

ABSTRACT

This research examines the communication role of health workers in providing effective health information, the existence of dual roles as nurses and ineffective health promoters leads to the inability to achieve program targets. Awareness of the need for specialized public health expert resources has increased program effectiveness. Communication strategy is a study for health workers to implement health promotion programs that are directed and targeted. The object of this research is communication through health promotion programs. The purpose of this research was to determine the communication strategy of health workers through the health promotion program of UPTD Puskesmas Gegesik Cirebon Regency in the implementation of health services. This research uses qualitative methods with data collection techniques through interviews, observation, and documentation. The results showed that health workers have been able to implement communication strategies, namely recognizing targets, choosing media, determining message objectives, and their role as communicators through the implementation of health promotion programs in the work area of UPTD Puskesmas Gegesik Cirebon Regency, this has made a significant contribution in improving planned and effective public health efforts so that the health promotion program has successfully reached its target.

Keywords: Communication, Health, Promotion, Strategy, Health Workers.