

# Hubungan Keterpaparan Promosi Susu Pengganti ASI dan Motivasi Ibu dengan Pemberian ASI Eksklusif di DKI Jakarta Tahun 2020 = The Correlation of The Exposure to The Promotion of Dairy Substitute for Breast Milk and Maternal Motivation to Breastfeed Exclusively in DKI Jakarta in 2020

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## Abstrak

Pemberian ASI Eksklusif telah direkomendasikan oleh *World Health Organization* (WHO) dan dicanangkan program-program serta peraturan perundangan terkait pentingnya pemberian ASI Eksklusif oleh pemerintah Indonesia. Namun angka pemberian ASI Eksklusif di Indonesia masih rendah terutama di DKI Jakarta. Penelitian ini dilakukan untuk mengetahui hubungan antara keterpaparan promosi susu pengganti ASI dan motivasi ibu dengan pemberian ASI Eksklusif di DKI Jakarta. Jenis penelitian ini adalah kuantitatif dengan pendekatan *cross-sectional*. Pengambilan data dilakukan pada 100 ibu yang memiliki bayi berusia 7 – 24 bulan di DKI Jakarta dengan metode *consecutive sampling* melalui pengisian kuesioner daring. Dari penelitian ini didapatkan tidak ada hubungan yang bermakna antara keterpaparan promosi susu pengganti ASI dengan pemberian ASI Eksklusif ( $p=0,238 > \hat{I}\pm 0,005$ ). Ada hubungan bermakna antara motivasi ibu dengan pemberian ASI Eksklusif ( $p=0,000 > \hat{I}\pm 0,005$ ) dengan  $OR = 6,7667$  ( $95\% CI: 2,702 - 16,947$ ) dimana motivasi yang tinggi dalam memberikan ASI 6,77 kali lebih berpotensi untuk dapat memberikan bayinya ASI Eksklusif.

.....Exclusive breastfeeding has been recommended by the World Health Organization (WHO), and Indonesia's government also promulgated programs, laws, and regulations related to the importance of exclusive breastfeeding. However, the rate of exclusive breastfeeding in Indonesia is still low, especially in DKI Jakarta. This research conducted to determine the correlation between exposure to the promotion of dairy substitute for breast milk and maternal motivation to breastfeed exclusively in DKI Jakarta. This type of research is quantitative with a cross-sectional approach. Retrieval data performed on 100 mothers who have babies aged between 7 to 24 months in DKI Jakarta using the consecutive sampling method by filling out an online questionnaire. From this research, it obtained that there was no significant correlation between the exposure to the promotion of milk substitute for breast milk with exclusive breastfeeding ( $p=0,238 > \hat{I}\pm 0,005$ ). There is a significant correlation between maternal motivation with exclusive breastfeeding ( $p=0,000 > \hat{I}\pm 0,005$ ) with  $OR = 6,7667$  ( $95\% CI: 2,702 - 16,947$ ) where the high motivation in giving breast milk 6.77 times more potential to be able to give her baby exclusive breastfeeding.