

## Abstract

### **Socio-cultural Aspect Breast-feeding in Tulungagung Regency**

Health development considers human resources quality improvement as an investment. Breast-feeding is an early step for such a great success. But the current coverage of the exclusive breast-feeding tends to decrease. Many reasons cause the failure one of the most important is socio-cultural aspect. The research aims to analyze social-cultural aspect breastfeeding in Tulungagung Regency. This is an explorative research, designed as a quantitative one. Informants are mothers who are now nurturing their babies, from the age of 0 - 6 months. Key informants are educated midwives (bidan), health cadres, traditional midwives (dukun bayi) and the society leading figures. Research variable is social system, cultural system, and personality system. Pucangan, a village in sub-district of Kauman and Samar, a village in sub-district of Pagerwojo, both in Tulungagung Residency, are the places for the research. The result of the research indicates that socio-cultural aspect contributes to the pattern of breastfeeding in Tulungagung. The research suggests the necessary of disseminating information publicly on the importance of breastfeeding. The government should improve the program through community health center, particularly among female teenagers in preparing them for the motherhood and aware fully all potencies they. Providing lactation management training to the health.

**Keywords:** *socio-cultural, breastfeeding pattern*