

**GAMBARAN MINAT DONOR DARAH
MAHASISWA PROGRAM STUDI PSIKOLOGI
UNIVERSITAS JENDERALACHMAD YANI YOGYAKARTA TAHUN 2025**

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INTISARI

Latar Belakang: Kebutuhan darah di Indonesia masih belum terpenuhi sekitar 500 kantong meskipun jumlah donor darah mengalami peningkatan sekitar 5,1 juta kantong setiap tahunnya. Mahasiswa, khususnya di perguruan tinggi, merupakan kelompok potensial sebagai pendonor sukarela karena berada pada usia produktif dan memiliki kepedulian sosial. Namun, berdasarkan studi pendahuluan, mahasiswa Program Studi Psikologi Universitas Jenderal Achmad Yani Yogyakarta masih menunjukkan minat donor darah yang rendah sekitar 4 responden terhadap donor darah meskipun pengetahuan mereka cukup baik.

Tujuan Penelitian: Untuk mengetahui gambaran minat donor darah mahasiswa Program Studi Psikologi Universitas Jenderal Achmad Yani Yogyakarta Tahun 2025.

Metode Penelitian: Jenis penelitian ini adalah deskriptif kuantitatif. Sampel berjumlah 52 mahasiswa semester 2 Program Studi Psikologi yang ditentukan dengan rumus Slovin dan teknik *quota sampling*. Instrumen penelitian berupa kuesioner yang disebarakan melalui *Google Form*. Data dianalisis menggunakan distribusi frekuensi dan persentase dengan bantuan SPSS

Hasil Penelitian: Responden terbanyak adalah perempuan sebanyak 33 orang (63,5%), sedangkan laki-laki 19 orang (36,5%). Berdasarkan asal daerah, responden terbanyak berasal dari Yogyakarta (15,4%). Tingkat minat donor darah menunjukkan 32 responden (61,5%) memiliki minat tinggi, 11 responden (21,2%) memiliki minat sedang, dan 9 responden (17,3%) memiliki minat rendah

Kesimpulan: Sebagian besar mahasiswa Program Studi Psikologi Universitas Jenderal Achmad Yani Yogyakarta memiliki minat tinggi untuk melakukan donor darah. Namun, masih terdapat sebagian mahasiswa yang memiliki minat sedang dan rendah, sehingga diperlukan upaya promosi, edukasi, dan kegiatan donor darah rutin di lingkungan kampus untuk meningkatkan partisipasi mahasiswa.

Kata Kunci: *Minat, Donor Darah, Mahasiswa Psikologi, Universitas Jenderal Achmad Yani Yogyakarta.*

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**AN OVERVIEW OF BLOOD DONATION INTEREST AMONG PSYCHOLOGY
STUDENTS AT JENDERAL ACHMAD YANI UNIVERSITY YOGYAKARTA IN
2025**

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ABSTRACT

Background: The demand for blood in Indonesia remains unmet by approximately 500 units, despite an annual increase of around 5.1 million donated units. University students, particularly those in higher education institutions, represent a potential group of voluntary blood donors as they are in their productive age and possess strong social awareness. However, preliminary findings indicate that students of the Psychology Study Program at Universitas Jenderal Achmad Yani Yogyakarta still demonstrate low interest in blood donation, with only about four respondents showing willingness to donate, despite having adequate knowledge about the importance of blood donation.

Objectives: This study aims to describe the interest in blood donation among Psychology students at Jenderal Achmad Yani University Yogyakarta in 2025.

Research Method: This research is a descriptive quantitative study involving 52 second-semester Psychology students, determined using the Slovin formula and quota sampling technique. The research instrument was a questionnaire distributed via Google Form. Data were analyzed using frequency distribution and percentage with the assistance of SPSS

Results: The majority of respondents were female, totaling 33 individuals (63.5%), while male respondents accounted for 19 individuals (36.5%). Based on place of origin, most respondents came from Yogyakarta (15.4%). The level of interest in blood donation showed that 32 respondents (61.5%) had a high level of interest, 11 respondents (21.2%) had a moderate level of interest, and 9 respondents (17.3%) had a low level of interest.

Conclusion: Most Psychology students at Jenderal Achmad Yani University Yogyakarta demonstrated a high interest in donating blood. However, a portion of students still showed moderate and low levels of interest. Therefore, efforts such as promotion, education, and regular blood donation activities on campus are necessary to increase student participation.

Keywords: *Interest, Blood Donation, Psychology Students, Jenderal Achmad Yani University Yogyakarta.*

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