

Support for Increasing Intention to Exclusive Breastfeeding

Septian Emma Dwi Jatmika
Public Health Faculty, Universitas Ahmad Dahlan Yogyakarta
Jl. Prof. DR. Soepomo, S.H., Janturan, Warungboto, Umbulharjo, Yogyakarta

Muchsin Maulana
Public Health Faculty, Universitas Ahmad Dahlan Yogyakarta
Jl. Prof. DR. Soepomo, S.H., Janturan, Warungboto, Umbulharjo, Yogyakarta

Abstract

Exclusive breastfeeding in Indonesia gradually decreased. This is situation influencing of factors such as urban modernisation, worker woman and parity. The coverage of exclusive breastfeeding at Puskesmas Gondokusuman I continued in 2010 and 2011 is at 27,1% and 33,7%. The coverage of exclusive breastfeeding at Puskesmas Gondokusuman II is at 7,7% (2010) and 12,7% (2011). It is away from national targets 2010 at (80%). The aim of the research is to analysed support associated pregnant woman intention to exclusive breastfeeding at Puskesmas Gondokusuman, Yogyakarta. The type of this research was observasional analysis with cross sectional approach, the sample of this research was 106 pregnant woman. The results showed that at least of responden has low intention (67,9%) to exclusive breastfeeding. The bivariate analysis results on the variables associated (p value $<0,05$) with pregnant woman intention to exclusive breastfeeding were health facility's support (p value =0,022) and health employees support (p value 0,000). While husband's support (p value=0,059) and friend's support (p value =0,228) did not on associated significantly (p value $>0,05$) with pregnant woman intention to exclusive breastfeeding. The results of logistic regression test showed that the most influenced variable of pregnant woman intention to exclusive breastfeeding was health employees support with OR value was 7,333.

Keywords: Support, Intention, Pregnant Woman, Exclusive Breastfeeding

1.BACKGROUND

Rate of exclusive breastfeeding in the first six months of a baby, gradually declined by 40% in 2002 and 32% in 2007, in Indonesia ⁽¹⁾. Based on data reported Riskesdas percentage of exclusive breastfeeding patterns in infants aged 0 months was at 39.8%. The percentage decreases with increasing age group infants. infants aged 5 months of exclusive breastfeeding is only 15.3% ⁽²⁾.

According to the shelter, infants fed formula milk is higher in urban areas than in rural areas. The percentage of breastfeeding patterns in infants aged 0-5 months by residence, exclusive breast-fed infants is lower in urban areas than in rural areas ⁽²⁾. Many factors led to a decrease in the use of this ASI. In big cities, many Mothers who work for a living, so it have not time to breastfeed properly and regularly. Other factors which reinforce the use of bottles, among others, the prestige that look more "modern", imitating a friend, neighbor or prominent people who give formula, the fear of losing the appeal of a woman, and no less important is the influence of advertising the use of infant formula ⁽³⁾.

Based on the Provincial Health Profile Data D.I. Yogyakarta In 2008, breastfeeding (breast milk) is exclusive for 6 months is an indicator of the expected healthy behaviors ⁽⁴⁾. Coverage Exclusive breast-fed infants in DI Yogyakarta in 2007 amounted to 7994 (34%), an increase of 118 (1.49%) compared to 2006. Despite the increase, but this figure has not reached the national target in 2010 of 80% ⁽⁵⁾.

Based on the data city Health Office of Yogyakarta, coverage of exclusive breastfeeding in Yogyakarta from 2006 till 2011 respectively is at 31.99%; 28.75%; 30.09%; 30.91%; 35.51%; 40.24%. Coverage of exclusive breastfeeding in the District Gondokusuman in 2010 and 2011, the lowest among the other sub-sub-district in the city of Yogyakarta. Gondokusuman sub-district has two health centers. Coverage of exclusive breastfeeding in the PHC Gondokusuman I in 2010 and 2011 respectively were 27.1% and 33.7%. While the scope of exclusive breastfeeding in the PHC Gondokusuman II 7.7% (2010) and 12.7% (2011) ⁽⁵⁾. It is still very far from national target in 2010 of 80%. The general objective of this study was to analyze factors associated with the intention of pregnant women in exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta.

2.METHODE

This type of research is observational analytic with cross sectional approach ⁽⁶⁾. This study population is pregnant women who perform checks on Puskesmas ANC Gondokusuman I and II, the city of Yogyakarta. Minimum sample size are obtained based on the formula proposed by Lemeshow et.al ⁽⁷⁾ is 96 respondents Pregnant women who carry out checks on Puskesmas ANC Gondokusuman I and II, the city of Yogyakarta. However, to avoid the subject because of the lack of technical errors or other reasons, the number of samples plus 10% so that

the minimum sample were 106 pregnant women. The number of samples obtained in proportion of the total population of each health center. The sampling technique using simple random sampling ⁽⁸⁾⁽⁹⁾. Variabel used in this study are employment, income, health facility's support, health employees support, husband's support and friend's support to exclusive breastfeeding. While the dependent variable is the intention of pregnant women to exclusive breastfeeding. The tools used in this study was a structured questionnaire. Questionnaires were used first tested with Product Moment Correlation technique to determine the validity and reliability. Validity and reliability was conducted at Puskesmas Gedongtengen,, Yogyakarta. Data analysis was performed using univariate, bivariate (chi square test) and multivariate (logistic regression) ⁽⁸⁾.

3.RESULTS

3.1 Distribution Frequency of Variable Research

Frequency distribution of study variables are shown in the following table :

Table 1. Distribution Frequency of Variable Research

Variable	Frequency	Percentage
Husband support		
Less (< 6)	50	47,2
Good (≥ 6)	56	52,8
Health facility's support		
Less (< 3,00)	40	37,7
Good (≥ 3,00)	66	62,3
Health employees support		

Variable	Frequency	Percentage
Less (< 10)	50	47,2
Good (≥ 10)	56	52,8
Friends support		
Less (< 5)	35	33,0
Good (≥ 5)	71	67,0
Intention to exclusive breastfeding		
Low (< 8,5)	72	67,9
High (≥ 8,5)	34	32,1
Total	106	100

Based on the obtained table 1 illustrates that more than half show support her husband with the good category that is equal by 52.8%; more than half show health facilities support with good category that is equal by 62.3%; more than half show support health workers with good category that is equal by 52.8%; more than half show support friend with good category that is equal by 67.0% and more than half of the respondents have intentions low by 67.9%.

3.2 Analysis of Relationship between Breastfeeding Exclusive support with intention to Exclusive breastfeeding

Analysis of Relationship between Breastfeeding Exclusive support with intent to Deliver Exclusive breastfeeding presented in the following table:

Table 2. Cross-tabulation of research variables

Variables	The intention of respondents to exclusive breastfeeding						
	low		high		Total		p value
	n	%	n	%	n	%	
Husband support							0,059
Less (< 6)	39	78,0	11	22,0	50	100	
Good (≥ 6)	33	58,9	23	41,1	56	100	
Health Facility's support							0,022
Low (< 3,00)	33	82,5	7	17,5	40	100	
Good (≥ 3,00)	39	59,1	27	40,9	66	100	
Health employees Support							0,000
Low (< 10)	44	88,0	6	12,0	50	100	
Good (≥ 10)	28	50,0	28	50,0	56	100	
Friends support							0,228
Low (< 5)	27	77,1	8	22,9	35	100	
Good (≥ 5)	45	63,4	26	36,6	71	100	

Based on Table 2. The results of the analysis of statistical test using chi square test shows that there is a significant relationship ($p < 0.05$) between health facilities support and support health employees with the intention to exclusive breastfeeding.

3.3 The Most Influenced Variable of Pregnant Woman Intention to Exclusive Breastfeeding in Puskesmas Gondokusuman, Yogyakarta

Based on multivariate statistical test by using multiple logistic regression there are three independent variables that proved influential jointly against the intention of pregnant women to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta. There was the third independent variable are health facilities support, health employees support and the support of friends. From these three variables, the most influenced variable of pregnant woman intention to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta was the support of health employees for exclusive breastfeeding. This is indicated by the test results of multivariate analysis with OR of 7.333. That is, respondents who have good support from health employees to exclusive breastfeeding her baby has a high likelihood of having the intention to exclusive breastfeeding at 7.333 times compared with respondents who are less supported by health employee.

4. Discussion

4.1 Pregnancy intention to Exclusive Breastfeeding

This study focuses on the intention of pregnant women in exclusive breastfeeding in the work area Pukesmas Gondokusuman I and II, Yogyakarta. Results of univariate analysis it was shown that the majority (67.9%) of respondents had lower intentions while respondents with high intent was 32.1%. The intention is indicated by

respondents preparation for exclusive breastfeeding.

Low coverage exclusive breastfeeding in Puskesmas Gondokusuman likely caused by low intention pregnant women to give exclusive breastfeeding. This is explained in the Theory of Reasoned Action (TRA) where the intention is the best predictor of behavior, mean that, if we want to know what will be done by someone, the best way is to know the will of the person. To analyze the factors associated with the intention of pregnant women to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta, researchers refer to the TRA. This theory connects between believe, attitude, intention and behavior ⁽¹⁰⁾.

Respondents have low intention in Exclusive breastfeeding is probably caused by the attitude of the respondents were less against exclusive breastfeeding. The first component in the TRA refers to the attitude toward the behavior, which is determined by individual belief attitude to such behavior

⁽¹¹⁾. This intention is determined by the extent to which the individual has a positive attitude on certain behaviors (10). Therefore, if respondents have a negative attitude towards exclusive breastfeeding, then the respondent will tend to have lower intentions in exclusive breastfeeding. Though based on the results of the univariate noted that most of the respondents (61.3%) good knowledge whereas less knowledgeable respondents amounted to 38.7%.

Pregnant women lack the intention to provide exclusive breastfeeding results in lower coverage exclusive breastfeeding in Puskesmas Gondokusuman. This is an impact on the health status of children under five in Puskesmas Gondokusuman. Babies who are not exclusively breastfed are more susceptible of various infectious diseases. Although the infant mortality rate in Puskesmas Gondokusuman is low, but the figure is quite significant morbidity toddler, this is evidenced by the results of the numbers of patient visits in 2013. Figures toddler Visits Patients Age 1 month-1 year based on data from the five biggest disease in Puskesmas Gondokusuman 1 in 2013 in a row of total 11) visits 325 children is acute nasopharyngitis (83 children), fever of unknown origin (31 children), cough (25 children), diarrhea and non-specific gastroenteritis (16 children), and ISPA (10 children). Meanwhile, the traffic data of patients aged 1 year to 4 years of total visits in 1257 children is acute nasopharyngitis (297 children), fever of unknown origin (111 children), cough (69 children), diarrhea and non-specific gastroenteritis (78 children) and ISPA (70 children) ⁽¹²⁾.

Visits Patients Age 1 month-1 year based on data from five diseases most health centers in 2013 Gondokusuman 2 respectively of total visits 236 children is ISPA (117 children), acute nasopharyngitis (72 children), other acute infections of the respiratory tract over (35 children), diarrhea and non-specific gastroenteritis (13 children) and measles (3 children). Meanwhile, the traffic data of patients aged 1 year to 4 years of total visits in 1111 children is ISPA (445 children), acute nasopharyngitis (253 children), other acute infections in the upper respiratory tract (154 children) and non-specific diarrhea and gastroenteritis (53 children) ⁽¹³⁾.

Results of bivariate analysis shows that there is a significant relationship ($p < 0.05$) between health facilities support and health employees support with the intention of pregnant women to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta. Intentions do or not do certain behaviors are influenced by two basic determinants, which relates to an attitude and is associated with social influence such important norm and subjective norm ⁽¹⁰⁾. Support health personnel in the TRA included in the subjective norm. Someone normative beliefs reflect the impact of the subjective norm which refers to a person's beliefs on how and what people think of people who are considered important by referent persons and one's motivation to follow such behavior

The availability of rooms for breastfeeding either in the workplace or in public places such as malls, recreation areas, stations, airports, terminals, and others will be very supportive of the mother to give exclusive breastfeeding to their babies. Unfortunately, based on the items the question of the availability of infrastructure / facilities that support exclusive breastfeeding in Yogyakarta amounted to 54.72% of respondents believe that there is no room for breastfeeding in public places, and amounted to 51.89% of respondents believe that there are no support groups breastfeeding in the neighborhood, amounting to 45.28% of respondents believe that there is room to breastfeed or to flushed ation in the office, at 36.79% of respondents found no rooming services to support exclusive breastfeeding in the nearest health services and amounting to 25.47% of respondents believe that there is no breastfeeding counseling services at the nearest health care.

The government should have to enforce regulations on the provision of space for breastfeeding / lactation rooms at workplaces, while also facilitating breastfeeding room / lactation rooms in public places. Similarly, the government should monitor the health facilities in support exclusive breastfeeding program.

4.2 Role of Health Employees Support for Breastfeeding Exclusive with Pregnant Woman Intention to Exclusive breastfeeding

Based on multivariate statistical test by using multiple logistic regression, the most influenced variable of pregnant woman intention to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta is the support of health employees to exclusive breastfeeding. This is indicated by the test results of multivariate analysis with OR of 7.333.

Health employees support in the TRA included in the subjective norm. Someone normative beliefs reflect the impact of the subjective norm which refers to a person's beliefs on how and what people think of people who are considered important by the referent persons and one's motivation to follow such behavior⁽¹¹⁾.

Based on the obtained cross-tabulation table illustrates that respondents who had lower intentions in exclusive breastfeeding, the largest percentage of respondents who support health employees lacking (<10) that is equal to 88.0%. One example of support for health employees who lack health employees birth attendant is either a midwife or doctor who acted as an "agent" of formula⁽¹⁴⁾. It is also supported by the respondents that as much as 60.38% never come across a doctor / health employee giving formula milk for newborn baby to mother during labor.

Indonesia is an attractive market for baby food companies both local and multinational. These companies are competing aggressively to win customers to violate the code of ethics. Overcome this, the government must act decisively against any violation by the company, health facilities and health workers. The Ministry of Health should enforce discipline to health employees involved in promoting infant formula or solid foods other with strict sanctions. Another study explained that the advice and support of health employees with the behavior of exclusive breastfeeding 6 months showed that there is a statistically significant relationship⁽¹⁵⁾.

Other people around us is one among the social component that influence our attitude. A person is considered important, someone who we expect approval for each motion behavior and opinion, someone who does not want us to disappoint, or someone special meaning for us (significant other), will greatly influence the formation of our attitude towards things. Among those who are usually considered important for individuals are health workers. In general, people tend to have an attitude in line with the attitude of people who are considered important. This trend, among others, motivated by a desire to avoid conflict with the people who are considered important⁽¹⁶⁾.

This study is in line with the results of other studies in which the mother who has the support of health employees had 5.627 times the chance of exclusive breastfeeding than mothers lack of support from health employees⁽¹⁵⁾. The role of health employees is the beginning of the success or failure of the mother in breastfeeding exclusively. Knowledge, attitudes and actions of health employees such as midwives is the deciding factor in managing personnel readiness breastfeeding mother with governance lactation (lactation management) so that the implementation of exclusive breastfeeding increased⁽³⁾. Their role in providing information about the importance of exclusive breastfeeding is the basis for strengthening the confidence to woman intention and belief in providing exclusive breastfeeding for 6 months.

5. Conclusion

1. Most (67.9%) of respondents had lower intentions while respondents with high intent was 32.1%. The intention is measured by the preparation of respondents to provide exclusive breastfeeding.
2. Factors significantly associated ($p < 0.05$) with the intention of pregnant women to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta is health facilities support and support health employees.
3. Factors that are not associated significantly ($p \text{ values} > 0.05$) with the intention of pregnant women to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta is husband support ($p = 0.059$) and friends support ($p = 0.228$).
4. The most influenced variable of pregnant woman intention to exclusive breastfeeding in Puskesmas Gondokusuman, Yogyakarta is the support of health employees (value OR = 7.333).

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