

ABSTRACT

**Evaluation of the Ten Steps to Successful Breastfeeding Policy
Implementation Using CIPP Model (Context, Input, Process, Product)
(Case of Inpatient Primary Healthcare Centers of the District of Kediri)**

In Kediri District, the exclusive breastfeeding practices in 2017 decreased from 64.6% to 62.4%. It has not met the target, which is 65% as mentioned in the strategic plan. There were 21 primary healthcare centers (56.8%) that fail to achieve the exclusive breastfeeding target according to the district's strategic plan. This study aimed to evaluate the ten steps to successful breastfeeding policy implementation as the basis to enhance the achievement of exclusive breastfeeding practices in the Kediri District. This study was an evaluative study using the CIPP (Context, Input, Process, Product) model. There were seven inpatient primary healthcare centers involved in this study. Respondent in this study were the head and staff of primary healthcare centers and all midwives. The results show that based on the context evaluation, the objective of the policy implementation reached 77.6%. The input evaluation showed that the infrastructure and facilities, as well as the health personnel' support, was not adequate with the value of 56.4%. In terms of the process evaluation, the primary healthcare centers have not carried out two processes, which are to formulate the policy and forming supporting groups for breastfeeding with a score of 73.9%. Moreover, based on the product evaluation, the exclusive breastfeeding practices in Kediri District decreased in 2018 and stay behind the trend in the past four years. It has not met the target of a strategic plan formulated by the regional government. In conclusion, the policy of ten steps to successful breastfeeding in the inpatient primary healthcare centers has not been implemented well. It is recommended that the local government should formulate regulation about exclusive breastfeeding. The District Health Office should socialize the ten steps to successful breastfeeding and include it in the assessed elements in the accreditation of primary healthcare centers. Moreover, the District Health Office should guide and give rewards to health facilities, as well as a guide to the health-related organization by cooperating with baby milk producers and improve the knowledge and skills of health personnel about breastfeeding counseling.

Keywords: Context Input Process Product, evaluation, primary healthcare, ten steps to successful breastfeeding

ABSTRAK

Evaluasi Implementasi Kebijakan Sepuluh Langkah Menuju Keberhasilan Menyusui dengan Model CIPP (*Context, Input, Process, Product*) (Studi di Puskesmas Rawat Inap Kabupaten Kediri)

Di Kabupaten Kediri capaian Air Susu Ibu Eksklusif tahun 2017 mengalami penurunan dari 64,6% menjadi 62,4% dan belum dapat mencapai target rencana strategis yaitu sebesar 65%. Selain itu sebanyak 21 Puskesmas (56,8%) mempunyai capaian Air Susu Ibu Eksklusif di bawah target renstra Kabupaten. Tujuan penelitian ini adalah mengevaluasi implementasi kebijakan sepuluh Langkah Menuju Keberhasilan Menyusui sebagai dasar dalam penyusunan upaya peningkatan capaian Air Susu Ibu Eksklusif di Kabupaten Kediri. Jenis penelitian ini adalah evaluatif dengan model evaluasi *Context, Input, Process, Product*. Unit analisis dalam penelitian adalah semua Puskesmas rawat inap di Kabupaten Kediri yang berjumlah 7 Puskesmas dengan responden kepala atau staf Puskesmas dan seluruh bidan. Hasil evaluasi *context* penerapan kebijakan sepuluh Langkah Menuju Keberhasilan Menyusui di Kabupaten Kediri belum tercapai dengan nilai capaian 77,6%. Evaluasi *input* menunjukkan bahwa dukungan sarana prasarana dan petugas kesehatan juga masih kurang dengan nilai capaian sebesar 56,4%. Evaluasi *process* menunjukkan, masih ada proses yang belum berjalan yaitu penyusunan kebijakan dan pembentukan Kelompok Pendukung Air Susu Ibu di Puskesmas, nilai capaiannya sebesar 73,9%. Evaluasi *product* menunjukkan bahwa capaian Air Susu Ibu Eksklusif di Kabupaten Kediri tahun 2018 mengalami penurunan dan selama empat tahun terakhir mempunyai trend capaian yang menurun serta belum dapat mencapai target renstra. Kesimpulan : penerapan kebijakan sepuluh Langkah Menuju Keberhasilan Menyusui di Puskesmas rawat inap Kabupaten Kediri secara keseluruhan belum tercapai. Rekomendasi yang disampaikan antara lain perlu dibuat peraturan daerah terkait kebijakan Pemberian Air Susu Ibu Eksklusif, perlu sosialisasi tentang kebijakan sepuluh Langkah Menuju Keberhasilan Menyusui, melakukan pembinaan kepada fasilitas kesehatan dan organisasi profesi terkait adanya kerjasama dengan produsen susu formula, memberikan reward, serta meningkatkan pengetahuan dan ketrampilan petugas kesehatan tentang konseling menyusui.

Kata kunci : *Context Input Process Product*, evaluasi, Puskesmas, sepuluh Langkah Menuju Keberhasilan Menyusui