**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Studi Magister Ilmu Kesehatan Masyarakat**

**Konsentrasi Kesehatan Ibu dan Anak**

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**ABSTRAK**

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**Analisis Perumusan Strategi Pemberdayaan Masyarakat dalam Program Kelas Ibu Hamil oleh Seksi Kesehatan Ibu dan Anak Dinas Kesehatan Kota Surakarta**

**98 halaman + 11 tabel + 4 gambar + 30 lampiran**

Angka Kematian Ibu (AKI) di kota Surakarta dari tahun 2013 ke 2014 mengalami kenaikan dari 30.22/100.000 kelahiran hidup menjadi 84.37/100.000 kelahiran hidup. Maka diperlukan upaya untuk menurunkan AKI dan mendukung program kesehatan ibu dan anak salah satunya kelas ibu hamil (KIH). Tahun 2014 dari 10.703 ibu hamil hanya 190 ibu yang menjadi peserta KIH. Sehingga dibutuhkan upaya agar semua ibu hamil menjadi peserta KIH yaitu dengan memberdayakan masyarakat. Tujuan penelitian mengidentifikasi faktor internal dan eksternal untuk menentukan strategi pemberdayaan masyarakat yang tepat dalam program kelas ibu hamil dengan metode SWOT.

Jenis penelitian kualitatif dengan wawancara mendalam kepada informan utama yaitu kepala seksi kesehatan ibu dan anak, kepala puskesmas Sangkrah, dan kepala puskesmas Nusukan. Informan triangulasi yaitu kepala bidang promosi kesehatan dinas kesehatan kota Surakarta, camat Pasar Kliwon, dan camat Banjarsari. Teknik analisis data dengan analisis isi.

Hasil penelitian faktor internal adalah dana, sarana prasarana, sumber daya manusia, komunikasi, dan karakteristik masyarakat. Faktor eksternal adalah ekonomi, sosial budaya, kebijakan, dan mitra/pesaing. Titik koordinat SWOT adalah (1.02,1.7) berada di kuadran I yaitu Growth/Aggressive mendukung kebijakan agresif dimana memiliki kekuatan (strengh) yang besar dan didukung adanya peluang (opportunity). Strategi mengadakan KIH swadaya masyarakat dengan pilot project di 5 kelurahan dengan pelaksana masyarakat dengan memanfaatkan fasilitas masyarakat, kerjasama dengan pihak swasta, dan mempromosikan KIH melalui berbagai media maupun acara berskala besar di Surakarta.

Saran: Dinas kesehatan kota Surakarta agar inisiatif mengadakan KIH swadaya masyarakat dengan kerjasama dengan tokoh-tokoh masyarakat dan swasta, pihak/peneliti lain agar membuat pedoman program kelas ibu hamil berbasis pemberdayaan masyarakat.

Kata kunci : Strategi, Pemberdayaan, Kelas Ibu Hamil

Kepustakaan : 29 (1983-2014)

**Diponegoro University**

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**Master’s Study Program in Public Health**

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**ABSTRACT**

**Febri Rahmatika Wibi Saputro**

**Analysis of Strategy Formulation of Community Empowerment in the Program of Pregnant Woman’s Class by Maternal and Child Health Section at Surakarta City Health Office**

**98 pages + 11 tables + 4 figures + 30 appendices**

Maternal Mortality Rate (MMR) in Surakarta City dramatically increased from 30.22/100,000 live births in 2013 to 84.37/100,000 live births in 2014. An effort like pregnant woman’s class to reduce IMR and to support a program of Maternal and Child Health (MCH) needed to be made. In 2014, 190 of 10,703 pregnant women were being participants of the pregnant woman’s class. Therefore, one of the efforts that needed to be made to increase number of participants in the class was by empowering community. The aim of this study was to identify internal and external factors to determine a strategy of community empowerment precisely in the program of the pregnant woman’s class using a SWOT method.

This was a qualitative study by conducting indepth interview. Main informants consisted of head of MCH section, head of Sangkrah Health Centre, and head of Nusukan Health Centre. Informants for triangulation purpose encompassed head of health promotion department at Surakarta City Health Office (CHO), head of Pasar Kliwon subdistrict, and head of Banjarsari subdistrict. Data were analysed using a method of content analysis.

The results of this research showed that internal factors consisted of funding, means, human resource, communication, and characteristics of community. External factors encompassed economy, socio-culture, policy, and colleague/competitor. Coordinate point of SWOT was (1.02,1.7) located in quadrant I namely Growth/Aggressive in which it supported an aggressive policy, was strengh, and was supported by opportunity. A strategy of pregnant woman’s class onthe basis of a community was by conducting a pilot project at five villages, utilising public facilities, cooperating with private sectors, and promoting pregnant woman’s class through various media and big programs in Surakarta.

As suggestions, Surakarta CHO needs to conduct pregnant woman’s class conducted by a community and cooperate with community leaders and private sectors. Other researchers need to arrange a guidance of pregnant woman’s class program based on community empowerment.

Keywords : Strategy, Empowerment, Pregnant Woman’s Class

Bibliography: 29 (1983-2014)