



Analysis of Efforts to Improve the Quality of Health in Kampung Sayang Ibu Anak through Exclusive Breastfeeding Ambassadors and Women's Reproductive Health in Kiarapedes Village, Purwakarta Regency, Indonesia

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ABSTRACT

Kampung Sayang Ibu Anak (KSIA) is a program that aims to improve the quality of maternal and child health. One of the efforts made in KSIA is through the role of ambassador for breastfeeding and women's reproductive health. This research aims to analyze efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors in Kiarapedes Village, Purwakarta Regency, Indonesia. This research uses a qualitative approach with a case study method. The data collection techniques used were in-depth interviews, observation and documentation. Data were analyzed using the Miles and Huberman model, namely data reduction, data presentation, and drawing conclusions. The research results show that efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors in Kiarapedes Village have gone well. Ambassadors for breastfeeding and women's reproductive health have played an active role in providing education, counseling and assistance to pregnant women, breastfeeding mothers and adolescent girls. The education and counseling provided by breastfeeding and women's reproductive health ambassadors has increased the knowledge and understanding of pregnant women, breastfeeding mothers and adolescent girls about exclusive breastfeeding and women's reproductive health. In addition, the assistance provided by breastfeeding and women's reproductive health ambassadors has increased the self-confidence and ability of pregnant women, breastfeeding mothers and adolescent girls to care for themselves and their families. In conclusion, efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors have had a positive impact on increasing knowledge, understanding, self-confidence and abilities of pregnant women, breastfeeding mothers and adolescent girls.

1. Introduction

The quality of maternal and child health is an important indicator of health development. This is because mothers and children are vulnerable groups who need special protection and attention. Indonesia has committed to improving the quality of maternal and child health through various programs, one of which is Kampung Sayang Ibu Anak (KSIA). KSIA is a program that aims to improve the quality of maternal and child health through community empowerment.

One of the efforts made in KSIA is through the role of ambassador for breastfeeding and women's reproductive health. Breastfeeding and women's reproductive health ambassadors are community figures who play an active role in providing education, counseling, and assistance to pregnant women, breastfeeding mothers, and adolescent girls.¹⁻³

Breastfeeding and women's reproductive health ambassadors have an important role in improving the quality of maternal and child health. Breastfeeding



and women's reproductive health ambassadors can provide accurate and relevant education and counseling to pregnant women, breastfeeding mothers, and adolescent girls. Education and counseling provided by breastfeeding and women's reproductive health ambassadors can help pregnant women, breastfeeding mothers, and adolescent girls to Increase knowledge and understanding about exclusive breastfeeding and women's reproductive health, raise awareness about the importance of exclusive breastfeeding and women's reproductive health; Increase motivation to implement exclusive breastfeeding and maintain reproductive health; Increase self-confidence and ability to care for yourself and your family. The assistance provided by breastfeeding and women's reproductive health ambassadors can also help pregnant women, breastfeeding mothers, and adolescent girls get moral and emotional support, help resolve problems, and get progress monitoring.⁴⁻⁶

Efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors are effective efforts. This effort has had a positive impact on increasing the knowledge, understanding, self-confidence, and abilities of pregnant women, breastfeeding mothers, and adolescent girls. Increasing knowledge and understanding about exclusive breastfeeding and women's reproductive health has increased the awareness of pregnant women, breastfeeding mothers and adolescent girls about the importance of exclusive breastfeeding and women's reproductive health. This can increase the motivation of pregnant women, breastfeeding mothers and adolescent girls to implement exclusive breastfeeding and maintain reproductive health. Increased self-confidence and ability to care for oneself and one's family has improved the quality of life for pregnant women, breastfeeding mothers and adolescent girls. This can improve the health and well-being of mothers and children. Therefore, the role of ambassadors for

breastfeeding and women's reproductive health is very important in improving the quality of maternal and child health. Breastfeeding and women's reproductive health ambassadors need to be supported by the government and society so they can carry out their role optimally.^{7,8} This study aims to analyze efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors in Kiarapedes Village, Purwakarta Regency, Indonesia.

2. Methods

This research uses a qualitative approach with a case study method. A qualitative approach is used to understand social phenomena in depth by examining data in the form of words, images and videos. The case study method is used to examine in depth a phenomenon that occurs in a particular unit. The data collection techniques used in this research are in-depth interviews, observation, and documentation. In-depth interviews were conducted to obtain data in the form of information and opinions from informants. The informants in this research were ambassadors for breastfeeding and women's reproductive health, pregnant women, breastfeeding mothers, and adolescent girls in Kiarapedes Village.

Observations are carried out to obtain data in the form of information and direct descriptions of a phenomenon being studied. Observations in this research was carried out by observing the activities carried out by ambassadors for breastfeeding and women's reproductive health, pregnant women, breastfeeding mothers, and adolescent girls in Kiarapedes Village. Documentation is carried out to obtain data in the form of information and written evidence about a phenomenon being studied. Documentation in this research was carried out by collecting documents related to the KSIA program in Kiarapedes Village.

Data obtained from interviews, observations, and documentation were analyzed using the Miles and



Huberman model, namely data reduction, data presentation, and drawing conclusions. Data reduction is carried out by selecting, sorting, and organizing the data that has been obtained. Data presentation is done by presenting data in a systematic and informative manner. Drawing conclusions is done by drawing conclusions from the data that has been presented.

3. Results and Discussion

The research results show that efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors in Kiarapedes Village have gone well. Ambassadors for breastfeeding and women's reproductive health have played an active role in providing education, counseling and assistance to pregnant women, breastfeeding mothers and adolescent girls. The education and counseling provided by breastfeeding and women's reproductive health ambassadors has increased the knowledge and understanding of pregnant women, breastfeeding mothers and adolescent girls about exclusive breastfeeding and women's reproductive health. The education and counseling provided include the benefits of exclusive breastfeeding for mother and baby, The correct way to breastfeed, how to care for breasts, Handling breastfeeding problems, Knowledge about women's reproductive health, and Handling women's reproductive health problems. In addition, the assistance provided by breastfeeding and women's reproductive health ambassadors has increased the self-confidence and ability of pregnant women, breastfeeding mothers and adolescent girls to care for themselves and their families. The assistance provided includes: Moral and emotional support; Assistance in resolving problems and monitoring progress.

Efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors in Kiarapedes Village have had a positive impact on increasing knowledge,

understanding, self-confidence and abilities of pregnant women, breastfeeding mothers and adolescent girls. The education and counseling provided by breastfeeding and women's reproductive health ambassadors have increased the knowledge and understanding of pregnant women, breastfeeding mothers, and adolescent girls about exclusive breastfeeding and women's reproductive health. Based on the results of interviews with pregnant women, breastfeeding mothers, and teenage girls in Kiarapedes Village, they admitted that they had received more complete and accurate information about exclusive breastfeeding and women's reproductive health from the breastfeeding and women's reproductive health ambassadors. Information provided by breastfeeding and women's reproductive health ambassadors includes the benefits of exclusive breastfeeding for mothers and babies, The correct way to breastfeed, how to care for breasts, Handling breastfeeding problems, knowledge about women's reproductive health, and handling women's reproductive health problems. Increasing knowledge and understanding about exclusive breastfeeding and women's reproductive health has increased the awareness of pregnant women, breastfeeding mothers and adolescent girls about the importance of exclusive breastfeeding and women's reproductive health. Apart from education and counseling, breastfeeding and women's reproductive health ambassadors also provide assistance to pregnant women, breastfeeding mothers and adolescent girls. This assistance has increased the self-confidence and ability of pregnant women, breastfeeding mothers, and adolescent girls to care for themselves and their families. Based on observations, pregnant women, breastfeeding mothers and teenage girls in Kiarapedes Village appear more confident and able to care for themselves and their families. Pregnant women seem more confident in breastfeeding their babies. Breastfeeding mothers appear more able to overcome breastfeeding problems. Adolescent girls appear to be more capable of



maintaining their reproductive health. Increased self-confidence and ability to care for oneself and one's family has improved the quality of life for pregnant women, breastfeeding mothers and adolescent girls.^{9,10}

Increased self-confidence and ability to care for oneself and one's family has improved the quality of life for pregnant women, breastfeeding mothers and adolescent girls. This can improve the health and well-being of mothers and children. Quality of life is a condition of a person's overall well-being, including physical, mental, social and spiritual aspects. The quality of life of pregnant women, breastfeeding mothers, and adolescent girls can be influenced by various factors, including knowledge, understanding, self-confidence, and ability to care for themselves and their families. Increased self-confidence can make a person feel better about himself. This can have a positive impact on physical and mental health. Increasing abilities can make someone feel more able to control their life. It can also have a positive impact on physical and mental health.¹¹⁻¹³

Improving quality of life can improve the health and well-being of mothers and children. This is because mothers and children who have a good quality of life will be better able to maintain their health and well-being. Some examples of the impact of increasing self-confidence and ability to care for oneself and one's family on the health and well-being of mothers and children: Pregnant mothers who have confidence in breastfeeding will be more motivated to breastfeed their babies. This can improve the baby's health, because exclusive breast milk is the best nutrition for babies. Nursing mothers who have the ability to overcome breastfeeding problems will be better able to breastfeed their babies smoothly. This can improve the mother's health, because breastfeeding can help the mother to recover from childbirth and reduce the risk of disease. Adolescent girls who have the ability to maintain their reproductive health will be better able to protect themselves from various reproductive health

risks. This can improve the overall health of adolescent girls. Therefore, increasing self-confidence and ability to care for yourself and your family is an important thing to do. This effort can be done through various means, including education, counseling and mentoring.^{14,15}

4. Conclusion

Efforts to improve the quality of KSIA health through breastfeeding and women's reproductive health ambassadors are effective efforts.

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