

**ABSTRACT****Implementation Model for Early Breast-Feeding Initiation among Delivery Mothers at Prof.Dr.Soekandar Hospital in Mojokerto**

This research is aimed to analyze the implementation of the Early Breast-Feeding Initiation, to analyze the obstacles in the implementation and to develop an implementation model of Early Breast-Feeding Initiation on mothers who gave birth. This study is a qualitative research, which lasted from December 2012 until July 2013. The informants were midwives and mothers who delivered baby. The method of the research made use of observation, thorough interviews, and Focus Group Discussion (FGD). The analysis was descriptive in nature, which included the data collecting stage, reduction and data presentation. The result of the observation to mothers who delivered baby showed that they abided immediately by the midwives' instruction to hold the baby, however the mothers felt very tired and hungry, after delivery most mothers only had information about pregnant mothers' nutrition, and only a few knew of the information about Early Breast-Feeding Initiation. The result of the FGD showed that mothers who delivered baby were hoping that the information about Early Breast-Feeding Initiation would be given to them when ante natal care, they were also hoping that a member of the family would be allowed to stay with the mothers in the labour ward. The result of observation to the midwives showed that like they were in a hurry and not in accordance with the Standard Operational Procedure of the hospital. The result of the thorough interview showed that every midwife was able to explain the implementation correctly. The obstacle which occurred was that there were not enough midwives to do the program. The result of the FGD showed that the midwives suggested the hospital employed additional midwives. A model which involved the husband or other member of the family was developed. The hospital socialized the implementation guide at the Standard Operational Procedure and the facilities used had a standard determined by the hospital. The hospital supervised and reminded all the midwives to note down the Early Breast-Feeding Initiation activities.

Keywords: early breast-feeding initiation model, delivery women