

## **ABSTRACT**

### **POLICY IMPLEMENTATION OF THE HEALTH OPERATIONAL FUND (BOK) (Study at Pringsewu Sub-district and Gadingrejo Sub-district in Pringsewu Regency 2010–2011)**

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BOK policy implementation in health development efforts are still causing problems at Pringsewu Sub-district and Gadingrejo Sub-district in Pringsewu Regency, such as: limitation of funding to implementation the program in Puskesmas, socialization of implementation the BOK's program still unwell, and different perception in utilization of funds. Seeing these conditions, researcher though it needs an assessment of policy implementation. This study use descriptive qualitative approach, the data collecting technique through interview, documentation and observation. The data analysis techniques using George C. Edward III's policy implementation model with four indicators: communication, resources, disposition, and bureaucratic structure.

The results of this study indicated there are four unsuccessfull indicators. This conclusion is based on: 1) uneffective communication in BOK policy implementation between policy implementers with the target groups, because of the cadres and most people did not know the information about BOK policy; 2) human resources in funds of BOK policy implementation overall are sufficient, but the financial resources are still inadequate; 3) The BOK policy implementor disposition is implemented according to their duties and functions; 4) bureaucratic structure of BOK implementation has reach two aspects mecanism and operated organization structure. Advices from the reasercher are: 1) sosialization to people persuasively and need of similarity understanding; 2) make a certainly rules so the DIPA could be on time; 3) clarify and reassert the BOK technical guidance, and 4) People must have awareness participation in the healt socialization.

**Keywords: The Health Operational Fund, Policy Implementation**