

**HUBUNGAN RAWAT GABUNG DENGAN MOTIVASI IBU DALAM
MELAKUKAN PEMBERIAN ASI EKSKLUSIF
DI RSUD PANDEGA PANGANDARAN**

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ABSTRAK

Latar belakang: Cakupan ASI eksklusif di Kabupaten Pangandaran tahun 2025 baru mencapai 67,14% (di bawah target nasional 73%). Kegagalan ASI eksklusif berisiko meningkatkan infeksi dan mengganggu tumbuh kembang bayi. Keberhasilan program ini memerlukan motivasi kuat ibu nifas melalui *rooming-in* (rawat gabung). Namun, studi pendahuluan di RSUD Pandega Pangandaran menunjukkan 50% keluarga pasien rawat gabung masih menanyakan susu formula.

Tujuan: Menganalisis hubungan rawat gabung dengan motivasi ibu dalam memberikan ASI eksklusif di RSUD Pandega Pangandaran.

Metode: Penelitian kuantitatif analitik dengan desain *cross-sectional*. Populasi penelitian adalah seluruh ibu nifas persalinan spontan di Ruang Salmon RSUD Pandega Pangandaran pada Juli 2026. Sampel sebanyak 71 responden diambil dengan teknik *total sampling*. Instrumen penelitian menggunakan lembar observasi rawat gabung dan kuesioner motivasi ibu. Data dianalisis menggunakan uji *Chi-Square*.

Hasil: Sebagian besar responden menjalani rawat gabung dengan baik (71,8%). Tingkat motivasi ibu didominasi kategori tinggi (46,4%), diikuti motivasi sedang (28,2%), dan rendah (25,4%). Hasil uji statistik menunjukkan nilai $p\text{-value} = 0,000$ ($\alpha < 0,05$).

Kesimpulan: Terdapat hubungan signifikan antara pelaksanaan rawat gabung dengan motivasi ibu dalam memberikan ASI eksklusif di Ruang Salmon RSUD Pandega Pangandaran. RSUD Pandega disarankan mengoptimalkan fasilitas serta edukasi rawat gabung guna meningkatkan motivasi ibu menyusui.

Kata Kunci: ASI Eksklusif, Ibu Nifas, Motivasi Ibu, Rawat Gabung.

**THE RELATIONSHIP BETWEEN ROOMING-IN AND MATERNAL
MOTIVATION FOR EXCLUSIVE BREASTFEEDING
AT RSUD PANDEGA PANGANDARAN**

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ABSTRACT

Background: Exclusive breastfeeding coverage in Pangandaran Regency in 2025 reached only 67.14%, remaining below the national target of 73%. Failure of exclusive breastfeeding risks increasing infections and impairing infant growth and development. The success of this program requires strong motivation from postpartum mothers, which can be fostered through rooming-in. However, a preliminary study at RSUD Pandega Pangandaran showed that 50% of rooming-in patients' families still inquired about infant formula.

Objective: To analyze the relationship between rooming-in and mothers' motivation to provide exclusive breastfeeding at RSUD Pandega Pangandaran.

Methods: This was an analytical quantitative study with a cross-sectional design. The population consisted of all postpartum mothers who had spontaneous deliveries in the Salmon Ward at RSUD Pandega Pangandaran in July 2026. A sample of 71 respondents was selected using a total sampling technique. The instruments used were a rooming-in observation sheet and a mother's motivation questionnaire. Data were analyzed using the Chi-Square test.

Results: Most respondents experienced good rooming-in implementation (71.8%). Maternal motivation levels were predominantly high (46.4%), followed by moderate (28.2%) and low (25.4%). Statistical test results yielded a p -value = 0.000 ($\alpha < 0,05$).

Conclusion: There is a significant relationship between the implementation of rooming-in and mothers' motivation to provide exclusive breastfeeding in the Salmon Ward at RSUD Pandega Pangandaran. RSUD Pandega is recommended to optimize rooming-in facilities and education to enhance breastfeeding motivation among mothers.

Keywords: Exclusive Breastfeeding, Postpartum Mothers, Maternal Motivation, Rooming-in.