ABSTRACT

Although exclusive breastfeeding has many advantages, but in fact the number of mothers who gave exclusive breastfeeding is relatively decreased. The purpose of this study was to analyze the relationship between characteristics of mothers, babies, families, and the promotion of exclusive breastfeeding in the Work Area Health Center Pacarkeling, Tambaksari District, Surabaya.

This type of observational study was a descriptive analytic using the comparative studies, and the Cross Sectional approach. The sample in this study were mothers who have baby 6-12 months, 30 respondents mother with the provision of exclusive breastfeeding and Non exclusive breastfeeding. The sampling method used Simple Random Sampling technique. The variables studied were maternal age, knowledge, education, employment status, health status, congenital abnormalities, support a husband, family income, counseling on exclusive breastfeeding and the promotion of infant formula by health workers. Analysis of the relationship was Chi Square test, if the requirements were not then the Chi Square test used Fisher's Exact Test and the Kolmogorov Smirnov.

The results showed exclusive breastfeeding to mothers was not working, had received counseling about exclusive breastfeeding and wasn't lack of promotion of infant formula by the health worker. Statistical analysis of test results showed that there was significant relationship between maternal employment status, participation in education and nothing promotion of infant formula by health worker with exclusive breastfeeding ($p < 0.05$).

The conclusion of this study is the maternal employment status, participation in education and the promotion of infant formula by health workers is a factor related to exclusive breastfeeding. However, maternal age factor, knowledge, education, health status, and support her husband, and family income is a factor that is not related to exclusive breastfeeding.

**Keywords:** Exclusive breastfeeding, Characteristics of Mother, Infant Characteristics, Family Characteristics, Activity Promotion