ABSTRACT

The Influence of rural midwives and social worker on breastfeeding support group activity in exclusive breastfeeding achievement.

Exclusive breastfeeding is recommended by WHO for infants during the first six months. Although breastfeeding has many benefits, but the scope of exclusive breastfeeding in Indonesia is still low. The purpose of this study was to analyze the activeness effect of village midwives and breastfeeding supporting group toward exclusive breastfeeding achievement (Study at Megaluh and Jogoloyo public health centers Jombang District).

This study is a cross-sectional study. Samples numbered 20 villages with research subjects are midwives, breastfeeding supporting group cadres and mothers who have children ages 7-12 months. Sample selected by simple random sampling technique. To analyze the differences using the Test Independent t - test, and to analyze the Influence of activeness midwives and breastfeeding support group cadres towards exclusive breastfeeding achievement using linear regression. Data were collected by using a questionnaire research and observation.

Independent test results of t - test, there is a difference between the activeness of village midwife and breastfeeding support group members with a p value of 0.000 < 0.05, there is a difference in exclusive breastfeeding achievement at public health centers Megaluh and Jogoloyo with p value of 0.000 < 0.05. Linear Regression Based on test results obtained with the method Backward p value of 0.640 and 0.165 > α (0.05), and proved with p value of 0.000 < α (0.05) on the attitude variable, so it can be concluded that there is no influence between the liveliness of midwives and village cadres breastfeeding support groups in the area of health centers and clinics Jogoloyo Megaluh Jombang but there is indirectly influence the achievement of exclusive breastfeeding through mother's attitude.

From these results it can be concluded that breastfeeding support group activities is useful in supporting the success of breastfeeding, but does not directly affect the achievement of exclusive breastfeeding, but affect the attitude of Mother in exclusive breastfeeding. Therefore, the government must continue to support programs - health programs aimed at improving the achievement of exclusive breastfeeding, and the need to evaluate the program in order to achieve the goal of exclusive breastfeeding in accordance with the national target of > 80%.

Keywords: Motivation and Midwives rural, Social worker, Breastfeeding Support Group, exclusive breastfeeding.