

NELLY ANDITA FITRIYANI

Advisor

NIM : 16153010029

Dr. M. Hasinuddin, S.Kep., Ns, M,Kep

DIV Midwifery Study Program

NIDN. 0723058002

THE RELATIONSHIP OF WORKING MOTHERS AND THE PROMOTION OF FORMULA MILK TO THE EFFECTIVENESS OF EXCLUSIVE BREASTFEEDING

(Study in BPM Hj. Meiyuni, S.ST., M.MKes, Bangkalan)

ABSTRACT

Breast milk is the best food a mother gives to her baby during the first 6 months without additional food. Some mothers know the benefits of breast milk but there are still many who give formula milk to their babies. The purpose of the study was to analyze the relationship between the psychology of working mothers and the promotion of formula milk to the effectiveness of exclusive breastfeeding at BPM Hj. Meiyuni, S.ST., M.MKes Bangkalan.

The method used is analytic design, the research design used is cross sectional. The independent variable of the researcher is the psychology of working mothers and the promotion of formula milk, the dependent variable is the effectiveness of exclusive breastfeeding. The population was 83 breastfeeding mothers with a sample of 69 respondents using Probability sampling techniques, statistical tests using the Chi-Square research instrument using a questionnaire, this study had conducted an ethical feasibility test conducted by the KEPK STIKes Ngudia Husada Madura.

According to the results of the study, psychology of working mothers responded negatively to 45 mothers (65.2%) obtained (p value = $0.019 < \alpha = 0.05$) then H_0 was rejected or there was a relationship between the psychology of working mothers and the effectiveness of exclusive breastfeeding. The results showed the promotion of formula milk by 28 mothers (40.6%) was obtained (p value = $0.013 < \alpha = 0.05$) then H_0 was rejected or there was a relationship between the promotion of formula milk with the effectiveness of exclusive breastfeeding.

Based on research, efforts that can be done namely the role of health workers must be more active in providing information to mothers and families, working mothers who cannot provide breast milk can use alternative ways of telling ways to save breast milk and express milk, change mothers' views about formula milk so that mother can give exclusive breastfeeding to her baby optimally.

Keywords: Psychology of working mothers, Promotion of formula milk and exclusive breastfeeding