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**Minat Manajemen Kesehatan Ibu dan Anak**

**2014**

**ABSTRAK**

**Tri Budi Rahayu**

**Evaluasi Pelaksanaan Kegiatan Kelompok Pendukung Ibu (KP-Ibu) oleh Motivator KP-Ibu dalam Mendukung Program ASI Eksklusif di Kota Yogyakarta Tahun 2013**

**xiv + 121 halaman + 8 tabel + 5 gambar + 8 lampiran**

Cakupan ASI eksklusif di Kota Yogyakarta pada tahun 2011 adalah 34,7%. Sejak tahun 2012, Pemerintah Daerah Kota Yogyakarta telah melaksanakan proyek kegiatan pemberdayaan kesehatan masyarakat melalui model Kelompok Pendukung Ibu (KP-Ibu) untuk mendukung keberhasilan program ASI eksklusif. Selama ini belum pernah dilakukan evaluasi terhadap pelaksanaan kegiatan KP-Ibu oleh motivator dalam mendukung program ASI eksklusif, baik dari struktur input, proses, maupun output.

Desain penelitian ini *cross sectional* dengan pendekatan kualitatif. Subjek penelitian adalah motivator KP-Ibu yang dipilih dari kelurahan dengan cakupan ASI eksklusif tinggi dan rendah. Data dikumpulkan dengan teknik wawancara mendalam. Pengolahan dan analisis data menggunakan analisis isi.

Hasil penelitian menunjukkan masih ada 1 kelompok yang persentase kehadiran peserta <80%. Hal tersebut dilatarbelakangi oleh : 1) Masih adanya motivator KP-Ibu yang kurang aktif karena mengikuti suami tugas keluar kota dan merasa tidak percaya diri karena belum memiliki pengalaman menyusui; 2) Tidak tersedianya alat peraga, alat terbatas pada buku panduan/pedoman; 3) Pengawasan dan pendampingan belum dilakukan secara berkala setiap 3 bulan.

Disarankan untuk meningkatkan pendampingan secara periodik dan mengadakan pelatihan bagi calon motivator KP-Ibu. Meningkatkan koordinasi dengan tokoh masyarakat, pembina KP-Ibu, dan kader dalam melakukan sosialisasi KP-Ibu bagi calon peserta.

Kata Kunci : KP-Ibu, Motivator KP-Ibu, ASI eksklusif

Jumlah Pustaka : 48 (1996 – 2012)

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**ABSTRACT**

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**Evaluation of the Implementation of Mothers’ Support Group (MSG) Activities by Motivator of MSG in Supporting the Program of Exclusive Breastfeeding in Yogyakarta City in 2013**

**xiv + 121 pages + 8 tables + 5 figures + 8 enclosures**

Coverage of exclusive breastfeeding in Yogyakarta City in 2011 was 34.7%. The local government of Yogyakarta City has conducted a project of public health empowerment activities since 2012, by creating a model of Mothers’ Support Group (MSG) to support the success of an exclusive breastfeeding program. Unfortunately, there was no evaluation of the activities by a motivator to support the program viewed from the aspects of input, process, or output.

This was cross sectional design using qualitative approach. Subjects consisted of MSG selected from village with high and low coverage of breastfeeding.

The result of this research showed that there was any one group that had a percentage of participant attendance less than 80%. It was due to the following reasons: 1) there were still any inactive motivators of MSG because they had to accompany their husbands to go to out of city. In addition, they did not have a confidence because they did not have breastfeeding experiences. 2) There were no visual aids, but guidance books were available. 3) Monitoring and mentoring had not been regularly done at least once in three months.

As a suggestion, the activities of mentoring need to be done periodically and training for candidates of MSG motivator also needs to be conducted. In addition, coordination with a community leader, a MSG founder, and cadres needs to be improved in doing socialization of MSG for candidates.

Key Words : MSG, Motivator, Exclusive Breastfeeding

Bibliography : 48 (1996-2012)