

## Enterprise Innovation In Service Independent Practice Of Midwives In Indonesia : Literature Review

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**ABSTRACT:** Midwives perform an innovative and transformation role because they are the primary services closest to the community. Midwives could become HealthPartners, which is one of the innovations in midwifery services they can provide. Midwifery services have implemented entrepreneurship as one of their business innovations. The growing number of midwifery graduates, limited employment opportunities, and competition for high-quality midwifery services have prompted midwives to open their practices and innovate in the field. A specific service product can be created by combining a midwife's characteristics with her ability, knowledge, and skills. This study is a review of the literature on entrepreneurial innovation in Indonesian midwives' self-service. The article is analyzed using Google Schola and two literature reviews that meet the criteria. According to the literature review findings, oxytocin massage, postpartum massage, baby massage, breast massage, perineal massage, and yoga for pregnant women and babies spas are examples of entrepreneurial innovations in self-service for midwives in Indonesia. A midwife's creativity can help her develop new ideas, develop new services and methods, or create a new product in midwifery services that will benefit both mother and baby.

**Keyword:** Innovation, entrepreneurship, and independent midwifery practice

### INTRODUCTION

The end of the Millennium Development Goals (MDGs) target in 2015 leaves Indonesia with a mountain of homework related to healthcare issues. As a result, participation from various society elements, including health institutions such as doctors, nurses, and midwives, is required to achieve the Sustainable Development Goals (SDGs), which are a continuation of the Millennium Development Goals (MDGs) especially in the healthcare sector. The Sustainable Development Goals (SDGs) are a global action plan to end poverty, reduce inequality, and protect the environment agreed upon by world leaders, including Indonesia. The Sustainable Development Goals (SDGs) are 17 goals and 169 targets that are expected to be met by 2030. ([sdg2030indonesia.org](http://sdg2030indonesia.org)).

A midwife can help achieve the SDGs' third goal: to live a healthy and prosperous life, particularly about mothers and babies health. One of the most pressing issues confronting Indonesia this decade is maternal and infant health. Indonesia's MMR remains high in 2019, at 305 per 100,000 live births. This figure falls short of the Sustainable Development Goals' target of 70 per 100,000 live births by 2030. It will take much effort to meet this goal, especially when compared to other ASEAN countries (Susiana, 2019)

For the Maternity Planning and Complications Prevention Program (P4K) and Health Operational Assistance (BOK) to health centres in districts/cities; safe motherhood initiative; and Gerakan Sayang Ibu in 1996 (Mi'raj, 2017), various efforts were made to reduce MMR and IMR. Aside from the various programs that have been implemented, the number of hospitals, health centres, and clinics that have been built has increased. Professional midwives can be trained at midwifery schools equivalent to D3 or S1. In Indonesia, there are presently around 800 midwifery academy schools. The number of midwives in Indonesia is approximated to be around 357 thousand, but the distribution is uneven, with Java accounting for 60% of all midwives. There were 24,762 midwives in East Java alone ([bppsdmk.kemkes.go.id/](http://bppsdmk.kemkes.go.id/)).

As the number of midwives increases, so will the number of midwives who practice Mandiri. The Indonesian Midwives Association (IBI) formed the Delima Midwives to improve service quality. However, according to

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IBI, only about 14,000 independent practising midwives (BPM), or about 35 per cent of Indonesia's 40,000 BPM, were accredited and certified as Delima Midwives as of 2016. (kompas.com)

A midwife who establishes her practice is referred to as an entrepreneur. An entrepreneur is someone who can sell anything from ideas to commodities, such as services. He must be well-versed in business management as an independent business actor in the form of health services. The ability to create something new and different through inventive thinking and innovative action to create opportunities is the essence of entrepreneurship. Midwives must be able to innovate to maintain their practice in the face of such fierce competition. Midwives must have a positive attitude and be creative in addition to having qualified skills. A preparation class for parenthood, a class for pregnant women, and a class for lactation are some of the innovations in midwifery services. These classes are formed comprehensively from pregnancy preparation to the birth of the baby. Midwives can also provide baby spa services, with additional training for implementing midwives, which is no less attractive than some preparation classes (Saragih, 2017). The researcher wants to look into how entrepreneurial innovation is manifested in Indonesian midwives' self-service.

## SUBJECTS AND METHODS

### Criteria for Inclusion and Criteria for Exclusion

The following criteria were used to select articles for inclusion:

- 1) a description of entrepreneurial innovation
- 2) An article describing the services provided by the Indonesian Midwifery Independent Practice (PMB).

The following criteria were used to exclude articles: 1) A section of the published article was missing.

### The flow of the Search

The search was conducted using three keywords: "Innovation, Entrepreneurship, Midwife Independent Practice" in the Google Scholar database. The articles that appear are then sorted to ensure that no duplicates are found. The articles were then sorted according to the established inclusion and exclusion criteria. Reports that only contain abstracts will be removed to obtain the papers that will be analyzed.

## RESULT

Using the electronic Google Scholar database, search results for the keyword "Entrepreneurial Innovation in Independent Practice of Midwives."

Table 1: Results of Article Extraction

Author	Year	Result
Gita Kostania Poltekkes Kemenkes Surakarta (Kostania, 2015)	2015	Oxytocin massage, postnatal massage, baby massage, breast massage, and perineal massage are some of the midwife's Independent Practice services innovations.
Ni Ketut Noriani, Ni Made Nurtini (Noriani, 2020)	2020	Yoga for pregnant women and baby spas are examples of service innovations.

## DISCUSSION

### A) Service innovation for mothers

#### 1. Breast Massage

Breast milk is the most important food for babies and is an ideal nutrition source with a composition that suits your needs. The World Health Organization (WHO) recommends that newborns get exclusive breastfeeding (without any additional) for six months (WHO, 2011).

In South Kalimantan Province in 2014, it was found that 76% of babies who were breastfed were found. After one hour of childbirth, babies who received breast milk were only 4.25%, and at 26%, breast milk was replaced with formula milk because milk production was not smooth. Based on a survey in Tanah Bumbu District, in 2015, the number of breastfeeding mothers was 3858 people, and 48.1% of them gave exclusive breastfeeding until the age of 0-6 months without additional food or drink. Of those who did not provide exclusive breastfeeding, 51.9% was due to inhibited milk production failing lactation (South Kalimantan Health Office, 2016).

According to data from the Batulicin 1 Health Center, Tanah Bumbu Regency, from January to March 2017, there were 332 postpartum mothers. Breastfeeding mothers with smooth breastfeeding were only 112 people (36.3%). Most mothers do not produce breast milk, which is about 220 people (60.6%) (WHO, 2011).

The research results at Batulicin Health Center, Simpang Empat District, Tanah Bumbu District showed a very close relationship between oxytocin massage and the smooth production of breast milk in postpartum mothers. Apart from being influenced by the baby's suction, the hormone oxytocin release is also controlled by the receptors located in the ductal system. When the duct is dilated or softened, oxytocin is secretly secreted by the pituitary to squeeze milk from the alveoli. After childbirth, estrogen and progesterone's suppressive effect on the pituitary disappears, the influence of the pituitary hormones reappears, including prolactin. The breast, which was prepared during pregnancy, becomes affected, causing the breast glands to contain milk. Breast milk production will be faster and more abundant if stimulated as early as possible by breastfeeding. One of the triggers for the inhibition of breast milk production is a lack of breast care. Breast milk production can increase or decrease depending on the breast glands' stimulation, especially during the first week of breastfeeding.

Restorative breast care affects the pituitary to release the hormone prolactin and oxytocin. The hormone prolactin affects breast milk production, and the hormone oxytocin affects breast milk secretion (McClellan, 2011).

## 2. Oxytocin Massage

Massage and stimulation of the spine and neurotransmitters will stimulate the medulla oblongata to directly send messages to the hypothalamus in the posterior pituitary to release oxytocin, causing the breasts to release milk. This spinal massage also relieves tension and relieves stress. The hormone oxytocin is released and will help the mother's milk secretion, assisted by suctioning the baby on the nipple as soon as the baby is born in a normal condition. Breastfeeding can be influenced by two factors: production and secretion. The production of breast milk is influenced by the hormone prolactin, while the hormone oxytocin controls secretion. The hormone oxytocin is released by stimulation to the nipple through the baby's suction or the mother's spinal muscles. By doing a massage on the spine, the mother will feel calm, relaxed, increase the threshold of pain, and love the baby, so that the hormone oxytocin is released and breast milk comes out quickly (Sunarsih, 2011).

The results showed that oxytocin massage increased milk production in postpartum mothers at Batulicin 1 Health Center, Simpang Empat District, Tanah Bumbu Regency, South Kalimantan (Widia, 2017).

## 3. Postpartum massage

The postpartum period is still a vulnerable period for new mothers' health (WHO, 2013). Massage can be both important and beneficial because it promotes relaxation, reduces pain and stress, and has many other health benefits. Postpartum massage can effectively speed up recovery and improve hormonal balance. Prolactin and oxytocin levels increase to facilitate breastfeeding. (Metzger, 2013)

Massage (massage) can increase serotonin and dopamine and decrease cortisol and norepinephrine. The effect of increasing serotonin levels can reduce back and leg pain. Increased dopamine, reduced cortisol, and norepinephrine can support sleep and reduce postpartum psychological problems (Ministry of Health Malaysia, 2015).

## 4. Perineal massage

Childbirth is the process of releasing the products of conception (fetus and placenta) that have been the term or nearly term and can live outside the womb through the birth canal or other birth canals with or without assistance (own strength) (Manuaba, 2010). The delivery process can be influenced by several factors, including the physical / energy of the mother, the birth canal, the fetus, the mother's psychology, and the helper. Birth canal factors have an important role both before and after the delivery process (Ministry of Health, 2008). The perineum is one of the pathways that is traversed during labour, which can be torn during childbirth or deliberately cut to widen the baby's passage (episiotomy) (Herdiana, 2007). Laceration or rupture during labour is the second most common cause of puerperal bleeding. Vaginal delivery is often accompanied by rupture.

In some cases, this rupture becomes more severe, the vagina is lacerated, and the perineum is often torn, especially in primigravidas; rupture can occur spontaneously during vaginal delivery. Acute puerperal bleeding and a neglected break can cause profuse but slow blood loss over hours (Oxorn, 2010). The soft tissue and structures around the perineum will be damaged in every delivery. Damage is usually more pronounced in primiparous women because the tissue in primiparous is denser and more prone to tear than in multiparous women (Bobak, 2005). Perineal rupture can occur due to spontaneous rupture or episiotomy. Perineum performed by episiotomy itself must be performed on indications, including large babies, stiff perineum, labour

with location abnormalities, delivery using both forceps and vacuum tools because if the episiotomy is not performed according to the above indications, it will cause an increase in incidence and severity of damage in the heavier perineal area.

In comparison, the perineal wound itself will impact the mother, namely discomfort (Prawiroharjo, 2005). The perineal laceration is influenced by several factors: the flexibility of the birth canal/perineum (Mochtar, 2010). Perineal massage is one way to improve health, blood flow, elasticity, and relaxation of the pelvic floor muscles. If practised in the late stages of pregnancy (starting at week 34) before delivery, this technique will also help identify and familiarize oneself with the tissue that will be relaxed and the part that the baby will go through (Mongan, 2007).

3. Perineal massage, beginning at 35 weeks of pregnancy, reduces the risk of perineal trauma requiring stitches, according to Beckmanndan Garrett. Perineal massage can also help relieve perineal pain following childbirth (Backmann, 2009). Perineal massage, according to Karacamet, can reduce the number of perineal ruptures and the need for episiotomy during delivery (Karazam, 2012). According to Jonesdan Marsden, perineal massage during pregnancy should be done by existing massage instructions and methods (Jones, 2008). Perineal massage, according to Chapman, can also be a coping mechanism for mothers, namely to alleviate fear and anxiety during childbirth because it is done during pregnancy to make the tissue around the perineum elastic (Chapman, 2006). Perineal massage, which has been done since the last months of pregnancy, prepares the perineal skin tissue to be more flexible, making it easier to stretch, according to Danuatmaja. In addition to increasing the vaginal elasticity, the mother will be taught to actively relax the perineum when she feels pressure when the baby's head is born. This can help reduce perineal tearing, episiotomies, and other childbirth aids (Danuatmaja, 2004). After one or two weeks of massage, many mothers notice a difference in their perineum's tensile strength. Perineal elasticity is a maternal factor that significantly impacts the occurrence of perineal rupture and episiotomy (Cunningham, 2013). An episiotomy, according to Chomaria, is a procedure that involves injuring the perineum while a mother is giving birth to her baby to help the baby pass through without tearing irregularly. This is something that many pregnant women are concerned about before giving birth. This risk can be reduced by training the perineum's elasticity so that medical personnel assisting the mother during childbirth do not need to perform an episiotomy. Applying lubricant to the fingers, placing the thumbs on the perineum, gently and slowly pressing the perineum towards the rectum (anus), towards the side, and doing this well and regularly are all ways mothers can massage the perineal area (Chomaria, 2012). The connective tissue in the perineum connects other tissues through the accumulation of proteins and gel-like substances secreted by fibroblasts into the spaces surrounding the cells. Collagen, a thick white fibre that serves as structural support, an elastic, stretchable protein that allows tissue to flex when stretched, and reticulum fibres, which are thin, flexible strands that will enable the organ to accommodate increased volume among the secreted protein substances. A gel-like substance, primarily hyaluronic acid, is found alternately throughout the interstitium to retain water and serve as a support and protector (Chorwin, 2009).

4. Yoga for pregnant women

High-risk pregnancies are defined as those with a higher chance of developing complications (Beers et al., 2003). Hypertensive pregnancy disorders (Gifford et al., 2000) and preterm birth (Lawn et al., 2005) are two of the most common complications that can occur during pregnancy. Maternal health (Hsieh et al., 2012; Lappas et al., 2011) and psychological stress are examples of oxidative stress (Roy-Matton et al., 2011). Pregnant women experience physical and psychological changes that can be uncomfortable, especially in the second and third trimesters, such as dyspnea, insomnia, gingivitis and expulsion, frequent urination, pressure and discomfort in the perineum, back pain, constipation, varicose veins, easy fatigue, Braxton hicks contractions, leg cramps, ankle oedema (non-pitting), and mood changes (Bobak, 2005; Perry et al., 2013). Pregnancy care is necessary for the health of pregnant women. According to Herawati (2006), there is a link between pregnancy care efforts and the occurrence of prolonged labour. Exercise is one of the treatments for pregnancy in the third trimester. The practice has numerous advantages for pregnant women. During pregnancy, exercise can help change the body's metabolism, resulting in increased oxygen consumption, cardiac blood flow, heart volume, and output. This causes changes in the heart's role during pregnancy, which is beneficial to heart function and helps pregnant women feel healthier and less out of breath. Another advantage, according to Prasetyono (2010), is that it can help maintain a better posture, which can reduce the weight and frequency of back pain caused by pregnancy. Morning walking, static cycling, aerobics, water exercise, dancing, and yoga are some of the ways to take precautions during pregnancy to ensure that the mother and fetus are in good health and that a normal delivery process occurs later. Yoga, pilates, kegel, and hypnotherapy are just a few of the pregnancy exercise options (Krisnadi, 2010). Yoga is a holistic approach to physical, mental, and spiritual well-being that originated in India over 5000 years ago (Bijlani, 2008). Stretching, breathing, postures, and meditation are all used to promote

health and spiritual growth in practitioners (Chandler, 2001). Prenatal yoga (yoga for pregnant women) is a type of hatha yoga that has been modified to fit pregnant women's needs. Prenatal yoga aims to physically, mentally, and spiritually prepare pregnant women for childbirth. The mother will be more confident and gain confidence in going through labour smoothly and comfortably if she has done her homework (Pratigny, 2014).

## **B) Innovative services for babies**

### **1. Massage the baby**

The period of growth and development includes two events that are different in nature but interrelated and difficult to separate, namely growth and development. Growth is related to changes in size, number, size, or dimensions at the level of cells, organs, and individuals, measured in terms of weight: grams, pounds, kilograms (Soetjningsih and Ranuh, 2014) used as a measure of baby growth. Bodyweight is the essential anthropometric measure and is most often used in newborns (neonates). Birth weight is used to diagnose average or low birth weight (LBW) babies and is called low birth weight (LBW) if the baby's weight is born below 2500 grams or under 2.5 kg. During infancy/toddlerhood, body weight can be used to see the rate of physical growth and nutritional status (Hartono, 2008). Children gain weight in the first year of life if they get good nutrition, namely from birth to the first six months of weight gain every week 140-200 grams. Babies weigh two times their birth weight at the end of the first six months. Whereas at the age of 6-12 months, the weight gain per week ranges from 85-400 grams, bodyweight will increase by three times the birth weight in the first year (Irva et al., 2014). One of the causes of weight problems is the child's appetite.

Dropping can be overcome by giving supplements or vitamins to children or stimulation (Roesli, 2013). Stimulation plays a significant role in enhancing the growth and development of the baby to develop optimally. Also, the motivation given continuously can stimulate the development of brain cells and strengthen the relationships between the nerves that have been formed automatically, and brain function will get better. Parents' stimulation is in the form of visual, verbal, addictive, tactile stimulation, and others (Chramid, 2009). At the age of 1-3 months, babies also need a parent's hug, touch, and cradle; touch is also a type of stimulation (Dewi, 2013).

One of the recommended stimulation and stimulation is baby massage. Baby massage has been practised almost all over the world since time immemorial, including in Indonesia. The art of infant massage is taught in generations, although it is not clear how massage and touch can positively affect the human body. Baby massage is part of touch therapy carried out on babies to assure continuous body contact, maintain a sense of security in the baby and strengthen the relationship between parents and babies (Roesli, 2013). Some studies say that baby massage can stimulate the vagus nerve, which increases intestinal peristalsis, which regulates organs' function, including the chest and abdomen. Stimulation of the vagus nerve (parasympathetic nerve) will stimulate the stomach to release the hormone gastrin. On the other hand, massage also improves blood circulation and increases cell metabolism, from which the baby's weight will increase. Based on the results of research conducted by Tiffany (2010) entitled *Preterm Infant Massage Therapy Research*, the results showed that there was an increase in body weight of up to 20% in infants who were treated with infant massage therapy by health workers or infant mothers compared to the untreated group.

#### **2) Baby spa**

Infants are children with an age range of 0-12 months. Infancy is the first critical period of life. At this time, the baby will experience adaptation to the environment, blood circulation changes, and the body's organs begin to function (Perry & Potter, 2005). Growth is a quantitative change, namely the increase in the number, size, dimensions of the cell, organ, and individual level, measured by weight (grams, pounds, kilograms) and length (cm, meters). Factors that influence growth are internal (genetic) and external (environmental) factors. Internal (genetic) factors are hereditary and pathological factors, gender, and race or ethnicity. External (environmental) factors are the supporting factors that determine optimal genetic potential, which consists of prenatal ecological factors (still in the womb) and postnatal environmental factors (after birth) (Soetjningsih, 2015). This study's physical growth is the increase in size and length of the baby as measured by the Ministry of Health 2010. Supporting factors (postnatal) that determine their children's physical growth are nutrition, health status, family economy, and stimulation. Stimulation plays a role in increasing the baby's growth and development to develop optimally to support other factors.

The stimulus that is given continuously regularly can stimulate brain cells' development and strengthen the connections between the nerves that have been formed. The form of stimulation that can be given to babies is a spa with a combination massage. The spa comes from the Latin word, which means baby is a baby, and spa (solus per aqua) is treated with water. The baby spa can be defined as a treatment for babies using water. The essential elements of a spa consist of water therapy (swimming) and massage (massage). Swimming effectively eliminates fatigue and boredom in babies; swimming will stimulate motor movements in babies. The baby's muscles will

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develop very well, the body's joints will work optimally, body growth increases, and the body becomes flexible. Massage is the oldest touch therapy with techniques that use limb movements (hands, fingers, elbows, feet) or other assistive devices on soft tissues (skin, muscles, nerves) that provide stimulating, relaxing, blood circulation effects (Yahya, 2011).

Baby Spa delivers a feeling of calm, comfort, and freshness so that the baby will relax and sleep soundly. It can be seen that 75% of growth hormone is released when an individual sleeps. With the increasing number of hours of sleep for babies, the release of growth hormone also increases (Afina, 2012). Another study also stated that premature babies' massage therapy could increase body weight per day by 20-47% more than not massage if it was done 3 X 15 minutes for ten days (Roesli, 2010). Touch or massage the baby will increase his appetite and body weight. The natural communication to a baby is the same as massage or massage techniques. If the procedures and practices do this action for baby massage, this will be a therapy to get many benefits for the baby. It will hugely benefit by caring for the child's body at the age of 0-6 months, considering that this period is the golden period for his development. Usually, at this time, if there is a treatment error, it will result in other health problems (Aurelia E, 2011).

### CONCLUSION

Entrepreneurial innovation in independent midwife services in Indonesia includes many things, including oxytocin massage, post-partum massage, baby massage, breast massage, perineal massage, yoga for pregnant women, and baby spa.

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