

## ABSTRACT

Exclusive breastfeeding is only breastfeeding without the provision of other foods or beverages. WHO recommends that exclusive breastfeeding is given since children aged 0-6 months. The coverage of exclusive breastfeeding in the working area of Puskesmas Peneleh (Peneleh of Community Health Center) is low in Surabaya.

This research was an observational analytic research, research instrument was questionnaire. Samples were 55 breastfeeding mothers with infants 6-12 months of age. Data collection was done through primary and secondary data. The variables studied were maternal age, education, occupation, knowledge, husband's support, advertisement of formula milk, support of health workers, history of maternal disease, and socio-culture.

The results of the research showed that most of the research subjects aged 20-35 years old, elementary school education background, well-informed about exclusive breastfeeding, status of housewives, did not get the support of husbands in exclusive breastfeeding, not influenced promotion of formula milk, received support from health workers, did not have history of the disease, influenced culture to provide supplementary feeding to babies other than breast milk. The result of the influence test analysis, the variables that significantly influenced the exclusive breast feeding were husband's support (*p value* = 0,00), socio culture (*p value* = 0,00), and mother's job (*p value* = 0,03),

The conclusion of this research is giving exclusive breastfeeding more rising if mother gets husband's support, not follows the habit/culture in giving food in addition to mother's milk, and defends exclusive breastfeeding constantly eventhough mother work. Suggestion: approaching to society figure who becomes the key person in health counseling, optimizing pregnant mom class and elderly public health by parenting class about the advantages of exclusive breastfeeding and disadvantages of not exclusive breast feeding. Socializing the method to defend quality and quantity of mother's milk and how to save it if baby's mom work.

Keywords: influenced factors, exclusive breastfeeding, mom breastfeeder

## ABSTRAK

ASI eksklusif adalah pemberian ASI saja tanpa pemberian makanan atau minuman lain. Anjuran WHO untuk pemberian ASI eksklusif diberikan sejak anak berusia 0 – 6 bulan. Cakupan pemberian ASI eksklusif di wilayah kerja Puskesmas Peneleh termasuk kategori rendah di Kota Surabaya.

Penelitian ini merupakan penelitian observasional analitik, instrument penelitian adalah kuesioner. Sampel penelitian sebanyak 55 ibu menyusui yang memiliki bayi dengan usia 6-12 bulan. Pengumpulan data dilakukan melalui data primer dan sekunder. Variabel yang diteliti adalah usia ibu, pendidikan, pekerjaan, pengetahuan, dukungan suami, pengaruh promosi susu formula, dukungan tenaga kesehatan, status kesehatan ibu, dan sosial budaya.

Hasil dari penelitian menunjukkan sebagian besar subjek penelitian berusia 20-35 tahun, berpendidikan Sekolah Dasar, berpengetahuan baik tentang ASI eksklusif, berstatus ibu rumah tangga, tidak mendapat dukungan suami dalam memberikan ASI eksklusif, tidak terpengaruh promosi susu formula, mendapat dukungan dari tenaga kesehatan, tidak memiliki riwayat penyakit, menganut budaya untuk memberikan makanan tambahan pada bayi selain ASI. Hasil analisis uji pengaruh, variabel yang secara signifikan mempengaruhi pemberian ASI eksklusif adalah dukungan suami ( $p \text{ value}=0,00$ ), sosial budaya ( $p \text{ value}=0,00$ ), dan pekerjaan Ibu ( $p \text{ value}=0,03$ ),

Kesimpulan penelitian ini adalah pemberian ASI eksklusif semakin meningkat apabila ibu mendapat dukungan suami, tidak menganut kebiasaan/budaya pemberian makanan selain ASI, dan tetap mempertahankan ASI eksklusif meskipun ibu bekerja. Saran: pendekatan kepada tokoh masyarakat yang menjadi *key person* dalam penyuluhan kesehatan, mengoptimalkan kelas ibu hamil dan Posyadu Lansia dengan parenting kelas tentang keuntungan ASI eksklusif dan kerugian tidak ASI eksklusif, mensosialisasikan cara mempertahankan kualitas dan kuantitas ASI dan cara penyimpanannya jika ibu bayi bekerja.

Kata kunci: faktor pengaruh, ASI eksklusif, karakter ibu menyusui