

ABSTRAK

ASI eksklusif adalah pemberian ASI saja pada bayi tanpa memberi tambahan cairan lain, termasuk susu formula, air putih, madu maupun makanan tambahan lainnya, seperti pisang, bubur, nasi tim, selama enam bulan. Tujuan penelitian untuk mengetahui faktor yang berpengaruh terhadap pemberian ASI eksklusif. Rancangan penelitian dengan pendekatan kuantitatif dan strategi non eksperimen serta menggunakan desain *cross sectional*. Faktor-faktor yang berpengaruh adalah komunikasi, jarak interaksi, organisasi/aktifitas sosial, lingkungan dan variasi biologi. Penelitian ini dilakukan di Kecamatan Cikoneng Kabupaten Ciamis. Responden dipilih secara *simple random sampling* dari 9 desa dengan jumlah 167 ibu menyusui. Data dianalisis menggunakan analisis SEM (*Structural Equation Modelling*) dengan metode Latent Variabel Score (LVS), dengan bantuan software Lisrel. Jenis uji yang digunakan adalah Uji Korelasi (Bivariate Correlations) dan Uji Regresi Berganda. Hasil dari model struktural diperoleh nilai koefisien regresi $r = 0.425$ untuk komunikasi, jarak interaksi nilai koefisien regresi $r = 0.582$, aktifitas sosial nilai koefisien regresi $r = 0.566$, lingkungan nilai koefisien regresi $r = 0.524$, serta variasi biologi nilai koefisien regresi $r = -0.374$, didapat kesimpulan bahwa komponen *Transcultural* yang paling kuat pengaruhnya terhadap pemberian ASI eksklusif di Puskesmas Mandalika Kabupaten Ciamis Provinsi Jawa Barat tahun 2012 adalah komponen jarak interaksi. Secara keseluruhan kekuatan pengaruh komponen *Transcultural* terhadap pemberian ASI eksklusif nilai R^2 yaitu 0,652, hal ini mengindikasikan bahwa variabel ASI eksklusif dapat dijelaskan oleh variabel kostruk sebesar 65.2% sedangkan sisanya 34.8 % dipengaruhi oleh variabel lain yang tidak terdapat dalam model penelitian.

Kata Kunci : ASI eksklusif, faktor-faktor *Transcultural*

ABSTRACT

Exclusive breastfeeding is breastfeeding for infants without giving extra fluids, including formula milk, water, honey and other food additives, such as bananas, porridge, rice, for six months. The study purposed about determine the factors that influence the provision of exclusive breastfeeding. The research of the study conducted with a quantitative approach strategy with non-experimental and using designs sectional cross. The factors that influence are the communication, interaction distance, organizational/social activities, environmental and biological variation. The research conducted in the Cikoneng District Ciamis. Respondents were selected by simple random sampling from 9 villages with 167 mother sucking. Data were analyzed using analysis of SEM (Structural Equation Modelling) with the method of Latent Variable Score (LVS), constructively software Lisrel. Type of test used is the Test Correlation (Bivariate Correlations) and Regression Testing. Results of the structural model obtained regression coefficient $r = 0.425$ for communication, the value of the regression coefficient $r = 0.582$ for the interaction distance, the value of the regression coefficient $r = 0.566$ for social activities, to environmental regression coefficient $r = 0.524$, and obtained for biological variation coefficient regression $r = -0.374$, conclusion that component of strongest Transcultural its influence to exclusive breastfeeding in Mandalika Community Health Centre of Sub Ciamis Province of West Java of year 2012 is component apart interaction. Overall strength of the influence of components Transcultural for exclusive breastfeeding R^2 value is 0.652, indicating that the value of exclusive breastfeeding variables can be explained by the variable Transcultural by 65.2% while the remaining 34.8% is influenced by other variables that are not included in the research model.

Keywords: exclusive breastfeeding, factors Transcultural