

ABSTRACT

The coverage of exclusive breastfeeding in 2016 in East Java and Surabaya City is still low. Factors affected early complementary feeding were predisposing, enabling, and reinforcing factors. The objective of study was to analyze the relationship between predisposing, enabling, and reinforcing factors with early complementary feeding in Working Area of Tanjungsari Public Health Center Surabaya, East Java.

This study was an observational analytic study, using a cross sectional design. The sample was 45 mothers, taken by purposive sampling of three villages. Data collection were obtained by interview using structured questionnaire. Data was analyzed using chi square test and fisher's exact test.

The results showed that 62.2% of mothers gave early complementary feeding. Statistical tests showed that there wasn't relationship between predisposing factors including age ($p=0,144$), education ($p=1,00$), employment ($p=0,447$), and maternal knowledge ($p=0,841$) with early complementary feeding. There wasn't relationship between enabling factors including income ($p=0,721$), information of exclusive breastfeeding ($p=1,00$) and mothers knowledge about availability of breastfeeding support facilities in public places ($p=0,265$) with early complementary feeding. There was relationship between reinforcing factors including interest in infant formula and baby porridge advertisement in mass media ($p=0,001$), ($p=0,002$), but there wasn't relationship between frequency of exposure to baby food products advertisement ($p=0,793$), ($p=0,851$), and ($p=0,296$) and interest in baby biscuit advertisement in mass media ($p=0,447$) with early complementary feeding.

It was concluded that interest in infant formula and baby porridge advertisement in mass media had relationship with early complementary feeding, but there weren't relationship between predisposing and enabling factor with early complementary feeding. Therefore, there needs to be supervision by consumer institutions related to baby food product advertisement in mass media, so mother can continue exclusive breastfeeding.

Keywords: predisposing, enabling, reinforcing, early complementary feeding, mother.

ABSTRAK

Cakupan ASI eksklusif tahun 2016 di Provinsi Jawa Timur dan Kota Surabaya masih rendah. Faktor yang mempengaruhi pemberian MP-ASI dini adalah faktor *predisposing*, faktor *enabling*, dan faktor *reinforcing*. Tujuan dari penelitian ini adalah menganalisis hubungan antara faktor *predisposing*, faktor *enabling*, dan faktor *reinforcing* dengan pemberian MP-ASI dini di Wilayah Kerja Puskesmas Tanjungsari Surabaya.

Penelitian ini merupakan penelitian observasional analitik, menggunakan desain penelitian *cross sectional*. Sampel penelitian sebesar 45 ibu, diambil secara *purposive sampling* di tiga kelurahan. Pengumpulan data menggunakan kuesioner dan wawancara. Analisis data yang digunakan dalam penelitian ini adalah uji *chi square* dan uji *fisher's exact*.

Hasil penelitian menunjukkan bahwa sebesar 62,2% ibu memberikan MP-ASI dini. Uji statistik menunjukkan bahwa tidak ada hubungan antara faktor *predisposing* meliputi umur ($p=0,144$), pendidikan ($p=1,00$), pekerjaan ($p=0,447$), dan pengetahuan ibu ($p=0,841$) dengan pemberian MP-ASI dini. Tidak ada hubungan antara faktor *enabling* meliputi pendapatan ($p=0,721$), informasi ASI eksklusif ($p=1,00$), dan pengetahuan ibu mengenai keberadaan fasilitas penunjang menyusui di tempat umum ($p=0,265$) dengan pemberian MP-ASI dini. Namun terdapat hubungan antara faktor *reinforcing* meliputi ketertarikan iklan susu formula dan bubur bayi kemasan di media massa ($p=0,001$), ($p=0,002$), tetapi tidak ada hubungan antara frekuensi paparan iklan produk makanan bayi di media massa ($p=0,493$), ($p=0,851$), dan ($p=0,296$) dan ketertarikan iklan biskuit bayi ($p=0,447$) di media massa dengan pemberian MP-ASI dini.

Kesimpulan dalam penelitian ini adalah faktor ketertarikan iklan susu formula dan bubur bayi kemasan di media massa berhubungan dengan pemberian MP-ASI dini, namun faktor *predisposing* dan *enabling* tidak berhubungan dengan pemberian MP-ASI dini. Oleh karena itu, perlu adanya pengawasan oleh lembaga konsumen terkait iklan produk makanan bayi di media massa agar ibu tetap memberikan ASI eksklusif.

Kata kunci: *predisposing*, *enabling*, *reinforcing*, MP-ASI dini, ibu.