**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Studi Magister Ilmu Kesehatan Masyarakat**

**Konsentrasi Kesehatan Ibu dan Anak**

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**ABSTRAK**

**Dwi Anik Karya Setiarini**

**Analisis Implementasi Tujuh Kontak *Plus* dalam Konseling Laktasi oleh Bidan di Puskesmas Wilayah Kabupaten Jombang**

**xv + 166 halaman + 5 tabel + 4 gambar + 12 lampiran**

Pemberian ASI eksklusif dan dilanjutkan sampai 2 tahun dapat menurunkan AKB. Untuk itu dalam mencapai keberhasilan menyusui maka perlu adanya tujuh kontak *plus* menyusui. Di Kabupaten Jombang, pada tahun 2014 dalam pelaksanaan tujuh kontak *plus* belum optimal dilakukan oleh bidan di Puskesmas. Oleh karena itu perlu dilakukan analisis implementasi tujuh kontak *plus* dalam konseling laktasi oleh bidan di Puskesmas Wilayah Kabupaten Jombang.

Desain penelitian ini *cross sectional* dengan pendekatan kualitatif. Subjek penelitian terdiri dari informan utama yaitu 12 bidan motivator ASI dan informan triangulasi yaitu 1 Kasie Gizi Dinas Kesehatan Jombang, 6 Kepala Puskesmas, 6 Bidan Koordinator KIA, 18 ibu menyusui. Data dikumpulkan dengan teknik wawancara mendalam. Pengolahan dan analisis data menggunakan analisis isi. Penelitian dilakukan di 6 Puskesmas dengan cakupan ASI eksklusif yang tinggi dan rendah.

Hasil penelitian menunjukkan 1) Implementasi yang tidak dijalankan pada tujuh kontak *plus* dalam konseling laktasi yaitu pada kontak 4 (hari ke 2-4post partum), kontak 6 (harike 14-16post partum) dan kontak 7(minggu ke 6-8post partum), dikarenakan ibu tidak berkunjung ke Puskesmas. Selebihnya kontak dilakukan oleh bidan desa dan saat ibu melakukan imunisasi bayinya. Informasi yang diberikan yaitu seputar ASI, masalah menyusui.2) Komunikasi oleh bidan motivator ASI kurang maksimal karena beban kerja dan waktu pelayanan di Puskesmas, 3) Sumber daya Manusia belum mencukupi untuk menjangkau semua sasaran, dana dan insentif tidak ada, sapras sudah mencukupi di Puskesmas 4) Seluruh bidan motivator ASI memiliki komitmen yang tinggi 5) SOP mengacu pada WHO dan pelaporan belum ada.

Disarankan untuk meningkatkan kompetensi seluruh bidan di wilayah kerja kabupaten Jombang, membuat poster dan raport tentang tujuh kontak *plus* menyusui, meningkatkan sosialisasi kepada masyarakat, melakukan advokasi untuk alokasi dana pengadaan sapras, membuat laporan kegiatan tujuh kontak konseling *plus* menyusui.

Kata kunci : Implementasi, Tujuh Kontak *Plus*, Konseling Laktasi.

Kepustakaan : 32 (1988-2013)

**Diponegoro University**

**Faculty of Public Health**

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

**Majoring in Maternal and Child Health**

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**ABSTRACT**

**Dwi Anik Karya Setiarini**

**Implementation Analysis of Seven Plus Contact in Lactation Counselling by Midwives at Health Centres in District of Jombang**

**xv + 166 pages + 5 tables + 4 figures + 12 appendices**

Providing exclusive breastfeeding that is continued until two years old can decrease Infant Mortality Rate (IMR). In 2014, in Jombang District, the seven plus contact had not been optimally implemented by midwives at health centres. Therefore, there needed to analyse the implementation of the seven plus contact in lactation counselling by midwives at health centres in Jombang District.

This was a qualitative study using cross-sectional approach. Research subjects consisted of 12 midwives of breastfeeding motivators as main informants. In addition, informants for triangulation purpose consisted of a head of nutrition section, six heads of health centres, six coordinator midwives of maternal and child health, and 18 breastfeeding mothers. Data were collected by conducting indepth interview and analysed using a method of content analysis. This study was conducted at six health centres with criteria of high and low coverage of exclusive breastfeeding.

The results of this study showed as follows: 1) some of the seven plus contacts were not implemented in lactation counselling, namely contact 4 (second-fourth days of post-partum), contact 6 (fourteenth-sixteenth of post-partum), and contact 7 (sixth-eighth weeks of post-partum) because mothers did not visit the health centres. These contacts were conducted by midwives when mothers visited for immunisation of their babies. Provided information was about breastfeeding and its problem; 2) communication by midwives of breastfeeding motivators had not been well conducted due to work burden and service time at health centres; 3) human resource was not sufficient to reach all targets. There was no fund and reward. Notwithstanding, health centres had sufficient facilities; 4) all midwives of breastfeeding motivators had high commitment; and 5) Standard Operating Procedure referred to WHO. Unfortunately, there was no report.

There needs to improve competency of all midwives in Jombang District, to make a poster and report of the seven plus contact, to increase socialisation to a community, to advocate for budget allocation of facility procurement, and to report activities of seven contacts of counselling and breastfeeding.

Keywords : Implementation, Seven Plus Contact, Lactation Counselling

Bibliography: 32 (1988-2013)