

ABSTRACT

Exclusive breastfeeding can prevent stunting and wasting in children. The low rate of exclusive breastfeeding can be caused by internal and maternal factors. The purpose of this study was to analyze the influence of maternal characteristics (including age, education level, knowledge, work status, family income, parity), maternal psychological condition, and socio-cultural nutrition on exclusive breastfeeding in the working area of Bangkalan Health Center, Madura.

This research was an observational analytic study, using cross sectional research design. The sample size was 87 infants aged 6-12 months who were taken randomly using stratified random sampling. The variables studied were maternal characteristics, maternal psychological condition, and socio-nutritional culture. Data collection was carried out by interview using a questionnaire and the results of the study were analyzed by a logistic regression test.

The results showed that exclusive breastfeeding in Bangkalan Public Health Center was 23%. Maternal psychological factors ($p = 0.009$) and socio-nutritional culture in infants ($0,000$) influence exclusive breastfeeding, while age ($p = 0.65$), education level ($p = 0.633$), level of knowledge ($p = 0.311$), employment status ($p = 0.259$), family income (0.973), parity ($p = 0.561$), and socio-nutritional culture in breastfeeding mothers (0.710) have no effect on exclusive breastfeeding.

Conclusion: maternal failure to provide exclusive breastfeeding is influenced by psychological factors such as worrying that breastfeeding is not smooth at the beginning of breastfeeding and socio-culture of nutrition in infants such as prelacteal feeding and early MP-ASI in infants. Suggestion: health workers provide education to mothers and husbands about the dangers of providing honey and other additional food for baby's health and motivate husbands to support mothers in exclusive breastfeeding such as a place for stories and complaints from mothers to reduce feelings of worry and discomfort during breastfeeding

Keywords: exclusive breastfeeding, maternal characteristics, socio-culture of nutrition, Madurese

ABSTRAK

Pemberian ASI eksklusif dapat mencegah *stunting* dan *wasting* pada anak. Rendahnya pemberian ASI eksklusif dapat disebabkan oleh faktor internal ibu maupun lingkungan. Penelitian ini bertujuan untuk menganalisis pengaruh antara karakteristik ibu (meliputi usia, tingkat pendidikan, pengetahuan, status pekerjaan, pendapatan keluarga, paritas), kondisi psikologi ibu, dan sosio budaya gizi terhadap pemberian ASI eksklusif di wilayah kerja Puskesmas Bangkalan, Kabupaten Bangkalan, Madura.

Penelitian ini merupakan penelitian observasional analitik, menggunakan desain penelitian *cross sectional*. Sampel penelitian sebanyak 87 bayi usia 6-12 bulan yang diambil secara acak menggunakan *stratified random sampling*. Variabel yang diteliti adalah karakteristik ibu, kondisi psikologi ibu, dan sosio budaya gizi. Pengumpulan data dilakukan dengan wawancara menggunakan kuesioner dan hasil penelitian dianalisis menggunakan uji regresi logistik.

Hasil penelitian menunjukkan bahwa pemberian ASI eksklusif di wilayah kerja Puskesmas Bangkalan sebesar 23%. Faktor psikologi ibu ($p=0,009$) dan sosio budaya gizi pada bayi ($0,000$) mempengaruhi pemberian ASI eksklusif, sedangkan usia ($p=0,65$), tingkat pendidikan ($p=0,633$), tingkat pengetahuan ($p=0,31$), status pekerjaan ($p=0,259$), pendapatan keluarga ($0,973$), paritas ($p=0,561$), dan sosio budaya gizi pada ibu menyusui ($0,710$) tidak berpengaruh terhadap pemberian ASI eksklusif.

Kesimpulan: kegagalan ibu dalam memberikan ASI eksklusif dipengaruhi oleh faktor psikologi seperti khawatir ASI tidak lancar pada awal menyusui serta sosio budaya gizi pada bayi seperti pemberian makanan prelakteal. Saran: petugas kesehatan memberikan edukasi kepada ibu dan suami tentang bahaya pemberian madu dan makanan tambahan lain untuk kesehatan bayi serta memotivasi suami agar mendukung ibu dalam menyusui eksklusif seperti menjadi tempat cerita dan keluh kesah ibu untuk mengurangi perasaan khawatir dan tidak nyaman selama menyusui

Kata Kunci: ASI eksklusif, karakteristik ibu, sosio budaya gizi, Madura