

The Relationship Between Information Sources and the Attitudes of Breastfeeding Mothers in the Success of Exclusive Breastfeeding at PMB Bdn. Tri Utami Sari, S.SiT

Umi Khasanah¹, Hasna Try Aryani¹, Fitriani Nur Damayanti¹, Ariyani Lutfitasari¹

¹Undergraduate Midwifery Study Program, Universitas Muhammadiyah Semarang, Indonesia

*Correspondence to: umikhasanah@unimus.ac.id

Abstract: **Background:** Exclusive breastfeeding is an important factor in maternal and infant health, but its success rate in Indonesia, including in Semarang, is still low. One of the factors that influences the success of exclusive breastfeeding is the source of information and the attitude of breastfeeding mothers. **Purpose:** To analyze the relationship between information sources and the attitudes of breastfeeding mothers in the success of exclusive breastfeeding at PMB Bdn. Tri Utami Sari, S.SiT using a quantitative research approach. **Method:** A quantitative study with a cross-sectional design was conducted on 51 breastfeeding mothers at PMB Bdn. Tri Utami Sari, S.SiT. Data were collected through questionnaires to identify information sources and maternal attitudes, analyzed using the Spearman Rho test. **Result:** The majority of mothers (82.4%) exhibited a positive attitude toward exclusive breastfeeding, with the primary information source being healthcare providers (23.5%). Statistical analysis revealed a moderate positive correlation ($r = 0.388$) that was statistically significant ($p = 0.005$) between information sources and maternal attitudes. Healthcare providers and mass media supported positive attitudes, while family influence tended to correlate with negative attitudes. **Conclusion:** There is a significant relationship between information sources and the attitudes of breastfeeding mothers, where information from healthcare providers enhances positive attitudes toward the success of exclusive breastfeeding.

Keywords: exclusive breastfeeding, information sources, attitudes of breastfeeding mothers

How to Cite: Khasanah, U., Aryani, H. T., Damayanti, F. N., & Lutfitasari, A. (2026). The Relationship Between Information Sources and the Attitudes of Breastfeeding Mothers in the Success of Exclusive Breastfeeding at PMB Bdn. Tri Utami Sari, S.SiT. *Jurnal Kebidanan*. 15(1), 59-63.

DOI: <http://dx.doi.org/10.26714/jk.15.1.2026.59-63>

Introduction

Breast milk is a natural food for babies, consisting of a mixture of fat, protein, lactose, and inorganic salts. It is produced by the mother's mammary glands during lactation and is essential for the baby's growth and development. During pregnancy, the mother's body prepares for milk production through changes in the breasts. (Hajifah et al., 2022).

According to the World Health Organization (WHO), the global average for exclusive breastfeeding will only reach 41% by 2023. In Indonesia, the exclusive breastfeeding rate remains low, despite improvements in some regions, such as Central Java Province, which recorded a figure of 78.71% in 2022. However, in urban areas such as Semarang City, this figure is still far from the national target of 55.4%, due to a lack of knowledge, support from medical personnel, socio-cultural factors, and time and facility constraints for working mothers. (Badan Statistik Provinsi Jawa Tengah, 2023).

The government has issued policies related to exclusive breastfeeding through the Decree of the Minister of Health No. 450/MENKES/SK/VI/2004 and Government Regulation No. 33 of 2012, which require exclusive breastfeeding for 6 months without additional food or drink, except in certain medical conditions. Furthermore, the RUU KIA in UU No. 4 of 2024 provides working mothers with the right to up to 6 months of leave to exclusively breastfeed, complete with facilities such as lactation rooms. (Hasnah dan Ramadhani, 2024; Pangestika, 2024).

Efforts to raise maternal awareness about the importance of exclusive breastfeeding are also being carried out through technology. Research by Elvina and Suryantara (2022) showed that the Android-based application "Smart Breastfeed Mom" effectively increased mothers' knowledge and attitudes toward exclusive breastfeeding. Furthermore, information sources such as television, social media, newspapers, books, and health services also play a significant role in shaping positive knowledge and attitudes toward breastfeeding (Widiastuti, 2023).

The WHO recommends seven lactation contact points as a guide to monitoring breastfeeding: at 27 weeks, 36 weeks, early initiation of breastfeeding, postpartum, and at 7 days, 14 days, and 40 days. These contacts aim to provide education, detect breastfeeding problems, ensure proper positioning and attachment, evaluate the baby's weight, and prepare the mother for her return to work. (Siregar dan Nasution, 2023).

However, a preliminary study at the Tri Utami Sari, S.SiT, Independent Midwifery Practice (PMB), revealed that the seven lactation contact points were not fully met, particularly at the seventh visit when the baby was 40 days old. This was due to patients preferring to visit the community health center due to limited vaccine availability at the PMB.

Based on this phenomenon, the researchers were interested in conducting a study entitled: "The Relationship Between Information Sources and Breastfeeding Mothers' Attitudes and the Success of Exclusive Breastfeeding at the Tri Utami Sari, S.SiT, Independent Midwifery Practice."

Method

A quantitative study with a cross-sectional design was conducted on 51 breastfeeding mothers at PMB Bdn. Tri Utami Sari, S.SiT. Data were collected through a questionnaire to identify sources of information and mothers' attitudes, and analyzed using the Spearman Rho test.

Results and Discussion

a. Demographic Characteristics of Breastfeeding Mothers

1) Mom's Age

Most mothers (96.1%) are within a healthy reproductive age (20–35 years), which is the optimal range for breastfeeding (Hayati et al., 2024). This age is considered ideal because the mother's reproductive and psychological organs are mature, increasing the likelihood of successful breastfeeding (Purnamasari, 2022). Good breast milk production and stable emotional support are more likely in mothers within this optimal age range.

2) Parity

More than half of mothers (62.7%) are multiparous, meaning they have previous breastfeeding experience (Amiruddin et al., 2023). This experience influences better breastfeeding knowledge and techniques, increases self-confidence, and helps overcome challenges during the breastfeeding process (Retnawati et al., 2022). This contrasts with primiparas, who tend to face more obstacles due to their lack of experience. (Nugraha et al., 2022).

3) Religion

The majority of mothers (76.5%) are Muslim, who teach the importance of breastfeeding as a form of love and responsibility for their children (Utami et al., 2021). In Islamic teachings, breastfeeding is not only an obligation but also a spiritual act of worship (Munthe et al., 2025). Support from religious leaders is crucial in motivating mothers to consistently provide exclusive breastfeeding. (Henry Imbar et al., 2023).

4) Level of education

Most mothers (37.3%) had a high school education, and the higher the mother's education level, the more likely she was to exclusively breastfeed (Fitriani et al., 2021). Mothers with a good education generally have a better understanding of the benefits of breastfeeding and proper breastfeeding techniques (Sigit et al., 2024). Low education can be a barrier, so interventions such as counseling are needed to increase breastfeeding awareness and practice (Asnidawati et al., 2021).

5) Job

Mothers working as private sector employees dominate (35.3%). Although work often presents challenges to maintaining exclusive breastfeeding, strategies such as storing breast milk or breastfeeding while with the baby can be implemented (Chumaira et al., 2024). Support from the work environment and family is crucial in helping mothers maintain optimal breastfeeding even when holding other jobs. (Winarti et al., 2021).

b. Characteristics of Breastfeeding Counseling Visits

Most mothers seek information about breastfeeding from the beginning of pregnancy, namely :

1) At 28 weeks pregnant: 52.9% of mothers began seeking information.

2) At 36 weeks pregnant: 54.9% of mothers actively sought additional information (Hedianti et al., 2023).

3) After giving birth:

a) Early Initiation of Breastfeeding (IMD) was practiced by 56.9% of mothers, which involves direct skin-to-skin contact between mother and baby within the first hour after birth. IMD helps strengthen bonding, stimulates the production of the hormone oxytocin, and increases the chances of successful breastfeeding. (Wahyuni & S., 2022; Nidaa et al., 2022).

- b) Breastfeeding information within 24 hours after birth was received by 58.8% of mothers, which helped improve breastfeeding knowledge and skills from the start. (Batjo et al., 2021).
- 4) Seeking information when the baby is 7 days old: 64.7% of mothers actively seek additional guidance.
 - 5) Seeking information when the baby is 14 days old: 64.7% of mothers continue to update their knowledge (Dewi et al., 2022).
 - 6) Seeking information when the baby is 40 days old: 60.8% of mothers are still looking for solutions to breastfeeding problems that arise. (Hedianti et al., 2023).

The involvement of health workers, health cadres, and social media in providing education is crucial for improving breastfeeding knowledge and skills (Sukmawati et al., 2021). Early education, both through prenatal and postpartum counseling, helps mothers feel more confident and prepared for the breastfeeding process. (Khasanah et al., 2023).

c. Sources of Information for Breastfeeding Mothers

Sources of Information for Breastfeeding Mothers is:

- 1) Health workers (23.5%), who are the most trusted source of information and relevant (Damayanti et al., 2021).
- 2) Family (17.6%), which provides emotional and practical support (Lubis et al., 2022).
- 3) Books (19.6%) and mass media (15.7%), which provide theoretical \
- 4) Social media (13.7%) and teachers (9.8%), which help in spreading knowledge about breastfeeding (Safitri et al., 2021).

Health workers play a crucial role in providing education about lactation, breastfeeding techniques, and the benefits of exclusive breastfeeding (Fauziah, 2024). They also help address common problems mothers face, such as sore nipples or insufficient milk supply. Support from family, especially husbands and parents, is also crucial in increasing a mother's self-efficacy and motivation to continue breastfeeding. (Rochmawati et al., 2021).

d. The Attitude of Breastfeeding Mothers in the Success of Exclusive Breastfeeding

- 1) Most mothers (82.4%) have a positive attitude towards exclusive breastfeeding (Erfiyani, 2020). Factors influencing this positive attitude include:
- 2) Good knowledge about the benefits of breast milk (Sabilla et al., 2022).
- 3) Family support, which increases the mother's self-confidence and commitment. (Natalia et al., 2020).
- 4) Education from health workers, which provides accurate and practical information (Rahayuningsih et al., 2021).
- 5) Easy access to information, either through social media, books, or counseling.

In contrast, mothers with negative attitudes (17.6%) generally face obstacles such as lack of knowledge, work pressure, or lack of support from the environment. (Masrurh et al., 2022).

e. The Relationship between Information Sources and Breastfeeding Mothers' Attitudes

Analysis using the Spearman Rho test showed a moderate positive relationship between information sources and maternal breastfeeding attitudes ($r = 0.388$; $p = 0.005$) (Lubis et al., 2022). This means that the more diverse and high-quality information sources mothers use, the more positive their attitudes toward exclusive breastfeeding.

Factors that influence this relationship include:

- 1) Family support, which increases knowledge and positive encouragement (Rochmawati et al., 2021).
- 2) The role of health workers, who provide technical education and motivation (Fauziah, 2024).
- 3) Use of mass and social media, which makes it easier to access information (Safitri et al., 2021).
- 4) Educational activities, such as school curricula that educate students about the importance of breastfeeding. (Kusumaningrum, 2021).

Synergy between families, the media, and health workers is crucial to creating a conducive environment for breastfeeding mothers. With this combined support, mothers are more likely to maintain a positive attitude and successfully breastfeed exclusively for the first six months of their baby's life.

Conclusion

- a. Characteristics of Breastfeeding Mothers at PMB Bdn. Tri Utami Sari, S.SiT, who are of healthy reproductive age (96.1%), multiparous (62.7%), and have a high school education (37.3%).
- b. The most common source of information comes from health workers (23.5%), followed by books (19.6%), and family (17.6%), with family tending to be correlated with negative attitudes (88.9%).
- c. The majority of breastfeeding mothers have a positive attitude toward the success of exclusive breastfeeding (42 women (82.4%), compared to a negative attitude (17.6%).

- d. There is a moderate positive relationship ($r = 0.388$) but is significant ($p = 0.005$) between information sources and breastfeeding attitudes, with health workers and the mass media supporting positive attitudes (100%), while family is associated with negative attitudes.

Authors' Contribution

All authors contributed equally to every aspect of this research, from the initial study design and data collection to the analysis, interpretation, manuscript preparation, and critical revisions. All authors have read and approved the final version for submission.

Conflict of Interests Statement

The authors declare no conflict of interest.

Data Availability

The dataset presented in the study is available on request from the corresponding author during submission or after publication.

Informed Consent

Written informed consent was obtained from the participants.

References

- Batjo, A., Suryani, D., & Pratiwi, N. (2021). The effect of lactation management education on mothers' motivation and readiness for exclusive breastfeeding in hospitals. *Ventilator Journal*, 2(2).
- Central Java Provincial Statistics Agency. (2023). *Central Java provincial health profile 2023*.
- Damayanti, E., Asmawati, A., & Dahrizal, D. (2021). Breastfeeding education and supervision can prevent post-cesarean section breast swelling in mothers. *Integrated Nursing Journal*, 3(2), 61. <https://doi.org/10.32807/jkt.v3i2.203>
- Dewi, E., Sinuhaji, L., Tarigan, E., Doddy, M., Simanjuntak, S., Purba, E., . . . Sari, M. (2022). Health promotion to improve postpartum mothers' knowledge of breastfeeding techniques with the incidence of sore nipples at the Deby Cyntia Yun clinic in 2022. *Jukeshum Journal of Community Service*, 2(2), 214–218.
- Erfiyani, R. (2020). Factors related to exclusive breastfeeding behavior in Pegirian Village, Semampir District, Surabaya City. *Medical Technology and Public Health Journal*, 4(1), 91–100. <https://doi.org/10.33086/mtphj.v4i1.702>
- Fauziah, N., Marfuah, D., & Riono, P. (2024). Characteristics of exclusive breastfeeding mothers in the development village of company's Corporate Social Responsibility (CSR). *Journal of Health Science and Technology*, 3(1), 22–28. <https://doi.org/10.52234/jstk.v4i1.221>
- Fitriani, H., Yulianti, R., & Susanti, D. (2021). The effect of maternal education level on the success of exclusive breastfeeding. *Journal of Midwifery and Nursing*, 14(1), 45–50.
- Hajifah, T., Kesumadewi, T., & Immawati. (2022). Implementation of health education on exclusive breastfeeding to improve breastfeeding mothers' knowledge at the Purwosari Community Health Center. *Jurnal Cendikia Muda*, 2(3), 423–428.
- Hayati, S., Rahayu, I., & Iklima, N. (2024). Relationship between nutritional intake and smooth breastfeeding of mothers who have babies aged 0–6 months. *Journal of Maternity Care and Reproductive Health*, 6(4). <https://doi.org/10.36780/jmcrh.v6i4.12282>
- Hedianti, D., Varera, Y., & Rachmah, Q. (2023). Education and cooking demonstrations for pregnant and breastfeeding mothers on exclusive breastfeeding and stunting in the Rungkut Tengah Subdistrict, Surabaya City. *Media Gizi Kesmas*, 12(2), 980–987. <https://doi.org/10.20473/mgk.v12i2.2023.980-987>
- Imbar, H., et al. (2023). Training on exclusive breastfeeding counseling mechanisms. *Jurnal Pengabdian Masyarakat*, 4(3), 3015–3022.

- Lubis, T., Gurnida, D., Nurihsan, A., Susiarno, H., Effendi, J., & Yuniati, T. (2022). The relationship between knowledge, attitudes, family support, the role of health workers, and breastfeeding rights on exclusive breastfeeding patterns among working mothers in the industrial sector with breastfeeding facilities. *Indonesian Nutrition*, 45(1), 59–66. <https://doi.org/10.36457/gizindo.v45i1.497>
- Munthe, F. R., & Ihsan, I. (2025). Number of breastfeeding sucks in Rada'Ah: The amount of breastfeeding in Rada'Ah. *Jurnal Intelek Insan Medika*, 2(1), 1113–1119.
- Natalia, R., & Rustina, Y. (2020). The influence of family and peer support on mothers breastfeeding neonatally in hospitals: A literature review. *Indonesian Journal of Nursing Education*, 6(1). <https://doi.org/10.17509/jpki.v6i1.23179>
- Nidaa, I., & Hadi, E. N. (2022). Early initiation of breastfeeding (IMD) as an initial effort for exclusive breastfeeding: A scoping review. *Indonesian Journal of Midwifery Research*, 6(2), 58–67.
- Nugraha, N. D., & Andini, D. M. (2022). The relationship between early initiation of breastfeeding (IMD) and parity on breast milk production in postpartum mothers. *Journal of Nursing & Health*, 7(1), 76–81.
- Pangestika, Q. E. (2024). The impact on employment of the maternal and child welfare bill. *Journal on Education*, 6(4), 19271–19282.
- Retnawati, S. A., & Khoriyah, E. (2022). The relationship of parity with exclusive breast milk in infants aged 7–12 months. *Estu Utomo Health Science-Jurnal Ilmiah Kesehatan*, 16(1), 15–19.
- Rochmawati, R., Kusmintarti, A., Fary, V., Elfaristo, L., Pembayun, E., Hayuningsih, S., . . . Y, S. (2021). Improving the capacity of breastfeeding mothers through health education on exclusive breastfeeding during the COVID-19 pandemic. *Sasambo Jurnal Abdimas (Journal of Community Service)*, 3(2), 76–82.
- Sabilla, M., & Ariasih, R. (2022). Analysis of breastfeeding self-efficacy in breastfeeding mothers. *Jurnal Semesta Sehat (J-Mestahat)*, 2(1), 11–18. <https://doi.org/10.58185/j-mestahat.v2i1.84>
- Safitri, V., Pangestuti, D., & Kartini, A. (2021). The effect of educational videos on mothers' knowledge and attitudes regarding exclusive breastfeeding at Bulu Lor Community Health Center 2021. *Indonesian Public Health Media*, 20(5), 342–348. <https://doi.org/10.14710/mkmi.20.5.342-348>
- Siregar, S. L. F., & Nasution, S. S. (2023). Effect of seven-contact breastfeeding on the knowledge, motivation, and ability of breastfeeding during the first eight-weeks postpartum. *Malaysian Journal of Medicine and Health Sciences*, 18(2), 119–123.
- Sukmawati, E. S. E., Didik, N. D. N. I. N., Imanah, N., & Suwariyah, P. (2021). Pengaruh pendampingan kader kesehatan terhadap keberhasilan menyusui untuk memberikan ASI eksklusif. *Jurnal Kebidanan Indonesia*, 12(2).