

Abstrak

UNIVERSITAS MUHAMMADIYAH JEMBER

PROGRAM STUDI S1 KEPERAWATAN

FAKULTAS ILMU KESEHATAN

Skripsi, Juli 2018

Siti Mutmainah

Hubungan Persepsi Tentang Promosi Susu Formula Dengan Motivasi Pemberian ASI Eksklusif Pada Ibu Bekerja Di Wilayah Kerja Puskesmas Sumbersari.

xvii + 87 hal + 1 bagan + 15 tabel + 19 lampiran

Abstrak

Promosi Susu Formula merupakan suatu cara produsen menarik perhatian ibu untuk membeli susu formula. Banyak media yang berkontribusi dalam memberikan Promosi Susu Formula sehingga mempengaruhi pola pikir ibu dalam memberikan ASI Eksklusif begitupun pada ibu bekerja. Tujuan Penelitian yaitu menganalisis hubungan persepsi tentang promosi susu formula dengan motivasi pemberian ASI Eksklusif Pada Ibu Bekerja di Wilayah Kerja Puskesmas Sumbersari. Desain penelitian menggunakan korelasional dengan pendekatan *Cross Sectional* dan pemilihan sampel dilakukan dengan cara *Cluster Sampling* pada 75 sampel ibu bekerja. Hasil penelitian menunjukkan 49 orang (65,3%) memiliki persepsi positif tentang promosi susu formula artinya tanggapan ibu bekerja baik terhadap promosi yang dilakukan oleh produsen susu formula. Sedangkan untuk motivasi didapatkan mayoritas ibu bekerja mempunyai motivasi yang kurang dalam memberikan ASI Eksklusif yaitu 46 orang (61,3%). Hasil uji korelasi *Spearman Rho* diperoleh  $p < 0,000$  ( $< 0,05$ ), berarti  $H_1$  diterima yang berarti ada hubungan persepsi tentang promosi susu formula dengan motivasi pemberian ASI Eksklusif Pada Ibu Bekerja di Wilayah Kerja Puskesmas Sumbersari dengan korelasi negatif (-). Rekomendasi penelitian yaitu meningkatkan pemahaman bahwa ibu bekerja tetap bisa memberikan ASI Eksklusif dengan cara ASI Perah. Begitu ibu mulai bekerja, ibu dianjurkan untuk terus rutin memerah ditempat kerja yang bisa disimpan sehingga ASI Perah bisa tetap diberikan kepada bayinya.

Kata kunci: Promosi Susu Formula, Persepsi, Motivasi, ASI Eksklusif  
Daftar Pustaka 54 (2007-2017)

*Abstract*

UNIVERSITY OF MUHAMMADIYAH JEMBER

*SI NURSING STUDY PROGRAM  
FACULTY OF HEALTH SCIENCE*

*Skripsi, July 2018  
Siti Mutmainah*

*The Perception Correlation between Formula Feed Promotion and Working Mothers' Motivation in Giving Breastfeed in the Working Area of Puskesmas Sumpalsari.*

*xvii + 87 pages + 1 chart + 15 tables + 19 appendices*

*Abstract*

*The promotion of formula milk was one of the ways of the producers in attracting some mothers to buy the formula feed. Many medias which were contributed in doing the formula feed promotion so it affected mothers' mindset in giving an breastfeed such as the working mothers. The objective of this research was to analyze the perception correlation between formula feed promotion and working mothers' motivation in giving breastfeed in the working area of Puskesmas Sumpalsari. The research design used the correlation, it was used Cross Sectional approach and the choosing sample used was Cluster Sampling on 75 samples of working mothers. The result of the research showed that 49 persons (65.3%) has a positive perception about the formula feed promotion which meant the working mothers' response was good toward the conducted promotion by the formula feed producers. Meanwhile, for the motivation which explained that the majority of the working mothers was less than the total of the persons who gave the breastfeed, that was 46 persons (61.3%). The result of Spearman Rho was  $p < 0,000$  ( $< 0.05$ ), it meant that the  $H_1$  was accepted and there was the perception correlation between formula feed promotion and working mothers' motivation in giving breastfeed in the working area of Puskesmas Sumpalsari by having negative (-) correlation. The recommendation of this research is to improve the understanding of the working mothers to be able to give the breastfeed by squeezing the breastfeed. When the mothers are starting to work, mothers are suggested to squeeze the breastfeed continuously in the working area, so the breastfeed can be given to the babies*

*Key words: formula feed promotion, perception, motivation, breast feed  
References 54 (2007-2017)*