

**HUBUNGAN PENGETAHUAN, PROMOSI SUSU FORMULA DAN DUKUNGAN
KELUARGA DENGAN PEMBERIAN SUSU FORMULA PADA BAYI USIA 0-6
BULAN DI WILAYAH KERJA PUSKESMAS AIR DINGIN**

Oleh :

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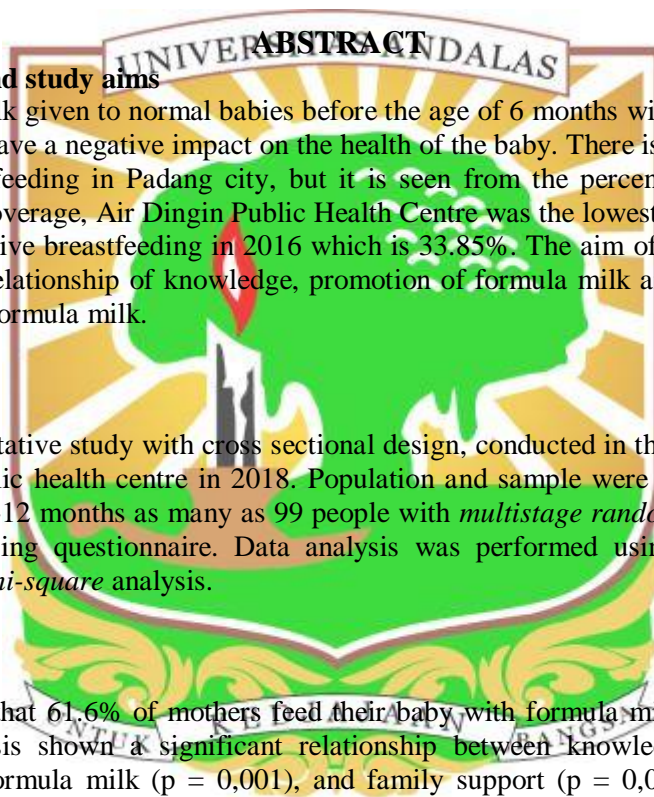
**PROGRAM STUDI S1 KEBIDANAN
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CICI PERMATA RUSADI, NO.BP.1410332001

RELATIONSHIP OF KNOWLEDGE, FORMULA MILK PROMOTION AND FAMILY SUPPORT WITH PROVISION FORMULA MILK AMONG BABIES AGES 0-6 MONTH IN THE WORKING AREA OF AIR DINGIN PUBLIC HEALTH CENTRE.

xix+77 pages, 15 tables, 2 pictures, 12 attachments



ABSTRACT

Background and study aims

The formula milk given to normal babies before the age of 6 months without any medical indication can have a negative impact on the health of the baby. There is no yet exact data about formula feeding in Padang city, but it is seen from the percentage of exclusive breastfeeding coverage, Air Dingin Public Health Centre was the lowest coverage when it comes to exclusive breastfeeding in 2016 which is 33.85%. The aim of this study was to determine the relationship of knowledge, promotion of formula milk and family support with provision formula milk.

Method

This was quantitative study with cross sectional design, conducted in the working area of Air Dingin public health centre in 2018. Population and sample were mothers who had infants aged > 6-12 months as many as 99 people with *multistage random sampling*. Data collected by using questionnaire. Data analysis was performed using univariate and bivariate with *chi-square* analysis.

Result

Results shown that 61,6% of mothers feed their baby with formula milk. The results of bivariate analysis shown a significant relationship between knowledge ($p = 0,000$), promotion of formula milk ($p = 0,001$), and family support ($p = 0,004$) with formula feeding.

Conclusion

There was a relationship between knowledge, promotion of formula milk and family support with the provision of formula milk. It is expected that families need to be used as targets for exclusive ASI counseling to motivate mothers to breastfeed for 6 months. It is necessary to enforce strict rules on formula milk advertising through mass media or covert promotion through health workers at the place of delivery.

References : 95 (2000-2018)

Keywords : formula milk, knowledge, family support

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xix+77 halaman, 15 tabel, 2 gambar, 12 lampiran

ABSTRAK

Latar Belakang dan Tujuan Penelitian

Susu formula yang diberikan pada bayi normal sebelum usia 6 bulan tanpa adanya indikasi medis dapat memberikan dampak buruk pada kesehatan bayi. Data pemberian susu formula di Kota Padang belum ada data secara pasti, akan tetapi dilihat dari persentase cakupan ASI Eksklusif, Puskesmas Air Dingin termasuk puskesmas yang capaian ASI Eksklusifnya terendah tahun 2016 yaitu 33,85%. Tujuan penelitian ini adalah untuk mengetahui hubungan pengetahuan, promosi susu formula dan dukungan keluarga dengan pemberian susu formula.

Metode

Penelitian kuantitatif dengan desain cross sectional, dilakukan di wilayah kerja Puskesmas Air Dingin tahun 2018. Populasi dan sampel penelitian adalah ibu yang memiliki bayi usia >6-12 bulan sebanyak 99 orang dengan teknik multistage random sampling. Pengumpulan data dengan cara kuesioner. Analisis data secara univariat dan bivariat dengan menggunakan analisis chi-square.

Hasil

Hasil penelitian menunjukkan 61,6% ibu memberikan susu formula. Hasil analisis bivariat menunjukkan terdapat hubungan yang bermakna antara pengetahuan ($p=0,000$), promosi susu formula ($p=0,001$), dan dukungan keluarga ($p=0,004$) dengan pemberian susu formula.

Kesimpulan

Terdapat hubungan yang bermakna antara pengetahuan, promosi susu formula dan dukungan keluarga dengan pemberian susu formula. Diharapkan keluarga perlu dijadikan sebagai sasaran penyuluhan ASI Eksklusif untuk memotivasi ibu menyusui selama 6 bulan. Perlu ditegakkan aturan ketat iklan susu formula melalui media massa ataupun promosi terselubung melalui tenaga kesehatan di tempat persalinan.

Daftar Pustaka : 95 (2000-2018)

Kata Kunci : susu formula, pengetahuan, promosi susu formula, dukungan keluarga