

ABSTRAK

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Analisis Faktor-Faktor yang Berpengaruh terhadap Kinerja Bidan dalam Sosialisasi Manajemen Laktasi di Wilayah Puskesmas Kabupaten Kendal
xvi + 120 halaman + 18 tabel + 4 gambar + 18 lampiran

Data Dinas Kesehatan Kabupaten Kendal pencapaian pemberian ASI Eksklusif 2009 hanya sebesar 6,92 %, sedangkan target nasional yaitu 80 %. Upaya pemerintah untuk menggalakkan pemberian ASI Eksklusif demikian seriusnya, terbukti dengan berbagai peraturan pemerintah yang mendukung. Salah satu peran bidan dalam program ASI Eksklusif yaitu sosialisasi Manajemen Laktasi pada masyarakat. Namun peran ini belum dilaksanakan secara optimal. Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang berpengaruh terhadap kinerja bidan dalam sosialisasi Manajemen Laktasi di Wilayah Puskesmas Kabupaten Kendal.

Penelitian ini merupakan penelitian observasional yang bersifat deskriptif analitik dengan *explanatory research design* melalui survey yang dilaksanakan dengan pendekatan *cross sectional*. Responden yang menjadi subyek penelitian adalah bidan yang memiliki SIPB, pengambilan sampel secara *simple random sampling* dengan alokasi *proporsional*, sebanyak 82 bidan dijadikan sampel. Pengambilan data melalui wawancara tentang variabel bebas yaitu umur, lama kerja, pelatihan, pengetahuan, media, sikap dan motivasi), variabel terikat yaitu kinerja bidan dalam sosialisasi Manajemen Laktasi. Data primer dan data sekunder diolah dan dianalisis secara *univariat*, *bivariat* dengan korelasi *Pearson Product Moment* dan *Rank Spearman*, serta *multivariat* dengan *regresi logistik*.

Hasil penelitian menunjukkan bahwa sebagian besar kategori baik yaitu pada variabel kinerja (52,4%), umur 25-37 tahun (54%), lama kerja 3-16 tahun (56%), media (62,2%), sikap (52,4%) dan motivasi (51,2%), sedangkan pengetahuan antara kategori baik dan kurang (50%), seluruh responden belum ada yang pernah pelatihan tentang manajemen laktasi. Faktor yang berhubungan dengan kinerja bidan adalah pengetahuan (nilai $p=0,001$), sikap (nilai $p=0,005$) dan motivasi (nilai $p=0,0001$). Ada pengaruh secara bersama-sama variabel pengetahuan, sikap dan motivasi terhadap kinerja bidan dalam sosialisasi manajemen laktasi (nilai $p=0,0001$).

Disarankan bagi Dinas Kesehatan Kabupaten Kendal agar mengoptimalkan pelaksanaan pelatihan yang menunjang kinerja dan motivasi, bagi puskesmas memberikan penghargaan kepada bidan berprestasi agar dapat meningkatkan kepercayaan diri dalam pelaksanaan sosialisasi manajemen laktasi, bagi bidan meningkatkan pengetahuan, sikap dan motivasi berkaitan dengan manajemen laktasi.

Kata Kunci : Manajemen Laktasi, Kinerja Bidan
Kepustakaan : 65 (1994 – 2011)

ABSTRACT

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Analysis on Factors Related to Midwife Performance in Lactation Management Socialization in Primary Healthcare Centers in Kendal District

xvi + 120 pages + 18 tables + 4 figures + 18 enclosures

According to data from Kendal district health office, exclusive breastfeeding attainment in 2009 was only 6.92%, national target was 80%. Government efforts to reinforce exclusive breastfeeding were seriously done, and many government regulations were enacted. One of midwife roles in exclusive breastfeeding program was lactation management socialization to the community. However, this role had not been executed optimally. The objective of this study was to know factors affecting midwives work performance in socialising lactation management in the coverage area of primary healthcare centres Kendal district.

This was an observational, descriptive-analytical study with explanatory research design. Survey was done using cross sectional approach. Study respondents were midwives with legal practice certificate (SIPB). Samples were selected using simple random sampling method with proportional allocation. Total number of samples was 82 midwives. Data were collected through interview to get information on age, duration of working, training, knowledge, media, attitude and motivation. Dependent variable was work performance of midwives in socializing lactation management. Primary and secondary data were analysed by applying univariate analysis, bivariate analysis with Pearson Product Moment correlation and Rank Spearman tests, and multivariate analysis with logistic regression.

Results of the study showed that majority of respondents were in the good category of several independent variables. Those independent variables were work performance (52.4%), age of 25-37 years old (54%), duration of working 3-16 years (56%), media (62.2%), attitude (52.4%), and motivation (51.2%). Knowledge of respondents was in between good and not good (50%). All respondents had not attended in the training about lactation management. Factors associated with work performance of midwives were knowledge ($p=0.001$), attitude ($p=0.005$), and motivation ($p=0.0001$). There was simultaneous effect of knowledge, attitude and motivation towards work performance of midwives in socializing lactation management ($p=0.0001$).

Suggestion for Kendal district health office was to optimize the implementation of training that support work performance and motivation of midwives. Suggestion for primary healthcare centre was to provide rewards to midwives who have good achievements to improve their self confidence in implementing lactation management socialization. Midwives should improve their knowledge, attitude, and motivation related to lactation management.

Key words : Lactation management, work performance of midwives

Bibliography : 65 (1994-2011)