

Sinkronisasi Regulasi Kontrasepsi Kondom dan Kolaborasi Sektor Swasta dalam Promosi Kesehatan Reproduksi di Indonesia

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Abstrak

<div style="text-align: justify;">Unmet need kontrasepsi sebesar 11,1% dan prevalensi penggunaan kondom yang hanya 1,8% (Kemenkes, 2023) menunjukkan bahwa promosi kesehatan reproduksi di Indonesia masih belum optimal. Kondisi ini dipengaruhi oleh fragmentasi regulasi serta belum optimalnya kolaborasi lintas sektor. Penelitian ini bertujuan menganalisis sinkronisasi regulasi kontrasepsi kondom serta kolaborasi sektor swasta dalam promosi kesehatan reproduksi di Indonesia. Penelitian ini menggunakan pendekatan kualitatif deskriptif berbasis Policy Triangle Framework (Walt & Gilson, 1994). Data diperoleh melalui telaah terhadap lima dokumen regulasi nasional dan wawancara semi-terstruktur dengan lima informan kunci dari Kementerian Kesehatan, BKKBN, Dinas Kesehatan dan Dinas PPAPP Provinsi DKI Jakarta, serta sektor swasta komersial. Hasil penelitian menunjukkan bahwa regulasi kondom belum diatur secara mandiri, fungsi dual protection masih diatur secara terpisah, dan ketiadaan standar KIE digital menciptakan regulatory gap. Selain itu, keselarasan antara regulasi dan implementasi promosi kondom masih belum optimal. Sistem tata kelola relatif kuat pada aspek supply side, tetapi masih lemah pada aspek demand side. Penelitian ini menyimpulkan bahwa kolaborasi publik-swasta dalam promosi kondom belum berjalan secara operasional dan masih terbatas pada instrumen formal tanpa didukung desain program yang berkelanjutan. Oleh karena itu, diperlukan integrasi fungsi dual protection dalam regulasi teknis, penyusunan pedoman KIE digital, serta penguatan mekanisme public-private partnership (PPP) dengan mempertimbangkan prinsip Total Market Approach (TMA).</div><hr /><div style="text-align: justify;">The unmet need for

contraception at 11.1% and the low prevalence of condom use at only 1.8% (Indonesia Health Survey, 2023) indicate that reproductive health promotion in Indonesia remains suboptimal. This condition is influenced by regulatory fragmentation and inadequate cross-sector collaboration. This study aims to analyze the synchronization of condom contraceptive regulations and the dynamics of private sector collaboration in reproductive health promotion in Indonesia. This study employed a descriptive qualitative approach based on the Policy Triangle Framework (Walt & Gilson, 1994). Data were obtained through a review of five national regulatory documents and semi-structured interviews with five key informants from the Ministry of Health, BKKBN, the Provincial Health Office and PPAPP Office of DKI Jakarta, as well as representatives from the commercial private sector. The findings indicate that condom regulation has not yet been independently established, the dual protection function remains regulated separately, and the absence of digital health communication standards has created a regulatory gap. Furthermore, the alignment between regulation and condom promotion implementation remains suboptimal, with governance relatively strong on the supply side but weak on the demand side. This study concludes that public-private collaboration in condom promotion has not yet been operationalized and remains limited to formal instruments without sustainable program design. Therefore, the integration of the dual protection function into technical regulations, the development of digital health communication guidelines, and the strengthening of public-private partnership (PPP) mechanisms informed by Total Market Approach (TMA) principles are

needed.</div>