

**MAHASISWI PEREMPUAN SEBAGAI CHANGE AGENT DALAM
PROMOSI PENGETAHUAN, SIKAP, DAN MOTIVASI
TENTANG PENTINGNYA ASI**

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*Student Women as a Change Agent in The Promotin of Knowledge, Attitude, and
Motivation about The Importance of ASI*

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ABSTRACT

Background: WHO and United Nations Children's Fund (UNICEF) recommends exclusive breastfeeding, it only breast milk until the baby is 6 months old, without additional liquid or food other than breast milk, supplementary feeding along breastfeeding up to 2 years, in order to achieve growth and optimal health. Although a lot of evidence about the benefits of exclusive breastfeeding, many mothers breastfeed for a short time and switch to the bottle, less than 40% of infants are exclusively breastfed for the success of breastfeeding is expected towards health workers, especially doctors and nurses more of a role to nurture and manage mothers breastfeeding is based on the knowledge acquired during the training. This is because women are mothers student and professional, as a change agent in the future that will promote the knowledge and attitudes about the importance of breastfeeding in their respective communities.

Objective: *The purpose of this study was to explore the knowledge, attitudes, and motivations about the importance of breastfeeding in medical school student and not faculty of medicine at the University of Padjadjaran.*

Methods: *The research methods used in this study was a qualitative method by using purposive sampling of 21 medical school student and not the faculty of medicine by conducting semi-structured interviews.*

Results and Discussion: *The results of qualitative analysis showed that the knowledge, attitudes, and motivations for breastfeeding was important and needed support from her husband, family, environment, and institutions.*

Conclusions and Recommendations: *This study is recommended to make training for medical school students and not the faculty of medicine on breastfeeding, proposed materials on breastfeeding becomes a subject in the curriculum non medical students, and formed a support group nursing student as the main provider of exclusive breastfeeding.*

Keywords: Attitudes, breastfeeding, knowledge, motivation

ABSTRAK

Latar Belakang: WHO dan United Nations Children's Fund (UNICEF) menganjurkan pemberian ASI secara eksklusif, yaitu ASI saja sampai bayi berusia 6 bulan, tanpa tambahan cairan ataupun makanan lain selain ASI, pemberian makanan tambahan bersama ASI sampai 2 tahun, untuk mencapai tumbuh kembang dan kesehatan yang optimal. Walaupun banyak bukti tentang manfaat menyusui ASI Ekslusif, banyak ibu menyusui dengan waktu yang singkat dan beralih ke botol, kurang dari 40 % bayi menyusu secara ekslusif Untuk menuju keberhasilan menyusui diharapkan petugas kesehatan khususnya dokter dan bidan lebih banyak berperan untuk membina dan mengelola ibu-ibu menyusui berdasarkan pengetahuan yang diperoleh selama mengikuti pendidikan. Hal ini dikarenakan mahasiswi perempuan