

ABSTRACT

**FACTOR ANALYSIS OF BREASTFEEDING BASED ON SUNRISE
MODEL AT KENJERAN PUBLIC HEALTH CENTER**

Cross Sectional Research

By: Meilina Azizah Nurhayati

Breast milk is the main food of infant in the sixth month of life. The behavior of exclusive breastfeeding in infants aged 0 – 6 months is still low. Variety of factors affected the behavior of breastfeeding. Based on Sunrise Model a lot of component affect health behaviors. The aim of this research was to analyze the factors behavior of breastfeeding based on Sunrise Model at Kenjeran Public Health Center.

Design used was cross sectional with total sampling method. The number of samples was 28 respondents. The independent variables in this study were the kinship and social factors; cultural values and ways of life; economic factors, and educational factors. The dependent variable in this study was the behavior of breastfeeding included exclusive, predominant and partial breastfeeding. Instruments used in data collection was questionnaires. Data were analyzed using Spearman test with level of significance level is $\alpha < 0.05$.

The results showed that kinship and social factors along with cultural values and ways of life was significantly related with breastfeeding behavior ($p_{\text{social}}=0,000$, $p_{\text{cultural}}=0,000$). Economic factors along with educational factors was not significantly related with breastfeeding behavior ($p_{\text{economic}}=0,460$, $p_{\text{educational}}=1,000$).

Thus, we can conclude that kinship and social factors, cultural values and ways of life can improve the behavior of exclusive breastfeeding. Differences in economic and educational levels do not lead to differences in the behavior breastfeeding. The results of this research can be used as the design of a model program of interventions on breastfeeding behavior in the community in further research.

Key words: breastfeeding, culture, Sunrise, behavior, infant