

## ABSTRACT

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Study Program: Public Health  
Title : Factors Associated with Mother's Behavior in Providing Exclusive Breastfeeding at the Asri Kutabaru Tangerang Blooming Clinic in 2018

Exclusive breast milk (ASI) is breast milk given to babies since being given for six months, without additives and or replaced with other food or drinks (except drugs, vitamins and minerals) (Ministry of Health, 2012). Based on regional data in Tangerang Regency, the results of the addition of Exclusive Breastfeeding in 2016 in Tangerang Regency amounted to 50% and in 2017 amounted to 58.72%. This increase is a strong agreement from the Regional Government to save infants and toddlers through Exclusive Breastfeeding. Even though there was an increase from 2016–2017 decision-making on exclusive breastfeeding in the regency of Tangerang, it still had not reached the target set by the Government of Indonesia at 80%. This research was conducted at the Mekar Asri Kutabaru Clinic, Tangerang in 2018 and based on clinical register data about the requested exclusive breastfeeding for the last 6 months in December 2017 - May 2018, which was 41.6%. The number of samples in this study were 72 respondents who had babies aged 6-12 months and used a cross sectional design. The statistical test used is the Chi Square test. The dependent variable in this study is exclusive breastfeeding while the independent variables are work, knowledge, husband support, motivation, and information exposure. Based on the results of the study, 37 people (51.4%) did not give exclusive breastfeeding. The results of bivariate analysis showed the relationship between exclusive breastfeeding and work ( $p$  value = 0.035, PR = 1.763), knowledge ( $p$  value = 0.001, PR = 2.305), husband's support (value  $p$  = 0.010, PR = 2.041), and motivation (value  $p$  = 0.007, PR = 1.946). Whereas the unrelated variable was information exposure ( $p$  value = 0.483, PR = 0.805). Based on the results of the study, it was agreed to provide education about exclusive breastfeeding for the husbands and parents of respondents, and encourage people in the place where the mother works to support the exclusive breastfeeding program by providing a special breastmilk room for mothers who wish.

Key Words : 6 months exclusive breastfeeding, occupational variables, knowledge, husband support, motivation, and information exposure  
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Bibliography : 53 (2009-2018)