**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Magister Ilmu Kesehatan Masyarakat**

**Konsentrasi Kesehatan Ibu dan Anak**

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**ABSTRAK**

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**Faktor Determinan Pemberian Susu Formula pada Bayi Usia 0-6 Bulan (Studi pada Ibu Bayi Usia 7-12 Bulan di Wilayah Puskesmas Kabupaten Demak)**

**xvii + 123 + 47 tabel + 4 gambar + 8 lampiran**

Cakupan ASI Eksklusif di Kabupaten Demak sebesar 41,3% masih di bawah Standar Pelayanan Minimal Provinsi Jawa Tengah. Rendahnya cakupan ASI Eksklusif dikarenakan masih banyak ibu yang memberikan susu formula pada bayi usia 0-6 bulan. Tujuan penelitian adalah menganalisis faktor determinan pemberian susu formula pada bayi usia 0-6 bulan.

Jenis penelitian ini merupakan *Explanatory Survey* dengan pendekatan *cross sectional.* Pengumpulan data dilakukan dengan wawancara menggunakan kuesioner terstruktur yang telah diuji validitas dan reliabilitasnya. Subyek 77 ibu bayi usia 7-12 bulan yang dipilih dengan *Clustered Random Sampling*. Analisis bivariat menggunakan uji *chi square* dan analisis multivariat menggunakan *regresi logistik*.

Hasil penelitian menunjukkan bahwa pemberian susu formula pada bayi usia 0-6 bulan sebesar 72,7%. Karakteristik ibu : 55,8% berpendidikan dasar, 64,9% tidak bekerja, 50,6% berpendapatan keluarga tinggi. Sebagian besar ibu berpengetahuan kurang (92,2%), bersikap negatif (50,6%), melaksanakan IMD (80,5%), tidak memiliki fasilitas untuk pemberian ASI (51,9%), akses yang jauh (64,9%), petugas kesehatan tidak mendukung (50,6%), keluarga mendukung (50,6%), dan teman tidak mendukung (57,1%). Ada hubungan pengetahuan (p=0,005), status bekerja (p=0,038), pendapatan keluarga (p=0,034), sikap (p=0,002), dukungan petugas kesehatan (p=0,013), dan dukungan keluarga (p=0,0001) dengan pemberian susu formula pada bayi usia 0-6 bulan. Tidak ada hubungan pendidikan (p=0,690), pelaksanaan IMD (p=0,215), ketersediaan fasilitas (p=0,185), akses susu formula (p=0,942), dan dukungan teman (p=0,438) dengan pemberian susu formula pada bayi usia 0-6 bulan. Variabel yang berpengaruh secara bersama-sama terhadap pemberian susu formula adalah dukungan keluarga (ExpB=41,863) dan sikap ibu (ExpB=6,996) terhadap pemberian susu formula.

Dinas Kesehatan Kabupaten Demak perlu meningkatkan pengetahuan ibu dan keluarga ibu dengan memberikan informasi tentang ASI Eksklusif dan dampak negatif susu formula.

Kata Kunci : ASI Eksklusif, Susu Formula, Sikap Ibu, Dukungan Keluarga

Kepustakaan : 48 (1995-2014)

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**ABSTRACT**

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**Determinant Factors of Providing Formula Milk for Babies aged 0-6 Months (Study on Mothers of Babies aged 7-12 Months at Work Areas of Health Centers in District of Demak)**

**xvii + 123 pages + 47 tables + 4 figures + 8 enclosures**

Coverage of Exclusive Breastfeeding in District of Demak was 41.3% below the Minimum Service Standards in Province of Central Java. It was due to most of the mothers preferred to provide formula milk for their babies aged 0-6 months. This research aimed to analyze determinant factors of providing formula milk for babies aged 0-6 months.

This was Explanatory Survey with cross-sectional approach. Data were collected by interview using a structured questionnaire which had been tested validity and reliability. Number of respondents were 77 mothers of babies aged 7-12 months selected using Clustered Random Sampling. Furthermore, data were analysed using bivariate analyses consisted of Chi Square test and multivariate analyses (Logistic Regression test).

The result of this research showed that most of the respondents had provided formula milk to their babies aged 0-6 months (72.7%). Most of them had basic education (55.8%), did not work (64.9%), had high family income (50.6%), had low knowledge (92.2%), had negative attitude (50.6%), did early initiation of breastfeeding (EIB) (80.5%), and did not have facilities for providing breastfeeding (51.9%). In addition, most of them had far access (64.9%), did not have health worker support (50.6%), had family support (50.6%), and did not have friend support (57.1%). Factors of knowledge (p=0.005), work status (p=0.038), family income (p=0.034), attitude (p=0.002), health worker support (p=0.013), and family support (p=0.0001) had significant relationship with providing formula milk aged 0-6 months. Otherwise, factors of education (p=0.690), implementing EIB (p=0.215), availability of facilities (p=0.185), access to formula milk (p=0.942), and friend support (p=0.438) were not significant. Furthermore, factors of family support (ExpB=41.863) and attitude (ExpB=6.996) jointly influenced providing formula milk.

As suggestions, Demak District Health Office needs to improve knowledge of mothers and their families regarding information of exclusive breastfeeding and adverse effects of formula milk.

Key Words : Exclusive Breastfeeding, Formula Milk, Mother’s Attitude,

Family Support

Bibliography : 48 (1995 – 2014)