

## **ABSTRAK**

Penulisan Skripsi ini dimaksudkan untuk mengetahui peran petugas kesehatan puskesmas Karya Mulia dalam mensosialisasikan vaksin MR di kelurahan sungai bangkong kecamatan Pontianak Kota. Skripsi ini menggunakan metode kualitatif dengan pendekatan deskriptif, sementara teori yang digunakan adalah teori peran dengan empat istilah menurut Biddle dan Thomas 1996. Hasil penelitian ini menunjukkan bahwa petugas kesehatan puskesmas karya mulia telah melakukan berbagai metode sosialisasi vaksin MR kepada masyarakat kelurahan sungai bangkong kecamatan Pontianak kota , namun sosialisasi yang dilakukan masih belum menyeluruh dan maksimal karena masih terkendala covid19 . Adapun vaksin MR saat ini telah dijadikan vaksinasi wajib untu anak usia 9 bulan sampai dengan 15 tahun, dimana imunisasi campak yang biasa telah di modifikasi menjadi imunisasi campak rubella. Pengetahuan dan kesadaran masyarakat akan penting nya vaksin MR untuk anak usia 9 bulan sampai dengan 15 tahun masih rendah, Oleh sebab itu sosialisasi menyeluruh masih sangat diperlukan untuk tercapainya target sasaran vaksin MR di Kota Pontianak Khususnya Kelurahan Sungai Bangkong Kecamatan Pontian Kota.

**Kata kunci :** Peran petugas kesehatan, Sosialisasi, vaksin/Imunisasi MR.

## ABSTRACT

**Nurhayati. 2022.** The Role of the Health Officers of Karya Mulia Public Health Center in the Socialization of Measles-Rubella (MR) Vaccine Program in Pontianak City. Social Development Study Program of Social and Political Science Faculty of Universitas Tanjungpura Pontianak.

This study aimed to find out the roles of the health officers of Karya Mulia Public Health Center in the Socialization of MR vaccine in Sungai Bangkong Subdistrict, Pontianak Kota District. This study used the qualitative research method with a descriptive approach, meanwhile, the theory used was Biddle and Thomas's roles theory in 1996 which had four terms. The results of this study showed that the health officers of Karya Mulia Public Health Center had done various methods of MR vaccine socialization to the community of Sungai Bangkong Subdistrict, Pontianak Kota District, however, the socialization done was still not comprehensive and maximal because COVID-19 still constrained it. The MR vaccine had been made a mandatory vaccination for children aged 9 months to 15 years, where the usual measles immunization had been modified into Rubella-Measles immunization. The public knowledge and awareness of the importance of the MR vaccine for children aged 9 months to 15 years were still low. Therefore, comprehensive socialization is still very much needed to achieve the target of the MR vaccine in Pontianak City, especially Sungai Bangkong Subdistrict, Pontianak Kota District.

**Keywords: Role of Health Officers, Socialization, Vaccine/MR Immunization.**

