

ABSTRAK

Dessi Alhafizah Arifin

Strategi Pengembangan Program Kelas Ibu Hamil di Kota Banjarbaru
xiv + 135 halaman + 13 tabel + 8 gambar + 18 lampiran

Program Kelas Ibu Hamil merupakan salah satu upaya penurunan AKI dan AKB. Pelaksanaan program tersebut di kota Banjarbaru belum berjalan optimal dan cakupan K4 belum mencapai target (88,2 dari 95%) hanya dilaksanakan di puskesmas, sosialisasi hanya di masyarakat. Program Kelas Ibu Hamil di kota Banjarbaru berpotensi untuk berkembang tetapi masih ada kelemahan dan hambatan. Tujuan penelitian untuk menganalisis faktor internal dan eksternal yang berpengaruh terhadap pengembangan program serta menentukan alternatif strategi pengembangannya.

Jenis penelitian ini adalah kualitatif. Pengumpulan data dengan wawancara mendalam pada satu informan utama yaitu pengelola program Dinas Kesehatan dan diskusi kelompok terarah terhadap 8 informan koordinator KIA puskesmas dan wawancara mendalam terhadap 2 pejabat struktural serta *Workshop*. *Workshop* dilakukan untuk memasukkan data ke dalam matrik IFAS dan EFAS serta menentukan alternatif strategi pengembangan. Analisis data dengan metode analisis isi dan analisis SWOT.

Hasil penelitian menunjukkan bahwa kekuatan utama adalah komitmen Kadinkes dan dukungan kepala puskesmas serta ada kewenangan bidan memberikan pelayanan pada ibu. Kelemahannya belum adanya Struktur Tim Kerja dan SOP, monitoring evaluasi serta dukungan kerjasama serta kemitraan lintas program. Kesadaran memeriksakan kehamilan yang cukup tinggi dan adanya peran serta masyarakat / keterlibatan kader, serta merupakan prioritas pembangunan berpeluang baik pada program. Ancaman program belum pernah dilakukan sosialisasi pada Kader, PKK, Toma dan organisasi masyarakat wanita, belum ada komitmen dan dukungan *stakeholder* serta ada rencana pengurangan anggaran untuk merelokasi RS.

Posisi Program KIH berada pada kuadran I di mana strategi yang diterapkan strategi membangun dan bertumbuh (*Build and Growth Strategy*) dengan strategi pengembangan pasar (*market development*) dan penetrasi pasar (*market penetration*).

Kata Kunci : Strategi pengembangan, Kelas Ibu Hamil, Analisa Strength-Weaknesses-Opportunity-Threats.(SWOT).

Pustaka : 34 (1996-2013)

ABSTRACT

Dessi Alhafizah Arifin

**Strategy of Program Development of Pregnant Woman Class at Banjarbaru City
xiv + 135 pages + 13 tables + 8 figures + 18 enclosures**

A program of pregnant woman class (PWC) is one of the efforts to decrease Maternal Mortality Rate and Infant Mortality Rate. The implementation of the program in Banjarbaru City had not been optimally done and coverage of K4 had not achieved a target (88.2% from 95.0%). In addition, the program was only implemented at a health center level and socialization was only conducted in a community level. It could potentially be developed even though it had weaknesses and barriers. This research aimed to analyze internal and external factors influencing the program development and to determine alternatives of development strategy.

This was qualitative research. Data were collected by conducting indepth interview to a program officer at Banjarbaru City Health Office and 2 official officers, Focus Group Discussion to 8 coordinators of Maternal and Child Health at health centers, and a workshop. The workshop was conducted to input data into IFAS and EFAS matrixes and to determine alternatives of development strategy. Data were analyzed by using methods of content analysis and SWOT analysis.

The result of this research revealed that the main strength was commitment of Head of the Health Office, support from Head of Health Centers, and authority of midwives in providing services to mothers. Otherwise, as weaknesses, they did not have a structure of a work team and Standard Operating Procedure. In addition, there was no monitoring, evaluating, supporting, and a cross-program partnership. In terms of opportunity, awareness to check their pregnancies was high enough. There was also any community participation/cadre involvement in which it was a priority of development. As threats, the program had not ever been socialized to cadre, group of family welfare development, community leader, and women organization. In addition, there was no commitment and support from stakeholder and there was also any plan to reduce a budget for relocating a hospital.

The program of PWC places on the quadrant I in which it uses strategy of build and growth, market development, and market penetration.

Key Words : Development Strategy, Pregnant Woman Class, Analysis of Strength, Weaknesses, Opportunity, Threats (SWOT)

Bibliography : 34 (1996-2013)