

ABSTRACT

The emotional closeness between mother and child during breastfeeding plays an important role in determining the success of breastfeeding. Problems that often arise in childcare include changes in maternal attitudes and behavior regarding exclusive breastfeeding, attention to hygiene, affection, and increased emotions between mother and child. This study aims to determine the relationship between emotional bonding and the quality of exclusive breastfeeding at Royal Prima Medan Hospital in 2024. The method used in this study was descriptive with a cross sectional research design, involving 36 respondents. Data collection was done using non-probability method with Accidental Sampling technique. Data analysis was performed using the chi-square statistical test. The results showed that there was a significant relationship between emotional bonding and the quality of exclusive breastfeeding, with a p value smaller than 0.011.

Keywords : Emotional bonding, exclusive breastfeeding

ABSTRAK

Kedekatan emosional antara ibu saat menyusui berperan penting dalam menentukan keberhasilan pemberian ASI. Masalah yang sering muncul dalam pengasuhan mencakup perubahan sikap dan perilaku ibu terkait pemberian ASI eksklusif, perhatian terhadap kebersihan, kasih sayang, serta peningkatan emosi antara ibu dan anak. Penelitian ini bertujuan untuk mengetahui hubungan antara ikatan emosional dan kualitas pemberian ASI eksklusif di RS Royal Prima Medan pada tahun 2024. Metode yang digunakan dalam penelitian ini adalah deskriptif dengan desain studi cross-sectional, melibatkan 36 responden. Pengumpulan data dilakukan dengan metode non-probabilitas menggunakan teknik Accidental Sampling. Analisis data dilakukan dengan uji statistik chi-square. Hasil penelitian menunjukkan adanya hubungan yang signifikan antara ikatan emosional dan kualitas pemberian ASI eksklusif, dengan nilai p lebih kecil dari 0,011.

Kata Kunci : Ikatan emosional, ASI eksklusif