

ABSTRACT

LAILA NUR LATIFAH, Strategi Optimalisasi Peran Forum Anak Dalam Upaya Pencegahan Masalah Kesehatan Anak di Kabupaten Situbondo, Dibimbing oleh FAIQATUL HIKMAH

Children have several rights that must be fulfilled, namely the right to life, growth and development, and participation in protection. Cases of violence against children in Situbondo Regency are increasing day by day, reaching 48 cases by December 31, 2025. The purpose of this study is to determine strategies for optimizing the role of the Children's Forum in preventing children's health problems in Situbondo Regency. The method used is qualitative with case studies through interviews with 10 children and FGDs with the Children's Forum. The results found through interviews are that many children are still unaware of the Children's Forum, the Performance of the Children's Forum is quite good, many children's health problems that must be addressed immediately such as mental health, child smoking and child marriage. The information needed by children is information related to physical and mental health with an attractive display and children's expectations of the Children's Forum and the Government, namely regarding direct intervention and affirmation of problem handling. Identification of inputs, processes and outputs is also carried out to determine the analysis of the role of the Children's Forum in more detail. FGDs are conducted to determine factors based on the SWOT theory so that they can analyze the condition of the Children's Forum. Based on the SWOT matrix, the Children's Forum is in the WO quadrant, or turnaround strategy, meaning the Children's Forum requires a strategy aimed at improving the organization's internal weaknesses and capitalizing on external opportunities. Recommended strategies include program promotion through social media content, collaboration with all levels, expanding reach through the District and Village Children's Forums, enhancing effective communication, and improving community regeneration.

Keywords: *Child Health; Children's Forum; Strategy; SWOT Analysis*