

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.

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.

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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

04 Finding & Results

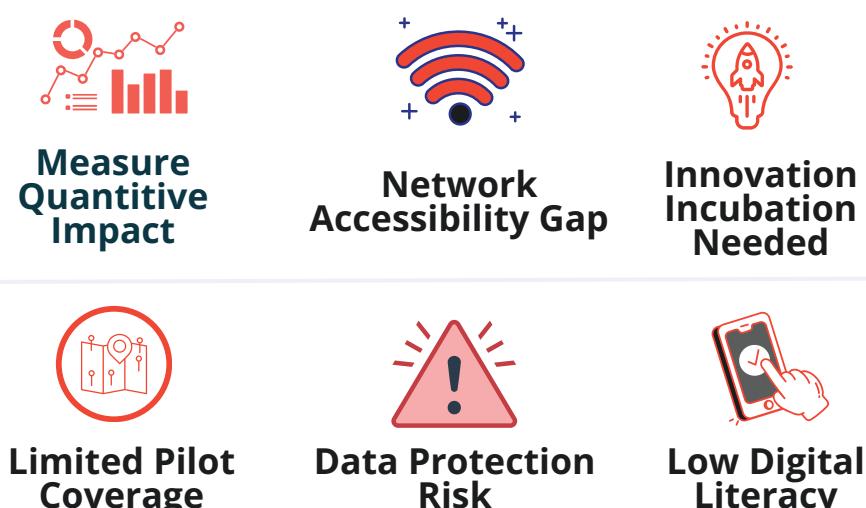
Qualitative

- ✓ 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

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

05 Limitation



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.

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