

## ABSTRAK

**Latar Belakang:** Program inisiasi menyusu dini (IMD) merupakan salah satu upaya pemerintah dalam menurunkan angka kematian bayi (AKB). Kurangnya dukungan tenaga kesehatan dapat menjadi faktor penghambat keberhasilan pelaksanaan IMD. Peran tenaga kesehatan sangat penting dalam meningkatkan keberhasilan pelaksanaan IMD karena tenaga kesehatan merupakan orang yang pertama memberikan informasi tentang IMD sekaligus memberi motivasi ibu agar melakukan IMD segera setelah bayi lahir.

**Tujuan:** Untuk mengetahui peran tenaga kesehatan dalam pelaksanaan IMD di RSUD Dr. Abdul Rivai Kabupaten Berau.

**Metode:** Menggunakan jenis penelitian kualitatif dengan desain studi kasus, bertempat di RSUD Dr. Abdul Rivai Kabupaten Berau. Subjek penelitian ditentukan melalui teknik *purposive sampling* dengan melibatkan 12 orang tenaga kesehatan di ruang perinatologi, ruang bersalin dan ruang Chrysant sebagai informan utama, 5 orang ibu yang melahirkan di RSUD Dr. Abdul Rivai serta 1 orang pihak manajemen rumah sakit sebagai informan pendukung. Pengumpulan data dilakukan dengan metode wawancara mendalam, dokumentasi, dan observasi. Uji keabsahan data melalui strategi triangulasi, *persistent observation*, *member checking*, dan *peer debriefing*. Analisis data meliputi reduksi data, *data display*, dan *conclusion drawing*.

**Hasil:** Pengetahuan tenaga kesehatan tentang peran dan kewajiban tenaga kesehatan yang tertuang dalam Peraturan Pemerintah Nomor 33 Tahun 2012 masih sangat rendah. Di RSUD Dr. Abdul Rivai, semua tenaga kesehatan belum pernah mendapatkan pelatihan tentang tatalaksana IMD. Selain itu, pihak rumah sakit juga belum pernah mengeluarkan kebijakan/regulasi terkait dengan pelaksanaan IMD.

**Kesimpulan:** Peran tenaga kesehatan dalam pelaksanaan IMD di RSUD Dr. Abdul Rivai Kabupaten Berau belum berjalan secara optimal, baik sebagai pemberi asuhan (*caregiver*) maupun sebagai *educator*.

**Saran:** Meningkatkan pengetahuan dan keterampilan tenaga kesehatan melalui pendidikan dan pelatihan secara berkala, membuat regulasi khusus tentang pelaksanaan praktik IMD, dan penyediaan sarana dan prasarana yang memadai untuk menunjang pelaksanaan IMD di RSUD Dr. Abdul Rivai.

**Kata Kunci:** inisiasi menyusu dini; peran tenaga kesehatan; kualitatif

## ABSTRACT

**Background:** The Early Breastfeeding Initiation (IMD) Program is one of the government's efforts to reduce the infant mortality rate (IMR). Lack of support from health workers can be a factor inhibiting the success of IMD implementation. The role of health workers is very important in increasing the success of IMD implementation because health workers are the first to provide information about IMD as well as motivate mothers to do IMD immediately after the baby is born.

**Objective:** To determine the role of health workers in implementing IMD at Dr. Abdul Rivai Regional Hospital, Berau Regency.

**Method:** Using qualitative research type with case study design, located at Dr. Abdul Rivai Regional Hospital, Berau Regency. The research subjects were determined through a purposive sampling technique involving 12 health workers in the perinatology room, delivery room, and Chrysant room as the main informants, five mothers who gave birth at Dr. Abdul Rivai Regional Hospital, and one hospital management as a supporting informant. Data collection was carried out using in-depth interview methods, documentation, and observation. Data validity testing through triangulation strategies, persistent observation, member checking, and peer briefing. Data analysis includes data reduction, data presentation, and drawing conclusions.

**Results:** Health workers' knowledge of the roles and obligations of health workers as stated in Government Regulation Number 33 of 2012 was still very low. At Dr. Abdul Rivai Regional Hospital, all health workers had never received training on IMD implementation. In addition, the hospital had never issued a policy or regulation related to the implementation of IMD.

**Conclusion:** The role of health workers in implementing IMD at Dr. Abdul Rivai Regional Hospital, Berau Regency, had not been running optimally, both as caregivers and as educators.

**Recommendations:** Improving the knowledge and skills of health workers through regular education and training, creating special regulations on the implementation of IMD practices and providing adequate facilities and infrastructure to support the implementation of IMD at Dr. Abdul Rivai Regional Hospital.

**Keywords:** early breastfeeding initiation; role of health workers; qualitative