

THE RELATIONSHIP OF KNOWLEDGE AND PERCEPTION OF POST- BIRTH MATERNAL BREAST MILK EXCLUSIVELY WITH MOTIVATION IN EXCLUSIVE BREAST FEEDING IN INFANTS IN THE HOSPITAL SARI MULIA BANJARMASIN

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ABSTRACT

Background :

Exclusive breastfeeding is the responsibility of the mother after childbirth. But the mother's knowledge and perceptions about the importance of exclusive breastfeeding influence on motivation when exclusive breastfeeding to their babies. Motivation is one of the factors that influence the behavior of exclusive breastfeeding in mothers after childbirth.

Goal :

Has done research with cross sectional design that aims to determine the relationship between knowledge and perceptions of postpartum mothers on exclusive breastfeeding in motivated exclusively breastfeeding infants in Banjarmasin Mulia Sari Hospital in 2013.

Method :

The sample was postpartum mothers who numbered as many as 30 people in Banjarmasin Mulia Sari Hospital conducted since September 2013. Data were collected by observation and questionnaire filling in the field. Processing and data analysis was performed using univariate and bivariate Spearman rank test with a significance level of $p < 0.05$. Bivariate analysis is used to examine the relationship of independent and dependent variables.

Results :

The results showed that the characteristics of maternal postpartum majority of respondents 36.67% are in the age range 26-30 years, 40% of high school graduates, work as housewives (60%) with the parity of the first 40%. Based on the level of knowledge of good knowledgeable 76.7%, 60.0% had a positive perception, and 73.3% have a high motivation to be supportive.

Conclusion :

Obtained statistically significant relationship between knowledge and perceptions of postpartum maternal perception of exclusive breastfeeding in motivated exclusively breastfeeding infants in Banjarmasin Mulia Sari Hospital in 2013. So that this research can be a source of information and advice to the Hospital Sari Mulia Banjarmasin in improving the quality or the quality of services provided in order to improve the existing service system especially in the promotion of exclusive breastfeeding. Recommended further research on exclusive breastfeeding by increasing the number of variables and the study population.

Keywords: *exclusive breastfeeding, Knowledge, Perception, Motivation*

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