

Implementasi kebijakan pemberian air susu ibu eksklusif melalui konseling oleh bidan konselor./ Mina Yumei Santi

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Abstrak

Pada tahun 2011, di Provinsi Daerah Istimewa Yogyakarta, Kabupaten

Bantul mempunyai jumlah tenaga bidan konselor ASI terbanyak, tetapi

cakupan ASI eksklusif masih menempati urutan terendah ketiga. Tujuan

penelitian ini untuk menganalisis implementasi kebijakan pemberian ASI

eksklusif melalui konseling oleh bidan konselor ASI berdasarkan faktor disposisi dan struktur birokrasi di puskesmas wilayah Kabupaten Bantul.

Penelitian deskriptif kualitatif ini mengambil informan penelitian secara purposive dengan informan utama adalah empat orang bidan konselor ASI.

Informan triangulasi adalah empat bidan koordinator, Kasie Gizi Dinas

Kesehatan Kabupaten Bantul, empat kepala puskesmas, dan 12 orang ibu

yang melakukan pemeriksaan kehamilan, nifas dan imunisasi bayi ke

puskesmas terpilih. Data dikumpulkan dengan teknik wawancara mendalam. Pengolahan dan analisis data menggunakan analisis isi. Hasil

penelitian menemukan implementasi kebijakan pemberian ASI melalui konseling ASI di puskesmas belum berjalan optimal, disposisi/ sikap bidan konselor ASI adalah menyetujui tugas memberikan konseling ASI. Dinas

Kesehatan Kabupaten Bantul disarankan menyusun SOP pelaksanaan

konseling ASI dan puskesmas disarankan melaporkan kinerja bidan konselor ASI ke dinas kesehatan.

Bantul is a district that has the highest number of midwives counselor of

breastfeeding in Yogyakarta Province with 40 persons but the exclusive

breastfeeding coverage of this district was the third lowest in 2011. The

study aimed to analyze the policy implementation of exclusive breastfeeding counseling by midwives counselor of breastfeeding based on disposition

and bureaucratic structure factors at Public Health Centers in Bantul district.

Design of this study was descriptive qualitative using a purposive sampling.

The main informants were four midwives counselor of breastfeeding in

health centers and triangulation informants namely four head of health centers, four coordinator of midwives, a head of nutrition section and 12 mothers i.e.pregnant women, postpartum mothers and mothers of infants that

are immunized at health center. Data were collected from in-depth interview.

Processing and analysis of data by using content analysis. The result of this

study shows that breastfeeding policy implementation through breastfeeding counseling in health centers is not optimal, the midwives counselor of

breastfeeding agreed to do breastfeeding counseling. It is suggested to

Bantul Regency Health to formulate standard operating procedures of midwife counselor of breastfeeding and for the health centers to reports the performance of midwives counselor of breastfeeding to regency health.