

ABSTRAK

Ummu Wahyuni, Pendekatan Komunikasi Antarpribadi dalam Penyuluhan Penanggulangan Tuberkulosis (Studi kasus pada kader Yayasan Masyarakat Peduli Tuberkulosis SSR Kota Makassar), di bimbing oleh Muhammad Yahya, dan Nur Wahid.

Penelitian ini bertujuan untuk mengetahui pendekatan komunikasi antarpribadi kader Yayasan Masyarakat Peduli Tuberkulosis (Yamali TB) SSR Kota Makassar dalam kegiatan penyuluhan penanggulangan Tuberkulosis (TB). Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan dalam penelitian ini terdiri dari kader Yamali TB, staf program Yamali TB, pasien TB, dan mantan pasien TB.

Hasil penelitian menunjukkan bahwa kegiatan penyuluhan yang dilakukan kader Yamali TB dilaksanakan melalui pendekatan langsung kepada masyarakat atau *community outreach*. Dalam pelaksanaannya, kader menerapkan lima indikator komunikasi interpersonal menurut Joseph A. DeVito, yaitu keterbukaan (*openness*), empati (*empathy*), perilaku suportif (*supportiveness*), perilaku positif (*positiveness*), dan kesetaraan (*equality*). Keterbukaan terlihat dari cara kader menyampaikan informasi TB secara jujur dan transparan. Empati ditunjukkan melalui kemampuan kader memahami kondisi emosional pasien. Perilaku suportif diwujudkan dalam bentuk pendampingan dan pemberian motivasi selama proses pengobatan. Perilaku positif terlihat melalui penggunaan bahasa yang membangun dan memberikan harapan kepada pasien, sedangkan kesetaraan tercermin dari cara kader memposisikan masyarakat sebagai mitra komunikasi tanpa membedakan status sosial. Penelitian ini menyimpulkan bahwa pendekatan komunikasi antarpribadi dalam kegiatan penyuluhan memiliki peran penting dalam mendukung efektivitas penanggulangan Tuberkulosis di Kota Makassar karena mampu membangun kepercayaan, meningkatkan pemahaman masyarakat, dan membantu mengurangi stigma terhadap penyakit TB.

Kata kunci: Komunikasi Antarpribadi, Penyuluhan, *Community Outreach*, Tuberkulosis, Yamali TB, Joseph A. DeVito.

ABSTRACT

Ummu Wahyuni. *Interpersonal Communication Approach in Tuberculosis Prevention Counseling (Case Study on Cadres of Yayasan Masyarakat Peduli Tuberkulosis SSR Makassar City, supervised by Muhammad Yahya and Nur Wahid).*

This study aims to determine the interpersonal communication approach used by cadres of Yayasan Masyarakat Peduli Tuberkulosis (Yamali TB) SSR Makassar in Tuberculosis (TB) prevention counseling activities. This research employed a qualitative method with a case study approach. Data collection techniques were conducted through observation, interviews, and documentation. The informants in this study consisted of Yamali TB cadres, program staff, TB patients, and former TB patients.

The results showed that the counseling activities carried out by Yamali TB cadres were implemented through direct approaches to the community or community outreach. In its implementation, the cadres applied the five indicators of interpersonal communication proposed by Joseph A. DeVito, namely openness, empathy, supportiveness, positiveness, and equality. Openness was reflected in the way cadres delivered TB-related information honestly and transparently. Empathy was shown through the cadres' ability to understand the emotional conditions of patients. Supportive behavior was manifested through assistance and motivation during the treatment process. Positive behavior was reflected in the use of encouraging language and providing hope to patients, while equality was demonstrated through the way cadres positioned the community as communication partners without discriminating based on social status. This study concludes that the interpersonal communication approach in counseling activities plays an important role in supporting the effectiveness of Tuberculosis prevention efforts in Makassar City because it is able to build trust, increase public understanding, and help reduce the stigma toward TB disease.

Keywords: *Interpersonal Communication, Counseling, Community Outreach, Tuberculosis, Yamali TB, Joseph A. DeVito.*