

# ***OVERVIEW OF THE IMPLEMENTATION OF PROSPECTIVE BLOOD DONOR RECRUITMENT AT THE PMI BOJONEGORO UDD IN 2025***

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## ***ABSTRACT***

Blood donor recruitment activities are one of the important efforts in maintaining the availability of safe and sustainable blood. Based on a preliminary study conducted on August 28, 2025, information was obtained from the Voluntary Blood Donor Conservation Officer (P2D2S) of the PMI Bojonegoro Blood Donor Unit in 2025, the total number of donors from March to August was 13,630 donors with the number of new donors being 1,786 donors. This shows that the number of new donors reached 13.1% of the total donors, while the population of Bojonegoro Regency in 2025 based on the Bojonegoro Central Statistics Agency who have the potential to become blood donors (age range 17-60 years) is 946,577 people. This study aims to describe the implementation of recruitment of prospective blood donors at the PMI Blood Donor Unit (UDD) of Bojonegoro Regency in 2025 which includes aspects of planning, implementation, evaluation, as well as supporting and inhibiting factors for recruitment activities. This study used a qualitative method with a descriptive approach. Data collection was conducted through in-depth interviews with officers involved in blood donor recruitment activities. The results of the study indicate that of the 11 aspects of recruitment planning, the Bojonegoro PMI UDD has implemented 7 aspects. In terms of implementation, the Bojonegoro PMI UDD successfully recruited 50 new blood donors through direct education methods accompanied by mobile unit activities. The educational strategy implemented included delivering material on blood donation as well as budget management and activity recording carried out in an orderly manner by the P2D2S section. In terms of evaluation, the Bojonegoro PMI UDD has evaluated officer performance and budget utilization. Supporting factors for recruitment activities include budget availability, officer ability in utilizing social media, and the existence of SOPs as work guidelines. Inhibiting factors stem from regional conditions, but have been followed up with more adaptive planning.

**Keywords:** blood donor recruitment, donor education, UDD PMI