

***AN OVERVIEW OF THE IMPLEMENTATION OF
PROSPECTIVE BLOOD DONOR RECRUITMENT AT THE
BLOOD DONOR UNIT OF THE PMI YOGYAKARTA CITY, IN
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ABSTRACT

The recruitment of prospective blood donors plays a crucial role in ensuring the availability of safe and sustainable blood supplies. The Blood Donor Unit (UDD) of the Indonesian Red Cross (PMI) in Yogyakarta City is responsible for increasing community participation in voluntary blood donation. However, the low number of new donors indicates the need to examine the implementation of donor recruitment activities. This study aimed to describe the implementation of prospective blood donor recruitment at UDD PMI Yogyakarta City in 2025. This study employed a qualitative descriptive design. The research subjects consisted of the Head of the Voluntary Blood Donor Recruitment and Retention Subdivision (P2D2S) and the Head of the Blood Service Division. Data were collected through in-depth interviews and documentation and were analyzed narratively based on the aspects of planning, implementation, evaluation, and supporting and inhibiting factors. The results showed that donor recruitment was conducted through direct education, mobile unit activities, and the use of social media. However, the planning aspect lacked specific targets for new donor recruitment and structured socialization schedules, resulting in suboptimal evaluation of recruitment outcomes. Supporting factors included staff commitment and the utilization of digital media, while inhibiting factors involved low community participation. In conclusion, the implementation of prospective blood donor recruitment at UDD PMI Yogyakarta City requires improvement through more structured planning and evaluation.

Keywords: blood donor recruitment, new donors, blood donor unit, Indonesian Red Cross