

The Role of Supporting Factors in the Implementation of Early Breastfeeding Initiation (IMD) in Post Partum Mothers (Case Study in Puskesmas Area Kedungjajang District Lumajang Regency).

Kartika Dinda Aprilia Nilasari
Study Program of Clinical nutrition
Majoring of Health

ABSTRACT

Early Breastfeeding Initiation (IMD) is the right program as the first step to start giving exclusive ASI. IMD is that let the baby's skin contact with her/his mother's skin. The baby will do motion and search her/his mother's nipple, put her/his mother's nipple to her/his mouth correctly and suck it into an hour for her/his first life.. The factors which can influence the implementation of IMD, such as predisposition, supporting factor, or reinforcing factor (the role of health staffs, society leaders/ religious leaders/ traditional leaders and supports from family/ husband). The purpose of this research is to know the role of reinforcing factor which influences the implementation of Early Breastfeeding Initiation (IMD) in post partum mother in work area Puskesmas Kedungjajang District Lumajang Regency. The type and design of research is descriptive qualitative. Informant in this research is a midwife, post partum mother, family from post partum mother by amount of minimal informant for that are chosen by snowball sampling method and participative approach. The data that is used to conclude a conclusion through efforts to determine characteristics Based on the results of research and observation, midwives already understand what is IMD and its benefits, so the midwife performs its role well in the successful implementation of IMD. However, the family still does not really understand what IMD is and its benefits, but it does not diminish the role of the family in the successful implementation of the IMD, . In conclusion, the role and support provided by both midwives and families has been successful in influencing post partum mothers in implementing IMD

Keywords: *Early Breastfeeding Initiation, Role, Supporting Factor*