

## ABSTRAK

**Latar Belakang:** Pemberian ASI eksklusif masih belum mampu memenuhi target nasional, yang tertuang dalam *millenium development goals* (MDGs) tahun 2015. Beberapa peraturan dan undang-undang telah dikeluarkan pemerintah, namun belum membuahkan hasil yang diharapkan, bahkan beberapa intervensi juga telah dilakukan untuk meningkatkan pemberian ASI eksklusif ini di masyarakat. Salah satu cara yang dapat dilakukan adalah melibatkan kader posyandu dengan memberikan pelatihan. Namun, selama ini belum ada modul pelatihan yang sesuai dengan kebutuhan kader posyandu. **Tujuan:** Mengidentifikasi pengaruh pelatihan menggunakan modul promosi ASI eksklusif yang sesuai kebutuhan kader posyandu, terhadap pelaksanaan promosi ASI eksklusif di masyarakat dan dampaknya pada *breastfeeding self-efficacy* ibu serta durasi menyusui eksklusif. **Metode:** penelitian ini terdiri dari dua tahap, yaitu tahap I untuk *training need assessment* (TNA) dan tahap II penelitian kuantitatif dengan desain *quasi experiment* dengan pendekatan *non-equivalent control group with pretest-posttest design* Sampel penelitian pada tahap I berjumlah 11 kader posyandu. Tahap II dengan jumlah sampel 62 kader posyandu. Uji *paired t test* digunakan untuk melihat perbedaan pengetahuan dan sikap kader sebelum dan setelah pelatihan. Uji *Independent t test* digunakan untuk melihat perbedaan pengetahuan, sikap dan keterampilan serta durasi menyusui eksklusif kedua kelompok. Untuk mengetahui perbedaan praktik lapangan kader kelompok perlakuan dengan kontrol dan *breastfeeding self-efficacy* ibu pada kedua kelompok digunakan uji *Mann Whitney*. **Hasil:** Terdapat perbedaan yang bermakna pada *mean* pengetahuan, sikap, ketrampilan, praktik lapangan kader, *breastfeeding self-efficacy* ibu dan durasi menyusui eksklusif antara kedua kelompok dengan nilai  $p = 0.001$ . **Kesimpulan:** Pelatihan promosi ASI eksklusif kader posyandu dengan menggunakan modul yang disesuaikan dengan kebutuhan kader, efektif terhadap peningkatan kompetensi kader, kemampuan praktik lapangan, *breastfeeding self-efficacy* ibu dan durasi menyusui eksklusif.

**Kata kunci:** ASI eksklusif, kader posyandu, pelatihan kader, durasi menyusui eksklusif, *self-efficacy* ibu menyusui

## ABSTRACT

**Background:** Exclusive breastfeeding (EBF) has not been able to meet the national targets, which is contained in the millenium development goals (MDGs) in 2015. There have been several regulations and laws issued by the government, but have not produced the expected results. One way that can be done is to involve *posyandu* cadres by providing training. Then the modules needed are in accordance with the needs of the cadres. **Aim:** This study aims to identify the effect of training using an EBF promotion module that fits the needs of *posyandu* cadres, on the implementation of EBF promotion in the community and its impact on breastfeeding self-efficacy mothers as well as the duration of EBF. **Methods:** this study consisted of two phase, namely phase I for the training need assessment (TNA) and phase II of quantitative research with a quasi-experimental design with a non-equivalent control group approach with pretest-posttest design. The research sample in the first phase consisted of 11 *posyandu* cadres. Phase II with a total sample of 62 *posyandu* cadres. Paired t test is used to see differences in cadre knowledge and attitudes before and after training. Independent t test is used to see the differences in knowledge, attitudes and skills and duration of exclusive breastfeeding of the two groups. The Mann Whitney test was used to determine the differences in the field practices of the treatment group cadres with control and breastfeeding self-efficacy of the mothers in the two groups. **Results:** There were significant differences in the mean of knowledge, attitudes, skills, cadre field practice, breastfeeding self-efficacy of mothers and duration of exclusive breastfeeding between the two groups with a value of  $p = 0.001$ . **Conclusion:** The training on promotion of exclusive breastfeeding for *posyandu* cadres using modules tailored to the needs of cadres, is effective in increasing cadre competencies, field practice skills, breastfeeding self-efficacy of mothers and duration of exclusive breastfeeding.

**Keywords:** exclusive breastfeeding, *posyandu* cadres, training, duration of exclusive breastfeeding, breastfeeding self-efficacy