

RESEARCH ARTICLE

Ruang Sehati: Innovating Portable Lactation Pods for Wellness Tourism Using Design Thinking Method in Yogyakarta

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Abstract

Yogyakarta, a renowned tourist city in Indonesia, currently needs more lactation rooms and public facilities within tourist areas. To address this, inventors propose a portable lactation pod. This study utilized the design thinking method, emphasizing user needs. Interviews were conducted with thirty breastfeeding mothers on Malioboro Street in Yogyakarta to assess the necessity of lactation rooms in this popular tourist spot. From February to June 2022, the stages of "empathize," "define," "ideate," "prototype," and "test" were completed. The findings indicate that the "SEHATI" portable lactation room innovation meets user requirements, with feature satisfaction scores ranging from 4.2 to 4.9 out of 5.0. However, improvements are needed in the ventilation, exhaust fan, and fan sections, which received lower satisfaction scores during the "testing" stage. This innovation could serve as a pilot project, showcasing wellness tourism in Yogyakarta nationally.

Keywords: Design thinking method, portable lactation pod, wellness tourism

Introduction

Breastfeeding is a child's human right that must be fulfilled and protected by law, as stated in articles 128, 129, and 200 of Health Law No. 36 of 2009. Despite intensive breastfeeding campaigns around the world, the scope of exclusive breastfeeding still needs to be expanded, particularly in developing countries.¹ Based on data from the Central Statistics Agency, exclusive breastfeeding for infants under six months in Yogyakarta is 77.16% in 2022. Despite being above 50%, it is still less than the national target of 80%.²

Cultural norms in Indonesia show that breastfeeding in public is currently an issue of privacy. Other countries also declare that there is low awareness of breastfeeding in public places due to stigmatization, discomfort, and feelings of shame. Therefore, providing a lactation room that fulfills the requirements of breastfeeding mothers is essential to maintain their privacy.³⁻⁵

However, access to lactation rooms currently

needs to be improved. For example, one tourist building on Jalan Malioboro has only benches in a 1.5×2.5-meter room. Other lactation rooms need more proper facilities and comfort, as researchers observed during initial observations in Yogyakarta City's tourist area. Some have even been converted to warehouses or storage areas. Regulations such as the Minister of Health of the Republic of Indonesia No. 15 of 2013 and Yogyakarta City Regional Regulation No. 1 of 2014 set standards for lactation rooms, but these often must be met.

Yogyakarta is an attractive destination with various popular sites that expand annually. This is evidenced by the many visitors contributing IDR 177 billion in local revenue. The tourism sector remains a vital component of Yogyakarta's economy, contributing approximately 17.46% to the city's GDP in 2019, compared to the national tourism sector's contribution of about 4.8%.⁶ Given the importance of the tourism sector and the significant role of breastfeeding in infant health and regional welfare, the concept of

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Received: 19 September 2024; Revised: 30 April 2024; Accepted: 30 April 2024; Published: 30 April 2024

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