ABSTRACT
BASIC LIFE SUPPORT AT EAST LUWU REGENCY

Author : Muslimin
Supervisors : Amir Imbaruddin
Lukman Samboteng

The main problem in this study was how the community understands how to treat cardiac arrest cases with Basic Life Support (BLS). Through the socialization of Basic Life Support in East Luwu Regency, this study aimed to determine and analyze public comprehension in treating cases of sudden cardiac arrest.

This study applied a descriptive qualitative method. The data collected through questionnaires, interviews, and document review and then analyzed in depth to obtain information about the community's understanding of Basic Life Support.

The findings of the study revealed that the people of East Luwu Regency lacked of knowledge and understanding of Basic Life Support therapy for cardiac and respiratory arrest sufferers. Through the Basic Life Support Public Health Service Advertisement, which will be broadcast in the public sphere of East Luwu Regency, the community and the government provide support for the treatment of victims of cardiac arrest and respiratory arrest in the hopes of reducing and overcoming the death rate of cardiac arrest and respiratory arrest.

Keywords: Basic Life Support, Public Service Advertisement, East Luwu Regency.

UNIT BAHASA
POLITEKNIK STIA LAN MAKASSAR