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Research paper

Health Communication Strategy of Karawang Regency Government Through EMAS Program in Order to Decrease Mother Mortality and Infant Mortality Rate in Karawang Regency

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Abstract

Maternal mortality and infant mortality rate is one of the benchmarks of the health status of a region. The inability Maternal mortality and infant mortality rate is one of the benchmarks of the health status of a region. The inability of pregnant women and their immediate environment to recognize maternal signs in pregnant women and childbirth is one of the causes of maternal mortality and infant mortality. Karawang regency as one of the biggest contributor of Maternal Mortality Rate and Infant Mortality Rate in West Java, makes Expanding Maternal and Neonatal Survival or EMAS as one of strategy to decrease Mortality Rate and Infant Death. USAID EMAS Program started in 2013 and ended in 2016, and continued by West Java Provincial Health Office one of them in Karawang regency. This study aims to find out what are the communication strategies used by Karawang regency in order to reduce maternal and infant mortality rates and how to apply them in the community Karawang regency. This research uses constructivist paradigm with case study approach. The findings of this research are 1. The existence of an integrated program using communication technology with the name SiJariEMAS 2. The establishment of civil society forum consisting of all levels of society committed to supervise the health service to the public.

***Keyword**: maternal health communication, health communication strategy, health community.*

1. Introduction

The Maternal Mortality and Infant Mortality Issues is a matter of all of us, not just about the obligation of a pregnant woman not also of family obligation but our shared responsibility as a living being. If there is a mother giving birth and then dying because of what should be handled then we are sinning because we have wasted the life of a human being if there is a baby died because of the cause that can be avoided we have wasted a child who most likely the child will become a leader the world is so great explanation Dwi Susilo a mentor Expanding Maternal and Neonatal Survival West Java who has a background as Head of Field Services in General Hospital of Karawang.

Most pregnant women who die at the birth of their babies have children and families, it is very rare for mothers to die at the birth of their first child, usually the second child or third child will certainly bring problems to those left behind, can imagine the psychological condition of abandoned children. The child will grow up as a citizen of Indonesia that we do not know in the future he will be what, then I am very happy with the existence of this EMAS program. EMAS program through various activities trying to make changes so that no more mothers who died in vain because so far the cause of death in the mother of childbirth can still be avoided so explanation dr. Dwi Susilo. Pregnant and childbirth is actually a blessing for a woman, so many women who have married and have not yet a child but will be very unfortunate stigma in the community thought that pregnancy and childbirth is only the responsibility of women so that most women have no choice about how they undergo pregnancy, recognize the alarm of pregnancy and childbirth, when there is a problem then most women do not have the right to choose the decision that must be taken immediately in the event of gravity. The first EMAS program USAID launched in 2012 tries to overcome the problem with various strategies it has chosen.

Karawang is one of the regencies in West Java that obtained the EMAS USAID program which started in 2013. Twenty-one Private Hospitals in Karawang have joined the Emergency Mother and Neonatal Emergency Referral System Program, all done to strengthen the recipient's performance and consistent and continuous referral networking to reduce Maternal and Neonatal Death, the signing of the program is located at Amaris Hotel , conducted by Board of Directors of all Private Hospital of Karawang Regency in front of Vice Chairman of West Java Provincial Hospital Association dr. Roy David, Sp THT, and from the Chairman of work community Karawang also served as Regional Secretary of Kab. Karawang H. Teddy Rusfendi Sutisna, Head of Health Office dr. Yuska Yasin, Director of Karawang District General Hospital Dr. Asep H Lukman. This proof of seriousness Karawang regency in order to reduce maternal mortality and infant mortality rate in West Java.

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For that, one of the things that the government is doing in collaboration with USAID is the Expanding Maternal and Neonatal Survival program aimed at reducing maternal mortality and neonatal mortality by 25 percent. The program will be implemented in 6 provinces that have the largest number of maternal and neonatal deaths, namely North Sumatra, Banten, West Java, Central Java, East Java and South Sulawes. With the first intervention in Serang regency, Tegal, Banyumas, Malang, Bandung, Cirebon, Pinrang, Deli Serdang. This EMAS program is a cooperation between Indonesia and USA through USAID which lasted for 5 years from 2012-2016. The approach is to improve the quality of emergency obstetric and neonatal services at at least 150 public and private hospitals and 300 community health centers or community health centers. The program also strengthens efficient, effective and safe referral systems between public health centre and hospitals, especially in the emergency field of maternal and newborn health. The government hopes that improving emergency services during delivery and newborns and improving referral systems can help governments reduce maternal and infant mortality rates.

The EMAS program specifically focuses on reducing maternal mortality and infant mortality through three pillars of EMAS

1. Service system improvements

2. Improved referral system

3. Strengthening performance accountability

The service system becomes an important homework, the health service plays an important role in first aid when emergency urgency occurs in pregnant women. The main enemy of emergency conditions is time, the most recent case of maternal deaths due to wasted time in the search for healthcare that is appropriate to the needs of the mother of childbirth hence the need for an integrated communications technology system when referring patients.Based on data obtained from the West Java Provincial Health Office there are three areas in West Java contributing the most Maternal Mortality Rate and Infant Mortality Rate in 2012. The contributing areas of Maternal Mortality and Infant Mortality Rate are Sukabumi number of Mortality Mortality 76 and Infant Mortality Rate 524 cases, both Bogor number Mortality Mortality 63 Infant Mortality Rate 167 cases and third Falkirk number Mortality Mother 47 Infant Mortality Rate 158 cases. While for the year 2013 Karawang occupy the second position of the contributor to the Mortality Rate of Mother and Infant Mortality Rate is the Mother Mortality Rate 64 cases Infant Mortality Rate 202 Cases. For the first area of Sukabumi as much as the Mortality Rate of Mother 78 Infant Mortality Rate 228 cases, and third Bogor the number of Maternal Mortality Rate 60 Infant Mortality Rate 172 cases.

SiJariEMAS Program as an effort to accelerate the rescue of mother and newborn in Karawang was selected TOP 99 SINOVIK 2015 Ministry of Administrative Reform and Bureaucracy Reform of the total 1189 innovations listed superior. http://m.menpan.go.id/berita-terki.../3158-top-99-sinovik-2015 success of EMAS program in Karawang regency is real work and supported by all parties, among others Karawang regency government, civil society forum , medical personnel both medical and non medical, it can be said that Karawang have a complete and compact team so explanation mentor EMAS Program dwi susilo The EMAS Program supported by a grant from the United States Agency for International Development (USAID) in collaboration with the Ministry of Health of the Republic of Indonesia to make efforts to reduce maternal and infant mortality in Indonesia for 5 years (2012-2016) including in West Java.

The high maternal and infant mortality rates prompted the Governor of West Java to issue Circular Letter No. 463/37 / Yansos / 2015 which appealed to the government in regencies / cities throughout West Java to improve the efforts of mother and newborn rescue (BBL) as an effort to improve the Human Development Index. In West Java, the EMAS program provided technical assistance at 24 hospitals and 62 PONED public health centre in five pilot districts, namely Bandung, Cirebon, Bogor, Karawang and Indramayu districts. There has been considerable progress from the five years of mentoring results, improving the quality of service is the main standard of the EMAS Program. The five assisted districts of the EMAS Program succeeded in increasing the reference quality to 93 percent from 30 percent in 2012

Communication as a means that humans use to meet their needs becomes an important tool in the human development index. The health messages that are present in efforts to reduce baby and mother mortality rate and become a special study in health communication. The scope of the Science of Communication is not only limited to public speaking skills and media or journalistic studies only. Communication Science covers almost all layers and elements of life because its use is needed by various circles. Not to be missed also in the field of health, where there is a special study that discusses about health communication.

Health communication as part of an is the process of delivering messages containing health-related matters by the sender to recipients through appropriate media. The delivery of this message has the basic purpose of giving a comprehensive health briefing both physical and spiritual to support the achievement of human behavior for social welfare. The messages contained in health communications are of course more focused and specialized than general communication, which usually includes the health issues in circulation and how to maintain the right health for the community.

By applying the concept of health communication, various communication strategies are used in order to convey information and health education to various layers of society in order to play an active role in promoting health promotion. Socializing This health promotion covers many things from self-care from illness, disease prevention process, to how to realize that the people around them have an unhealthy health condition both physically and spiritually. Thus, the public is expected to have basic knowledge and information on health to have attitudes and behavior of people who promote a healthy lifestyle.

Health communication has two important elements that become the basis in the concept of the study, namely:

1. A community of individuals conducts a communication process to address various health problems using various elements and strategies existing in the communication study.

2. Current media and technology is used as a means or channel to make the process of delivering health messages more broadly in order to grow knowledge and awareness of individuals and communities on the importance of health.

Needed an appropriate communication strategy to be able to change the understanding of the community in Karawang regency, the EMAS program will not be successful if only run by medical personnel or hospitals just as well as the EMAS program will not be successful if only in the initiation by the community alone explanation dr. Yayuk from District Health Office Karawang. Stories of business decline in maternal mortality and infant mortality passed by EMAS program Karawang regency until finally get the award into the category of service innovation best because this program is supported by all circles.

The EMAS program brings new fervor to medical and medical personnel, we can now take into account the conditions we will face. Before the patient comes we can already prepare what will be done. The midwife of the primary health system or the midwife of a private practice first reports the patient's condition via SMS to the call center in the Health Office, the call center officer conveys the patient's condition to the targeted hospital. The health worker at the intended hospital provides first aid to the patient who will be transported to the hospital and along the way continues to convey the patient's condition, so when the patient arrives at the hospital

all is ready, nurses, patients and other support are ready to welcome the patient and provide the best service so the story of midwife Ning Nurul Safitri Head of VK Room at RSUD Karawang.

The EMAS program requires the next step to socialize its program clan in the community so that the EMAS Program gets support from various parties then the Civil Society Forum was formed. Civil Society Forum as a forum initiated by USAID EMAS Program consists of members of community groups, youth, health workers, government volunteers and religious organizations join together to commit to help the government and society oversee the services of all parties in order to reduce mother and baby mortality rate . Through social media, campaign counseling and other activities to socialize health messages so that people recognize maternal alarms that will give birth.

In communication known terms Frame of Reference or the value of a person's perspective that is influenced by gender, age, educational background background of knowledge owned by the perpetrator of communication. The ability of a communicator in looking at the other person becomes a key to the effectiveness of his communication. This becomes important in determining what kind of communication strategy will be done when the communicator exchanges messages for the sake of achieving common goals. Sometimes the communicator considers that the frame of reference factor is not so important that when doing the communication process always see from the point of view not the other person. It is important for every health worker and the public to pay attention to the health communication strategy they are doing for the success of the EMAS Program.

The selection of an appropriate strategy will greatly affect a program in research conducted by Rina Herlina Haryanti, Tiwuk Kusuma Hastuti and Diffah Hanim from Sebelas Maret University on Short Message Service (SMS) Mother: Innovation Policy to Reduce Maternal Mortality[1] conveyed that SMS is considered an effective way to provide literacy to pregnant women about the health conditions commonly experienced by women during pregnancy and what should and may not be done by a woman who is pregnant. The strategy undertaken by the Brebes government made women the only party responsible for her pregnancy. Women have the right to their bodies and of course the condition of pregnancy is not entirely the responsibility of women alone but it is the responsibility of both the government, the family and the surrounding community. So to support a program required a communication strategy undertaken by various parties.

In this study the authors tried to study more deeply about health communication strategy in order to reduce the mother and baby death rate in West Java post USAID EMAS Program Kabupaten Karawang by using case study research method. The Case Study is a study that seeks to examine more deeply about a case in detail to find all the important variables in the case. Case studies are a more suitable strategy when the subject of a question is concerned with how or why, if the study has little chance of controlling the event to be investigated, and if the focus of the research lies in the contemporary phenomenon in real life[2]

A good communication strategy is a strategy that can establish or position a person appropriately in communication with the opponent communications so as to achieve communication goals that have been established. In a communication strategy to understand a strategy alone is not enough, it takes the level of awareness of the community so easily the community to understand a communication strategy used. Consciousness is the understanding or knowledge of a person about himself and his existence. Strategies are alternative approaches taken to position the organization in achieving sustainable success or strategy can be cited as a chosen alternative based on optimality thinking in order to achieve a goal [3] Choosing the right strategy will result in a choice of ways to persuade all people to realize that reducing maternal mortality and infant mortality is a shared responsibility.

2. Literature Review

The symbolic interaction perspective is actually under a larger perspective that is often called a phenomenological perspective or an interpretive perspective. Some scientists have a major stake in symbolic interactionism: James Mark Baldwin, William James, Charles Horton Cooley, John Dewey, William I. Thomas, and George Herbert Mead. But of all that, Mead is the most popular as the foundation of the theory. Mead developed the theory of symbolic interaction of the 1920s and 1930s when he became professor of philosophy at the University of Chicago.

Mead wrote many articles, but his ideas on symbolic interactions grew rapidly after his students published his notes and lectures, mainly through the book that became the main reference of the symbolic interaction theory, the Mind, self & Society (1934), which appeared shortly after Mead himself passed away. According to George Herbert Mead in the book Qualitative Research Methodology, The essence of symbolic interaction theory is the theory of "self" (self), which can also be traced to the definition of self from Charles Horton Cooley. Mead, like Cooley, considers that self-conception is a process derived from the individual's social interactions with others [4]

Mead's view 4] about self lies in the concept of "taking the role of others" (taking the role of the other). Mead's concept of self is the elaboration of the "social self" (social self) proposed by William James and the development of Cooley's theory of self. For Mead and his followers, individuals are active, innovative that not only socially created, but also create new societies whose behavior is unpredictable.

For Cooley and Mead, self emerges because of communication. Without language, self will not develop. Humans are unique because they have the ability to manipulate symbols based on consciousness. Mead emphasizes the importance of communication, especially through vocal cues (language), although the theory is general. The potential vocal cues become a set of symbols that make up the language. Symbols are a stimulus that contains meaning and value learned for humans, and the human response to symbols is in the sense of meaning and value rather than in the sense of physical stimulation of the sensory apparatus. Important concepts in symbolic interactionism, namely Mind (Mind), Self (Self), Society (Society), described as follows:

2.1. Mind (Mind),

Mead defines as the ability to use symbols that have the same social meaning, and Mead believes that humans must develop thoughts through interaction with others. in symbolic interactions not spared from the language, a system of verbal and nonverbal symbols arranged in patterns to express thoughts and feelings and shared. Language also depends on what Mead calls the significant symbol or symbols that bring the same meaning to many people. By using language and interacting with others, we develop what Mead says as the mind, and this enables us to create an interior setting for the people we see operating outside of us. So the mind can be described as the way people internalize society. But the mind is not just dependent on society. Mead states that both have a reciprocal relationship. The mind reflects and creates the social world, related to the concept of thought is the thought Mead expressed as a conversation within oneself. While Roger, in the opening story, prepares for his new job, he recalls all the experiences that took him to that time and place. Roger regulates the meaning of his new situation, Mead holds that without social stimulation and interaction with others, one will not be able to hold a conversation in himself or keep his thoughts. According to Mead, one of the important activities that people solve through thinking is role taking, or the ability to symbolically position themselves in the fantasy of others. this process is also called per-

spective taking because this condition requires that one stop his own perspective on an experience and instead imagine it from the perspective of others. Mead says taking role is a symbolic that can help explain our feelings about ourselves and also allows us to develop the capacity to empathize with others.

2.2. Self (Self),

Mead defines self (self) as the ability to reflect ourselves from the perspective of others. for Mead, self evolves from a special type of role-taking, imagining how we are seen by others. Mead calls it a "looking-glass self," or our ability to see ourselves in the reflection of others' views. Cooley (1972) in West & Turner in the book Theory of Communication, believes 3 principles of development that are connected with self mirror, namely

- We imagine how we look in the eyes of others
- We imagine their judgment about our appearance
- We feel hurt or proud based on this personal feeling [5]

Mead's reflection of self reflects the power that labels have on self-concept and behavior. This power represents the second type of self-fulfillment prediction. At the beginning of this chapter self-fulfillment predictions are called personal expectations that affect behavior. Instead, this behavior will ensure that he will succeed. At the same time, negative feelings can create situations where the predictions of failures come true. The second type of self-fulfillment prediction produced by the labeling of a Pygmalion effect (Pygmalion Effect), in this case refers to the expectations of others governing one's actions. When Mead theorized about himself, he observed that through language the person has the ability to be a subject and object for himself. As subjects, we act and as objects, we observe ourselves acting. Mead calls the subject, or the self acting, as I and the object, or the observing self, is Me. I is spontaneous, implusive and creative, while Me is more reflective and socially sensitive. I might be willing to go out and party every night, while Me may be more careful and aware of homework to be done than partying. Mead sees itself as a process that integrates between I and Me.

2.3. Society (Society),

Mead argues that interaction takes place within a dynamic social structure - culture, society, and so on. Individuals are born into an existing social context. Mead defines society (society) as the network of social relationships created by humans. Individuals are involved in society through their actively and voluntarily chosen behavior. So, society illustrates the connectedness of some behavioral devices that are constantly adapted by individuals. According to (forte, 2004) in West & Turner (2008: 107]6] in the communications theory book states "Society exists before the individual but is also created and shaped by the individual, by acting in accord with others".Society, therefore consists of individuals and Mead speaks of two important parts of society affecting the mind and self. Mead's thoughts about others in particular (particular others) refer to the individuals in society that are significant to us. These people are usually family members, friends, and colleagues at work and supervisors. We see others specifically to gain a sense of social acceptance and sense of self. When Roger thinks about his parents' opinions, he is getting a sense of himself from others in particular.The identity of others in particular and the context affects the feeling of our social acceptance and sense of ourselves. Often the expectations of some particular others experience conflict with others.Other people generally refer to the perspective of a social or cultural group as a whole. It is given by the community to us, and "the attitude of others in general is the attitude of the whole community" (Mead, 1934: 154 in West & Turner, 2008: 108)6]. Others generally provide information about roles, rules and attitudes shared by the community. Others generally give us feelings about how others react to us and social expectations in general. This feeling is influential in developing social awareness. Others can generally help in mediating conflicts raised by other groups of people in particular who are in conflict.

3. Methodology/Materials

The research paradigm in this study using naturalistic paradigms within the scope of the sociocultural tradition, researchers naturally examine the existence of social and cultural research subjects, where communication focused on social reality. In the book Sociology of Communication [7], cites Littlejohn, (1996). One approach in science is the social sciences. Although the social science approach is generally an attempt to use the exact sciences approach in view of society as referred to by August Comte introducing sociology as a science that discusses social life borrowed from physics. In attempting to observe and interpret patterns of human behavior, the roots of social science make man an object of study to observe. If behavioral patterns are in fact present, then observation should be as objective as possible, in other words, social scientists such as natural scientists must establish a consensus on what is observed accurately which will be explained or interpreted [8].

Suwardi Endraswara in his work entitled Method, Theory, Engineering, Cultural Research, Understanding Robert Friedrichs, paradigm as a fundamental view of a discipline on what the subject matter should be studied (a fundamental image a dicipline has of its Subject matter) [9]. Researcher who is observing at the phenomenon of health political communication after the application of Government Regulation No. 18 of 2016 trying to think thoroughly, looking for a frame in accordance with the study of communication science is realistic. Researchers are in a neutral position, and look for a complete picture of the process of communication. The paradigm is a loose collection of logically shared assumptions, concepts, or propositions that direct the way of thinking and the way of research. Theoretical orientation or perspective is a way of looking at the world, what people assume about something important, and what makes the world work. The paradigm becomes a mind frame in which contains the concept and map of the study thoroughly [9].

Methods are the perspective and principles of thinking about the phenomena studied, the approach used, the scientific procedures (methods) followed, including in collecting data, data analysis, and conclusions. Bogdan and Taylor (1975: 1) briefly state the methodology as the process, principle, and procedure of how we perceive problems and seek answers) [10].

Research that is conducted by researchers is a naturalistic research. According to [11] qualitative research or also called naturalistic research evolved along with knowledge about the flow of humanism as the root of explanation of human behavior [12], citing (Strauss and Corbin, 1997: 1) Qualitative Research is a type of research that results in discoveries that can not be achieved by using statistical procedures or by other means of quantification. In qualitative research, there are four subjective assumptions about scientific truth or reality, as follows: 1) Nominalism, scientific truth is the result of a construction that is given a partiality by the individual, including the researcher; 2) Antipositivism, Scientific truth can only be understood from the perspective of the individual. 3) Voluntarism, Man is assumed to be an autonomous being. In full and have "free will", they actively and creatively live the reality; 4) Ideographic, qualitative research seeks to understand and explain reality. They try to assemble and arrange patterns to discover something new or theory through the induction of scientific process (inductive thinking method). Qualitative research is "theoretical gathering" by assembling and developing patterns of individual social action [11].

Research method used by researchers is qualitative research method. Researchers view that this research as interactive, and minimize the level of subjectivity. The research will be conducted by the researcher is health political communication in the post application of PP no 18 year 2016.

Qualitative Research by Yin (2011) in [1] attempts to study the meaning of living people in real-world conditions and situations; [2] Representing the views and perspectives of the community in research; Society is not an object of observation, but they provide a picture of the true reality of facts to scientific truth;[3] includes the contextual conditions in which members of the living community [4] contribute to the development of insights into existing or new concepts that can help to explain human social behavior, and [5] strive to use multiple sources of data rather than relying on one source . Qualitative research is known as a study that develops participatory field approaches.

In this study, researchers used qualitative method with Case Study approach. Researchers think that this method is very appropriate that can describe the phenomenon in the study of health political communication in the post-application PP No. 18 year 2016. As described by [13] Thick description, about the complex processes and their influence in a particular context. The ability to provide rich portraits in this way is a key benefit of case studies. Your research reader should be made to feel as if they were there with you in your research, see what you see, and summarize what you have concluded. [14]

According to Patton the process of preparing the case study takes place in three stages. The first stage is the collection of raw data about individuals, organizations, programs, places of occurrence in the basis of writing case studies. The second step is to compile or arrange cases that have been obtained through compacting, summarizing data that is still in the form of raw data, classifying, editing and inserting it in one file that can be set (manageable] and accessible. The third step is writing the final report of case study in the form of narration. [15]

In qualitative research, researchers naturally view the problem in the context of the study, the researcher plunged into the events and conditions that occur in the context of research. Researchers are directly in the field on various sides of events that occur when the observation process takes place. According to Bajari Qualitative Research demands a high level of extinction. An intensive researcher goes into a community to get a complete picture of situation or experience. Pretending becomes the "ultimate weapon" to "hide" identity as a researcher. This is done to get the typical data, not intervened feeling is being researched. As well as attempting to construct opinions and behavior descriptions of key informant. This effort can only succeed if the researcher establishes a relationship that can be accepted by the informant.

According to Stake (1995], Case Studies is a research strategy in which researchers carefully investigate a program, event, activity, process, or group of individuals. Cases are limited by time of activity; with researchers collect complete information using various data collection procedures based on the time specified. [16]

The case study approach, according to the researcher, is a possible way to describe and explore the phenomenon seen in health political communication after the adoption of goverment regulations no 18 of 2016. Raco explained This case study can help researchers to conduct in-depth study of individuals, groups, programs, organization, cultural, religious, regional or even State. Understanding of special cases that occurred in the past will help individuals, communities and communities to understand and address the issues at hand or to be faced [15]

According to 2] provides more technical limitations with an emphasis on its characteristics. Ary, Jacobs, and Razavieh (1985] explained that in case studies the researcher should try to test the unit or individual in depth. The researchers tried to find all the variables that are important in the study. Based on these restrictions it is understandable that case study is partial include; (1) the target of his research may be human, event, background, and document; (2] those goals are examined in depth as a totality according to their respective backgrounds or contexts in order to understand the various links that exist between the variables.

4. Results and Findings

Society is an important part of human life. As human social beings it is impossible not to communicate. Humans communicate to meet their needs, humans need people around them to support their beliefs. The issue of maternal death and infant mortality is not a situation that can only be solved by the mother, it is a matter of national honor that must be realized by all parties. Indonesia as a developing country needs a major breakthrough in reducing maternal mortality and infant mortality. The cause of maternal death and infant death 70 percent occur because of the possible to prevent. Civil society is one solution offered by USAID EMAS program to reduce maternal mortality and infant mortality rate in karawang regency. Civil Society Forum in Initiation in Karawang Regency on the initiative of USAID JW West GIS program. Civil Society Forum comes as one solution to overcome the communication deadlock that happened in society. Community Forum Madani Karawang District consists of several elements of society, among others are youth organizations, religious leaders, government, health volunteers and health officials.

The Civil Society Forum is committed through the service made to oversee and ensure the USAID EMAS program is in line with the pre-established program. One of the efforts through the EMAS Program to increase participation, transparency and accountability of the Newborn and Newborn Health services is the use of Service Charter (SC], or Service Information (MP] in accordance with the mandate of Law Number 25 Year 2009 on Public Services. Service is one of the tools to encourage information disclosure in public service. Information disclosure is a major issue of the new paradigm of public service in managed the service reform through democratization, where the public interest and dialogue becomes something very important. The role of the government is more emphasized on serving, rather than regulating and directing. A collaborative coalition between service providers, governments and communities is the ultimate choice to achieve goals. Article 22 of Law Number 25 Year 2009 stipulates that the organizer is obliged to prepare and stipulate the Service Statement which is a statement of the ability of the organizers in carrying out the service in accordance with the standard of service. Service Notice is a written statement containing the full details of the obligations and promises contained in the service standard at the service facility

The Newborn Mother and Infant Rescue Program to reduce maternal mortality and infant mortality is a shared responsibility of both government and society. Various efforts made by the government will not succeed if they do not get support and community participation. In the Newborn Mother and Infant Rescue Program at the district / municipal level the role of community organizations at the district / city level and its network up to the village level is very important. The role of community organizations at the district / municipality level in the Newborn Mother and Infant Rescue Program is channeled through the Civil Society Forum (FMM], while the village levels are channeled into the role of Mother and Child Health Motivator (MKIA). The role of civil society organizations in the Civil Society Forum is to provide information and education to the community and provide advocacy to the government related to various things that occur in the community in an effort to save the mother and baby. Maternal and Child Health Motivator prepares pregnant women and their families to understand the emergency signs of pregnancy and the preparation of births. Likewise, the community and families around

pregnant women can provide immediate help handling emergency mother and baby diuratan on the process of childbirth.

The principle of effective communication will occur if communicants and communicators are at the same point of understanding, the role of civil society forums to be one effective solution for delivering health messages in the community. This happens because civil society forums are community members whose positions are closer and more reliable. The activities of civil society forums are diverse, and are followed by mixed community members.

Civil society forums seek to initiate important health idea ideas for the decline in maternal mortality and infant mortality rate, the idea taught to the public in the hope that people understand that the birth process is an important process to be done wholeheartedly. The process of failure in childbirth occurs infrequently because the cause is very likely to be avoided, when the emergency happens then the battle with time became a moment of crisis that must be realized by all parties, both mother, husband, family, community health workers and other support personnel. Not an easy process to do, it takes cooperation from all parties. Goodness must be transmitted, information should be submitted and accompanied by such a way of working the civil society forum. Various planning, activities and evaluation are done in an effort to create a communication strategy for message and communication process can be done well. The religious approach, the principle of gender into the message that must be conveyed carefully. Indonesian people which as containing matrilineal principle makes women in disadvantaged position. Most people in Karawang regency consider that the process of pregnancy and childbirth is a matter of responsibility and blessing for women, women have no right to themselves everything should be discussed and decisions are made on the basis of the majority of women's votes. This is certainly a challenge for civil society forums to change the culture so that decision-making can be done quickly.

5. Conclusion

The decline in maternal mortality and infant mortality is not the responsibility that only women, government, or family only. This is a process that must be done together. Basically what happens in society shaped by individual beliefs that eventually end up being mutual confidence. It takes joint cooperation between various parties to handle the decline in maternal mortality and infant mortality rate. Civil society forums initiated by the USAID EMAS program become a solution offered by USAID as one of the activities to build community confidence around mothers and babies who will give birth consisting of religious leaders, youth organizations, community organizations, medical and other non-medical personnel. Civil society forums were born as one of the solutions to deliver information and build awareness in the community about the importance of handling the gravity that occurs in the birthing procession so that no maternal and infant mortality cases can be handled.

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