

**PROGRAM STUDI ILMU KESEHATAN MASYARAKAT FAKULTAS
KESEHATAN DAN INFORMATIKA**

INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU
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**Analisis Pelaksanaan Program ASI Eksklusif Di Desa Kelumu Wilayah Kerja
UPTD Puskesmas Daik Kabupaten Lingga Kepulauan Riau Tahun 2026**

xii + 136 halaman + 13 Tabel + 9 Lampiran

ABSTRAK

Angka Kematian Bayi masih tinggi, salah satunya dipicu oleh pemberian makanan yang tidak tepat pada bayi di bawah 6 bulan. Cakupan ASI Eksklusif di UPTD Puskesmas Daik masih rendah (27,71% pada tahun 2025), bahkan Desa Kelumu belum mencapai target sama sekali. Penelitian ini bertujuan menganalisis pelaksanaan program ASI Eksklusif di Desa Kelumu dari aspek SDM, sarana prasarana, kepemimpinan, serta faktor pendukung dan penghambat. Penelitian kualitatif deskriptif ini menggunakan teknik *purposive sampling* dengan 8 informan (Kepala Puskesmas, Penanggung Jawab KIA, Bidan/Perawat Pustu, Kader, dan Ibu bayi 7-24 bulan). Data dikumpulkan melalui wawancara, observasi, dan studi dokumentasi. Keabsahan data diuji melalui triangulasi, lalu dianalisis menggunakan model interaktif Miles dan Huberman. Pelaksanaan program telah terintegrasi dalam pelayanan KIA (ANC, Posyandu, kelas ibu, kunjungan rumah). Namun, efektivitas program terhambat oleh SDM. Jumlah nakes cukup, tetapi pelatihan teknis (Konselor ASI) belum merata di tingkat Pustu dan terdapat beban kerja ganda. Belum tersedia ruang laktasi di Pustu serta media cetak edukasi masih terbatas dan kurang efektif bagi masyarakat berliterasi rendah. Dukungan pimpinan kuat melalui arahan, evaluasi berkala, dan inovasi sertifikat bayi lulus ASI. Kentalnya budaya pemberian makanan dini/air tajin, pantangan makan bagi ibu, pengaruh keluarga, serta kendala geografis. Pelaksanaan program ASI Eksklusif di Desa Kelumu sudah berjalan terintegrasi namun belum optimal. Diperlukan pelatihan konselor ASI bagi nakes Pustu, pemanfaatan media edukasi visual, dan pendekatan berbasis keluarga untuk mengatasi hambatan budaya lokal.

Kata Kunci : ASI Eksklusif, Evaluasi Program, Puskesmas, Sosial Budaya.

Daftar Bacaan : 20 (2000-2025)

**PUBLIC HEALTH STUDY PROGRAM FACULTY OF HEALTH AND
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Research, June 2026

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**Analysis of the Implementation of the Exclusive Breastfeeding Program in
Kelumu Village, Working Area of UPTD Daik Public Health Center, Lingga
Regency, Riau Islands Province, 2026**

xii + 136 halaman + 13 Tabel + 9 Lampiran

ABSTRACT

Infant mortality remains a public health concern, with inappropriate feeding practices among infants under six months being one of the contributing factors. The coverage of exclusive breastfeeding at UPTD Daik Public Health Center was only 27.71% in 2025, while Kelumu Village had not achieved the expected target. This study aimed to analyze the implementation of the exclusive breastfeeding program in Kelumu Village in terms of human resources, facilities, leadership, and supporting and inhibiting factors. This study used a descriptive qualitative method involving eight informants selected through purposive sampling, including the Head of the Public Health Center, MCH coordinator, midwives/nurses, health cadres, and mothers of infants aged 7–24 months. Data were collected through interviews, observation, and documentation, and analyzed using the Miles and Huberman model with triangulation to ensure data validity. The results showed that the exclusive breastfeeding program had been integrated into MCH services through ANC, Posyandu, maternal classes, and home visits, but its implementation was not optimal. The main barriers included limited breastfeeding counselor training, multiple workloads, the absence of a lactation room, limited educational media, early feeding practices, cultural beliefs, family influence, and geographical barriers. Leadership support was demonstrated through guidance, periodic evaluation, and the certificate innovation for infants completing exclusive breastfeeding. The exclusive breastfeeding program in Kelumu Village has been implemented but requires strengthening. Breastfeeding counselor training, visual educational media, and family-based approaches are recommended to improve program implementation and exclusive breastfeeding coverage.

Keywords : Exclusive Breastfeeding, Program Evaluation, Public Health
Center, Socio-Cultural Factors.

References : 20 (2000–2025)