

Human Service Organization (HSO) Study of the Indonesian Red Cross (PMI) in Health and Community Welfare Services in Bandung City

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Abstract

This research is motivated by the importance of the HSO's task in improving social welfare efforts or providing social welfare services to individuals, groups, families and communities who experience social problems or as a "Human Service Organization". To bring about changes in attitudes and behavior and improve the community's ability to be able to solve the problems they face and carry out their social functions appropriately. Social organizations have various functions. As for the function of social organizations, especially in order to help the government or participate in carrying out management functions, this can be because social service organizations currently still tend to focus on charity and are not based on profit (non-profit oriented). This situation allows for quite a large influence in the service process to the community. Therefore, the existence and functioning of PMI will continue to be developed through good organizational management so that it can reach more people and be sustainable. Compiled from various research that has been carried out previously, the problems at PMI include the availability of a digital information system that can provide real-time data on blood needs and availability, human resources managing financial reports, reduced regeneration of PMI volunteers, team organization or governance. management, availability of blood stock and blood quality at certain moments, and limited donors who finance the PMI program [1], [2]; [3];[4]; [5]. This research will describe how HSO management practices and collaboration practices exist at PMI Bandung City in Health and Community Welfare Services.

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1. INTRODUCTION

The Indonesian Red Cross (PMI) was founded on September 17 1945 with Mohammad Hatta as chairman. As an organization operating in the humanitarian sector, PMI is committed to providing services without taking sides against certain political groups, races, ethnicities or religions. In Law Number 1 of 2018 concerning Red Cross, humanitarian activities seek to support the state's goal of protecting the entire Indonesian nation and all of Indonesia's bloodshed to create world order and social justice. In addition, to carry out humanitarian activities, the state formed a national association that uses the Red Head emblem as a protective and identifying mark.

PMI is the first and largest humanitarian organization in Indonesia today. PMI is tasked with providing assistance and services to communities affected by conflict, disasters and health crises, disseminating humanitarian values and international humanitarian law. Apart from that, PMI also has blood donation units in every city to meet the blood needs of the community. In various PMI activities, the commitment to humanity, such as the [6] Strategy, contains about improving the lives of vulnerable communities through promoting the principles of human values, disaster management, disaster management preparedness, health and care in the community. PMI also includes social volunteers who are individuals or groups of people from any background who volunteer to play a role and become part of PMI which aims to serve the community well and optimally.

Human Service Organizations (HSO) is a forum formed with the aim of helping the community meet their needs. To simplify the service process, a number of programs are prepared systematically so that they can achieve the stated goals and are right on target. In

implementing its program, every organization is faced with management functions that will direct the program so that it meets its initial objectives. In contrast to organizations in general, HSOs still have obstacles in carrying out management functions, this can be because social service organizations currently still tend to focus on charity and are not based on profit (non-profit oriented). This situation allows for quite a large influence in the service process to the community. In Indonesia, the democratic process that has developed so far has brought important changes in the life of social organizations/HSOs. The basic freedoms of citizens, such as association, gathering and expressing opinions, have stimulated the establishment of various HSOs which have a vision and mission to provide social services to the community.

The following is data or information regarding what researchers obtained in health and welfare services and community well-being in the city of Bandung.

Based on the results of the researcher's initial observations, there are indications of problems as follows:

1. The quality of health and welfare services is still said to be of limited standard and there have been no further efforts that can help raise awareness in handling public health and welfare
2. Health education programs that can help increase awareness are still not enough.

However, from the phenomena in the field, researchers see that there is still a lot that needs to be paid attention to by PMI and the government as well as the community and related organizations in implementing health and welfare services for the community, so that researchers can find out how the Indonesian Red Cross (PMI) in Bandung City in particular is doing.

The aim of this research is to find out and describe the description of the Indonesian Red Cross (PMI) Human Service Organization (HSO) practices in Health and Community Welfare Services in the City of Bandung.

The uses of this research are as follows:

a. For Researchers

As study material on how the Indonesian Red Cross (PMI) Human Service Organization (HSO) practices in Health and Community Welfare Services

b. For the Indonesian Red Cross (PMI) Bandung City

As material for study and evaluation in programs to improve community health and welfare

c. For Science Developers

It is hoped that he will be able to contribute to the development of science, especially the Social Welfare Science Study Program regarding Improving Health Services and Community Welfare.

2. RESEARCH METHOD

The Indonesian Red Cross (PMI) Human Service Organization (HSO) study in Community Health and Welfare Services in Bandung City used a qualitative descriptive method approach. The use of a qualitative approach is adapted to research needs, namely that researchers want to understand the findings of this research holistically and in depth. Moleong stated that qualitative research aims to understand social phenomena through a holistic picture and increase in-depth understandin [7]. Qualitative research is research that is more focused on describing the nature or nature of the value of a particular object or phenomenon (Abdussamad, 2021). The description method was chosen to describe the 'meaning of data' or phenomena that can be captured by researchers, by showing evidence. Researchers collected data related to how the Human Service Organization (HSO) of the Indonesian Red Cross (PMI) provides health and community welfare services in the city of

Bandung and then described it without looking at cause and effect relationships, comparisons and associations. Using this method allows researchers to recognize the subject, feel what the subject is experiencing. Through this method, researchers can explore a phenomenon by describing a number of information according to the objectives to be achieved.

Data sources are taken from primary data and secondary data with the following data collection techniques:

Interviews are collecting information by asking a number of questions or question and answer activities carried out by two people to exchange information, so that it can be constructed into a meaning that refers to a certain topic (Fiantika et al., 2022). The interview used in this research was an in-depth interview. The purpose of in-depth interviews according to Moleong (2011: 187) is the process of exploring information in depth, openly and freely regarding the problem and focus of the research and is directed at the research center. The interviews in this research were conducted informally and used formal guidelines with an interview guide. So, interview activities will get answers and also contrast

Observation, where researchers make observations to observe and record findings to obtain data, especially organizational interactions. Observation is a data collection technique that is carried out systematically and deliberately through observing and recording the symptoms being investigated (Abdussamad, 2021). The type of observation used is unstructured observation, namely observation that is not systematically prepared about what will be observed. In the context of this stakeholder engagement, researchers conducted observations on HSOs to see factually the phenomena and HSO interactions that occurred during the observations.

Documentation Study, Researchers use documentation study techniques to complete the data to make it more credible. The data collected is completed through documentation study techniques. Documentation study is a method used to obtain data and information in searching for data regarding things or variables in the form of notes, transcripts, books, newspapers, photos, magazines, inscriptions, meeting minutes, leggers, agendas and so on ((Abdussamad, 2021; [8])

Data analysis used in the Indonesian Red Cross (PMI) Human Service Organization (HSO) Study in Community Health and Welfare Services in Bandung City is a thematic analysis technique which functions to identify, analyze and group information based on themes that have been determined at the beginning. In short, the data analysis was carried out as follows:

Carry out data reduction, namely activities to sort information obtained from interviews. If there is information that is not needed, it will not be displayed.

Grouping data based on themes that have been compiled based on the literature review used. Grouping based on themes is focused on making data analysis easier.

Summarizing and synthesizing data, in this section the data that has been reduced and classified is given a descriptive explanation.

3. DISCUSSION

Researchers try to explain and analyze data that has been obtained from the results of observations and research carried out at the Indonesian Red Cross (PMI) Bandung City office. In this research, researchers carried out analysis using a descriptive qualitative approach proposed by Moleong who stated that qualitative research aims to understand social phenomena through a holistic picture and increase in-depth understanding. (Fiantika et al., 2022) Qualitative research is research that is more focused on describing the nature or essence of the value of a particular object or symptom (Abdussamad, 2021). The description method was chosen to describe the 'meaning of data' or phenomena that can be captured by

researchers, by showing evidence. Researchers collected data related to how the Human Service Organization (HSO) of the Indonesian Red Cross (PMI) provides health and community welfare services in the city of Bandung and then described it without looking at cause and effect relationships, comparisons and associations. Using this method allows researchers to get to know the subject, to feel what the subject is experiencing. Through this method, researchers can explore a phenomenon by describing a number of information according to the objectives to be achieved. Data sources are taken from primary data and secondary data with the following data collection techniques:

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- 3) Summarize and synthesize data, in this section the data that has been reduced and classified is given a descriptive explanation

To find out the results of research regarding Health Services and Community Welfare in the City of Bandung, researchers conducted interviews with several sources as follows:

Mr. Harry Hardiawan, Head of Services at PMI Bandung City Headquarters

Mr. Muhammad Iqbal as PSDM (Human Resources Development)

Mr. Yanto as (Public Relations)

Based on the results of interviews with sources and observations, the researcher explained the research results as follows:

Health and welfare services

The Indonesian Red Cross (PMI) is a humanitarian organization that focuses on health services and community welfare. As part of the International Red Cross and Red Crescent Movement, PMI is committed to providing health assistance and social support in order to help people in need, especially in emergency and crisis situations. Therefore, the Human Service Organization (HSO) of the Indonesian Red Cross (PMI) is the main supporter in the

quality of health services and community welfare, especially in the city of Bandung, therefore researchers obtained data from interviews regarding "How quality and facilities can help awareness in handling community health and welfare" Based on the results of researchers' interviews with resource persons who are part of the Indonesian Red Cross (PMI) structure in Community Health and Welfare Services in the City of Bandung

Mr. Harry Hardiawan, Head of Services at PMI Bandung City Headquarters stated that:

"Quality and facilities that can help awareness in managing public health and welfare play an important role in increasing public understanding and participation in health efforts. Moreover, in our organization which has a very strong background in health and welfare services, facilities and quality must be the main factors in carrying out our duties, we are still developing service quality and will continue to develop so that we as a welfare organization are able to provide the best in service and dedication to community, in terms of facilities we always try to fulfill what the community needs, but perhaps our facilities are still considered standard and can only help as much as possible, such as limited ambulances, the availability of donor blood which is only sufficient and other things that we are still trying to maximize."

Mr. Muhammad Iqbal as PSDM (Human Resources Development) also added the following statement:

"I agree with what Mr. Harry Hardiawan, apart from vehicle facilities and other facilities which are still limited, we are also developing the quality of service from Human Resources, so that they become more optimal in helping, responding and encouraging the community to be more prosperous and have more trust in us. Health facilities that encourage community participation in decision making related to their health can build a sense of responsibility and awareness for themselves as well as for the awareness of many parties. Health facilities that pay attention to the needs of vulnerable or marginalized groups can help ensure that all levels of society receive equal health services and we are making every effort to do this.

Mr. Yanto as (Public Relations) also gave a brief response as follows:

"By paying attention to these factors, health facilities can create an environment that supports awareness and positive actions related to community health and welfare. The involvement of many parties and communities in planning, implementing and evaluating health programs can build greater support and awareness, in our service we have all done what we can and God willing, it has gone as well as it should. We have implemented a creative and effective health awareness campaign that can motivate people to take preventive action and respond to certain health issues, we have even collaborated with local communities and non-profit organizations. -The government has also been working to help disseminate information and provide support at a more local and relevant level so that the practices of the Human Service Organization (HSO) of the Indonesian Red Cross (PMI) in Health and Community Welfare Services in the City of Bandung can run well in accordance with what that was expected."

In completing the research results, researchers conducted other interviews and explored more information regarding the practices of the Human Service Organization (HSO) of the Indonesian Red Cross (PMI) in Health and Community Welfare Services, especially in the city of Bandung itself. with the same resource person, the researcher asked "How has the health education program carried out by PMI Bandung City helped increase public awareness about health practices?"

Based on the results of interviews with sources, Mr. Harry Hardiawan, Head of Services at PMI Bandung City Headquarters said that:

"The Indonesian Red Cross (PMI) Bandung City always provides education to the community without exception, perhaps not too many of our programs are known to the public because not all people consider PMI to be an organization capable of providing welfare and health assistance to the community. However, I can give several examples general health education programs that are often carried out by humanitarian organizations such as

Blood Donation: PMI often holds educational programs to increase public awareness about the importance of blood donation. They can provide information about the blood donation process, its benefits, and how community participation can help save lives. Apart from that, PMI also provides education about First Aid Training. This health education program involves first aid training to empower the community to respond to emergencies and provide first aid before professional help arrives and there is much more that we have tried and optimized in the distribution of health education. Actively involving the community in PMI's health programs and activities can increase support and participation, as well as build community awareness about health practices. .

Mr. Muhammad Iqbal as PSDM (Human Resources Development) also added the following statement:

"In implementing the education program, of course it must continue to be evaluated so that the education program continues to run and HSO practices in public welfare and health continue to run and develop well among the community. Evaluation of the effectiveness of a program requires specific data and information from the parties involved or program organizers. PMI can carry out internal evaluations of health education programs that have been implemented. This includes identifying program objectives, evaluating implementation, and assessing its impact on community awareness and behavior. Getting direct feedback from the public or program participants is an important step. This can provide insight into what is working and what is not, as well as areas where the program can be improved. If there is a finding that an approach is not successful, PMI can consider changing the strategy or approach in implementing the next health education program. Continuous evaluation can help improve the effectiveness of future activities.

Mr. Yanto as (Public Relations) also gave his response in implementing the health and welfare education program in the smooth practice of Bandung City HSO (PMI) as follows:

"In the educational program, we as (PMI) have tried as hard as possible so that the public has knowledge because this educational program is also included in the Human Service Organization (HSO) program of the Indonesian Red Cross (PMI) in Health and Community Welfare Services in Bandung City. Therefore, we always strive for educational programs to be disseminated and accepted by all groups by collaborating with research institutions or independent organizations to obtain an objective view of the success of the program. External parties can help analyze data and provide recommendations for improvement. In addition, it is important to establish open communication with the community and interested parties. If the program is not running well, transparency about the obstacles encountered and a commitment to improvement can build trust. The availability of trained volunteers and competent health personnel is the key to the smooth operation of HSO. Carrying out regular health education campaigns can increase public understanding of the importance of good health practices and increase participation in health programs. Regular training and maintaining work morale can improve service quality, therefore I hope

that all related parties are able to work together well so that HSO programs and practices can run well.

4. CONCLUSION

- a. PMI Bandung City can be expected to make a significant contribution in providing health services to the local community. It involves various activities such as health education, primary health care, and rapid response in emergency or disaster situations. Public awareness about good health practices is likely to be increased through health education programs organized by PMI. Approaches to disease prevention, health promotion, and support for healthy health practices can be an integral part of PMI efforts. The success of PMI Bandung City may also depend on the extent to which they can involve and mobilize the local community. Active participation from the community can increase the effectiveness of health and welfare programs.
- b. Awareness of public health and wellness practices may continue to increase through ongoing evaluation of PMI programs. Efforts to continue to improve and develop programs and respond to community feedback can strengthen PMI's contribution to the city of Bandung. PMI Bandung City, as a humanitarian organization, is likely to have a significant role in responding to emergency and disaster situations. The ability to provide public health and welfare assistance in emergency situations can reflect the success of this organization. And training and development of volunteers and health workers is a key factor in ensuring service quality. Well-trained human resources can support the smooth running of PMI HSO practices in Bandung City.

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