

FACTORS ASSOCIATED WITH THE SOCIAL AND CULTURAL VALUES OF PREGNANT WOMEN ABOUT EXCLUSIVE BREASTFEEDING

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ABSTRACT

Background: The successful implementation of exclusive breastfeeding is largely determined by the motivation and readiness of the mother since pregnancy. In a society with strong culture and tradition, preparation to exclusive breastfeeding practice is strongly influenced by the mother's belief in the social and cultural values of the community associated with breastfeeding. This study aimed to determine the factors associated with the social and cultural values of pregnant women about exclusive breastfeeding.

Subjects and Method: This was a cross sectional study conducted in Surakarta, Central Java, from April to August 2015. A sample of 150 pregnant women was selected by proportional random sampling. The dependent variable was socio-cultural value of exclusive breastfeeding. The independent variables were knowledge, information access, and family support. The data were measured by questionnaire and analyzed with logistic regression.

Results: The socio-cultural values of exclusive breastfeeding was significantly associated with mother's knowledge (OR= 1.51, 95% CI= 1.09 to 2.07; p= 0.012), but not significantly associated with information access (OR= 1.12; 95% CI= 0.99 to 1.27; p= 0.068), family support (OR= 1.09; 95% CI= 0.96 to 1.25; p= 0.154), and support of health workers (OR= 0.967; 95% CI= 0.90 to 1.03; p= 0.328).

Conclusion: The socio-cultural values of exclusive breastfeeding is significantly associated with mother's knowledge, but not significantly associated with information access, family support, and support of health workers.

Keywords: exclusive breastfeeding, socio-cultural value

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