

Abstrak

Implementasi program ASI Eksklusif merupakan salah satu strategi penting dalam meningkatkan derajat kesehatan ibu dan bayi. Namun, cakupan pemberian ASI Eksklusif di berbagai wilayah masih belum mencapai target nasional, termasuk di wilayah kerja Puskesmas Bagan Batu Kecamatan Bagan Sinembah. Penelitian ini bertujuan untuk mengevaluasi implementasi program ASI Eksklusif menggunakan model evaluasi CIPP (Context, Input, Process, Product). Penelitian menggunakan metode kualitatif dengan pendekatan evaluatif. Informan penelitian terdiri dari ibu menyusui, tenaga kesehatan, kepala puskesmas, kader posyandu, serta keluarga ibu menyusui. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, coding, penentuan tema, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pada aspek context sebagian besar ibu telah mengetahui manfaat ASI Eksklusif, namun pemahaman tentang teknik menyusui dan kecukupan ASI masih rendah. Dukungan keluarga, kondisi sosial ekonomi, dan pekerjaan ibu turut memengaruhi keberhasilan pemberian ASI Eksklusif. Pada aspek input, tenaga kesehatan dan kader posyandu telah berperan aktif, tetapi jumlah tenaga, kompetensi konseling laktasi, dan fasilitas pendukung seperti ruang laktasi masih terbatas. Pada aspek process, kegiatan edukasi dan penyuluhan telah berjalan melalui posyandu dan kelas ibu hamil, namun monitoring program dan konseling laktasi belum optimal. Pada aspek product, program memberikan dampak positif terhadap peningkatan pengetahuan ibu dan kesehatan bayi, meskipun capaian ASI Eksklusif masih belum maksimal. Disimpulkan bahwa implementasi program ASI Eksklusif telah berjalan cukup baik, tetapi masih memerlukan penguatan edukasi, dukungan keluarga, monitoring, dan fasilitas pendukung.

Kata Kunci: ASI Eksklusif, Evaluasi Program, CIPP, Puskesmas, Kesehatan Ibu dan Anak

Abstract

The implementation of the Exclusive Breastfeeding program is an important strategy in improving maternal and infant health status. However, the coverage of exclusive breastfeeding in several regions has not yet achieved the national target, including the working area of Bagan Batu Public Health Center, Bagan Sinembah District. This study aimed to evaluate the implementation of the Exclusive Breastfeeding program using the CIPP (Context, Input, Process, Product) evaluation model. This research employed a qualitative method with an evaluative approach. The informants consisted of breastfeeding mothers, health workers, the head of the public health center, posyandu cadres, and family members of breastfeeding mothers. Data were collected through in-depth interviews, observation, and documentation. Data analysis was conducted through data reduction, data presentation, coding, theme identification, and conclusion drawing. The results showed that in the context aspect, most mothers understood the benefits of exclusive breastfeeding, but their understanding of breastfeeding techniques and breast milk adequacy was still limited. Family support, socioeconomic conditions, and maternal employment also influenced the success of exclusive breastfeeding. In the input aspect, health workers and posyandu cadres had actively contributed to the program implementation, although the number of personnel, lactation counseling competence, and supporting facilities such as lactation rooms were still limited. In the process aspect, educational and counseling activities had been implemented through posyandu and maternal classes, but program monitoring and lactation counseling had not been conducted optimally. In the product aspect, the program positively impacted maternal knowledge and infant health improvement, although the achievement of exclusive breastfeeding coverage remained suboptimal. It can be concluded that the implementation of the Exclusive Breastfeeding program has been adequately carried out but still requires strengthening in continuous education, family support, program monitoring, and supporting facilities.

Keywords: *Exclusive Breastfeeding, Program Evaluation, CIPP, Public Health Center, Maternal and Child Health*