

Public Perception of Mother and Child Health Services Based on Holistic Integrative Health in East Java

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ABSTRACT: This research aimed to identify strengths, weaknesses, opportunities and threats maternal and child health services at the health center in East Java-based on holistic integratif. Research used qualitative descriptive approach. Districts selection sample of health centers, respondents and informants used purposive sampling, in Blitar, Lumajang, Pamekasan and Surabaya. Analytical method used an interactive, descriptive, internal factors, external factors, external internal matrix, and SWOT matrix analysis. Analysis results of internal factors indicate majority indicators of internal variables is the power of health service mothers and children at clinics in East Java. External factor analysis showed that all indicators are opportunities in maternal and child health development services at health center in East Java. However, indicators of people's behavior toward environment and health budgets of local governments needs to be addressed so it does not become a threat to of maternal and child health development services at health center in East Java.

1. INTRODUCTION

Today's society is increasingly open in giving criticism for public services. One of public service carried out by the government is the fulfillment of maternal and child health needs. Health reforms are implemented to improve health services and make them more efficient, effective and reachable to all levels of society. Parents can take advantage of maternal health care and child health centers by following the programs which had been held of maternal and child health services.

Public perception is needed in order to identify opportunities and threats in the external factors within the scope of maternal and child health services at the health center in East Java.

Holistic concept in this research relates to the concept of integrative where these concepts are intertwined in a comprehensive and integrated services. Services Holistic Integrative has also

been addressed by the BKKBN (2013: 5) is an exhaustive and integrated service in order to meet the basic needs of children, while according to the Pan American Health Organization (2011: 29) defines that health services based integrative or Integrated Health service Delivery Networks is Integrative health care based on holistic practices that provide, or make arrangements to provide a service that is fair, comprehensive, integrated and sustained and responsible for the individual's health.

2. METHOD

This research used a qualitative descriptive design. Descriptive approach is mainly used to determine the perception of society and the leadership of the health centers and district health officer / town in East Java related to the identification of external and internal factors in the development of maternal and child health services at the health

center in East Java. While the qualitative approach used to gather information on the issues of maternal and child health services at clinics in East Java, including constraints encountered in the field.

Maternal and child health services is to streamline existing poly services at community health centers, so that they can be employed in poly programs of maternal and child health services to optimize the health of mothers and children through tersebut. Penelitian service can also be used to obtain the optimal solution of the problem or disturbances in maternal and child health are suitable to the health center as a whole, comprehensive and integrated with each other.

This research population are the whole districts or city in East Java province. Determination of the county or city as the study sample is determined by purposive technique, so the sample of this study at Lumajang, Surabaya, Blitar, and Pamekasan. The determination of the respondents' perceptions of maternal and child health services in health centers in each district / city samples as well as informants, selected by purposive taking into account the criterion based selection. The main consideration is to determine the respondents and informants mastery of information and data that researchers need. Each district / city as a sample set 4 health centers, unless Blitar there are 5 health centers sampled. Overall sample of 17 (seventeen) clinics. Samples in Blitar was at Kesamben, Selopuro, Doko, Nglegok, and Ponggok health center. In Lumajang was at Rogotrnan, Sumbersari, Yosowilangun, and Pasirian health center.

Identification of external factors in order to assess public perception on health services for mothers and children at clinics in East Java, this study uses a variable external factors include variables of economic, social, cultural, legal, and technology, while it's internal factors

based on the dimensions of a holistic and integrative.

Sources of data used in this study are primary data and secondary data. Secondary data were obtained by the methods of documentation include Data Basic Health Center of the Ministry of Health, the Medium Term Development Plan of the East Java Regional Development Planning Board of East Java, and East Java Provincial Health Profile of East Java Provincial Health Office. Sources of primary data obtained by the method of filling out the questionnaire and in-depth interviews (in-depth interview). Filling the questionnaire conducted by the respondents consisting of public, health center staff, head of the health center and head of the health care district health officer / town in East Java were selected as sample. Respondents fill kuesioener relating to internal and external factors the development of health care of mother and child health centers with 2 stages.

The analysis used in the research is to use interactive analysis, descriptive analysis, analysis of internal factors, the analysis of external factors, the analysis of external and internal matrix SWOT matrix analysis. Interactive analysis is used to explain the results of interviews related to variables on the internal and external factors. Descriptive analysis is used to describe the scores of respondents to the internal and external factors indicators using descriptive statistic by calculating the average value. Analysis of internal factors used to identify weaknesses and strengths, while identifying opportunities and threats used analysis of external factors. As for determining the position of the opportunities and threats to external factors as well as the strengths and weaknesses of internal factors used criteria.

3. RESULTS AND DISCUSSION

Picture of people's perceptions of maternal and child health services can be described in the chart below. A holistic and integrative health care maternal and child health care includes maternal and child nutrition, child development and environmental sanitation related to people's behavior toward the environment. The service would work properly if there is attention and coordination of the various parties, family, the community and the local health clinic.

The results of the analysis of people's perceptions of maternal and child health services can be described in internal tabel faktor showing that the scoring average rating is good internal factors. Not all indicators have a value of a good rating because there are several indicators judged to be good in the implementation of health services for mothers and children at health centers in the province of East Java, such as service delivery on an ongoing basis since the fetus until the age of 6 years with the service system of coordinated and integrated, home visits , made a referral if found to the problems of child development prevention and treatment should penyakit. Padahal maternal and child health services based on a holistic integrative according Supriyatno (2013: 1) is a service delivery model system that regulates the health of children in conjunction with behavior provided to consumers equally and in the same place. Comprehensive integrated children's services can include screening tests, diagnosis, governance and post-treatment follow-up.

Quantity, quality of service is considered a lack of continuity between the various parties involved. This is due to the coordination between the family and the clinic is less well established.

Due to the table above indicate that the general perception of respondents to maternal and child health services based holistic ntegratif is 10% berpersepsi excellent, 75% good and 15% berpersepsi

berpersepsi not good. Most respondents gave a favorable response in the ministry concerning the monitoring service of growth and development, nutrition and health care delivery preparation to an average value above 3,000. As for preventive services and treatment of disease, conduct ongoing services and home visits not got good response from the respondent's perception it is shown from the analysis of internal factors that have a figure of just under 2,500. That is because the budget is constrained in services and visits for counseling and disease prevention.

Actually Regency / City and East Java province has been committed to improving the health budget each year. Based on the recapitulation of APBD Regency / City and East Java Provincial Budgets known that the health budget in East Java province in 2016 was Rp. 5,805,693,352,012, - an increase of 11.6% compared to the health budget in 2015, while if the sum of all existing health budget then the number becomes Rp.7.185.855.226.012, - bringing the total percentage of the health budget sourced budget to the total budget health amounted to 80.79%.

Compared to 2015, the health budget support through the state budget in 2016 increased by 6.64% due to the addition of funds Delivery Guarantee (East Java Provincial Health Office, 2012). The increase in the health budget in East Java province, but the reality of health centers in the district / city is still constrained by the budget for the development of health services for mothers and children. This reflects that the District Health Office / City not optimally allocated health budget to health centers in order to develop health services for mothers and children.

The table above concerning external factors show all indicators of external factors reflect a good external environment, which means that the external environment is considered to

support health centers in running health services for mothers and children well. Development of health sciences is an indicator that has the highest rating that is equal to 3.143. Development of health sciences is currently growing rapidly so that health centers can provide maternal and child health services are better for people with medical personnel who already have more advanced medical science. While the indicators that have the lowest rating is the value of people's behavior towards the environment.

People's behavior toward the environment and healthy living habits have not fully embedded in society. In fact, people's behavior towards the environment is closely related to the development of disease in the community. This finding is consistent with the results of the monitoring activities of Clean and Healthy Lifestyle (PHBs) in East Java that in 2016 households that had PHBs of 36.7%. The PHBs percentage when compared to 2015 of 38.2% decreased by 1.5% (East Java Provincial Health Office, 2016). In this case promotive health center can perform optimally function so the community has a good knowledge about health and hygiene as well as the improvement of extension materials PHBS.

Entire indicator variable external environment provides an excellent opportunity for health centers in East Java today in providing health services for mothers and children. The result of multiplying the weight and rating showed the total value of the weighted total of 2,890. This indicates that the health center maternal and child health in East Java are in a good position to further develop health centers and child health by making use of existing opportunities.

Alternative strategies can be formulated based on the strengths and weaknesses of internal factors and opportunities in external factors using SWOT matrix analysis. As the result of the analysis of external factors identified

all indicators of the external factors are the opportunities while internal factors identified strengths and weaknesses. then alternative development strategies of maternal and child health services at the health center in East Java is SO and WO strategy.

4. CONCLUSION

Overall in the internal factors there are three indicators were identified as a weakness that preventive services and treatment of disease, the service of sustainable and do home visits. While 17 other indicators identified as the power to develop the health service health centers in East Java.

The results of the analysis of the external environment for the development of maternal and child health services at the health center in East Java showed that all indicators are opportunities in the development of health services for mothers and children. However, indicators of people's behavior toward the environment and the health budgets of local governments needs to be addressed so that the future does not become a threat to the development of maternal and child health care clinics in East Java.

Furthermore, the results of the research through a qualitative approach to informants found that in addition to the positive influence of factors that affect the health services of mothers and children at the health center was also found the cases and challenges that must be solved in the future.

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