

REINFORCING FACTORS FOR MIDWIFE TO ENCOURAGE EXCLUSIVE BREASTFEEDING

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ABSTRAK : FAKTOR PENDORONG BIDAN DALAM PEMBERIAN ASI EKSKLUSIF PADA IBU MENYUSUI

Latar belakang : Secara nasional, cakupan bayi mendapat ASI eksklusif tahun 2019 yaitu sebesar 67,74%. Angka tersebut sudah melampaui target Renstra tahun 2019 yaitu 50%. Cakupan bayi yang diberi Asi Eksklusif di Provinsi Riau pada tahun 2018 dan 2019 adalah 35% dan 75%. Cakupan ini sudah mencapai target yang ditetapkan yaitu 47%. Namun masih ada kabupaten yang belum mencapai target yaitu kabupaten Rokan Hilir (35%). Kota Pekanbaru mencatat pencapaian pemberian asi eksklusif pada tahun 2020 sebesar 53,4% lebih rendah dibandingkan pencapaian tahun 2019 yaitu sebesar 73,2%. Keberhasilan pencapaian target pemberian asi eksklusif ini tidak lepas dari campur tangan dan motivasi dari tenaga Kesehatan khususnya bidan.

Tujuan : Tujuan penelitian ini adalah didapatnya informasi mengenai faktor apa saja yang ada pada tenaga Kesehatan khususnya Bidan dalam mendukung pemberian asi eksklusif pada ibu menyusui di Kota Pekanbaru.

Metode : penelitian ini dilakukan di PMB kota Pekanbaru pada bulan Maret - juli 2022. Jenis penelitian ini menggunakan desain penelitian berjenis kuantitatif dengan menggunakan metode deskriptif analitik. Sampel dalam Penelitian ini adalah bidan yang bekerja di Puskesmas Kota Pekanbaru dan bidan yang bekerja di PMB/Klinik Pratama Kota Pekanbaru yang berjumlah 1.862 orang. Namun pada penelitian ini sampel penelitian hanya diambil 10% dari total populasi dengan rincian Klinik Pratama sebanyak 10 klinik, Puskesmas sebanyak 6 dan PMB sebanyak 13 sehingga total sampel berjumlah 137 orang bidan. Metode Pengumpulan data dilakukan dengan wawancara menggunakan kuesioner. Analisa data menggunakan SPSS dengan melakukan Analisa Univariat Chi Square.

Hasil : hasil penelitian yang didapat adalah bahwa Sebagian besar bidan bekerja di Puskesmas Simpang Tiga (10,94%), Sebagian besar bidan berusia antara 20-30 tahun (51,8%), Sebagian besar bidan bekerja selama 1-10 tahun (42,3%), dan rata-rata bidan berpendidikan D3 Kebidanan (63,5%). Berdasarkan penelitian didapatkan data bahwa seluruh bidan memiliki peran yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif (100%), sebahagian besar bidan memiliki kinerja baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif (59,9%), seluruh bidan memiliki dukungan yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif (100%), seluruh bidan memiliki sikap yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif (100%), seluruh bidan memiliki pengetahuan yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif (100%).

Simpulan : kesimpulan pada penelitian ini adalah seluruh bidan memiliki peran yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif, sebahagian besar bidan memiliki kinerja baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif, seluruh bidan memiliki dukungan yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif, seluruh bidan memiliki sikap yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif, seluruh bidan memiliki pengetahuan yang baik dalam memberikan dorongan pada ibu menyusui untuk memberikan asi eksklusif.

Saran : diharapkan kepada seluruh bidan agar dapat mempertahankan untuk memberikan peran, kinerja, dukungan, sikap dan pengetahuan yang baik dalam mendukung ibu menyusui agar tetap memberikan asi eksklusif kepada bayinya.

Kata kunci: ASI Eksklusif, Bidan, Ibu menyusui

ABSTRACT

Background: Nationally, the coverage of infants receiving exclusive breastfeeding in 2019 was 67.74%. This figure has exceeded the 2019 Strategic Plan target of 50%. The coverage of infants who were exclusively breastfed in Riau Province in 2018 and 2019 was 35% and 75%, respectively. This coverage has reached the set target of 47%. However, there are still districts that have not reached the target, namely the Rokan Hilir district (35%).

Pekanbaru City recorded the achievement of exclusive breastfeeding in 2020 by 53.4%, lower than the achievement in 2019 which was 73.2%. The success of achieving the target of exclusive breastfeeding cannot be separated from the intervention and motivation of health workers, especially midwives.

Objective: The purpose of this study was to obtain information about what factors exist in health workers, especially midwives, in supporting exclusive breastfeeding for breastfeeding mothers in Pekanbaru City.

Results: the results of the study showed that most of the midwives worked at the Simpang Tiga Health Center (10.94%), most of the midwives were between 20-30 years old (51.8%), and most of the midwives worked for 1-10 years (42.3 %), and the average midwife has a D3 Midwifery education (63.5%). Based on the research data, it was found that all midwives had a good role in encouraging breastfeeding mothers to give exclusive breastfeeding (100%), most of the midwives had good performance in encouraging breastfeeding mothers to give exclusive breastfeeding (59.9%), all midwives had good support in encouraging breastfeeding mothers to give exclusive breastfeeding (100%), all midwives have a good attitude in encouraging breastfeeding mothers to give exclusive breastfeeding (100%), all midwives have good knowledge in encouraging mothers breastfeeding to provide exclusive breastfeeding (100%).

Conclusion: This study concludes that all midwives have a good role in encouraging breastfeeding mothers to give exclusive breastfeeding, most midwives have good performance in encouraging breastfeeding mothers to give exclusive breastfeeding, and all midwives have good support in encouraging breastfeeding mothers to give exclusive breastfeeding, all midwives have a good attitude in encouraging breastfeeding mothers to give exclusive breastfeeding, all midwives have good knowledge in encouraging breastfeeding mothers to give exclusive breastfeeding.

Suggestion: it is expected that all midwives can maintain provide good roles, performance, support, attitudes, and knowledge in supporting breastfeeding mothers to continue to provide exclusive breastfeeding to their babies.

Keyword: Breastfeeding Mothers, Exclusive Breastfeeding, Midwives

INTRODUCTION

Nationally, the coverage of infants receiving exclusive breastfeeding in 2019 was 67.74%. This figure has exceeded the 2019 Strategic Plan target of 50%. Four provinces have not reached the 2019 Strategic Plan target, namely Gorontalo, Maluku, Papua, and West Papua. The coverage of infants who were exclusively breastfed in Riau Province in 2018 and 2019 was 35% and 75%, respectively. This coverage has reached the set target of 47%. However, there are still districts that have not reached the target, namely the Rokan Hilir district (35%) (Prabhakara, 2010). In developing countries, about 10 million babies die, and about 60% of these deaths should be suppressed, one of which is breastfeeding, because breast milk (ASI) has been proven to improve the health status of babies so that 1.3 million babies can be saved (Novita, 2015).

Several factors can cause the success of exclusive breastfeeding to be low, one of which is the lack of promotion of exclusive breastfeeding by health workers. Judging from the risk estimate number, mothers who do not get exclusive breastfeeding promotions will have a 1.5 times risk of not giving exclusive breastfeeding compared to mothers who get exclusive breastfeeding promotions. The success of exclusive breastfeeding is influenced by several factors, one of which is the

support factor from health workers, including midwives. The role of midwives in supporting exclusive breastfeeding, among others, is through the promotion of exclusive breastfeeding starting from pregnancy (Septikasari, 2018). Previous research conducted by (Septikasari, 2018) said that the factors that influence the success of exclusive breastfeeding are due to the role of midwives, for example by promoting exclusive breastfeeding, doing breast care and early initiation of breastfeeding. This is different from the results of research conducted by the author that the success in exclusive breastfeeding is due to the presence of the role of the midwife, midwife's performance, midwife support, midwife's attitude, midwife knowledge.

Support from professionals in the health sector is needed for mothers, especially primiparas. Education about the importance of breastfeeding must be given from the antenatal period by all health workers, both midwives, and doctors. If all health workers implement the 10 steps toward successful breastfeeding, it is guaranteed to reduce infant and child morbidity and mortality, following the MDGs (Millennium Development Goals). The role of health workers in the maternal and infant care room is very large so every baby who is sent home must breastfeed (Sari, 2019).

What is meant by health workers are doctors or midwives where the mother checks her pregnancy and or assists her delivery. Health workers are considered a motivating/reinforcing factor if the health workers provide actions that encourage mothers to give exclusive breastfeeding. This encouraging behavior can be done by giving advice on breastfeeding and preparing for breastfeeding since pregnancy, facilitating IMD, telling to give colostrum and not giving prenatal food, and not giving formula milk when the baby is in the hospital or when the baby comes home (Fikawati & Syafiq, 2009).

The role of midwives in providing counseling and motivation to mothers about IMD and exclusive breastfeeding, the benefits of early breastfeeding, and the benefits of colostrum is very necessary from the time the mother performs ANC until after giving birth. In addition, midwives also need to provide information about the impact that will occur if the baby is not given breast milk from an early age, as well as the impact of the baby is immediately given formula milk. It is very important to convey this information from an early age to mothers so that they have a strong motivation to do IMD and provide exclusive breastfeeding (Raharjo, 2014).

RESEARCH METHODS

This research was conducted at PMB Pekanbaru city in March - July 2022. This type of research used a quantitative research design using descriptive analytic methods. The samples in this study were midwives who worked at the Pekanbaru City Health Center and 1,862 midwives who worked at the PMB/Pratama Clinic in Pekanbaru City. However, in this study, the research sample was only taken 10% of the total population with the details of Primary Clinics as many as 10 clinics, Puskesmas as many as 6, and PMB as many as 13 so the total sample was 137 midwives. Methods Data collection was conducted by interview using a questionnaire. The questionnaire begins with the contents of the respondent's identity. this study consisted of five variables and each variable consisted of 10 questions, except for the midwife support variable which consisted of 20 questions. Data analysis using SPSS by doing Chi Square Univariate Analysis.

RESEARCH RESULT

Based on research conducted on the factors driving midwives in exclusive breastfeeding to breastfeeding mothers in Pekanbaru City, the following data were obtained:

Table 1

Frequency distribution of the workplace of midwives in Pekanbaru City in 2022

Klinik	f	%
Klinik Cendana Husada	6	4,3
Puskesmas Senapelan	7	5.1
PMB Rosita	1	1
PKM Sidomulyo	11	8
Klinik Arrabih	6	4.3
PMB Ernita	5	3.6
PMB Dince Syafrina	6	4.3
Klinik Pratama Taman Sari 2	6	4.3
PMB Siti Juleha	3	2.1
Klinik Pratama Taman Sari 4	5	3.6
PMB Hasna Dewi	4	2.9
PMB Hj. Zurrahmi	5	3.6
BPM FATIMAH	1	1
PKM Muara Fajar	8	5.8
PKM Sidomulyo Rawat Inap	2	1.4
Klinik Karya Bakti	6	4.3
PKM Garuda	2	1.4
PMB Kismawati	1	1
PMB Winarni	1	1
Klinik Annisa Medika 2	14	10,2
PMB Aswa Juwita	5	3.6
Klinik Pratama Afiyah	6	4.3
Klinik Pratama Bhakti	3	2.1
Klinik Pratama Anugerah	2	1.4
Klinik Pratama Sejahtera	3	2.1
PMB Dermawati	1	1
PMB Endang	1	1
PMB Rina	1	1
PKM Simpang Tiga	15	10.94

Based on the table above, it is known that from 137 respondents, most of the midwives worked at PKM Simpang Tiga as many as 15 people (10.94%).

Table 2
Frequency distribution of respondent characteristics based on age, length of work, last education of midwives at PMB Pekanbaru City in 2022

Midwife's Age	f	%
20 - 30 tahun	71	51.8
31-40 Tahun	34	24.8
41-50 Tahun	18	13.1
>50 Tahun	14	10.2
Total	137	100.0
< 1 tahun	29	21.2
1-10 tahun	58	42.3
11-20 tahun	27	19.7
21-30 tahun	14	10.2
31-40 ahun	7	5.1

>40 tahun	2	1.5
Total	137	100.0
D3 Kebidanan	87	
D4 Kebidanan	39	
S1	8	
S2	3	

Based on the table above, it is known that from 137 respondents, most of the midwives aged 20-30 years were 71 people (51.8%), most of the midwives had worked for 1-10 years as many as 58 people (42.3%), most of the midwives had D3 Midwifery education as many as 87 people (63.5%).

Table 3
Frequency Distribution of the Role of Midwives in Providing Encouragement For Breastfeeding Mothers To Provide Exclusive Breastfeeding at PMB Pekanbaru City in 2022

the Role of Midwives	f	%
Not Enough	0	0
Good	137	100

Based on the table above, it is known that all midwives have a good role in as many as 137 people (100%).

Table 4
Frequency Distribution of Midwives' Performance in Providing Encouragement For Breastfeeding Mothers To Give Exclusive Breastfeeding at PMB Pekanbaru City in 2022

Midwives' Performance	f	%
Not Enough	55	40.1
Good	82	59.9

Based on the table above, it is known that from 137 respondents, most of the midwives had a good performance as many as 82 people (59.9%)

Table 5
Frequency Distribution of Midwife Support in Providing Encouragement For Breastfeeding Mothers To Give Exclusive Breastfeeding at PMB Pekanbaru City in 2022

Midwife Support	f	%
Not Enough	0	0
Good	137	100

Based on the table above, it is known that all midwives have good support for as many as 137 people (100%).

Table 6
Frequency Distribution of Midwives' Attitudes in Providing Encouragement For Breastfeeding Mothers To Give Exclusive Breastfeeding at PMB Pekanbaru City in 2022

Midwives' Attitudes	f	%
Not Enough	0	0
Good	137	100

Based on the table above, it is known that all midwives have a good attitude as many as 137 people (100%).

Table 7
Frequency Distribution of Knowledge of Midwives in Providing Encouragement For Breastfeeding Mothers To Give Exclusive Breastfeeding at PMB Pekanbaru City in 2022

Knowledge of Midwives	f	%
Not Enough	0	0
Good	137	100

Based on the table above, it is known that all midwives have good knowledge of 137 people (100%).

DISCUSSION

Breastfeeding is an ideal way of feeding infants, resulting in healthy growth and development in infants, and is also an integral part of the reproductive process with important implications for maternal health. During the breastfeeding period, health workers or midwives are the most reliable source of information for parents. The role of birth attendants as advisors has a significant effect on breastfeeding on the first day of the baby's birth, and the support of health workers, especially midwives, has a significant effect on the duration of breastfeeding. Midwives have a significant role in achieving the government's program, namely the Action Plan for the Acceleration of Exclusive Breastfeeding. Midwives are very popular among mothers. Not a few mothers who give birth in clinics or PMB rely on a midwife as a birth attendant. The role of midwives is quite central in socializing exclusive breastfeeding, one way is by conducting the Early Breastfeeding Initiation Program (Atik et al., n.d.).

The Role Of The Midwife

The results of this study found that 100% of midwives had played a good role in supporting breastfeeding mothers to give exclusive breastfeeding to their babies. This can be seen from the frequency of midwives in Pekanbaru City carrying out socialization, counseling, and breastfeeding counseling to mothers starting from pregnancy, childbirth, and the postpartum period.

Health workers such as midwives have an important role in promoting and promoting exclusive breastfeeding. Health workers or midwives play a key role in the delivery of exclusive breastfeeding. The role of health workers is not only to promote exclusive breastfeeding for mothers during pregnancy and after delivery, but also to prevent the promotion of formula milk from spreading. When providing health services, health workers are required to communicate persuasively to convince mothers that exclusive breastfeeding is a must and very beneficial to do. The role of health workers is trying to improve health by influencing behavior through persuasive communication so that mothers can behave positively by exclusively breastfeeding their children (Fadlliyyah, 2015).

Midwives have a very special role and support breastfeeding. The role of the midwife can help mothers to give breast milk properly and prevent common problems from occurring. Midwives can provide support in breastfeeding both during the antenatal, perinatal, and postnatal periods. The role of midwives during pregnancy is very important in preparing to protect, promote, and support breastfeeding efforts. Midwives can provide explanations about breastfeeding and breast care as well as good nutrition during pregnancy. After delivery, giving colostrum can be done well if early initiation is carried out by a midwife. Mothers who successfully breastfeed in the first hour and first week after delivery will be able to successfully provide exclusive breastfeeding to their babies. After the mother returns from the hospital/BPS/RB, the midwife can continue to monitor exclusive breastfeeding, by visiting the mother, so that it can be seen whether there are problems in breastfeeding and continue to remind the mother to breastfeed exclusively. Considering the role of midwives in supporting the success of exclusive breastfeeding, it is hoped that midwives can continue to increase their role by complying with the Ten Steps Towards Successful Breastfeeding (Nurchairina, 2012).

The role of midwives can be done by providing counseling and motivation to mothers about IMD and exclusive breastfeeding, the benefits of early breastfeeding, and the benefits of colostrum

that need to be done from the time the mother performs ANC until after giving birth. In addition, midwives also need to provide information about the impact that will occur if the baby is not given breast milk from an early age, as well as the impact of the baby is immediately given formula milk. It is very important to convey this information from an early age to mothers so that they have a strong motivation to do early initiation of breastfeeding (Raharjo, 2014).

Midwife's Performance

The results of this study obtained data that from 137 respondents most of the midwives had a good performance as many as 82 people (59.9%)

Three variables affect a person's performance, namely individual variables, organizational variables, and psychological variables. Individual factors include abilities and skills, family background, social level, experience, and demographic characteristics. Psychological factors include perceptions, attitudes, personality, and motivation. While organizational factors include resources, leadership, rewards, structure, and job design. Midwives as the spearhead of health development that are directly related to public health services can be a supporting or driving factor but can also be a factor inhibiting the success of the Early Initiation of Breastfeeding (IMD) and Exclusive Breastfeeding programs. The performance of a midwife is also influenced by many factors, namely individual competence, organizational support, and management support, this individual competence is seen in the willingness and skills to do work (Mardiah; Lipoeto, 2012).

Midwife Support

The support of a midwife is an emotional and psychological activity that is given to breastfeeding mothers in breastfeeding. This is related to thoughts, feelings, and sensations that can facilitate milk production (Aldianti, 2017).

Another support that midwives can provide is to prepare mothers to be able to breastfeed properly by doing breast care during pregnancy. Breast care carried out during pregnancy aims to maintain breast hygiene, and nipple readiness and ensure that milk has come out before the baby is born. Midwives can also facilitate mothers to carry out early initiation of breastfeeding in the first hour after the baby is born, not giving formula milk and doing hospitalization (Sari, 2019).

from the results of this study, it is known that all midwives have good support for as many as 137 people (100%). This study is in line with research (Aldianti, 2017). which shows that there is a

relationship between midwife support and exclusive breastfeeding. Mothers who get good midwife support can influence mothers in exclusive breastfeeding, but good midwife support also doesn't fully influence mothers in exclusive breastfeeding. This is due to the poor counseling skills or support of the midwife so that the mother does not respond to the counseling or support provided.

All midwives support exclusive breastfeeding. Some of the midwife support that has been carried out by midwives include counseling about the importance of exclusive breastfeeding, providing information and education counseling about exclusive breastfeeding, and providing breastfeeding rooms in the Puskesmas and midwife clinics. to support breastfeeding mothers, whereas educators and midwives provide health education and counseling to individuals and families, groups, and communities (Aldianti, 2017).

Midwife's Attitude

Attitude is one of the predisposing factors that affect a person's behavior change (Setiawati et al., 2014). In this study, all midwives (100%) were kind in supporting the implementation of exclusive breastfeeding by breastfeeding mothers. The low coverage of exclusive breastfeeding in Pekanbaru City may be due to other factors that influence it, for example, the incessant promotion of formula milk in the mass media or due to the mother's lack of knowledge about exclusive breastfeeding. Attitudes are influenced by various factors including personal experience, the influence of other people who are considered important, the influence of culture, mass media, educational institutions, and religious institutions, and the influence of emotional factors. A person's attitude can change by obtaining additional information about a particular object (sistia kusumawati, 2021).

A bad attitude or lack of empathy will lead to dissatisfaction among breastfeeding mothers as service recipients. The quality of a service, such as counseling and education about exclusive breastfeeding, which is shown by the attitude of the midwife in providing services, is an important factor in satisfying customers over the quality and price factor of the services offered so that breastfeeding mothers are more receptive to the information provided and are willing to carry out the education taught (Maria, 2015).

Midwife Knowledge

The results of this study indicate that 100% of the midwives who are respondents are well-informed. This high level of knowledge may be due

to many factors, including education, sources of information, and the environment, because most midwives already have a D3 midwifery education and many midwives have attended seminars or training related to exclusive breastfeeding to update their knowledge and increase midwifery skills. Most of that knowledge is acquired through the eyes and ears. In addition, other factors influence a person's knowledge, namely education, experience, social relations, and exposure to mass media such as magazines, TV, and books (sistia kusumawati, 2021).

Most of the respondents in this study had D3 midwifery education, which means that the midwife had attended diploma-level formal education, where her knowledge was higher and more in-depth than people with high school education. In addition, it was also recorded that the midwives who were respondents in this study were 8 people with a bachelor's degree in Midwifery education and 3 people with a master's degree in midwifery education. This shows that the higher a person's education, the higher and better the knowledge possessed by that person.

CONCLUSION

Based on the research that has been conducted from February to June 2022 on the Factors Encouraging Midwives in Exclusive Breastfeeding for Breastfeeding Mothers at PMB Pekanbaru City, it can be concluded that most of the midwives work at the Simpang Tiga Health Center (10.94%), Most of the midwives are between the ages of 20-30 years (51.8%), most of the midwives worked for 1-10 years (42.3%), and the average midwife had a D3 Midwifery education (63.5%). Based on the research, it was also found that all midwives have a good role in encouraging breastfeeding mothers to give exclusive breastfeeding (100%), most of the midwives have good performance in encouraging breastfeeding mothers to give exclusive breastfeeding (59.9%), all midwives have good support in encouraging breastfeeding mothers to give exclusive breastfeeding (100%), all midwives have a good attitude in encouraging breastfeeding mothers to give exclusive breastfeeding (100%), all midwives have good knowledge in encouraging breastfeeding mothers to give exclusive breastfeeding (100%).

SUGGESTION

It is hoped that all midwives can maintain a good role, performance, support, attitude, and knowledge in supporting breastfeeding mothers to

continue to provide exclusive breastfeeding to their babies.

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