

ABSTRACT

Ghirotul Ilmi El Gani (2023). Blood Donation Recruitment Efforts by the Voluntary Blood Donor Conservation Search Team at UTD PMI Probolinggo City in 2022. Qualitative descriptive scientific papers. D-III Blood Bank Technology Program, Department of Pharmaceutical and Food Analysis, Health Polytechnic, Ministry of Health, Malang. Supervisor Hupitoyo, S.Kp, M.Kes.

The shortage of blood stocks is indeed an unresolved problem in Indonesia.as a frontline unit in meeting the blood needs of the Indonesian Red Cross (PMI) is required to be able to meet blood needs nationally. PMI created a donor recruitment program assigned to Voluntary Blood Donor Conservationists (P2D2S) to ensure the availability of blood to meet the needs of each region. Through qualitative descriptive research design. This research was conducted in January 2022 at the Probolinggo City Blood Transfusion Unit aimed at determining blood donation recruitment efforts by P2D2S officers. The results of this study state that P2D2S officers have made every effort in recruiting the community starting from planning socialization, carrying out Mobile Unit (MU) activities, providing rewards to potential donors. As well as developing donor groups in the Probolinggo City area to fulfill blood stocks.

Keywords : Donor Recruitment, Blood Stock, P2D2S