

ABSTRAK

HUBUNGAN PEKERJAAN IBU DENGAN PEMBERIAN SUSU FORMULA PADA BAYI 6-12 BULAN DI WILAYAH KERJA PUSKESMAS MATANDAH I KABUPATEN KONAW E UTARA SULAWESI TENGGARA

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Data WHO dan UNICEF menunjukkan bahwa pemberian susu formula pada bayi masih tinggi dan meningkatkan risiko kematian, khususnya pada bulan pertama kehidupan. Di Sulawesi Tenggara, cakupan ASI eksklusif 2023 hanya 66,42%, lebih rendah dari target nasional 80%, dengan Konawe Utara terendah 61,88%, dipengaruhi praktik susu formula prelakteal. Penelitian ini bertujuan menilai hubungan pekerjaan ibu dengan pemberian susu formula pada bayi 6–12 bulan di wilayah kerja Puskesmas Matandahi, Kabupaten Konawe Utara, Sulawesi Tenggara.

Penelitian ini menggunakan metode observasional analitik dengan desain *cross-sectional*. Sampel sebanyak 50 responden diperoleh melalui teknik total sampling. Analisis data dilakukan menggunakan uji Chi-Square untuk menilai hubungan antara pekerjaan ibu dan pemberian susu formula.

Hasil penelitian menunjukkan bahwa dari 39 ibu rumah tangga, sebagian besar memberikan susu formula (54%), sedangkan dari 9 ibu wiraswasta, sebagian besar juga memberikan susu formula (8%). Sebaliknya, kedua responden yang berstatus Pegawai Negeri Sipil tidak memberikan susu formula.

Analisis menggunakan *Chi-Square* menunjukkan nilai $p = 0,04 < 0,05$, yang artinya adanya hubungan yang signifikan antara pekerjaan ibu dengan pemberian susu formula pada bayi usia 6–12 bulan di wilayah kerja Puskesmas Matandahi, Kabupaten Konawe Utara, Sulawesi Tenggara.

Pekerjaan ibu berperan dalam praktik pemberian susu formula, sehingga diperlukan upaya peningkatan edukasi, dukungan sosial, dan strategi promosi ASI eksklusif, terutama bagi kelompok ibu rumah tangga.

Kata kunci: pekerjaan ibu, pemberian susu formula

ABSTRACT

THE RELATIONSHIP BETWEEN MATERNAL EMPLOYMENT AND THE PROVISION OF FORMULA MILK TO INFANTS AGED 6–12 MONTHS IN THE SERVICE AREA OF MATANDAHU COMMUNITY HEALTH CENTER NORTH KONAWA REGENCY SOUTHEAST SULAWESI

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Data from the World Health Organization (WHO) and UNICEF indicate that the practice of giving formula milk to infants remains high and increases the risk of mortality, particularly during the first month of life. In Southeast Sulawesi, the exclusive breastfeeding coverage in 2023 was only 66.42%, below the national target of 80%, with North Konawe Regency recording the lowest coverage at 61.88%, influenced in part by the practice of prelacteal formula feeding. This study aimed to assess the relationship between maternal occupation and the provision of formula milk for infants aged 6–12 months in the working area of Matandahi Community Health Center, North Konawe Regency, Southeast Sulawesi.

This study employed an analytic observational method with a cross-sectional design. A total of 50 respondents were selected using a total sampling technique. Data were analyzed using the Chi-Square test to examine the association between maternal occupation and formula milk provision.

The results showed that among 39 housewives, the majority provided formula milk (54%), while most of the 9 self-employed mothers also gave formula milk (8%). In contrast, both respondents working as civil servants did not provide formula milk. The Chi-Square analysis showed a p-value of 0.04 (<0.05), indicating a significant relationship between maternal occupation and the provision of formula milk for infants aged 6–12 months in the study area.

Maternal occupation plays a role in the practice of formula feeding, highlighting the need for enhanced education, social support, and strategies to promote exclusive breastfeeding, particularly among housewives.

Keywords: maternal occupation, formula milk feeding