

## The Relationship of Breastfeeding Mother's Attitude and Motivation with Success in Exclusive Breastfeeding in the Working Area of the Bunga Jadi Public Health Center Year 2023

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### ABSTRACT

Exclusive breastfeeding is influenced by many factors, namely family support, the mother's attitude, the role of health workers, emotional support, information to the mother, the mother's knowledge, the and mother's motivation. These factors are some of the many factors that influence exclusive breastfeeding. The research methodology utilized is analytical with a cross-sectional design. The study's population comprises 560 mothers who have infants and toddlers aged between 6 and 24 months. The sampling technique applied is simple random sampling, involving the random selection of 94 individuals from the population. This method ensures a fair representation of the research. The results of this study showed that there was a relationship between the attitude and motivation of breastfeeding mothers with success in exclusive breastfeeding in the working area of the Bunga Jadi Public Health Center in 2023, with each p-value of  $0.000 < \alpha: 0.05$ . Breastfeeding is often not achieved because many parents think that their children are hungry and will sleep soundly if they are given food. They also think that in ancient times they were fed bananas from a few days old, and there were no problems. This wrong view often suppresses new mothers who do not have strong understanding and principles. Health workers at the public health center provide material about exclusive breastfeeding both during counseling and in posyandu activities

## INTRODUCTION

Mother's milk (ASI) is the optimal source of infant nutrition because it contains all the components needed for growth and the baby's immune system. Providing breast milk is of great significance, especially during the first six months, without the need to add additional food. The breastfeeding process also has benefits, such as stimulating uterine contractions and reducing the risk of postpartum blood loss, ultimately supporting the well-being of both the mother and the baby (Fauziyah et al., 2022).

According to the WHO 2020, globally less than 40% of babies under 6 months of age are exclusively breastfeeding and the rest of the babies have been given complementary foods other than breast milk. If each child was only given exclusive breastfeeding in the first hour of birth until he was 6 months of life, and continued breastfeeding until he was 2 years old, then around 800,000 live children would be saved every year. In America and European countries, the rate of exclusive breastfeeding in infants ranges from 67-79% per year (WHO, 2020).

Data from various sources reveal the status of exclusive breastfeeding in Indonesia. According to the 2019 Susenas results, approximately 66.60% of infants under six months received exclusive breastfeeding. The Ministry of Health's 2022 data also indicates that 66% of babies still received exclusive breastfeeding up to the year's second quarter. Although there was a decline in the rate of early breastfeeding initiation, dropping from 58.2% in 2019 to 48.6% in 2021, statistics from the Central Statistics Agency for East Kalimantan Province show an increase in exclusive breastfeeding rates over three consecutive years. In Kutai Kartanegara Regency, the coverage of exclusive breastfeeding in 2019 was reported as 74%, according to health profile data from the East Kalimantan Provincial Health Office. Meanwhile, different results were obtained from the exclusive breastfeeding coverage at the Bunga Jadi Public Health Center of 560 people in 2020-2022.

Based on a preliminary study conducted by researchers at the Bunga Jadi Public Health Center using the interview method with 10 mothers who had babies aged 6 months to 2 years, there were 8 people (80%) who did not have the attitude and motivation to practice exclusive breastfeeding.

Exclusive breastfeeding is a pattern of breastfeeding babies by not giving babies food or drinks other than breast milk, such as water, tea, and formula milk without additional solid foods such as bananas, porridge, biscuits (except mineral drops or vitamins, medicines, expressed breast milk is also allowed (Kemenkes RI, 2019).

Based on the phenomenon above, researchers are interested in conducting research on "The relationship of breastfeeding mother's attitude and motivation with success in exclusive breastfeeding in the working area of the Bunga Jadi Public Health Center year 2023".

## **LITERATURE REVIEW**

### **Exclusive Breastfeeding**

Exclusive breastfeeding provides only breast milk to babies up to 6 months old, without giving any other food or drinks except medicine and vitamins, as the World Health Organization (WHO) recommended in 2019. Factors that influence exclusive breastfeeding can be internal factors and external factors. Internal factors in the form of education, knowledge, attitudes/behavior, motivation, psychological, maternal physical, and emotional. while external factors include the husband's support, socio-cultural changes such as working mothers or other social activities; Imitating friends, neighbors, or prominent people who bottle-feed; feeling out of date when breastfeeding her baby; lack of role of health workers; and increased promotion of canned milk as a substitute for breast milk.

### **Attitude**

Attitude is a person's condition to act with feelings in response to objects in the surrounding environment. Factors that form attitudes, among others, are a person's experience, culture outside or other people's culture, mass media, and self-emotions. Attitude has various indicators, namely affective, cognitive, and conative. Attitude consists of three essential components: affective (feelings), cognitive (knowledge), and conative (behavior). There are four levels of attitude: accepting, appreciating, responding, and being responsible, reflecting an individual's response to a specific subject. Attitude involves what we know, how we feel, and what we do about something, which can vary in intensity (Ainun, 2018).

Attitude measurement can be done in two ways: directly and indirectly. Direct measurement involves asking respondents direct questions about their opinions or questions related to a specific object. Indirect measurement often uses the Likert Scale, where respondents provide their responses to statements by indicating their level of agreement or disagreement (Utari, 2018).

### **Motivation**

Uno (2016) defines motivation as the internal force within an individual that drives their actions. While motivation cannot be directly observed, it requires measurement. Typically, social and biological motivations are the most frequently measured aspects. One standard method to measure motivation involves using a questionnaire that prompts clients to respond to questions designed to stimulate their motivation. This measurement of motivation employs a Likert scale, and the questions have been rigorously tested for validity and reliability. Uno emphasizes the importance of assessing motivation within psychology and outlines the methodology involved.

### **Conceptual Framework**

The framework of the concept is the framework of the internal relationships of the concepts that you want to explore and then followed through the research that is always carried out ((Nursallalm, 2018). Conceptually, the variables examined in this research consist of independent and dependent variables.

## Hypothesis

The research hypothesis is also a working hypothesis, an external  $H_a$  is also  $H_1$ ), namely a hypothesis that is formulated to carry out research that is not yet based on facts and that is supported by real data from Soekidjo Noto. altmodjo, 2018). The hypothesis that researchers have developed is as follows:

Ho1: There is no significant relationship between the behavior of breastfeeding mothers and the success of providing exclusive ASI in the working area of the Bunga Jadi Health Center.

Ho2: There is no relationship between the motivation of breastfeeding mothers and the success of providing exclusive ASI in the working area of the Bunga Jadi Health Center.

Ha1: There is a connection between the behavior of breastfeeding mothers and the success of providing exclusive ASI in the working area of the Bunga Jadi Health Center.

Ha2: The relationship between the motivation of breastfeeding mothers and the success of providing exclusive ASI in the working area of the Bunga Jadi Health Center.

## METHODOLOGY

This research method was analytical with a cross-sectional design. The population in this study was 560 mothers who had babies and toddlers aged 6 months to 24 months. The sampling technique used simple random sampling of 94 people. The formula that can be implemented uses binomial proportions (binomial proportions). If the population size  $N$  is known, the population is calculated using the following Lemeshow formula:

$$n = \frac{Z^2_{1-\alpha/2} p(1-p) N}{d^2 N - 1 + Z^2_{1-\alpha/2} p(1-p)}$$

The instrument in this research used an attitude and motivation questionnaire which had been tested for validity. The valid and reliable test results on motivation were valid with  $p$  count  $>$   $r$  table and very reliable with a cronch alpha value of 0.936 and the valid and reliable test results on maternal attitudes were valid with  $p$  calculated  $>$   $r$  table and very reliable with a cronch alpha value of 0.938. The data analysis used the Fisher's Exact Test. Data analysis was carried out using univariate and bivariate analysis techniques. In this case univariate analysis was used to describe the value of motivation, behavior in exclusive breastfeeding, while bivariate analysis was used to examine the relationship between attitude variables in motivation and the validity of exclusive breastfeeding.

**RESULTS**  
**Research Result**  
**Univariate Analysis**

Table 1. Characteristics of Respondents to Mothers in the Working Area of the Bunga Jadi Public Health Center in 2023

No	Characteristics of Respondents	Frequency	Percentage %
1	<b>Education</b>		
	Elementary school	28	29.8
	Middle school	53	56.4
	High school	13	13.8
2	<b>Parity</b>		
	Primigravidas	34	36.2
	Multigravidas	59	62.8
	Grand Multigravidas	1	1.1
3	<b>Age</b>		
	19-25 years old	47	50
	26-34 years old	47	50
4	<b>Work</b>		
	Housewife jobs	21	22.3
	Self-employed	19	20.2
	Employee	54	57.4
	<b>Total</b>	<b>94</b>	<b>100</b>

Source: Primary Data, 2023

Based on table 1, it was known that of the 94 respondents, the majority had completed junior high school education totaling 53 people (56.4%) while the last education was elementary school totaling 28 people (29.8%) as well as the last education high school totaling 13 people (13.8% ) and the parity of most multigravidas was 59 people (62.8%) while primigravidas were 34 people (36.2%) and grand multigravidas were 1 person (1.1%). Meanwhile, the average age of the respondents was the same percentage, namely 19-25 years old and 26-34 years old, each amounting to 47 people (50%). And the most common occupations of respondents were employees, totaling 54 people (57.4%), housewife jobs totaling 21 people (22.3%) and self-employed jobs totaling 19 people (20.2%).

Table 2. Mother's Attitudes Regarding Success in Providing Exclusive Breast Milk in Work Area of the Bunga Jadi Public Health Center in 2023

No	Motivation	Frequency	Percentage %
1	Negative	79	84
2	Positive	15	16
<b>Total</b>		<b>94</b>	<b>100</b>

Source: Primary Data, 2023

Based on table 2, it was known that of the 94 respondents, the majority of negative mothers' attitudes towards success in exclusive breastfeeding amounted to 79 people (84%), while positive maternal attitudes towards success in exclusive breastfeeding amounted to 15 people (16%).

Table 3. Motivating Mothers with Success in Exclusive Breastfeeding in the Working Area of the Bunga Jadi Public Health Center in 2023

No	Motivation	Frequency	Percentage %
1	Low	79	84
2	High	15	16
<b>Total</b>		<b>94</b>	<b>100</b>

Source: Primary Data, 2023

Based on table 3, it was known that of the 94 respondents, the majority of mothers' motivation was low in success in providing exclusive breastfeeding, amounting to 79 people (84%), while the mother's motivation was high in success in providing exclusive breastfeeding, amounting to 15 people (16%).

Table 4. Providing Exclusive Breast Milk in the Working Area of the Bunga Jadi Public Health Center in 2023

No	Providing Exclusive Breast Milk	Frequency	Percentage %
1	Yes	15	16
2	No	79	84
<b>Total</b>		<b>94</b>	<b>100</b>

Source: Primary Data, 2023

Based on table 4, it was known that of the 94 respondents, the majority of mothers who did not provide exclusive breast milk were 79 people (84%), while the number of mothers who gave exclusive breast milk was 15 people (16%).

Bivariate Analysis

Table 5. The Relationship between Breastfeeding Mothers' Attitudes and Success in Exclusive Breast Milk in the Working Area of Bunga Jadi Public Health Center in 2023

No	Attitude	Exclusive Breastfeeding				Total	%
		Yes		No			
		f	%	F	%		
1	Negative	0	0	79	84	79	84
2	Positive	15	16	0	0	15	16
<b>Total</b>		15	16	79	84	94	100

*Fisher's Exact Test = 0,05, P = Value (0,000)*

Source: Primary Data, 2023

Based on Table 5, it is evident that out of the 94 respondents who did not provide exclusive breastfeeding, most mothers had a negative attitude toward exclusive breastfeeding. The statistical test results with a p-value of  $0.000 < 0.05$  indicate a significant relationship between maternal attitudes toward exclusive breastfeeding and the success of this practice in the working area of Bunga Jadi Public Health Center in 2023. Maternal attitudes play a crucial role in the success of exclusive breastfeeding practices in that area.

Table 6. The Relationship between Breastfeeding Mothers' Motivation and Success in Exclusive Breastfeeding in the Working Area of the Bunga Jadi Health Center in 2023

No	Motivation	Exclusive Breastfeeding				Total	%
		Yes		No			
		f	%	F	%		
1	Low	0	0	79	84	79	84
2	High	15	16	0	0	15	16
<b>Total</b>		15	16	79	84	94	100

*Fisher's Exact Test = 0,05, P = Value (0,000)*

Source: Primary Data, 2023

Based on table 6, it could be seen that the motivation of mothers is mostly low at 84% with  $P = \text{Value } 0.000 < 0.05$  so there is a significant relationship between the Motivation of Breastfeeding Mothers and Success in Providing Exclusive Breast Milk in the working area of Bunga Jadi Public Health Center in 2023.

## DISCUSSION

### **Attitudes of Mothers with Success in Exclusive Breastfeeding in the Working Area of the Bunga Jadi Public Health Center in 2023**

Based on the results of the study that out of 94 respondents, the majority of negative maternal attitudes towards success in exclusive breastfeeding amounted to 79 people (84%), while positive maternal attitudes towards success in exclusive breastfeeding amounted to 15 people (16%). From these data, the researchers assumed that the more negative maternal attitudes, the smaller the chance of exclusive breastfeeding.

This is in line with the results of research conducted by Mujahidah, et al (2021) which found that out of 100 people, the majority of respondents were mothers who had a negative attitude, totaling 63 people (63%), and mothers who had a positive attitude, as many as 37 people (37%).

However, the results of the study is not in line with the research conducted by Juliana & Arma (2018) who obtained opposite results from 120 respondents. Most of them were mothers who had a positive attitude of 64 people (53.3%) and mothers who had a negative attitude of 56 people (46.7%).

Based on the results of the above study, the researchers shows that the majority of mothers also considered the benefits of breast milk to end when breast milk is no longer given. Many mothers do not know the benefits of breastfeeding in the long run, so mothers perceive breastfeeding only as a means of fulfilling nutrition and does not play a role in supporting other life factors.

### **Motivating Mothers with Success in Exclusive Breastfeeding in the Working Area of the Bunga Jadi Public Health Center in 2023**

Based on the results of the study, it was found that out of 94 respondents, the majority of negative mothers' motivation for success in exclusive breastfeeding was 79 people (84%), while positive mothers' motivation for success in exclusive breastfeeding was 15 people (16%).

The results of this study are in accordance with research by Puspitasari and Sasongko (2020) out of 118 people, most mothers were not motivated or low with successful exclusive breastfeeding, totaling 64 people (52.2%) while mothers were motivated or high with successful exclusive breastfeeding, totaling 54 people (45.7%).

However, the research is not in line with that conducted by Wulandari, et al (2020) out of 76 respondents mothers who had strong or high motivation in the success of exclusive breastfeeding, there were 52 people (68.4%) and mothers who were sufficiently motivated, there were 14 people (18.4%) ) and mothers with weak or low motivation amounted to 10 people (13.2%).

Based on the results of the research above, the researchers showed that the motivation of mothers in exclusive breastfeeding can be successful with encouragement from husbands to breastfeeding mothers to breastfeed their babies.

### **Providing Exclusive Breast Milk in the Working Area of the Bunga Jadi Public Health Center in 2023**

Based on the research results, it was known that of the 94 respondents, the majority of mothers who did not provide exclusive breast milk were 79 people (84%), while the number of mothers who gave exclusive breast milk was 15 people (16%).

The research results are in accordance with Damanik's (2020) research results from 115 respondents. Most of them were mothers who did not give exclusive breast milk to their children, 92 people (80%), and mothers who gave exclusive breast milk to their children, there were 23 people (20%).

The results of this study are not in line with research by Nunung and Pipit (2020) showing that the majority of mothers gave exclusive breast milk to their children, 57 people (57%), while 36 mothers who did not give exclusive breast milk to their children were 43 people (43%).

This research shows that the exclusive breastfeeding that most mothers have done is expected to have a good influence on improving nutrition for babies and toddlers. The coverage of exclusive breastfeeding is not only in quantitative terms but in terms of quality, exclusive breastfeeding can be maximized.

### **The Relationship between Breastfeeding Mothers' Attitudes and Success in Providing Exclusive Breast Milk in the Working Area of Bunga Jadi Public Health Center in 2023**

Based on the study's results, most mothers who did not provide exclusive breastfeeding had a negative attitude. Statistical analysis indicates a significant relationship between maternal attitudes toward exclusive breastfeeding in the working area of Bunga Jadi Public Health Center in 2023, with a p-value of  $0.000 < 0.05$ . These findings highlight the crucial role of maternal attitudes in the success of exclusive breastfeeding practices in the area.

In line with the research conducted by Wowor et al, (2013) in all respondents, namely 38 respondents, the attitude of 20 respondents (52.6%) was very prominent in the less or negative category, and after processing the data using the Spearman's Rho test in get the result  $p = 0.036 < 0.05$ . These results show that there is a relationship between breastfeeding mothers' attitudes and exclusive breastfeeding.

Attitudes about exclusive breastfeeding are not in accordance with theory because the respondents agree to accept what exclusive breastfeeding is but this is not implemented because the respondent's knowledge is lacking so that the respondent's baby has not received exclusive breastfeeding (Winda, Yessy 2020)

Researchers assume that many mothers are less or negative in supporting breastfeeding, this is partly due to the influence of the surrounding environment.

### **The Relationship between Breastfeeding Mothers' Motivation and Success in Exclusive Breastfeeding in the Working Area of the Bunga Jadi Public Health Center in 2023**

Based on the research results, it could be seen that the motivation of mothers is mostly low at 84% with  $P = \text{Value } 0.000 < 0.05$  so that there was a significant relationship between the Motivation of Breastfeeding Mothers and Success in

Providing Exclusive Breast Milk in the working area of Bunga Jadi Public Health Center in 2023.

The research results are in line with Damiati, et al (2015). Based on the results of  $p$  value  $0.000 < 0.05$ , it could be concluded that  $H_0$  was rejected while  $H_a$  was accepted. So, there was a significant relationship between family motivation and attitudes towards exclusive breastfeeding efforts.

According to researchers, breastfeeding is often not achieved because many parents assume that their children are hungry and will sleep soundly if they are fed. They also think that in ancient times they were fed bananas from a few days old, and there were no problems.

## **CONCLUSIONS AND RECOMMENDATIONS**

There is a relationship between the attitude and motivation of breastfeeding mothers with success in exclusive breastfeeding in the working area of the Bunga Jadi Public Health Center in 2023, with each  $p$ -value of  $0.000 < \alpha : 0.05$  so that  $H_0$  is accepted.

It is recommended for health workers from the Bunga Jadi Public Health Center in providing material about exclusive breastfeeding both during counseling and in Posyandu activities.

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