

ABSTRAK

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Analisis Kinerja Motivator Menyusui dalam Mengelola Kelompok Pendukung Ibu (KP-Ibu) sebagai Upaya Peningkatan Pemberian ASI Eksklusif di Kabupaten Bantul Provinsi Daerah Istimewa Yogyakarta

xv + 116 halaman + 22 tabel + 3 gambar + 12 lampiran

Cakupan ASI eksklusif di Kabupaten Bantul hanya mencapai 32,39%. Keberhasilan ASI eksklusif dipengaruhi dukungan lingkungan antara lain Kelompok Pendukung Ibu (KP-Ibu) yang merupakan model pemberdayaan masyarakat dengan motivator menyusui sebagai pemandu. Tujuan penelitian adalah menganalisis kinerja motivator menyusui dalam mengelola KP-Ibu di Kabupaten Bantul dan faktor yang mempengaruhinya.

Jenis penelitian adalah observasional analitik dengan disain *cross sectional*. Variabel dependen kinerja motivator menyusui dalam mengelola KP-Ibu dan variabel independen meliputi pengetahuan, motivasi, supervisi, beban kerja dan ketersediaan sarana prasarana. Populasi penelitian adalah 286 motivator, subjek penelitian 160 orang dari 6 puskesmas. Pengumpulan data dilakukan dengan wawancara dan observasi. Analisis yang digunakan adalah metode *Chi Square* dan regresi logistik.

Hasil penelitian menunjukkan sebagian besar responden berumur 20-44 tahun (71,2%), berpendidikan menengah (61,3%), tidak bekerja (80,6%) dan menjadi motivator berdasarkan usulan kader/bidan (71,2%). Kinerja motivator menyusui 51,2% tergolong kurang, 70% subjek berpengetahuan kurang, 53,1% mempunyai motivasi kurang, 57,5% persepsi supervisi kurang, 80% beban kerja berat dan 84,4% ketersediaan sarana prasarana lengkap. Variabel yang berhubungan dengan kinerja motivator menyusui adalah motivasi ($p=0,0001$), persepsi supervisi ($p=0,0001$), persepsi beban kerja ($p=0,027$) dan ketersediaan sarana prasarana ($p=0,0001$). Pengetahuan tidak berhubungan ($p=0,370$) dengan kinerja motivator. Hasil analisis multivariat menunjukkan motivasi dan supervisi merupakan faktor yang berpengaruh secara bersama-sama dan faktor yang paling dominan adalah motivasi.

Saran untuk Dinas Kesehatan dan Puskesmas adalah supervisi KP-Ibu secara berkala, pendampingan KP-Ibu oleh bidan, penerbitan surat keputusan KP-Ibu, penyegaran bagi motivator menyusui, lomba dan pengadaan boneka peraga.

Kata Kunci : Kinerja, Motivator, Kelompok Pendukung Ibu, ASI eksklusif.

Kepustakaan : 62, 1992-2011

ABSTRACT

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**Analysis on Breastfeeding Motivators' Work Performance in Managing Mother Support Groups to Increase Exclusive Breastfeeding in Bantul District, Yogyakarta
xv + 116 pages + 22 tables + 3 figures + 12 enclosures**

Exclusive breastfeeding coverage in Bantul district was only 32.39%. Successfulness of exclusive breastfeeding was influenced by an environmental support such as maternal support group (KP-Ibu). KP-Ibu was a community empowerment model with breastfeeding motivator as a guide. The objective of this study was to analyze the work performance of breastfeeding motivator in managing KP-Ibu in Bantul district and its affecting factors.

This was an observational analytical study with cross sectional approach. The dependent variable was the work performance of breastfeeding motivator in managing KP-Ibu. Independent variables were knowledge, motivation, supervision, workload, and availability of facility. The study population was 286 motivators, 160 study subjects from 6 primary healthcare centers. Data were collected through interview and observation. Chi square and logistic regressions were applied in the data analysis.

Results of the study showed that the majority of respondents was in the age of 20-44 years (71.2%), in the intermediate level of education (61.3%), not working (80.6%), and being a motivator due to cadre/ midwives suggestion (71.2%). Work performance of breastfeeding motivator was insufficient (51.2%); respondent's knowledge was poor (70%); respondent's motivation was low (53.1%); respondent's perception on supervision was insufficient (57.5%); proportion of respondents with heavy workload were 80%, and 84.4% of respondents reported that the availability of facility was complete. Variables related to the work performance of breastfeeding motivator were motivation ($p= 0.0001$), perception on supervision ($p= 0.0001$), perception on the workload ($p= 0.027$), and the availability of facility ($p= 0.0001$). Knowledge was not associated with the work performance of motivator ($p= 0.370$). Results of multivariate analysis indicated that motivation and supervision jointly were factors affecting the work performance of breastfeeding motivator, and the most dominant factor was motivation.

Suggestions for district health office and primary healthcare centers are to do periodical supervision on KP-Ibu by midwives, to issue a KP-Ibu decree, to refresh breastfeeding motivators, to arrange competition and provide mannequins.

Key words : work performance, motivator, maternal support group,
exclusive breastfeeding

Bibliography : 62, 1992-2011.