

Abstract

Background: The decline in the number of patient visits at the Mangunharjo Community Health Center from year to year reflects the decline in public interest in utilizing health service facilities. Utilization of health service facilities is influenced by health behavior. The aim of the research is to see the relationship between knowledge, family support and the role of promotional media (Facebook) with the utilization of health service facilities in the Mangunharjo Community Health Center working area.

Methods: This type of research is quantitative with a cross sectional research design. The data used comes from data obtained from interviews with respondents at the research location, with a sample size of 66 respondents. The variables studied were knowledge, family support, and promotional media (Facebook). Analysis was carried out using Chi-Square analysis.

Results: Utilization of the Mangunharjo Community Health Center by the community in 2023 will be 35.40% of the population of 15,363 people. There is a significant relationship between knowledge, family support, and the role of promotional media (Facebook) with the utilization of health service facilities in the Mangunharjo Community Health Center working area, South Sumatra province.

Conclusion: There is a significant relationship between knowledge, family support, and the role of promotional media (Facebook) with the utilization of health service facilities in the work area of the Mangunharjo Community Health Center in 2024. It is recommended that the Mangunharjo Community Health Center increase promotional activities through posting on Facebook accounts to reach a wider community and attracting public interest to utilize health services at the Mangunharjo Community Health Center

Keywords: Relationships, Utilization of Community Health Centers, Facebook Promotion Media