

## ABSTRACT

Childbirth helper strongly affecting safety mother and babies during childbirth. The Department of health has set the target of 95% in childbirth to help by medical personnel in 2015. However until recently in the village of brongkal sub-district malang has yet to reach the target that is amounted to 79,3%. The purpose of this research is to analyze the factors that affects maternity mother on traditional birth attendant with WHO approach at the Brongkal village Pagelaran sub-district Malang district.

This research is descriptive research with quantitative approach. The population in this research is the maternity mother in January-December 2013. The number of population in this study is 124 maternity mother. The samples on this research totalled 55 birthing mothers. The sampling techniques used in this research was simple random sampling. Data analysis using chi-square test and logistic regression on the trust level of 95%.

The results showed that the respondents 65,5% maternity on medical personnel and 34,5% of traditional birth attendant on maternity. From the analysis chi-square can be known that there is a relation between the factors of knowledge, attitudes, personal reference, age, social economy, affordability of health care facilities, and culture with maternity on traditional birth attendant. There are three factors that have a significant relationship is an personal reference (sig.=0.001, with Exp (B)= 11,264), affordability of health care facilities (sig.= 0,010, dengan Exp (B)= 0,154), and culture (sig.= 0,029, dengan Exp (B)= 0,208).

The conclusion of this study is on the 3 factors that have a significant relationship, there is one of the most significant factors is personal reference. It is suggested to of health personnel for the provision of counseling about birth attendant personnel selection, procurement of Childbirth Planning Program and Prevention of Complications, health promotion, and to build partnerships between midwife and Traditional Birth Attendant.

**Keywords:** Selection Helper in childbirth, Traditional Birth Attendant, Birthing Mother Behavior.