ABSTRACT

FACTOR ANALYSIS OF INTENTION BREASTFEEDING BASED ON INTEGRATED BEHAVIOR MODEL (IBM) THEORY IN WORK AREA TANJUNGHARJO COMMUNITY HEALTH CENTER

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Breast milk (ASI) was the main food for baby. Breastfeeding was recommended for 0 to 6 months baby by *United Nation Children Fund* (UNICEF) and *World Health Organization* (WHO) for at least six months. The number of exclusive breastfeeding in Tanjungharjo is still quite low (59,5%). That result was still far from the government's target (80%).

Cross sectional approach was used in this study. The population was all breastfeeding mother with 0-6 months children. Sample 0f 34 respondents were taken by total sampling. The independent variable in this study were attitude, perceived norm, and personal agency, while the dependent variable was breastfeeding's intention. Data were collected using questionnaire and analyzed using Spearman Rho test with significance $\alpha \leq 0{,}05$.

Spearman Rho test showed significance level between attitude and intention ($p = 0{,}019$), while perceived norm ($p = 0{,}111$), and personal agency ($p = 0{,}555$) showed non significance difference.

This study concluded that the attitude is related to breastfeeding's intention while perceived norm and personal agency are not related to breastfeeding's intention. Health officers in Tanjungharjo Community Health Center are expected to give health education about factors that affect breastfeeding based on Integrated Behavior Model (IBM) approach so it can change mother's negative behavior into the positive one.

Keywords: breast's milk, integrated behavior model, attitude, perceived norm, personal agency, intention