

ABSTRAK

ASI eksklusif merupakan Air Susu Ibu (ASI) merupakan makanan dan minuman pertama untuk bayi yang mengandung sumber gizi sempurna. Sistem pencernaan bayi dalam 6 bulan pertama hanya bisa menerima ASI saja, sehingga ASI harus diberikan secara eksklusif selama 6 bulan, ASI Eksklusif adalah ASI yang diberikan kepada bayi sejak dilahirkan sampai bayi berumur 6 bulan, tanpa adanya penambahan minuman seperti susu formula dan minuman atau makanan lainnya (Astuti, 2017). Penelitian ini bertujuan untuk mengetahui hubungan persepsi ketidakcukupan dan promosi susu formula dengan keberhasilan pemberian ASI eksklusif. Metode penelitian ini adalah penelitian kuantitatif dengan pendekatan cross sectional. Penelitian ini dilakukan di wilayah UPT puskesmas paya lombang, sampel penelitian adalah ibu menyusui yang memiliki anak usia 0-6 bulan sebanyak 40 orang. Teknik sampling yang digunakan adalah total sampling. Teknik pengumpulan data menggunakan instrumen kuesioner. Berdasarkan karakteristik responden: usia responden terbanyak 27 tahun, pendidikan terbanyak SMA (45%), pekerjaan terbanyak 80%, suku terbanyak 87,5%, promosi susu formula terbanyak yang terpapar 65%, pengambilan keputusan dalam keluarga terbanyak yang mendukung 65%, persepsi ketidakcukupan sebanyak 65%. berdasarkan hasil penelitian maka peneliti menyarankan agar para kesehatan meningkatkan promosi kesehatan kepada ibu, suami, keluarga dan masyarakat mengenai pentingnya ASI eksklusif.

Kata kunci: ASI eksklusif; promosi susu formula; persepsi ketidakcukupan ASI.

ABSTRACT

Exclusive breastfeeding is Mother's Milk (ASI) is the first food and drink for babies that contains perfect nutritional sources. The baby's digestive system in the first 6 months can only receive breast milk, so breast milk must be given exclusively for 6 months, Exclusive breastfeeding is breast milk that is given to babies from birth until the baby is 6 months old, without the addition of drinks such as formula milk and drinks or food others (Astuti, 2017). This study aims to determine the relationship between perceptions of inadequacy and promotion of formula milk with the success of exclusive breastfeeding. This research method is quantitative research with cross sectional approach. This research was conducted in the area of UPT Puskesmas Paya Lombang, the research sample was 40 breastfeeding mothers who had children aged 0-6 months. The sampling technique used was total sampling. The data collection technique used a questionnaire instrument. Based on the characteristics of the respondents: the most respondents were 27 years of age, the most education was high school (45%), the most occupations were 80%, the ethnicity was 87.5%, the promotion of formula milk was the most exposed to 65%, the

decision making in the family was the most supportive 65%, the perception 65% insufficiency. based on the results of the study, the researchers suggest that health professionals increase health promotion to mothers, husbands, families and communities regarding the importance of exclusive breastfeeding.

Keywords: exclusive breastfeeding, promotion of formula milk, perception of insufficient breast milk.