

RELATIONSHIP BETWEEN KNOWLEDGE AND MOTIVATION WITH THE IMPLEMENTATION OF EARLY INITIATION OF BREASTFEEDING (EIB)

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Abstract

Early Initiation of Breastfeeding (EIB) is condition wherein a baby starts to breastfeed on his own immediately after birth. The implementation of EIB can be influenced by the maternal level of knowledge and motivation. This study aims to determine the relationship between the level of knowledge and motivation with the implementation of EIB among women in the third trimester of pregnancy. The study samples involved 49 respondents who were selected using purposive sampling technique. The study was conducted on April 12 - July 14 2022. Data collection instruments used a questionnaire and observation sheet. Univariate data analysis used frequency distribution and bivariate analysis used the chi-square test. More than half (57.1%) of respondents did not implement EIB. Less than half (42.9%) of respondents had a poor level of knowledge. Less than half (30.6%) of respondents had low motivation. Furthermore, there was a relationship between the level of knowledge (p value = 0.027) and motivation (p value = 0.027) with the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy at PMB Evi Febriana, S.ST. It is recommended for midwives to increase the provision of counseling or health education to women in the third trimester of pregnancy regarding the implementation of EIB, motivate women to implement EIB and help them when experiencing problems during the implementation of EIB. Healthcare workers should increase efforts to provide information for pregnant women about EIB. In addition, pregnant women should actively seek information from healthcare workers or the media.

Keywords: early initiation of breastfeeding; motivation; knowledge

Introduction

Efforts to care for children's health are aimed at preparing future generations who are healthy, intelligent, and of good quality as well as decreasing child mortality rate. Efforts to maintain children's health should be carried out since the fetus is still in the womb, was born, after birth, and until the age of 18 years. Good child health care is expected to decrease child mortality rate (Ministry of Health of the Republic of Indonesia, 2021).

The World Health Organization (WHO) has recommended a package of interventions including breastfeeding to decrease neonatal mortality rate. It is estimated that 11.6% of infant deaths could be prevented by large-scale breastfeeding promotion programs. One of the government's efforts to decrease the infant mortality rate is by carrying out early initiation of breastfeeding (EIB) for infants immediately after birth (WHO, 2021).

In 2020, nationally 3,383,061 out of 4,357,714 newborns got early initiation of breastfeeding (77.6%). The highest percentage of newborns with early initiation of breastfeeding was found DKI

Jakarta Province (96.1%) while the lowest percentages were found in Maluku (52.1%) and Bali (53.8%). The national target for early initiation of breastfeeding in 2020 was 54% but only 2 provinces did not reach this target (Ministry of Health of the Republic of Indonesia 2021).

In 2020, 730,090 out of a total of 872,075 infants in West Java province got early initiation of breastfeeding (83.7%) (Ministry of Health of the Republic of Indonesia 2021). Whereas in Cirebon District, the achievement of in early initiation of breastfeeding 2020 was 695 infants in Kejaksan District, 930 infants in Lemah Wungkuk District, 1,103 infants in Kesambi District and 1,475 infants in Harjamukti District (Cirebon Health Office, 2020).

This study was conducted at Private Practice Midwife (PMB) Evi Febriana, S.ST., Kejaksan Sub-District, Cirebon District. Based on data report at PMB Evi Febriana, S.ST in 2020, there were 370 infants born and 104 infants got early initiation of breastfeeding (28.1%). Meanwhile in 2021, there were 375 infants born and 72 infants got early initiation of breastfeeding (19.2%). Such finding showed that there was a decrease in the percentage of infants who got early initiation of breastfeeding from 28.1% (2020) to 19.2% (2021). Such condition was due to several factors such as physical factors or post-delivery fatigue so that the women were not optimally prepared to implement early initiation of breastfeeding. In addition, there was a lack of breast milk production and the women experienced problems regarding breast milk excretion. Such decrease could also be due to the lack of motivation of the women to implement early initiation of breastfeeding (WHO, 2021).

Infants need breast milk as nutrition to increase their body's immunity and there will be failure of the exclusive breastfeeding program for 6 months due to the imbalance between the breast milk production and the breast milk needs. Failed Early Initiation of Breastfeeding can result in the risk of death, digestive failure, and susceptibility to disease (WHO, 2021). Ignorance about early initiation of breastfeeding makes women less motivated to implement early initiation of breastfeeding (Kementerian Kesehatan RI, 2021).

Knowledge is the result of human sensing, or the result of knowing an object through the senses (eyes, nose, ears and so on). A person's knowledge will affect their motivation. Knowledge is very variable with the intensity of attention and perception of objects. Knowledge is a very important domain for the formation of one's actions (Notoatmodjo, 2017).

A preliminary study at PMB Evi Febriana, S.ST, Kejaksan District, Cirebon District on January 5-7, 2022 showed that 6 out of 10 women in the third trimester of pregnancy (60%) did not understand well about Early Initiation of Breastfeeding both its definition and benefits for mothers and babies. Meanwhile, 4 women (40%) had already understood about early initiation of breastfeeding as breastfeeding in the first hour after giving birth. It was also found that 5 women (50%) said that they were not enthusiastic about doing early initiation of breastfeeding and thought early initiation of breastfeeding was not something important because babies can still breastfeed even after 1 hour of

delivery. Based on the description of the background and the results of previous studies that were still inconsistent, the authors are interested in re-observing the “relationship between knowledge and motivation with the implementation of early initiation of breastfeeding (EIB).”

Method

This was a correlational study with a cross-sectional approach. The population in this study were all women in the third trimester of pregnancy at PMB Evi Febriana, S.ST. The study samples involved 49 respondents who were selected using purposive sampling technique. Data collection instruments used a questionnaire and observation sheet. Univariate data analysis used frequency distribution and bivariate analysis used the chi-square test.

Result

A study on the relationship between knowledge and motivation with the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy has been conducted at PMB Evi Febriana, S.ST., Kejaksaan Sub-District, Cirebon District on April 12 - July 14, 2022 with a total sample of 49 respondents. The results of this study are explained in the form of tables and narratives as follows:

Univariate Analysis

Table 1

Description of the Implementation of Early Initiation of Breastfeeding (EIB)

Implementation of Early Initiation of Breastfeeding (EIB)	Frequency (F)	Percentage (%)
No	28	57.1
Yes	21	42.9
Total	49	100.0

Based on it was shown that 28 women (57.1%) did not implement EIB and 21 women (42.9%) implemented EIB. Such finding indicated that more than half (57.1%) of women in the third trimester of pregnancy did not implement EIB.

Table 2

Description of the Level of Knowledge of Women in the Third trimester of Pregnancy

Knowledge of Women in the Third Trimester of Pregnancy	Frequency (F)	Percentage (%)
Poor	21	42.9
Moderate	17	34.7
Good	11	22.4
Total	49	100.0

Based it was shown that there were 21 women (42.9%) who had a poor level of knowledge, 17 women (34.7%) had a moderate level of knowledge and 11 women (22.4%) had a good level of knowledge. Such finding indicated that less than half (42.9%) of women in the third trimester of had a poor level of knowledge.

Table 3

Description of Motivation of Women in the Third trimester of Pregnancy		
Motivation of Women in the Third Trimester of Pregnancy	Frequency (F)	Percentage (%)
Low	15	30.6
Moderate	24	49.0
High	10	20.4
Total	49	100.0

Based on, it was shown that there were 15 women (30.6%) who had low motivation, 24 women (49.0%) had moderate motivation and 10 women (20.4%) had high motivation. Such finding indicated that less than half (30.6%) of women in the third trimester of pregnancy had a low motivation.

Bivariate Analysis

The tables below are the results of relationship among knowledge and motivation to the implementation of early initiation of breastfeeding (EIB) among women in third trimester of pregnancy.

Table 4

Relationship between Knowledge and the Implementation of Early Initiation of Breastfeeding (EIB)

Knowledge of Women in Third Trimester of Pregnancy	Implementation of Early Initiation of Breastfeeding (EIB)				Total		ρ value
	No		Yes		N	%	
	n	%	N	%			
Poor	16	76.2	5	23.8	21	100	0.027
Moderate	9	52.9	8	47.1	17	100	
Good	3	27.3	8	72.7	11	100	
Total	28	57.1	21	42.9	49	100	

Based on, it was shown that the proportion of women in the third trimester of pregnancy who had a low level of knowledge and did not implement EIB was 76.2%, higher than the proportion of women in the third trimester of pregnancy who had moderate and high levels of knowledge and did not implement EIB by 52.9% and 27.3%, respectively. Statistical test results with the chi square test at $\alpha = 0.05$ obtained a ρ value = $0.027 < \alpha (0.05)$, Thus, the null hypothesis was rejected which indicated that there was a relationship between knowledge and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy.

Table 5
Relationship between Motivation and the Implementation of Early Initiation of Breastfeeding (EIB)

Motivation of Women in Third Trimester of Pregnancy	Implementation of Early Initiation of Breastfeeding (EIB)				Total		ρ value
	No		Yes		N	%	
	n	%	n	%			
Low	12	80.0	3	20.0	15	100	0.043
Moderate	13	54.2	11	45.8	24	100	
High	3	30.0	7	70.0	10	100	
Total	28	57.1	21	42.9	49	100	

Based on, it was shown that the proportion of women in the third trimester of pregnancy who had low motivation and did not implement EIB was 80.0%, higher than the proportion of women in the third trimester of pregnancy who had moderate and high motivation and did not implement EIB was 54.2% and 30.0%, respectively. Statistical test results with the chi square test at $\alpha = 0.05$ obtained a ρ value = 0.027 $< \alpha$ (0.05), Thus, the null hypothesis was rejected which indicated that there was a relationship between motivation and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy.

Discussion

Description of the Implementation of Early Initiation of Breastfeeding (EIB)

Based on the results of the study, it was shown that more than half (57.1%) of women in the third trimester of pregnancy did not implement EIB. The results of observations revealed that women did not implement EIB due to poor level of knowledge about EIB and also low motivation. Poor knowledge and low motivation caused the women to not breastfeed their babies immediately after birth, at least for the first 1 hour properly. In addition to knowledge and motivation factors, the condition of the mother and baby during childbirth can be an obstacle. For example, postpartum pain, babies who are less active in sucking the mother's nipples, as well as poor support from healthcare workers. EIB that is not implemented can hinder the success of the further breastfeeding process.

The number of women who did not implement EIB found in this study was higher than those found in a study conducted by (Yuriani & Sari, 2021) which showed that 30.0% of women did not implement EIB. Similar finding was also found in a study conducted by (Suciawati, 2017), which showed that 32.5% of women did not implement EIB.

Early initiation of breastfeeding is a condition wherein the baby lays on the mother's chest, has skin to skin contact immediately after birth for at least an hour or more until the baby breastfeeds on his

own (Roesli, 2019). Another definition states that early initiation of breastfeeding is the process of letting the baby breastfeed on its own after its birth within 1 hour or more on the mother's chest (IDAI, 2020).

More than half of women did not implement EIB. Thus, healthcare workers need to provide encouragement through an easy-to-understand approach so that women are interested and encouraged to implement EIB. There is also a need for a demonstration method so that women can understand material regarding the implementation of EIB delivered by healthcare workers. In addition, women should actively seek information about EIB either through counseling from healthcare workers or from the media so that EIB can be implemented properly.

Description of the Level of Knowledge of Women in the Third trimester of Pregnancy

Based on the results of the study, it was shown that less than half (42.9%) of women in the third trimester of pregnancy had a poor level of knowledge. Lack of knowledge can be due to the women have not been exposed to information. As a result, they did not implement EIB properly.

The number of women who had a low level of knowledge found in this study was lower than those found in a study conducted by (Irnawati, 2018) at Tanjungsari CHC of Sumedang which showed that 66.5% of women had a poor level of knowledge, but higher than those found in a study conducted by (Yuriani & Sari, 2021), which showed that 36.5% and 33.6%. of women had a poor level of knowledge, respectively (Putrianti, 2019).

Knowledge is the result of knowing, and occurs after people sense a particular object. Sensing occurs through the five human senses, namely the senses of sight, hearing, smell, taste and touch. Most of human sensing is obtained through the eyes and ears (Notoatmodjo, 2017).

Knowledge is a combination of experiences, values, contextual information, and expertise that provides a framework for assessing and integrating new experiences and information. This means that knowledge is different from information. Information becomes knowledge through processes such as comparison, consequence, linking, and discussion (Notoatmodjo, 2017). Knowledge is the result of remembering something, including recalling events that have been experienced either intentionally or unintentionally and this occurs after people make contact or observation of a particular object (Sudarma, 2018).

Knowledge is a justified true believe. An individual justifies the truth of his beliefs based on his observations of the world. In this definition, knowledge is a construction of reality, rather than something that is true in the abstract. Knowledge creation involves feelings and belief systems and such feelings or belief systems can be unconsciously experienced (Oktaviani, 2018).

Less than half of women had a poor level of knowledge. Thus, pregnant women should actively seek information from healthcare workers or the media, as well as participating in counseling about EIB

provided by healthcare workers, and actively consulting with healthcare workers to obtain accurate information about EIB implementation.

Description of Motivation of Women in the Third trimester of Pregnancy

Based on the results of the study, it was shown that less than half (30.6%) of women in the third trimester of pregnancy had low motivation. Such low motivation was due to the women were not aware of the importance of EIB for babies and mothers on the first day of birth, namely to establish affection between mother and baby and also to support the success of exclusive breastfeeding. Furthermore, it was also due to the conditions of the mother and baby during childbirth. For example, postpartum pain and anxiety, babies who are less active in sucking the mother's nipples. As a result, women with low motivation did not implement EIB despite the recommendations of midwives or healthcare workers.

The number of women who had low motivation found in this study was lower than those found in a study conducted by (Suciawati, 2017), which showed that 60.3% of women had low motivation for EIB. Similar finding was also found in a study conducted by (Manongga, 2020) which showed that 55.4% of women had low motivation.

Breastfeeding is the process of giving food to babies from the breast and there are benefits of breastfeeding for both the mother and the baby. Encouragement to breastfeed is very important to increase breastfeeding success (Roesli, 2019). Motivation is a behavioral activity that works in an effort to meet the desired needs. Motivation comes from the word motive which comes from motion which means “movement” or something that moves. In a broader sense, motive means stimulation, encouragement, or driving a behavior (Sudarma, 2018).

Motivation consists of intrinsic and extrinsic motivation. Intrinsic motivation is motivation that grows and develops within a person which will further influence that person to do something of value and meaning. Meanwhile, extrinsic motivation arises from outside a person's self and then encourages the person to build and foster the person's motivational spirit. Breastfeeding process will be successful if, intrinsic factors from the mother encourage breastfeeding success. However, giving extrinsic motivation in the form of assistive devices will make extrinsic motivation changes into intrinsic motivation for breastfeeding, so that the motivation of postpartum women to breastfeed their babies becomes stronger (Notoatmodjo, 2017)

Less than half of women had low motivation. Thus, healthcare workers need to provide encouragement through an easy-to-understand approach such as the demonstration method or using leaflets so that women are interested and encouraged to implement EIB. There is also a need for a demonstration method so that women can understand material regarding the implementation of EIB delivered by healthcare workers. In addition, women should consult with or share the complaints related to the implementation of EIB to healthcare workers.

Relationship between Knowledge and the Implementation of EIB among Women in Third Trimester of Pregnancy

Based on the results of the study, it was shown that there was a relationship between knowledge and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of with a ρ value = 0.027. The existence of this relationship was due to knowledge is the basis for the formation of action or behavior, meaning that the implementation of EIB in this study was based on knowledge. However, there were women with a poor level of knowledge but implemented EIB. It was due to the active role of midwives or healthcare workers which is very important for the success of EIB.

The study finding is in line with a study conducted by (Irnawati, 2018) regarding relationship between knowledge and the implementation of Early Initiation of Breastfeeding at Tanjungsari CHC of Sumedang which showed that there a relationship between maternal knowledge and the implementation of early initiation of breastfeeding with a ρ value of 0.000. The study finding is also in line with a study conducted by (Putrianti, 2019) which showed that there was a relationship between maternal knowledge and the success of Early Initiation of Breastfeeding (ρ -value=0.002). Such finding is also in line a study conducted by (Yuriani & Sari, 2021) regarding relationship between maternal knowledge, maternal education and family support with early initiation of breastfeeding among postpartum women which showed that there was a relationship between maternal knowledge and the implementation of early initiation of breastfeeding with ρ value = 0.000.

The study finding is in line with the theory that the maternal level of knowledge determines the success of the implementation of early initiation of breastfeeding. Women who can implement early initiation of breastfeeding for their babies should not just give it away to their babies, instead really understand the benefits of Early Initiation of Breastfeeding for mothers and their babies. Through such understanding, women can give exclusive breastfeeding to their babies until the age of 6 months (Heriani, 2017).

There was a relationship between the level of knowledge and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy. Thus, healthcare workers should increase maternal knowledge through counseling or providing health education, especially for women in the third trimester of pregnancy. In addition, women should consult with or share the complaints related to the implementation of EIB to healthcare workers.

Relationship between Motivation and the Implementation of EIB among Women in Third Trimester of Pregnancy

Based on the results of the study, it was shown that there was a relationship between motivation and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester

of pregnancy with a ρ value = 0.027. It can be interpreted that the better the motivation, the better the implementation of EIB, and vice versa.

The study finding is in line with a study conducted by (Suciawati, 2017) regarding elements related to the success of early initiation of breastfeeding, which showed that motivation was related to successful early initiation of breastfeeding (ρ -value=0.000). Such finding is also in line with the result of a study conducted by (Manongga, 2020) regarding factors related to Early Initiation of Breastfeeding which showed that there was a relationship between maternal motivation and early initiation of breastfeeding with a ρ value of 0.040.

The study finding is in line with the theory that implementation of early initiation of breastfeeding is influenced by maternal motivation. Motivated mothers realize that the implementation of early initiation of breastfeeding is an important moment that cannot be missed since there will be an extraordinary bond between the baby and the mother in the first 1 hour. Such bond is as a form of affection and introduction of the baby to the wider world environment and as support for the success of breastfeeding in the future (Ansriana, 2020).

The study finding is in line with the theory that the implementation of EIB requires maternal motivation. Without a motivation, EIB is difficult to be implemented by the mother, because a strong encouragement of the mother will lead to successful EIB (Notoatmodjo, 2017).

There was a relationship between motivation and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy. Thus, healthcare workers need to provide encouragement through an easy-to-understand approach so that women are interested and encouraged to implement EIB. There is also a need for a demonstration method so that women can understand material regarding the implementation of EIB delivered by healthcare workers. In addition, women should consult with or share the complaints related to the implementation of EIB to healthcare workers.

Conclusion and Recommendation

Based on the results of the study, the following conclusions were obtained: More than half (57.1%) of women in the third trimester of pregnancy Less than half (42.9%) of women in the third trimester of pregnancy had a poor level of knowledge. Less than half (30.6%) of women in the third trimester of pregnancy had low motivation. There was a relationship between the level of knowledge and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy, with a ρ value = 0.027. There was a relationship between motivation and the implementation of early initiation of breastfeeding (EIB) among women in the third trimester of pregnancy with a ρ value = 0.027.

The recommendations are addressed to PMB Evi Febriana, S.ST. Midwives should increase the provision of counseling or health education to women in the third trimester of pregnancy regarding the implementation of EIB which can be easily understood through demonstration, by motivating women to implement EIB and helping them when experiencing problems during the implementation of EIB. Furthermore, pregnant women should actively seek information from healthcare workers or the media, as well as participating in counseling about EIB provided by healthcare workers, and actively consulting with healthcare workers for the smooth implementation of EIB. The last, further researchers are expected to be able to increase faith and piety. The results of this study can be further developed in the future by observing other variables or by applying different research designs.

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