

THE INNOVATION IN IMPLEMENTING HEALTH SERVICES FOR RUMAH TUNGGU KELAHIRAN (RTK) IN SINJAI REGENCY

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ABSTRACT

The purpose of this study was to analyze and explain the innovation of the implementation of health services Rumah Tunggu Kelahiran (RTK) in Sinjai District through three dimensions, namely individuals, structures, and cultures. This research method This research method uses a qualitative approach, data collection used to collect data in qualitative research generally uses observation techniques, document reviews, and interviews. The results showed three main aspects of individuals, namely the motivation of individuals to provide health services was effective, norms and harmonization had gone well in carrying out services to the community in this case pregnant and childbirth mothers, and aspects of conformity and cooperation. The results of the study show that these aspects have been going well, as evidenced by the high interest of the people (patients) who want to check their health, consult, and request drugs to maintain the health of the mother and baby. The results of the study show that the organizational structure is effective and efficient because it describes simplicity in providing services, convenience, and a high level of responsibility of the officers to the needs and interests of patients who expect help for labor. In this study, organizational culture shows that the legitimacy of the RTK is very effective, as evidenced by the legitimacy that is top down, namely from the Central, Provincial and Sinjai District Governments.

Keywords: Innovation, Health Services, RTK.