

ABSTRAK

HUBUNGAN ANTARA PROMOSI SUSU FORMULA DENGAN TINGKAT EFIKASI DIRI PADA IBU MENYUSUI BAYI USIA 0-6 BULAN DI WILAYAH KERJA PUSKESMAS PURWOKERTO TIMUR I

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Latar belakang : Air Susu Ibu (ASI) merupakan nutrisi terbaik bagi bayi tetapi cakupan ASI eksklusif masih belum optimal. Rendahnya efikasi diri ibu dapat dipengaruhi oleh promosi susu formula yang menurunkan kepercayaan diri dalam menyusui. Penelitian ini bertujuan menganalisis hubungan promosi susu formula dengan efikasi diri ibu menyusui bayi usia 0–6 bulan di wilayah kerja Puskesmas Purwokerto Timur I.

Metodologi : Penelitian ini menggunakan pendekatan kuantitatif dengan desain *cross sectional*. Sampel terdiri dari 52 ibu menyusui bayi usia 0–6 bulan di wilayah kerja Puskesmas Purwokerto Timur I dengan teknik *convenience sampling*. Instrumen penelitian meliputi kuesioner demografi, promosi susu formula, dan BSES-SF. Analisis data menggunakan uji *Spearman's Rank Correlation*.

Hasil : Penelitian ini menunjukkan sebagian besar ibu memiliki keterpaparan promosi susu formula rendah (69,2%) dan efikasi diri tinggi (63,5%). Hasil uji *Spearman* menunjukkan nilai $r = -0,322$ ($p = 0,020$).

Kesimpulan : Terdapat hubungan signifikan antara promosi susu formula dan efikasi diri ibu menyusui bayi usia 0–6 bulan di wilayah kerja Puskesmas Purwokerto Timur I dengan arah negatif. Semakin tinggi paparan promosi susu formula, semakin rendah efikasi diri ibu. Oleh karena itu, ibu diharapkan memahami pentingnya efikasi diri untuk mendukung keberhasilan pemberian ASI eksklusif.

Kata Kunci : Bayi_0-6_bulan, Efikasi_diri, Ibu_menyusui, Promosi_susu_formula

ABSTRACT

THE RELATIONSHIP BETWEEN FORMULA MILK PROMOTION AND THE LEVEL OF BREASTFEEDING SELF-EFFICACY AMONG MOTHERS WITH INFANTS AGED 0–6 MONTHS IN THE WORKING AREA OF THE PURWOKERTO TIMUR I COMMUNITY HEALTH CENTER

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Background : Breast milk is the best nutrition for babies, but exclusive breastfeeding coverage is still not optimal. Low levels of self-efficacy can be influenced by formula milk promotion, which reduces confidence in breastfeeding. This study aimed to analyze the relationship between formula milk promotion and the level of breastfeeding self-efficacy among mothers with infants aged 0–6 months in the working area of the Purwokerto Timur I Community Health Center.

Methodology : This study used a quantitative approach with a cross-sectional design. The sample consisted of 52 mothers breastfeeding infants aged 0–6 months in the Purwokerto Timur I Community Health Center working area using convenience sampling. The research instruments included demographic questionnaires, formula milk promotion, and BSES-SF. Data analysis used Spearman's Rank Correlation test.

Result : This study showed that most mothers had low exposure to formula milk promotion (69.2%) and high self-efficacy (63.5%). The Spearman test results showed $r = -0,322$ ($p\text{-value} = 0.020$).

Conclusion : There is a significant negative correlation between formula milk promotion and breastfeeding self-efficacy among mothers of infants aged 0-6 months. The higher the exposure to formula milk promotion, the lower the mothers' self-efficacy. Therefore, mothers are expected to understand the importance of self-efficacy in supporting the success of exclusive breastfeeding.

Keywords : Breastfeeding_mothers, Formula_milk_promotion, Infants_0–6_months, Self-efficacy