

ABSTRACT

Exclusive breastfeeding which is given to the infants since birth to 6 months of age is very important. Breastmilk is the best food and beverages for infants. Because the composition is suitable for the growth and development of infants. The purpose of this study is to analyze the determinant factors affecting the failure of exclusive breastmilk in infants, age of 0-6 months in Mulyorejo Surabaya. This study is an observational analytic study with a quantitative approach.

This study used a cross-sectional method with a sample of 54 respondents. The sampling technique used simple random sampling. The independent variables in this study are attitude, imitating friends, socio-cultural norms, place of birth, support from significant others, support from health workers, knowledge, education, age, socio-economic, maternal employment, and promotion of infant formula, and the dependent variables were the exclusive breastmilk behavior in infants. It was analyzed with chi square test and logistic regression analysis to see the effect of the determinant factors.

These results indicated the relationship between attitudes, imitating friends, socio-cultural norms, place of birth, support from significant others, support from health workers, knowledge, education, age, socio-economic, maternal employment, and promotion of infant formula with exclusive breastmilk. The determinant factors which influenced the breastmilk are attitude, imitating friends, family support, and socio-economic. The determinant factor which gave most influence was the socio-economic ($\text{sig.} = 0.019$, with $\text{Exp (B)} = 13.310$).

The conclusion that can be drawn is socio-economic influenced on exclusive breastmilk. Socio-economic associated with a person's employment income. The working mothers are expected to get the information about exclusive breastmilk, how to express the milk and store the breast milk dairy.

Keywords : Exclusive Breastmilk, Attitude, Subjective Norm, Behavioral Control