

ABSTRAK

Lahmiyatul Hasanah

HUBUNGAN *BREASTFEEDING SELF-EFFICACY* DENGAN MOTIVASI IBU NIFAS DALAM MELAKUKAN *DIRECT BREASTFEEDING*

xv + 86 Halaman + 14 Tabel + 11 Lampiran

Rendahnya *Breastfeeding self-efficacy* sering kali membuat banyak ibu nifas kehilangan motivasi, kurang percaya diri, kesulitan, atau bahkan menyerah untuk menyusui langsung secara konsisten, Sehingga Ibu mudah terpengaruh oleh berbagai keyakinan negatif. Tujuan penelitian ini adalah untuk menganalisis hubungan *Breastfeeding Self Efficacy* dengan motivasi ibu nifas dalam melakukan *Direct Breastfeeding*. Desain penelitian yang digunakan adalah analitik korelasi dengan pendekatan *cross-sectional*, sampel penelitian adalah Ibu Nifas di wilayah kerja puskesmas Kalijudan Surabaya pada bulan Maret-April 2025 dengan jumlah sampel 100 ibu nifas yang diperoleh dengan teknik *purposive sampling*. Variabel Independen adalah *Breastfeeding Self-Efficacy* dan Variabel Dependen adalah Motivasi ibu nifas & *Direct Breastfeeding*. Instrument penelitian berupa kuesioner, Analisa data yang digunakan adalah uji *Fisher Exact*.

Hasil penelitian menunjukkan bahwa sebagian besar responden memiliki *Breastfeeding Self-efficacy* Tinggi (80%), Motivasi Tinggi (80%), dan *Direct Breastfeeding* Baik (79%). Hasil uji *Fisher Exact* didapatkan *p value* 0,001 ($<0,05$), yang artinya terdapat hubungan antara *Breastfeeding Self-efficacy* dengan motivasi ibu nifas dalam melakukan *Direct Breastfeeding*. Hampir seluruh responden yang memiliki *Breastfeeding Self-efficacy* tinggi juga memiliki motivasi tinggi dan melakukan *Direct Breastfeeding* dengan baik, hal ini terlihat dari indikator utama pembentuk *Breastfeeding Self-efficacy*, yaitu keyakinan dirinya mendorong perilaku positif dalam menyusui, ditunjukkan melalui kemampuan ibu membentuk *bounding attachment* yang erat dengan bayi, penguasaan teknik menyusui serta dukungan dari suami, keluarga dan tenaga kesehatan.

Penelitian ini menunjukkan bahwa terdapat hubungan yang signifikan antara *Breastfeeding Self-efficacy* dengan motivasi ibu nifas dalam melakukan *Direct Breastfeeding*. Ibu nifas diharapkan dapat terus meningkatkan keyakinan diri dalam menyusui yang sangat berperan dalam keberhasilan *Breastfeeding Self-efficacy*, karena ASI adalah sumber nutrisi terbaik bagi bayi dan memberikan manfaat yang jauh lebih optimal bagi tumbuh kembang anak.

Kata kunci : *Breastfeeding Self-efficacy*, Motivasi, *Direct Breastfeeding*

Daftar bacaan: 44 sumber (2018–2025).

ABSTRACT

Lahmiyatul Hasanah

THE RELATIONSHIP BETWEEN BREASTFEEDING SELF-EFFICACY AND MOTIVATION OF POSTPARTUM MOTHERS IN PERFORMING DIRECT BREASTFEEDING

xv + 86 pages + 14 tables + 11 appendices

Low breastfeeding self-efficacy often leads many postpartum mothers to lose motivation, lack confidence, experience difficulties, or even give up on consistently practicing direct breastfeeding. As a result, mothers are easily influenced by various negative beliefs. The aim of this study is to analyze the relationship between breastfeeding self-efficacy and the motivation of postpartum mothers in performing direct breastfeeding.

The research design used is analytic correlational with a cross-sectional approach. The research sample consisted of postpartum mothers in the working area of Kalijudan Public Health Center, Surabaya, during March–April 2025, with a total of 100 postpartum mothers obtained through purposive sampling. The independent variable is breastfeeding self-efficacy, while the dependent variables are the motivation of postpartum mothers and direct breastfeeding. The research instrument was a questionnaire, and the data were analyzed using the Fisher Exact test.

The results showed that most respondents had high breastfeeding self-efficacy (80%), high motivation (80%), and good direct breastfeeding practices (79%). The Fisher Exact test yielded a p -value of 0.001 (<0.05), indicating a significant relationship between breastfeeding self-efficacy and the motivation of postpartum mothers in performing direct breastfeeding. Nearly all respondents with high breastfeeding self-efficacy also had high motivation and practiced direct breastfeeding well. This is evident from the main indicators forming breastfeeding self-efficacy, namely self-confidence, which encourages positive breastfeeding behavior, demonstrated through the mother's ability to establish a strong bonding attachment with the baby, mastery of breastfeeding techniques, and support from husbands, family, and health workers.

This study shows that there is a significant relationship between breastfeeding self-efficacy and the motivation of postpartum mothers in performing direct breastfeeding. Postpartum mothers are expected to continuously enhance their self-confidence in breastfeeding, as it plays a crucial role in the success of breastfeeding self-efficacy. Breast milk is the best source of nutrition for babies and provides far more optimal benefits for the child's growth and development.

Keywords: Breastfeeding Self-efficacy, Motivation, Direct Breastfeeding

Reading list: 44 sources (2018–2025).