THE POLICY IMPLEMENTATION OF CHILDBIRTH INSURANCE PROGRAM IN KEEROM REGENCY OF PAPUA PROVINCE, INDONESIA

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ABSTRACT

The study of the policy implementation of childbirth insurance program was in Keerom Regency of Papua Province. The aims of the research were to analyze (1) the effectiveness of communication in the implementation of childbirth insurance program, (2) the effectiveness of resource of childbirth in insurance program, (3) the effectiveness of disposition with implementers’ attitude to influence the implementation of childbirth insurance program society (4) the effectiveness of bureaucracy structure for the stabilization of implementation of childbirth insurance program,(5) the influence of geographical and social economic condition on childbirth insurance program,(6) community’s view on childbirth insurance program in accordance with value, culture, and customary norm. The research was carried out in heath department, hospital, heath center, midwives, private practice, and community in Keerom Regency. The health center as the research area was located in the remote area, i.e. the border of Papua New Guinea. The data were analyzed using content analysis. The results of the research indicate that communication variable has run well. Policy instrument underlying childbirth insurance program also has run well, the availability of supporting materials should be improved. Implementers’ commitment of childbirth insurance program from policy holders until the implementers’ in the field in Keerom Regency is very high. Step-by-step coordination is high. Geographical condition is still the other causes of the low level of childbirth insurance program. The most basic one is the strong influence of custom and culture of Keerom community that the childbirth is a special ritual, so it should happen outside the house. It should not happen on the bed that has been used before and it should be accompanied by community leaders. Thus many cases of mortality of mothers and children happen because health/midwife official are late to give help. Socialization is not enough but the involvement of all parties is needed in advocating and changing it slowly.

Key words: childbirth insurance program, policy implementation, Keerom Regency