

ABSTRAK

Permasalahan program imunisasi tidak hanya berkaitan dengan ketersediaan vaksin, layanan kesehatan, tetapi juga dipengaruhi oleh bagaimana proses komunikasi orang tua dalam menerima dan memaknai informasi kesehatan. Penelitian ini bertujuan untuk menganalisis komunikasi orang tua terhadap program imunisasi dalam perspektif *communibiology*. Penelitian ini menggunakan metode kualitatif deskriptif dan berlokasi di wilayah kerja Puskesmas Kroya I, Kabupaten Cilacap. Informan terdiri dari 10 orang diantaranya 6 informan utama dan 2 informan pendukung, serta informan dipilih menggunakan teknik *snowball sampling*. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan model interaktif Miles dan Huberman dan triangulasi sumber. Hasil penelitian menunjukkan bahwa proses komunikasi orang tua terhadap imunisasi dipengaruhi oleh proses biologis, neurobiologis, genetis, dan peran situasional. Orang tua yang memberikan imunisasi lebih mementingkan manfaat dan memiliki kecenderungan *Behavioral Activation System* (BAS). Sedangkan, orang tua yang tidak memberikan imunisasi lebih mengutamakan rasa khawatir, takut, dan pengalaman pribadi, serta memiliki kecenderungan *Behavioral Inhibition System* (BIS) dan *Fight-of-Flight System* (FFS). Penelitian ini menyimpulkan bahwa proses komunikasi orang tua terhadap imunisasi tidak hanya dipengaruhi oleh sosial dan lingkungan, tetapi juga dipengaruhi proses biologis dan neurobiologis yang membentuk cara individu menerima, mengolah, memaknai, dan menanggapi informasi.

Kata kunci: Komunikasi, *Communibiology*, Imunisasi Anak, Orang Tua.

ABSTRACT

Problems in immunization programs are not only related to vaccine availability and healthcare service but also to how parents communicate by receiving and interpreting health information. This study aims to analyze parental communication regarding childhood immunization from the perspective of communibiology. This research employed a descriptive qualitative method and was conducted in the working area of Puskesmas Kroya I, Cilacap Regency. The study involved 10 informants, consisting of 6 primary informants and 4 supporting informants, selected using the snowball sampling technique. Data were collected through observation, in-depth interviews, and documentation, then analyzed using the Miles and Huberman interactive analysis model with source triangulation to ensure data credibility. The findings indicate that parental communication regarding childhood immunization is grounded in biological processes, neurobiological systems, inherited traits, and situational conditions. Parents who chose to immunize their children tended to emphasize the benefits of immunization and demonstrated characteristics associated with the Behavioral Activation System (BAS). In contrast, parents who chose not to immunize their children tended to focus on concerns, fear, and personal experiences, and showed tendencies associated with the Behavioral Inhibition System (BIS) and the Fight-or-Flight System (FFS). The study concludes that parental communication regarding childhood immunization is not solely shaped by social and environmental contexts but is also grounded in biological and neurobiological processes that underlie how individuals receive, process, interpret, and make decisions based on health information.

Keywords: Communication, Communibiology, Childhood Immunization, Parent