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**Gambaran Inisiasi Menyusu Dini Pada Ibu Bersalin di Wilayah Kerja Puskesmas Branti Raya , Kabupaten Lampung Selatan**
*xvii* + 27 halaman + 4 tabel + 2 gambar + 6 lampiran

## RINGKASAN

Inisiasi Menyusu Dini (IMD) merupakan langkah penting dalam mendukung pemberian ASI eksklusif dan menurunkan angka kematian bayi. Meski telah direkomendasikan oleh WHO, pelaksanaan IMD belum optimal di berbagai wilayah, termasuk di Puskesmas Branti Raya, Kabupaten Lampung Selatan, yang mencatat cakupan IMD hanya 63,1% masih di bawah target nasional 80%.

Penelitian ini bertujuan untuk mengetahui gambaran pelaksanaan Inisiasi Menyusu Dini pada ibu bersalin di wilayah kerja Puskesmas Branti Raya. Secara khusus, penelitian ini juga bertujuan untuk mengidentifikasi distribusi frekuensi pelaksanaan IMD berdasarkan karakteristik ibu bersalin seperti usia, tingkat pendidikan, dan jenis pekerjaan.

Metode penelitian ini menggunakan desain deskriptif dengan pendekatan *cross-sectional*. Sampel berjumlah 89 responden ibu bersalin, dipilih melalui teknik *random sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis secara univariat.

Hasil penelitian menunjukkan bahwa sebagian besar responden berusia 21–30 tahun (68,5%), berpendidikan SMA/SMK (50,7%), dan berprofesi sebagai ibu rumah tangga (68,5%). Sebanyak 55 ibu (63,0%) melaksanakan IMD, sedangkan 34 ibu (37,0%) tidak melakukannya.

Kesimpulan dari penelitian ini adalah bahwa pelaksanaan IMD belum maksimal dan belum memenuhi target nasional. Oleh karena itu, disarankan kepada tenaga kesehatan untuk meningkatkan edukasi dan dukungan terhadap ibu bersalin. Penelitian ini juga diharapkan menjadi acuan bagi institusi pendidikan dan penelitian selanjutnya.

Kata Kunci     : Inisiasi Menyusu Dini, Ibu Bersalin
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***Description of Early Breastfeeding Initiation in Mothers Giving Birth in the Branti Raya Health Center Work Area, South Lampung Regency***
*xvii +27 pages +4 tables + 2 picures + 6 Attachments*

## ABSTRACK

*Early Initiation of Breastfeeding (IMD) is an important step in supporting exclusive breastfeeding and reducing infant mortality rates. Although it has been recommended by WHO, the implementation of IMD has not been optimal in various regions, including at the Branti Raya Health Center, South Lampung Regency, which recorded an IMD coverage of only 63.1% still below the national target of 80%.*

*This study aims to determine the description of the implementation of Early Initiation of Breastfeeding in mothers giving birth in the Branti Raya Health Center work area. Specifically, this study also aims to identify the distribution of the frequency of IMD implementation based on the characteristics of mothers giving birth such as age, education level, and type of work.*

*This research method uses a descriptive design with a cross-sectional approach. The sample consisted of 89 respondents mothers giving birth, selected through random sampling techniques. Data were collected using a questionnaire and analyzed univariately.*

*The results showed that most respondents were aged 21–30 years (68.5%), had a high school/vocational high school education (50.7%), and were housewives (68.5%). A total of 55 mothers (63.0%) implemented IMD, while 34 mothers (37.0%) did not.*

*The conclusion of this study is that the implementation of IMD has not been optimal and has not met the national target. Therefore, it is recommended that health workers improve education and support for mothers in labor. This study is also expected to be a reference for educational institutions and further research.*