

**HUBUNGAN PERSEPSI KETIDAKCUKUPAN ASI DAN PROMOSI SUSU
FORMULA DENGAN PEMBERIAN ASI EKSKLUSIF DI WILAYAH
KERJA PUSKESMAS ANDALAS PADANG**

Oleh

SHANTYA RAHMI PUTRI

No.BP. 1510332019



Dosen Pembimbing

1. Lusiana El Sinta Bustami, SST, M.Keb
2. Feni Andriani, Bd, M.Keb

**PROGRAM STUDI S1 KEBIDANAN
FAKULTAS KEDOKTERAN UNIVERSITAS ANDALAS
PADANG 2019**

**BACHELOR OF MIDWIFERY PROGRAM
FACULTY OF MEDICINE
ANDALAS UNIVERSITY**

Undergraduate Theses, June 2019

SHANTYA RAHMI PUTRI. No. BP.1510332019

**THE RELATIONSHIP OF PERCEPTION OF INSUFFICIENT MILK SUPPLY
AND PROMOTION OF FORMULA MILK WITH EXCLUSIVE
BREASTFEEDING IN ANDALAS PRIMARY HEALTH CENTER**

xix + 74 Pages, 8 tables, 2 images, 11 attachments

ABSTRACT

Background and Objectives

Exclusive breastfeeding for 6 months is recommendations from the government, which can support the optimal growth and development of children. Breast milk is the best food for babies, easy to digest and prevent infection. Exclusive breastfeeding coverage in Padang was 77.77% with the lowest number in Andalas Community Health Center which was 59.84%. The cause of the low level of exclusive breastfeeding for 6 months was that mothers felt that breast milk was not enough (49.2%) and the effect of promotion of formula milk from health workers (72.4%) and print media (33.3%). The purpose of this study was to determine the relationship between perceptions of insufficient milk supply and promotion of formula milk with exclusive breastfeeding in the Andalas Community Health Center work area.

Method

This type of research is quantitative with design *Cross Sectional* in the Andalas Community Health Center working area from December 2018 to May 2019. The study sample was 92 mothers with babies aged 6-23 months with a *proportional random sampling* technique followed by *simple random sampling*. Data collection using a questionnaire. Univariate and bivariate data analysis using analysis *chi-square* ($p < 0.05$).

Results

The results showed respondents who gave exclusive breastfeeding amounted to 46.4% with a perception of less breast milk by 51.1% and received formula milk promotion by 82.6%. The results of bivariate analysis showed that there was a relationship between perceptions of insufficient milk supply ($p = 0,000$), and promotion of formula milk ($p = 0,001$) with exclusive breastfeeding.

Conclusion

Perception of insufficient milk supply and promotion of formula milk are associated with a reduction in exclusive breastfeeding

Bibliography : 55 (1996-2018)

Keywords : Perception of insufficient milk supply, promotion of formula milk, exclusive breastfeeding

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Skripsi, Juni 2019

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xix+ 74 halaman, 8 tabel, 2 gambar, 11 lampiran

ABSTRAK

Latar Belakang dan Tujuan Penelitian

ASI eksklusif selama 6 bulan adalah anjuran dari pemerintah, dimana dapat menunjang tumbuh kembang optimal anak. ASI makanan terbaik untuk bayi, mudah dicerna dan mencegah infeksi. Cakupan ASI eksklusif di Padang adalah 77,77% dengan angka terendah di Puskesmas Andalas yaitu 59,84%. Penyebab rendahnya ASI eksklusif 6 bulan adalah ibu merasa ASI tidak cukup (49,2%) dan pengaruh promosi susu formula dari tenaga kesehatan (72,4%) dan media cetak (33,3%). Tujuan dari penelitian ini adalah mengetahui hubungan persepsi ketidakcukupan ASI dan promosi susu formula dengan pemberian ASI eksklusif di wilayah kerja Puskesmas Andalas.

Metode

Jenis penelitian ini kuantitatif dengan desain *Cross Sectional* di wilayah kerja Puskesmas Andalas dari Desember 2018 sampai Mei 2019. Sampel penelitian adalah ibu yang mempunyai bayi berusia 6-23 bulan sebanyak 92 orang dengan teknik *proportional random sampling* diikuti *simple random sampling*. Pengumpulan data menggunakan kuesioner. Analisis data univariat dan bivariat menggunakan analisis *chi-square* ($p < 0,05$).

Hasil

Hasil penelitian menunjukkan responden yang memberikan ASI eksklusif sebesar 46,4% dengan persepsi ASI kurang sebesar 51,1% dan mendapat promosi susu formula sebesar 82,6%. Hasil analisis bivariat menunjukkan terdapat hubungan antara persepsi ketidakcukupan ASI ($p = 0,000$), dan promosi susu formula ($p = 0,001$) dengan pemberian ASI eksklusif.

Kesimpulan

Persepsi ketidakcukupan ASI dan promosi susu formula berhubungan dengan penurunan ASI eksklusif

Daftar Pustaka : 55 (1996-2018)

Kata Kunci : Persepsi ketidakcukupan ASI, promosi susu formula, ASI eksklusif.