ABSTRACT
PROGRAM IMPLEMENTATION FOR REDUCING THE MATERNAL MORTALITY RATE (MMR) AT MASSENREMPULU REGIONAL HOSPITAL OF ENREKANG REGENCY

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In Indonesia, the Maternal Mortality Rate (MMR) is still rather high. At the moment, there are roughly 305 maternal fatalities for every 100,000 live births. Almost 77% of fatalities have place in hospitals. According to Massenrempulu Regional Hospital of Enrekang Regency' medical records, there were 0.046% fewer maternal deaths at the hospital in 2020 compared to all maternal visits, and 0.075% less in 2021. The Circular of Health Minister number HK.02.02/D.III/548/2020, is about enhancing hospitals' contribution to hastening the decline in maternal mortality. The maternal health program serves as a barometer for the effectiveness of basic healthcare in districts and cities. The objective of this study was to describe the challenges and barriers associated with the maternal health program's implementation in an effort to lower maternal mortality.

This study applied a qualitative descriptive approach. This study was conducted at Massenrempulu Regional Hospital of Enrekang Regency. As informants, research participants offer the many pieces of information required for the study. While secondary data was gathered through documentation studies and observational activities, primary data was gathered through in-depth interviews with informants and field observations.

The findings demonstrated that the implementation of the maternal health program, particularly at Massenrempulu Regional Hospital, was still experiencing difficulties. A number of barriers were discovered, including insufficient funding, ineffective bureaucracy, and insufficient position. To increase communication, coordination, and resource distribution, especially for the PONEK team, the Maternal Health Program needs the cooperation of both the federal government and municipal governments. The result of this study was an animation of a public service announcement that highlighted the contribution of Massenrempulu Regional to lowering the maternal mortality rate (MMR).

Keywords: Implementation, Maternal Mortality Rate (MMR) Reducing Program

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