi donorer darah.

Kata Kunci : *Pengetahuan, Pengalaman Donor, Motivasi, UDD PMI Bantul, 2025*

¹ Mahasiswa TBD Universitas Jenderal Achmad Yani Yogyakarta

^{2,3} Dosen TBD Universitas Jenderal Achmad Yani Yogyakarta

OVERVIEW OF KNOWLEDGE AND DONATION EXPERIENCE IN RELATION TO THE MOTIVATION OF VOLUNTARY BLOOD DONORS AT THE BLOOD DONATION UNIT OF PMI BANTUL REGENCY IN 2025

Aradea Arya Priyanindito¹, Nurpuji Mumpuni², Reza Iqbal Suhada³

ABSTRACT

Background : Blood donation plays a crucial role in meeting transfusion needs. However, the blood supply in Indonesia has yet to reach the ideal standard set by the World Health Organization (WHO), which is 2% of the total population. A preliminary study involving 10 donors at the Blood Transfusion Unit (Unit Donor Darah, UDD) of the Indonesian Red Cross (Palang Merah Indonesia, PMI) in Bantul revealed that only 3 donors had good knowledge (scores: 76, 78, 80), 5 had moderate knowledge (scores: 50, 65, 70), and 2 had low knowledge (scores: 40, 42). These findings suggest that most donors lack sufficient understanding about blood donation. One contributing factor is low donor motivation, which can be influenced by both knowledge and prior experience.

Objective : This study aims to describe how knowledge and donor experience relate to the motivation of voluntary blood donors at the UDD PMI Bantul Regency in 2025.

Method : The research employed an analytical survey design with a cross-sectional approach. Researchers selected 30 respondents using stratified sampling: 15 new donors and 15 regular donors. Data collection was carried out using a structured questionnaire.

Result : Most respondents were aged 17–25 years (12 people), male (30 people), with a senior high school education or equivalent (15 people), and worked as students (12 people). Among new donors, one respondent with good knowledge reported that motivation played a major role, eight respondents with moderate knowledge stated motivation played a role, and six respondents with low knowledge felt motivation played a minor role. Among regular donors, twelve respondents with good or moderate knowledge reported high or moderate motivation, while one donor with low knowledge expressed low motivation. Donors with lower knowledge tended to show weaker motivation.

Conclusion : Donor experience influences both the knowledge and motivation of individuals to donate blood.

Keywords : *Knowledge, Donation Experience, Motivation , UDD Pmi Bantul, 2025*

¹ Student of Blood Bank Technology Program Universitas Jenderal Achmad Yani Yogyakarta

^{2,3} Lecturer of Blood Bank Technology Program Universitas Jenderal Achmad Yani Yogyakarta