

RINGKASAN

Penelitian ini berjudul Evaluasi Pelaksanaan Pendampingan Keluarga dalam Upaya Percepatan Penurunan Stunting di Kabupaten Banyumas. Pendampingan keluarga merupakan rangkaian kegiatan yang terdiri dari penyuluhan, fasilitasi pelayanan rujukan, serta fasilitasi pemberian bantuan sosial kepada keluarga dan/atau keluarga berisiko stunting. Pendampingan keluarga dilakukan oleh Tim Pendamping Keluarga (TPK) yang terdiri dari unsur kesehatan, Kader PKK, dan Kader KB. Pelaksanaan pendampingan keluarga di Kabupaten Banyumas dihadapkan dengan berbagai tantangan antara lain banyaknya jumlah target sasaran, angka prevalensi stunting yang masih di atas target, kurang optimalnya pembagian peran anggota TPK, hambatan dalam menjalin komunikasi dengan keluarga sasaran, serta keterbatasan anggaran.

Penelitian ini bertujuan untuk mengevaluasi pelaksanaan pendampingan keluarga di Kabupaten Banyumas, melalui 5 (lima) dimensi kerangka kerja RE-AIM yaitu jangkauan (*reach*), efektivitas (*effectiveness*), adopsi (*adoption*), implementasi (*implementation*), dan pemeliharaan (*maintenance*). Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Teknik pemilihan informan menggunakan *purposive sampling* dan *snowball sampling*. Pengumpulan data menggunakan wawancara, observasi, dan telaah dokumen, Teknik analisis data menggunakan Model Interaktif, dengan alat bantu *software* NVivo.

Hasil penelitian menunjukkan bahwa pendampingan keluarga di Kabupaten Banyumas sudah berjalan dengan cukup baik. Kelompok sasaran utama (calon pengantin, ibu hamil, ibu nifas, dan balita) sudah berhasil dijangkau. Pendampingan keluarga menunjukkan kontribusi positif terhadap penurunan stunting melalui peningkatan pengetahuan masyarakat yang diikuti dengan perubahan perilaku ke arah yang lebih baik. Program telah diadopsi secara luas dan merata pada seluruh kecamatan di Kabupaten Banyumas. Pelaksanaan pendampingan keluarga berlangsung rutin dan fleksibel. Peran anggota TPK dan kerja sama lintas sektoral menjadi faktor penting dalam keberhasilan pelaksanaan pendampingan keluarga. Program ini memiliki potensi untuk terus berlanjut di masa depan. Meskipun demikian, keberlanjutan pelaksanaannya tetap memerlukan dukungan yang memadai, khususnya dalam bentuk anggaran, tindak lanjut pasca pendampingan, ketersediaan modul, dan kebijakan pusat yang konsisten.

Kata kunci: evaluasi, pendampingan keluarga, RE-AIM, TPK.

SUMMARY

This study is entitled Evaluation of the Implementation of Family Assistance in Efforts to Accelerate Stunting Reduction in Banyumas Regency. Family assistance refers to a series of activities including counseling, facilitation of referral services, and facilitation of social assistance provision to families and/or families at risk of stunting. The implementation of family assistance is carried out by the Family Assistance Team (TPK), which consists of representatives from the health sector, PKK cadres, and family planning (KB) cadres. In Banyumas Regency, the implementation of family assistance faces several challenges, including the large number of target beneficiaries, a stunting prevalence rate that remains above the target, suboptimal role distribution among TPK members, communication barriers with the target families, and limited budget resources.

This study aims to evaluate the implementation of family assistance in Banyumas Regency using the five dimensions of the RE-AIM framework: reach, effectiveness, adoption, implementation, and maintenance. The research employs a qualitative method. Informants were selected using purposive sampling and snowball sampling techniques. Data collection methods included interviews, observation, and document review. Data were analyzed using the Interactive Model, supported by the NVivo software.

The findings indicate that family assistance in Banyumas Regency has been carried out fairly well. The main target groups (prospective brides and grooms, pregnant women, postpartum mothers, and toddlers) have been successfully reached. Family assistance has made a positive contribution to reducing stunting through increased public knowledge followed by behavioral changes in a positive direction. The program has been widely and evenly adopted across all districts in Banyumas Regency. The implementation of family assistance is conducted routinely and flexibly. The roles of TPK members and cross-sectoral collaboration are key factors in the successful implementation of the program. This program shows strong potential for sustainability in the future. However, its continued success requires adequate support, particularly in terms of funding, post-assistance follow-up, availability of training modules, and consistent national policy.

Keyword: evaluation, family assistance, RE-AIM, TPK.