ABSTRACT

Breastfeeding improvement program, especially exclusive breastfeeding is one way to obtain good growth and development of infants, because breast milk contains all the essential nutrients required for growth of infants and immune antibodies for the baby. In 2011 the scope of exclusive breastfeeding in Tuban district of 48.8%, still lower when compared with the target on the Minimum Service Standards (MSS) in the Regency/City in 2010 is 80%.

This study was an analytical research and included cross sectional study. The sampling technique in this study used random cluster sampling to determine the cluster unit. The population in this study was the breast-feeding mothers in Tuban health center and Wire Health center working area. The samples are breast-feeding mothers Tuban health center and Wire health center working area with infants aged 6-8 months. The variables investigated in this study are the characteristics of respondents (education, occupation), knowledge, and attitudes towards breastfeeding mothers breastfeed exclusively. Data were analyzed using Logistic Regression test.

Based on the results of the study conclude that exclusive breastfeeding in Tuban district is 51.3%. Variables that influence exclusive breastfeeding in Tuban is an attitude (p = 0.009) with OR or Exp (B) = 10,000, while the variable that does not affect exclusive breastfeeding in Tuban is variables of education, employment and knowledge.

There for, it is hoped that governments and relevant agencies to review existing programs with more emphasis on the importance of mothers breastfeeding have a good attitude/support of exclusive breastfeeding.

Key words: Characteristics, Knowledge and Attitude, Exclusive Breastfeeding