

ABSTRACT

**Determine the Effect of Labor in the Midwife to the Early Efforts of Exclusive Breastfeeding
(Studies in the area of health centers of Moropelang and Karangembang Lamongan)**

Infant mortality in Indonesia is still very high. The most common cause of infant mortality is malnutrition. Malnutrition caused mainly by the lack of proper feeding so that the necessary nutrition of infants and young children less. Giving the right foods in infants aged 0-6 years is exclusive breastfeeding. The success of exclusive breastfeeding is influenced by many factors, one of which is the role of health professionals. The purpose of this research was to determine the effect of labor in the midwife to the early efforts of exclusive breastfeeding (Studies in the area of health centers of Moropelang and Karangembang Lamongan). This study used analytic survey with case control approach, conducted in Public Health Center (Puskesmas) Moropelang and Karangembang Lamongan. The population is mothers of infants aged 6-12 months. The sample size was 24 mothers who exclusively breastfed and 36 mothers who are not exclusively breastfeed. The sampling technique using simple random sampling. The dependent variable is the exclusive breastfeeding, the independent variable is the knowledge, attitudes, self-efficacy, IMD, rooming, promotion of infant formula, health counseling. Data were analyzed using multiple logistic regression. Among the seven independent variables, promotion of infant formula inhibits the success of exclusive breastfeeding ($p = 0.028$ with $OR = 3.960$). No promotion of infant formula by a midwife during the mother delivering can affect the success of exclusive breastfeeding. herefore, the midwife suggested to further promote and support exclusive breastfeeding.

Keywords : Exclusive breastfeeding, birth in midwife, early efforts