

ABSTRAK

Pemberian ASI eksklusif berperan penting dalam memenuhi kebutuhan nutrisi, meningkatkan kekebalan tubuh, serta mendukung pertumbuhan dan perkembangan bayi. Keberhasilannya dipengaruhi oleh persiapan menyusui yang dilakukan sejak masa kehamilan, salah satunya melalui pengetahuan ibu tentang ASI eksklusif. Penelitian ini bertujuan mengetahui hubungan pengetahuan tentang ASI eksklusif dengan persiapan menyusui pada ibu hamil trimester III di wilayah kerja Puskesmas Padaherang. Penelitian menggunakan metode kuantitatif dengan desain analitik observasional dan pendekatan *cross-sectional*. Populasi sekaligus sampel penelitian berjumlah 40 ibu hamil trimester III yang dipilih menggunakan teknik *total sampling*. Data dikumpulkan menggunakan kuesioner pengetahuan sebanyak 26 pertanyaan valid dan kuesioner persiapan menyusui sebanyak 25 pernyataan. Analisis data dilakukan secara univariat dan bivariat menggunakan uji korelasi *Spearman Rank*. Hasil penelitian menunjukkan bahwa 24 responden (60,0%) memiliki pengetahuan baik dan 24 responden (60,0%) memiliki persiapan menyusui baik. Uji *Spearman Rank* menghasilkan nilai $p < 0,001$ dan koefisien korelasi sebesar 0,659, yang menunjukkan hubungan positif dan kuat. Disimpulkan bahwa terdapat hubungan yang signifikan antara pengetahuan tentang ASI eksklusif dengan persiapan menyusui. Edukasi laktasi sejak masa kehamilan perlu diperkuat melalui kelas ibu hamil, konseling, demonstrasi teknik menyusui, serta pelibatan keluarga.

Kata kunci: ASI eksklusif, ibu hamil, pengetahuan, persiapan menyusui, trimester III

ABSTRACT

Exclusive breastfeeding plays an essential role in meeting infants' nutritional needs, strengthening immunity, and supporting their growth and development. Its success is influenced by breastfeeding preparation during pregnancy, particularly maternal knowledge of exclusive breastfeeding. This study aimed to determine the relationship between knowledge of exclusive breastfeeding and breastfeeding preparation among third-trimester pregnant women in the working area of Padoherang Public Health Center. This quantitative study employed an observational analytical design with a cross-sectional approach. The population and sample consisted of 40 third-trimester pregnant women selected through total sampling. Data were collected using a knowledge questionnaire comprising 26 valid questions and a breastfeeding preparation questionnaire comprising 25 statements. Univariate and bivariate analyses were conducted using the Spearman rank correlation test. The results showed that 24 respondents (60.0%) had good knowledge and 24 respondents (60.0%) had good breastfeeding preparation. The Spearman rank test yielded $p < 0.001$ and a correlation coefficient of 0.659, indicating a strong positive relationship. It was concluded that knowledge of exclusive breastfeeding was significantly associated with breastfeeding preparation. Lactation education during pregnancy should be strengthened through antenatal classes, individual counseling, breastfeeding technique demonstrations, and family involvement.

Keywords: *breastfeeding preparation, exclusive breastfeeding, knowledge, pregnant women, third trimester*