

# Creating Shared Value through Digital Health Ecosystem : A Case Study of Telkom Employee Social Activity to Intervention Stunting in Southwest Papua



## 01 Background

Stunting remains a significant challenge in Southwest Papua, with traditional community health systems ineffective in addressing child growth monitoring. This study explores how Telkom Indonesia – Witel Papua Barat, through its employee-driven Corporate Social Responsibility (CSR) program, implemented a collaboration quadruple helix among stakeholders—communities, government, academia, and business. This case aims to demonstrate how technology-enabled CSR can create shared social and business value by a digital application (Baby Pos) within local health ecosystems.

Ilham Himawan (NIK 860034)

Witel Papua Barat – Telkom Regional V  
Directorate Enterprise & Business Service

## 02 Purpose

### ✓ Stunting as an ongoing health challenge in Indonesia

**30.5%** The highest prevalence of stunted children in Southwest Papua province is below the national 19.8%

### ✓ Weakness of the traditional Posyandu

**34.49** The low score indicates that Papuans are not yet ready to operate and implement digital technology.

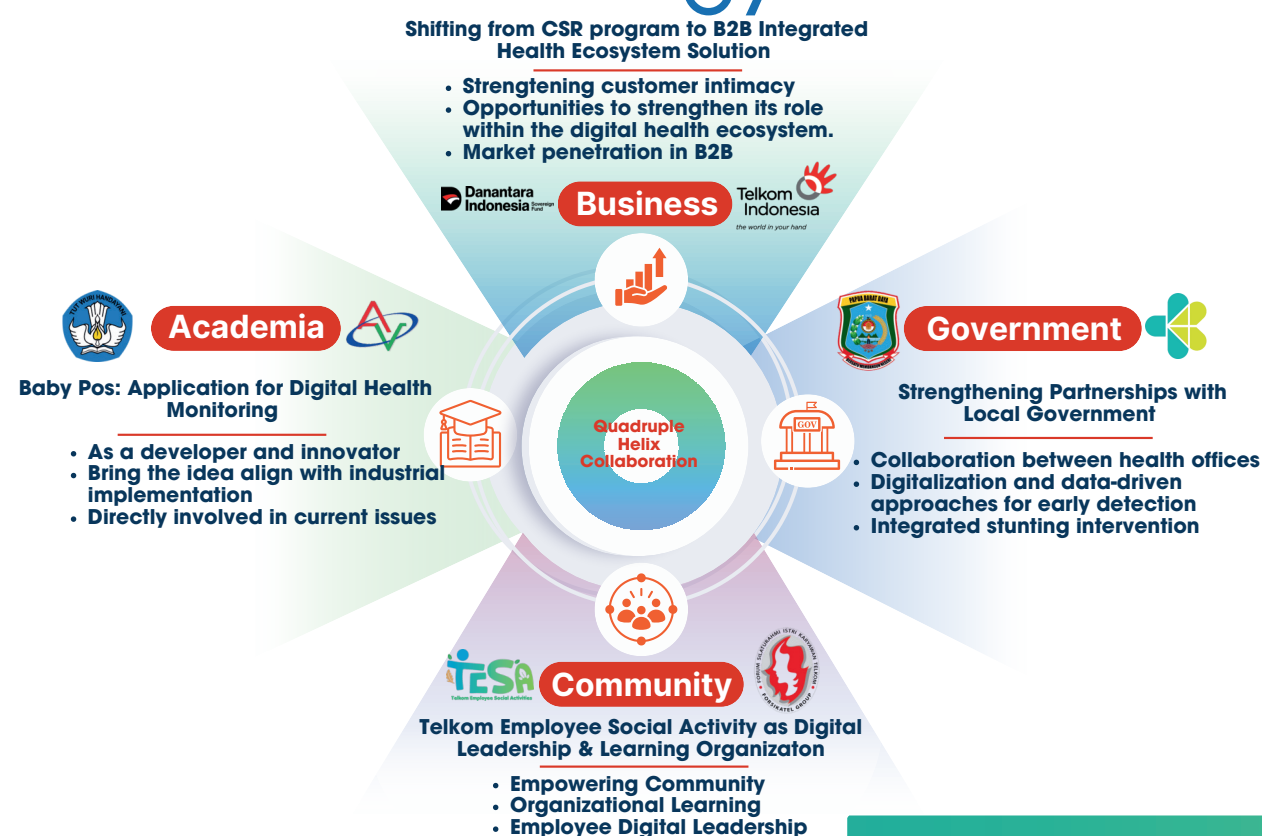
### ✓ Unsustainable of CSR Integration

Most CSR programs focus on donations or short-term projects within communities, with limited integration with the government systems.

### ✓ Market penetration in West Papua is very challenging

Requiring integrated ecosystem optimization aligned with specific customer needs

## 03 Methodology



This study employed a **single instrumental case study design** (Yin, 2014; Stake, 1995) to examine Telkom Indonesia Witel Papua Barat's TESA program as an exemplar of digital-health-ecosystem-enabled CSR intervention for stunting reduction in Sorong and Aimas districts, Southwest Papua.



Data were collected over a **12-month pilot period (17 October 2024 – November 2025)** using multiple sources: participant observation, semi-structured interviews, FGDs, program documents, Baby Pos app analytics.

Thematic analysis using Braun & Clarke (2006) 6-phase framework.

## 04 Finding & Results

### ● Qualitative

- ✓ Cadres gained time for counseling over admin tasks ; integrated data enabled decision-making.
- ✓ Students applied innovations in real settings.
- ✓ TESA is an employee-leadership capability development program, built to foster employee agility and a digital working culture.
- ✓ Business shift: From CSR to B2B pipeline

### ● Quantitative

	<b>5</b>	Posyandu Pilot, Across Sorong City & Sorong Regency
	<b>50</b>	Cadres trained
	<b>20</b>	Telkom Employees Volunteers
	<b>238</b>	Families engaged
	<b>256</b>	Children monitored
	<b>62</b>	Stunting cases identified

## 05 Limitation

**Measure Quantitative Impact**

**Network Accessibility Gap**

**Innovation Incubation Needed**

**Limited Pilot Coverage**

**Data Protection Risk**

**Low Digital Literacy**

## 06 Originality

- Moves beyond donations to employee-led, tech-driven solutions (Baby Pos app as MVP).
- First Telkom program integrating the quadruple helix to address stunting in Southwest Papua, aligning CSR with B2B (e.g., health-sector digitalization).
- Demonstrates state-owned enterprises as innovation leaders, fostering organizational learning and empathy-driven tech.

## 07 Key Takeaways

- ✓ **Digital Learning Organization** : Nurtures innovation culture; employees develop agility via real-world projects.

- ✓ **CSR Beyond Philanthropy** : Generates business value (e.g., revenue from digital services) while building government trust.

- ✓ **Social Impact**: Telkom helps the education sector transform ideas into tangible solutions and apply them effectively within real industry settings.

- ✓ **Multi-Stakeholder Power**: Quadruple-helix collaboration ensures practical, impactful solutions.

- ✓ **Brand & Market Reputation** : Positions Telkom as health ecosystem partner, enhancing penetration in challenging regions.

For more details or collaboration:

- Email: [ilham@telkom.co.id](mailto:ilham@telkom.co.id)
- LinkedIn: [linkedin.com/in/ilhamhimawan](https://www.linkedin.com/in/ilhamhimawan)
- Telkom Contact: Witel Papua Barat, Sorong, Indonesia

