

ABSTRAK

Angka kematian bayi (AKB) merupakan indikator derajat kesehatan yang sangat penting karena kelompok bayi merupakan kelompok yang sangat rentan baik terhadap kesakitan maupun kematian. Pemberian air susu ibu (ASI) eksklusif secara adekuat merupakan salah satu upaya untuk menurunkan angka kematian bayi. Cakupan pemberian ASI eksklusif di Puskesmas Tanjungharjo merupakan pencapaian paling rendah jika dibandingkan dengan puskesmas lain di Kabupaten Bojonegoro. Faktor promosi susu formula merupakan penyebab rendahnya cakupan pemberian ASI Eksklusif. Untuk membuktikan bahwa promosi susu formula dapat mempengaruhi pemberian ASI Eksklusif maka ingin diteliti tentang adanya hubungan promosi susu formula dengan pemberian ASI Eksklusif.

Penelitian ini merupakan penelitian analitik korelasional dengan rancangan *cross sectional*. Sampel diambil dengan menggunakan *simple random sampling* sejumlah 195 ibu bayi 6-11 bulan. Variabel independen adalah promosi susu formula, sedangkan variabel dependen adalah pemberian ASI Eksklusif. Pengumpulan data menggunakan kuesioner. Untuk menganalisis adanya hubungan digunakan uji *Kendall Tau* dengan tingkat signifikansi 0,05.

Hasil penelitian menunjukkan bahwa sebagian besar responden yang memberikan ASI Eksklusif sangat terpapar promosi susu formula sebesar 77,89%. Responden yang tidak memberikan ASI Eksklusif seluruhnya sangat terpapar promosi susu formula (100%). Dari hasil uji statistik didapatkan nilai p sebesar 0,002 artinya terdapat hubungan antara promosi susu formula dengan pemberian ASI Eksklusif.

Berdasarkan uraian diatas dapat disimpulkan bahwa promosi susu formula dapat mempengaruhi pemberian ASI Eksklusif. Sehingga disarankan agar petugas kesehatan dapat memberikan informasi, pendidikan kesehatan tentang ASI Eksklusif yang tepat dan sesuai dengan teori untuk meningkatkan pengetahuan ibu dan memberikan informasi yang benar kepada ibu sehingga tidak mudah terpengaruh promosi susu formula.

Kata Kunci: Promosi Susu Formula, Pemberian ASI Eksklusif.

ABSTRACT

The infant mortality rate (IMR) is a very important indicator of health status because the group of infants is a group that is very vulnerable both to morbidity and death. The provision of exclusive breastfeeding (ASI) adequately is one of the efforts to reduce infant mortality. Coverage of exclusive breastfeeding at Tanjungharjo Health Center is the lowest achievement compared to other health centers in Bojonegoro Regency. The promotion factor of formula milk is the cause of the low coverage of exclusive breastfeeding. To prove that the promotion of formula milk can affect exclusive breastfeeding, the researcher want to investigate the relationship between the promotion of formula milk and exclusive breastfeeding.

This research is a correlational analytic study with cross sectional design. Samples were taken using simple random sampling of 195 mothers of infants 6-11 months. The independent variable is the promotion of formula milk, while the dependent variable is exclusive breastfeeding. Data collection using a questionnaire. To analyze the relationship used the Kendall Tau test with a significance level of 0.05.

The results showed that the majority of respondents who gave exclusive breastfeeding were highly exposed to the promotion of formula milk by 77.89%. Respondents who did not give exclusive breastfeeding were all highly exposed to the promotion of formula milk (100%). From the statistical test results obtained p value of 0.002 means that there is a relationship between the promotion of formula milk with exclusive breastfeeding.

Based on the description above it can be concluded that the promotion of formula milk can affect exclusive breastfeeding. So it is recommended that health workers can provide information, health education about exclusive breastfeeding that is appropriate and in accordance with the theory to increase maternal knowledge and provide correct information to mothers so that it is not easily affected by the promotion of formula milk.

Keywords: Promotion of Formula Milk , Exclusive Breastfeeding.