



Perceptions of Pregnant Mothers About Exclusive Breast Milk With The Motivation To Do Early Breastfeeding Initiation (IMD) at Klinik Ayah Bunda Kelurahan Amplas, Kecamatan Medan Amplas in 2021

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ABSTRACT

Pregnancy is a natural and physiological process, making the mother happy later with the presence of the child being born. When the baby is born, it is placed directly on the mother's chest, where the baby will make physical contact with the mother, the baby will spontaneously look for the mother's nipple by itself, that's where the IMD process first occurs. Breast milk is a natural food for babies. According to the World Health Organization (WHO) exclusive breastfeeding at 6 months. In child survival worldwide, with child mortality nearly halving over two decades. The under-five mortality rate decreased by 49%, down from about 90 deaths. The purpose of this study was to determine the relationship between the perception of pregnant women about exclusive breastfeeding and the motivation to carry out Early Initiation of Breastfeeding (IMD). The study used an analytical survey research design method with a cross sectional approach. Data was collected by distributing questionnaires. The population in the study were 44 pregnant women at the Ayah Bunda Clinic. The sample in this study were mostly pregnant women, where the sampling technique was saturated sampling. Data analysis used Chi-square statistical test with 0.05. Based on the results of the research conducted, namely the relationship between pregnant women's perceptions of exclusive breastfeeding with motivation to initiate Early Breastfeeding with $p(0.000) < (0.05)$ then H_a is accepted, meaning mothers with less perceptions will have low motivation later in providing IMD. From the results of this study, it is hoped that pregnant women will increase their knowledge and explore deeper information about exclusive breastfeeding and motivation to achieve success in carrying out Early Initiation of Breastfeeding (IMD).

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1. INTRODUCTION

Pregnancy is a very natural and physiological process, if the pregnancy is planned it will give a feeling of happiness and full of hope. The thing that really makes pregnant women happy is the presence of a child to be born. There is one thing that has not been realized and not done by mothers and medical personnel but is so fatal for the next baby's life. It turns out, in the first hour after giving birth, there is an amazing behavior between the baby and the mother. When the baby is born the baby is placed directly on the mother's chest, that's where the mother will first make physical contact with her baby, immediately after that the baby will spontaneously look for the mother's nipple by itself, that's where the process of Early Initiation of Breastfeeding (IMD) first occurs. One of our admiration for God's love for His people can be felt when mothers start breastfeeding their babies with breast milk. Every mother produces milk which we call breast milk as a natural food provided for babies.

Exclusive breastfeeding aims to ensure the fulfillment of the baby's right to exclusive breastfeeding from birth to 6 months of age by paying attention to growth and development, besides breastfeeding is a process of giving food in the form of mother's milk to babies. The impact that occurs if babies do not get exclusive breastfeeding, namely babies who don't get breast milk or get non-exclusive breastfeeding have a risk of death from diarrhea 3.94 times greater than babies who get exclusive breastfeeding. (1)

Mother's Milk (ASI) is a source that contains complete nutrition for babies, with a composition that suits the baby's needs, as well as a single food to meet all the growing needs of babies until the age of 6 months. In addition to these benefits, breast milk can also be relied on to protect babies from various infections and diseases, this is because breast milk can increase the baby's immune system because it contains various antibodies and can protect babies from allergic attacks. Breast milk can also increase intelligence and activity in babies because breast milk contains fatty acids that are needed for brain growth so that babies are smarter and support increased motor and sensory development so babies talk or walk faster and improve vision. (2) The World Health Organization (WHO) recommends that data refer to exclusive breastfeeding at 6 months. This feeding is lower than the standard measure of exclusive breastfeeding on average for the first 6 months. Progress in child survival worldwide has been described as one of the greatest international development success stories, with child deaths nearly halving over the last two decades compared to the 1990 baseline MDGs. Between 1990 and 2013 the under-five mortality rate decreased by 49%, down from around 90 deaths. Worldwide, the number of neonatal deaths decreased from 4.7 million in 1990 to 2.8 million in 2013. The neonatal mortality rate per 1000 live births decreased from 33-20 over the same period, a decrease of 39%. This rate of decline was slower than that for overall child mortality with the proportion of deaths in children <5 years of age occurring in the neonatal period increasing from 37% in 1990 to 44% in 2013. (3)

According to Riskedas 2013 is less than 1 hour of early initiation of breastfeeding (IMD), between 1 to 6 hours, 7 to 23 hours, 24 to 47 hours and equal to or more than 47 hours. The results of Riskedas 2013 stated that the percentage of the process of starting to breastfeed less than 1 hour of early initiation of breastfeeding (IMD) in children aged 0-23 months in Indonesia in 2013 was 34.5%. The percentage of processes starting to get breast milk between 1-6 hours is 35.2%, the percentage of processes starting to get breast milk between 24-47 hours is 13.0% and the percentage of processes starting to get breast milk for more than 47 hours is 13.7%. The percentage of the process of starting breastfeeding less than 1 hour of early initiation of breastfeeding (IMD) was highest in West Nusa Tenggara at 52.9%, followed by South Sulawesi at 44.9%, and West Sumatra at 44.2%. Meanwhile, the lowest percentage of early initiation of

breastfeeding was in West Papua Province at 21.7%, followed by Riau Province at 22.1%, and Riau Islands at 22.7%. (4)

The percentage of exclusive breastfeeding for infants 0-6 months in Indonesia in 2013 was 54.3%, a slight increase compared to 2012 which was 48.6%. The highest percentage of exclusive breastfeeding and the lowest was in East Nusa Tenggara at 74.37%. Meanwhile, the lowest percentage of exclusive breastfeeding was in Maluku Province at 25.21%, followed by West Java at 33.65% and North Sulawesi at 34.67%. (4)

The coverage of the percentage of infants who were exclusively breastfed from 2004-2014 tended to decrease significantly, only in 2008 there was an increase of 10.33% compared to 2007. And the achievement in 2012 of 20.33% was the lowest achievement during the 2004-2012 period. There are 8 districts/cities with 0% exclusive breastfeeding achievement, namely the districts of Tapanulitengah, Dairi, Karo, Langkat, Pakpak Bharat, Padang Lawas, Medan and Gunungsitoli. The highest achievement was in Labuhan Batu Utara district, which was 68.81%. (5)

Breastfeeding as soon as 1 hour after the baby's birth can prevent 1 in 5 newborn deaths. More than 500,000 children every year. More than 1500 children every day. And breastfeeding can help children to more than just survive, but also help them to grow and develop with many benefits for the rest of their lives. (6) Low breastfeeding is a threat to the baby's growth and development. As is known, babies who are not breastfed, at least until the age of 6 months, are more susceptible to nutritional deficiencies. (7)

Motivation is a change in energy in a person (personal) which is marked by the emergence of feelings and marked and reactions to achieve goals. There are two types of motivation that influence pregnant women in doing IMD, namely intrinsic motivation and extrinsic motivation. The factors that influence the mother's intrinsic motivation are needs, expectations and interests. While extrinsic motivation is a motive or encouragement, stimulation and the environment. (8)

One way to measure motivation to do a questionnaire is to ask the client to fill out a questionnaire containing questions that can provoke the client's motivation. (9) Breastfeeding support will build the mother's self-confidence. Mothers who are confident that they can breastfeed their babies will be more successful in continuing to breastfeed. (6)

From the initial survey conducted by researchers at the Ayah Bunda Clinic, Amplas Subdistrict, Medan Amplas Subdistrict, there were 10 pregnant women, of which only 7 were motivated to do IMD at the time of delivery, while 3 were not motivated to do IMD due to their unwillingness and lack of perception of the mother about the benefits of exclusive breastfeeding by implementing early breastfeeding initiation (IMD).

Based on the above background, therefore, the authors are interested in conducting research on "The Relationship of Pregnant Women's Perceptions About Exclusive Breastfeeding with Motivation to Initiate Early Breastfeeding (IMD) at the Ayah Bunda Clinic, Amplas Subdistrict, Medan Amplas District in 2021"

2. RESEARCH METHODE

The research design used in this study is an analytical survey, where an analytical survey is a study that tries to explore how and why this phenomenon occurs. Then analyze the dynamics of the correlation between phenomena, both between risk factors and effect factors. The approach used is cross sectional to study the relationship between the independent variable (independent) and the dependent variable (dependent). That is, by knowing the extent of the relationship

between pregnant women's perceptions of exclusive breastfeeding and the motivation to do IMD at the Ayah Bunda Clinic, Amplas Village, Medan Amplas District in 2021. .

The location of the research is at the Mother and Father Clinic which is located at Jl. Lukah kelurahan sandpaper sub-district sandpaper. The reason for choosing this location is because there are still pregnant women who do not want to do IMD. This research was carried out in approximately 3 months starting from April-June 2021.

The population is the entire object of research that is being studied, the population in this study are all pregnant women as many as 44 people at the Ayah Bunda Clinic, Amplas Village, Medan Amplas District in 2021. (21) The sample is the object studied and is considered representative of the entire population. Sampling in this study is by Total Sampling, namely the number of samples based on the total population. Based on the total population, the sample in this study amounted to 44 respondents. (21) followed by univariate analysis and bivariate analysis using a computer program. (20)

3. RESULT AND ANALYSIS

Perception of Pregnant Women About Exclusive Breastfeeding

Based on table 4.3. It can be seen that from 44 respondents (100%) the majority of pregnant women who have a poor perception of exclusive breastfeeding are 29 respondents (65.9%), and the minority who have a good perception are 15 respondents (34.1%).

Perception in a general sense is a person's view of something that will make a response how and with what someone will act. Distinguishing perception into two views, namely a narrow view and a broad view. A narrow view defines perception as seeing, how someone sees something. While a broad view interprets it as how someone views or interprets.

According to the assumption of the researcher, the perception of the respondent is very influential on the motivation later to initiate early breastfeeding, the low perception of mothers about exclusive breastfeeding that is known to pregnant women, most of the motivation later to initiate early breastfeeding is not fully carried out, because the knowledge of a mother which is lacking, and the unwillingness of the mother to initiate early breastfeeding.

Mother's Motivation to Initiate Early Breastfeeding (IMD)

Based on table 4.4. It can be seen that from 44 respondents (100%), the majority of pregnant women who have low motivation are 25 respondents (56.8%), and a minority of pregnant women who have high motivation are 19 respondents (43.2%).

Motivation comes from the Latin word *moreve* which means encouragement from within humans to act or behave or needs or went. A need is a "potential" in humans that needs to be addressed or responded to. The response to these needs is manifested in the form of actions to fulfill these needs, and the result is that the person concerned feels or becomes satisfied. If these needs have not been responded to (not met) then there will always be the potential to reappear until the intended needs are met.

According to the researcher's assumption, if the motivation of pregnant women to initiate early breastfeeding is strongly influenced by the mother's perception of exclusive breastfeeding, if the respondent's perception is good then later the motivation and implementation of early initiation of breastfeeding will be good, and vice versa, because of the knowledge of a mother who less, and the unwillingness of the mother later to initiate early breastfeeding.

The Relationship of Pregnant Women's Perceptions of Exclusive Breastfeeding With Motivation to Initiate Early Breastfeeding (IMD)

Based on table 4.5, it can be seen that the majority of pregnant women with poor perception with low motivation were 25 respondents (56.8%), and the minority of pregnant women with good perception with high motivation were 19 respondents (43.2%).

The results of the chi-square statistical test show that the Sig value is 0.000. Because the value of $p(0.000) < \alpha(0.05)$, it can be concluded that there is a relationship between the Perception of Pregnant Women about Exclusive Breastfeeding with Motivation to Initiate Early Breastfeeding (IMD).

Perception in a general sense is a person's view of something that will make a response how and with what someone will act. Distinguishing perception into two views, namely a narrow view and a broad view. A narrow view defines perception as seeing, how someone sees something. While a broad view means how someone views or interprets.

While motivation comes from the Latin word *moreve* which means an impulse from within humans to act or behave or needs or want. A need is a "potential" in humans that needs to be addressed or responded to. The response to these needs is manifested in the form of actions to fulfill these needs, and the result is that the person concerned feels or becomes satisfied. If these needs have not been responded to (not met) then there will always be the potential to reappear until the intended needs are met.

According to the researcher's assumption, the motivation of pregnant women in carrying out Early Initiation of Breastfeeding is strongly influenced by the mother's perception of exclusive breastfeeding. This is because mother's education affects knowledge about the importance of introducing breast milk to babies by doing early initiation of breastfeeding (IMD). If the mother's perception of exclusive breastfeeding is good, the mother's motivation to initiate early breastfeeding will also be high. Conversely, if the mother's perception of exclusive breastfeeding is lacking, then the motivation to initiate early breastfeeding will be low. The low motivation of mothers in initiating early breastfeeding causes the Bounding attachment to not take place so that the contact or relationship between mother and baby will be reduced.

4. CONCLUSION

After doing research on the relationship between pregnant women's perceptions of exclusive breastfeeding with motivation to carry out Early Breastfeeding Initiation (IMD) at the Ayah Bunda Clinic, Amplas Village, Medan Amplas District in 2021, they can draw the following conclusions:

1. The majority of pregnant women who have a poor perception of exclusive breastfeeding are 29 respondents (65.9%), and the minority who have a good perception are 15 respondents (34.1%)
2. The majority of pregnant women who have low motivation are 25 respondents (56.8%), and the minority of pregnant women who have high motivation are 19 respondents (43.2%).
3. There is a relationship between the perception of pregnant women about exclusive breastfeeding with the motivation to initiate early breastfeeding (IMD) based on the results of the Chi-square test showing $p \text{ value} = 0.000$, then $p(0.000) < \alpha(0.05)$

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