

**ABSTRACT****THE ANALYSIS FACTORS ASSOCIATED WITH DRINKING HERB  
HABIT TO POSTPARTUM MOTHERS BASED ON WHO BEHAVIORAL  
THEORY****Cross sectional study in Village Bencaran Bangkalan****By: Devin Jessica Sari**

Herb is a traditional medicine that has been well-known in the community Madura. The drinking herb habit was found in postpartum mothers. There are many mothers who take herb in Madura society, therefore the researcher used WHO behavioral theory to analyze the factors that associated with the habit of drinking herbs to postpartum mothers. The design of the study was descriptive analytic with cross-sectional approach. The population in this research was postpartum mother recorded at Pustu Bencaran. Total sampling technique was used to choose 32 respondents. The independent variables in this study were knowledge, attitude, belief, personal reference, resource and culture. The dependent variable was the habit of drinking herb. The data were analyzed using Chi-square test with a degree of significance  $\alpha \leq 0.05$ . The results showed a significant correlation between belief ( $p = 0.011$ ), resources ( $p = 0.026$ ) and culture ( $p = 0.003$ ), while the knowledge, attitude and personal reference not associated with the habit of drinking herb. The dominant factor in this study was cultural ( $p = 0.003$ ). There were another factors that caused knowledge, attitude and personal reference not associated with the habit of drinking herb. Future research was suggested to add a more favorable demographic data in this study, such as family members who stay in the same home to support personal reference factor. Future research also expected to do research by in a qualitative manner that this research more in-depth.

**Keywords:** attitudes, belief, culture, Herb, knowledge, personal reference, resources, postpartum, WHO behavior theory.