

ABSTRAK

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Faktor-Faktor yang Mempengaruhi Pemberian Susu Formula pada Bayi Baru Lahir oleh Bidan Praktik Swasta di Kabupaten Pati

v + 90 halaman + 20 tabel + 5 gambar + 8 lampiran

Pemberian susu formula pada bayi baru lahir sangat berpengaruh terhadap pemberian ASI Eksklusif. Banyak bidan praktik swasta di Kabupaten Pati yang memberikan susu formula pada bayi baru lahir. Cakupan ASI Eksklusif di Kabupaten Pati masih di bawah target yaitu 56,2%. Tujuan penelitian ini untuk mengetahui faktor-faktor yang mempengaruhi pemberian susu formula pada bayi baru lahir oleh bidan praktik swasta di Kabupaten Pati.

Jenis penelitian adalah observasional dengan pendekatan *cross sectional*. Populasi penelitian adalah bidan praktik swasta di Kabupaten Pati, dengan sampel 77 bidan. Variabel terikat adalah praktik pemberian susu formula pada bayi baru lahir sedangkan variabel bebasnya adalah pengetahuan, sikap persepsi bidan terhadap supervisi Dinas Kesehatan Kabupaten Pati dan motivasi. Data diolah secara univariat dengan *tendensi sentral*, bivariat dengan Chi Square dan uji multivariat dengan regresi logistik berganda.

Hasil penelitian menunjukkan bahwa rata-rata umur responden 35,4 tahun, rata-rata dengan standar deviasi 5,3 lama kerja responden 17,8 tahun dengan standar deviasi 6,7 dan sebagian besar responden masih berpendidikan DI Kebidanan (55,8%). Pemberian susu formula pada bayi baru lahir sebesar 72,7%. Responden yang mempunyai pengetahuan baik tentang ASI dan susu formula sebesar 68,8%, responden sikap baik sebesar 61%, persepsi bidan baik terhadap supervisi Dinas Kesehatan Kabupaten Pati sebesar 71,4%, responden yang mempunyai motivasi memberi susu formula sebesar 68,8%. Terdapat hubungan yang bermakna antara pengetahuan ($p=0,0001$), sikap ($p=0,0001$), persepsi terhadap supervisi ($p=0,0001$), motivasi ($p=0,0001$) dengan pemberian susu formula pada bayi baru lahir. Mutivariat menggunakan regresi logistik, variabel yang berpengaruh secara bersama-sama terhadap pemberian susu formula pada bayi baru lahir adalah pengetahuan, sikap, dan motivasi.

Disarankan kepada Dinas Kesehatan Kabupaten Pati dan IBI Cabang Pati adanya *reward* bagi bidan yang tidak memberi susu formula dan memberikan sanksi pada bidan yang memberikan susu formula pada bayi baru lahir.

Kata kunci : susu formula, bayi baru lahir, bidan praktik swasta, pengetahuan sikap, praktik.

Kepustakaan : 34 (1992-2010)

ABSTRACT**Irfana Tri Wijayanti****Factors which Influence Formula Feeding Practice in Newborn Infants by Private Practice Midwives in Pati District, 2011****v + 90 pages + 20 tables + 5 figures + 8 enclosures**

Feeding newborn with formula milk was related to exclusive breastfeeding. Many private practice midwives in Pati district gave formula milk to the newborn. Exclusive breastfeeding coverage in Pati district was still below the target, it was 56.2%. The objective of this study was to identify factors affecting formula milk feeding on the newborns by private practice midwives in Pati district.

This was an observational study with cross sectional approach. Study population was private practice midwives in Pati district. Study samples consisted of 77 midwives. Dependent variable was formula milk feeding practice to the newborns. Independent variables were knowledge, attitude, perception of midwives on Pati district health office supervision, and motivation. Univariate analysis with central tendency, bivariate analysis with chi square test, and multivariate test using multiple logistic regressions were applied in the data analysis.

Results of the study indicated that average age of respondents was 35.4 years with standard deviation of 5.3 years old. Respondent's length of work was 17.8 years with standard deviation of 6.7 years old. Majority of respondent's highest level of education was D1-midwifery (55.8%). Respondents who fed newborn with formula milk were 72.7%. Respondents with good knowledge on breast milk and formula milk were 68.8%. Respondents with good attitude were 61%. Good perception of midwives on supervision done by Pati district health office was 71.4%. Respondents who had motivation to give formula milk were 68.8%. Significant associations were found between knowledge ($p= 0.0001$), attitude ($p=0.0001$), perception on supervision ($p= 0.0001$), motivation ($p= 0.0001$), and feeding formula milk to newborns. Result of multivariate analysis showed that variables affected to formula milk feeding to the newborns were knowledge, attitude, and motivation.

Suggestions given to Pati district health office and IBI Pati section were to provide rewards for midwives who do not give formula milk to the newborns, and to give sanction to midwives who give formula milk to the newborns.

Keywords : Formula milk, newborn, private practice midwives, knowledge, attitude, practice

Bibliography : 34 (1992-2010)