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**PERSEPSI ORANG TUA TENTANG IMUNISASI DASAR
PADA BAYI DI PUSKESMAS MEDAN LABUHAN
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ABSTRAK

Latar Belakang : Imunisasi penting untuk mencegah penyakit menular pada anak, namun masih ada 20.155 bayi di Sumut (2022) yang belum mendapat imunisasi dasar lengkap. Tantangannya meliputi hoaks, persepsi salah, keraguan efek samping dan kehalalan vaksin. Meski cakupan >90%, hambatan tetap ada seperti jadwal terlewat, persepsi negatif, dan kecemasan. **Tujuan :** Secara khusus, penelitian ini bertujuan untuk mengidentifikasi persepsi orang tua, mengetahui faktor-faktor yang membentuk persepsi tersebut, mengidentifikasi hambatan yang dihadapi orang tua dalam pemberian imunisasi, serta mengetahui peran tenaga kesehatan dalam mendukung keberhasilan imunisasi dasar. **Metode :** Penelitian ini menggunakan desain kualitatif dengan pendekatan fenomenologi yang dilaksanakan di Puskesmas Medan Labuhan pada Mei-Agustus 2025. Informan dipilih dengan teknik *convenience sampling*. **Populasi :** Populasi pada penelitian ini adalah seluruh ibu yang mempunyai bayi umur 0 sampai 12 bulan di Puskesmas Medan Labuhan. **Hasil :** Orang tua umumnya mengetahui manfaat imunisasi meskipun pengetahuan detail masih terbatas. Persepsi mereka dibentuk oleh berbagai faktor, seperti hoaks, sumber informasi, dan pengalaman pribadi. Hambatan yang dihadapi meliputi jadwal imunisasi yang terlewat, kecemasan ibu, serta kekhawatiran terhadap efek samping vaksin. Tenaga kesehatan, khususnya bidan, berperan penting sebagai sumber informasi utama yang dipercaya orang tua. **Kesimpulan :** Persepsi orang tua tentang imunisasi dasar sebagian besar positif dan dipandang penting untuk mencegah penyakit pada anak. **Saran :** Bagi Puskesmas, diharapkan dapat meningkatkan edukasi kepada masyarakat serta menyediakan sistem pengingat jadwal imunisasi agar tidak terlewat. Bagi orang tua, perlu lebih aktif mencari informasi yang benar dan terpercaya terutama dari tenaga kesehatan. Bagi tenaga kesehatan, penting untuk meningkatkan komunikasi yang efektif serta memberikan pendampingan psikologis kepada ibu agar lebih yakin dalam memberikan imunisasi. Sedangkan bagi peneliti selanjutnya, disarankan untuk meneliti lebih jauh faktor sosial-budaya yang dapat memengaruhi persepsi orang tua terhadap imunisasi dasar.

Kata Kunci : Manfaat Imunisasi, Persepsi Orang Tua, Puskesmas

*Undergraduate Midwifery Program
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***PARENTAL PERCEPTION OF BASIC IMMUNIZATION IN INFANTS AT
MEDAN LABUHAN PUBLIC HEALTH CENTER IN 2025***

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ABSTRACT

Background: Immunization is important to prevent infectious diseases in children, but there are still 20,155 babies in North Sumatra (2022) who have not received complete basic immunization. Challenges include hoaxes, misperceptions, doubts about side effects and the halal status of vaccines. Although coverage is >90%, obstacles remain such as missed schedules, negative perceptions, and anxiety. ***Objectives:*** Specifically, this study aims to identify parents' perceptions, determine the factors that shape these perceptions, identify obstacles faced by parents in providing immunizations, and determine the role of health workers in supporting the success of basic immunizations. ***Methods:*** This study used a qualitative design with a phenomenological approach conducted at the Medan Labuhan Community Health Center in May-August 2025. Informants were selected using a convenience sampling technique. ***Population:*** The population in this study were all mothers who have babies aged 0 to 12 months at the Medan Labuhan Community Health Center. ***Results:*** Parents generally know the benefits of immunization although detailed knowledge is still limited. Their perceptions are shaped by various factors, such as hoaxes, information sources, and personal experiences. Barriers faced include missed immunization schedules, maternal anxiety, and concerns about vaccine side effects. Health workers, especially midwives, play a crucial role as the primary source of information trusted by parents. ***Conclusion:*** Parents' perceptions of basic immunizations are largely positive and are seen as important for preventing disease in children. ***Recommendations:*** Community Health Centers (Puskesmas) are expected to improve public education and provide reminder systems for immunization schedules to ensure they are not missed. Parents need to be more active in seeking accurate and reliable information, especially from health workers. Health workers need to improve effective communication and provide psychological support to mothers to increase their confidence in administering immunizations. Future researchers are advised to further examine the socio-cultural factors that may influence parents' perceptions of basic immunizations.

Keywords: Benefits of Immunization, Parents' Perception, Community Health Center