

## Gambaran Faktor-faktor yang Mempengaruhi Pemberian ASI Eksklusif di Kelurahan Kunciran Indah Tangerang = Factors that Influence Exclusive Breastfeeding at Kelurahan Kunciran Indah Tangerang

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### Abstrak

**ABSTRAK**  
WHO merekomendasikan pemberian ASI eksklusif selama enam bulan, namun cakupan pemberian ASI eksklusif di beberapa daerah di Indonesia masih di bawah target Departemen Kesehatan sebesar 80%. Penelitian ini bertujuan untuk mengetahui gambaran faktor-faktor yang mempengaruhi pemberian ASI eksklusif di Kelurahan Kunciran Indah Tangerang. Penelitian ini menggunakan desain deskriptif sederhana pada 106 ibu yang memiliki bayi usia 6-24 bulan. Hasil penelitian mendapatkan, sebesar 91,5% responden memberikan ASI, namun hanya 31,1% yang memberikannya secara eksklusif. Hasil faktor internal, sebanyak 87,7% responden berpengetahuan baik, 57,7% berpersepsi negatif, dan kondisi kesehatan menghambat pemberian ASI sebesar 50,9%. Hasil faktor eksternal, 50,9% petugas kesehatan kurang mendukung, 50,9% terpajan promosi susu formula, 99% orang terdekat mendukung, 71,7% memberikan ASI sesuai tradisi, dan 38,7% memberikan makanan/minuman karena tradisi. Penelitian ini merekomendasikan agar petugas kesehatan dapat meningkatkan dukungan melalui edukasi agar dapat meningkatkan cakupan ASI eksklusif.

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**Abstract**

WHO recommended exclusive breastfeeding for six months, but the number of exclusive breastfeeding still below the Health Department target as big as 80%. The objective of this research is to determine factors that influence exclusive breastfeeding at Kelurahan Kunciran Indah Tangerang. This research used a simple descriptive design to 106 mothers at Kunciran Indah who has 6-24 months old baby. The result was 91,5% mothers gave breast milk, but only 31,1% who gave it exclusively. Result of internal factors were 87,7% respondent has a good knowledge, 55,7% has a negative perception, and health condition inhibit the breastfeed were 50,9%. Result of external factors were 50,9% health care professional has less support, 50,9% saw the formula milk promotion, 99% relatives support, 71,7% gave breast milk as a tradition, and 38,7% gave additional food/drink because of tradition. This research recommend healthcare professional to increase support through education so that number of exclusive breastfeeding would be increased.