



M. Anissul Fata  
Cirebon College of  
Economics  
Email  
anissulfata@gmail.com

Winda Dwi Yanthi  
Cirebon College of  
Economics  
Email  
winda@stiecirebon.ac.id



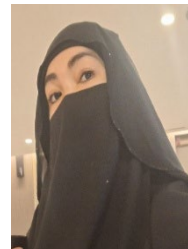
Gian Fitralisma  
University of Muhadi  
Setiabudi  
Email  
gianfitralisma@umus.ac  
.id

Rohmatul Fawaiz  
Cirebon College of  
Economics  
Email  
rohmatul@stiecirebon.ac.id



Mualipah  
Cirebon College of  
Economics  
Email  
mualipah892@gmail.co  
m

Sundari  
Cirebon College of  
Economics  
Email  
sdwu@endomecianusantara.com



## IMPLEMENTATION OF THE EXCLUSIVE BREASTFEEDING PROGRAM TO PREVENT STUNTING IN INFANTS AT PUSKESMAS KEDUNG JAYA VILLAGE

M. Anissul Fata<sup>1</sup>, Winda Dwi Yanthi<sup>2</sup>, Gian Fitralisma<sup>3</sup>, Rohmatul Fawaiz<sup>4</sup>, Mualipah<sup>5</sup>  
Sundari<sup>6</sup>

<sup>1</sup>Cirebon College of Economics, Indonesia. Email anissulfata@gmail.com

<sup>2</sup>Cirebon College of Economics, Indonesia. Email winda@stiecirebon.ac.id

<sup>3</sup>Cirebon College of Economics, Indonesia. Email gianfitralisma@umus.ac.id

<sup>4</sup>Cirebon College of Economics, Indonesia. Email rohmatul@stiecirebon.ac.id

<sup>5</sup>Cirebon College of Economics, Indonesia. Email mualipah892@gmail.com

<sup>6</sup>**Corresponding Author:** sdwu@endomecianusantara.com

## Abstract

**Background:** Exclusive breastfeeding is an important effort in preventing infant stunting.

**Aims:** This study aims to analyze the implementation of the exclusive breastfeeding program at the Kedung Jaya Village Health Center and identify the supporting factors and obstacles faced.

**Methods:** The research method was descriptive qualitative with a case study approach. Data were obtained through interviews with health workers, observation of counseling activities, and questionnaires to breastfeeding mothers.

**Result:** The results showed that the exclusive breastfeeding program has been running well, marked by mothers' increasing awareness of its importance. The main factors supporting its success are routine counseling, individual lactation counseling, and the active role of posyandu cadres. However, some challenges remain, such as cultural influences that assume infants need additional food before 6 months and limited time for working mothers to provide exclusive breastfeeding.

**Implementation:** Based on these findings, more personalized and community-based education strategies, provision of lactation facilities for working mothers, and further training for posyandu cadres are needed. With improvements in the implementation of this program, exclusive breastfeeding rates can increase, and the prevalence of stunting in Kedung Jaya Village can decrease significantly.

**Keywords:** Exclusive Breastfeeding, Stunting, Health Center, Breastfeeding Mother Education, Posyandu Cadres

---

## INTRODUCTION

Stunting is one of the health problems that is still a challenge in Indonesia. Based on data from the Indonesian Nutrition Status Survey (SSGI) in 2022, the prevalence of stunting in Indonesia is still at 21.6% and requires more optimal interventions to reduce it. Stunting is not only a problem of stunted physical growth but also impacts children's cognitive development, increases the risk of non-communicable diseases in adulthood, and reduces productivity in later life (Indonesian Ministry of Health, 2022). One effective way to prevent stunting is through exclusive breastfeeding for the first six months of a baby's life. Exclusive breastfeeding provides the best nutrients infants need for optimal growth and development, boosts the immune system, and reduces the risk of infections and malnutrition that contribute to stunting. Therefore, exclusive breastfeeding is one of the priority programs in stunting prevention efforts carried out by various health facilities, including puskesmas.

Exclusive breastfeeding is the provision of breast milk only, without the addition of other liquids such as formula milk, oranges, honey, tea water, plain water, and additional solid foods such as bananas, papaya, milk porridge, biscuits, rice porridge, and teams since the baby was born. (Exsi Setyowati, 2008) Exclusive breastfeeding is the provision of breast milk (ASI) without any food or drinks other than breast milk except medicines, vitamins, or mineral drops. The World Health Organization (WHO) recommends exclusive breastfeeding until the baby is 6 months old. The Kedung Jaya Village Health Center is important in increasing mothers' awareness of exclusive breastfeeding and assisting breastfeeding mothers. The education and

assistance program includes counseling, lactation counseling, and support for working mothers to continue providing exclusive breastfeeding to their babies. However, there are still challenges in implementing this program, such as lack of maternal knowledge, sociocultural factors, and obstacles in exclusive breastfeeding due to work or the influence of formula milk.

This study aims to analyze the implementation of the exclusive breastfeeding program at the Kedung Jaya Village Health Center and identify the supporting and inhibiting factors in its implementation. By understanding these factors, it is hoped that more effective strategies can be formulated to increase exclusive breastfeeding coverage and reduce stunting rates in the region.

## **METHOD**

This study used a descriptive qualitative approach with a case study method at the Kedung Jaya Village Health Center. Data were obtained through observation, in-depth interviews with several health workers, and questionnaires distributed to breastfeeding mothers participating in the exclusive breastfeeding program.

The research stages consisted of:

1. Planning stage: Identifying research targets, preparing interview instruments and questionnaires, and coordinating with the Puskesmas.
2. Data Collection Stages: Midwives, posyandu cadres, and breastfeeding mothers who participated in the exclusive breastfeeding program were interviewed. Secondary data were obtained from Puskesmas reports on exclusive breastfeeding coverage and stunting rates.
3. Data Analysis Stages: Data were analyzed thematically to identify patterns and factors influencing the success and obstacles in implementing the exclusive breastfeeding program.
4. Evaluation Stage: At this stage, the activities that have been carried out are evaluated so that it can be known what needs to be improved and what can be developed for the implementation of the next analysis.

## **DISCUSSION**

This section presents an overview of the location and data obtained during the counseling activities on the implementation of exclusive breastfeeding in the community. The population of Kedungjaya Village is 9,241, consisting of 4,629 men and 4,612 women, with a total of 2,985 family heads. The majority of people living in Kedungjaya Village are traders.

Results Based on interviews with health workers and breastfeeding mothers, it was found that the exclusive breastfeeding program at the Kedung Jaya Village Health Center has been implemented through several main activities, namely:

- Routine counseling on the benefits of exclusive breastfeeding and its impact on stunting prevention.
- Individual lactation counseling for breastfeeding mothers who experience difficulties in breastfeeding.
- Assistance by posyandu cadres in monitoring baby growth.
- Delivery of digital baby tools, thermometers, and milestones for measuring children's height.

Based on January 2025 data from Puskesmas Kedung Jaya, it was found that of the several babies measured, the results are summarized in the following table:

No	Child Name	Age	Weight (kg)	height (cm)	Nutrition Status	Z-Score TB/U	Category Stunting
1	Euis Dwi Yanti	4 Years 4 Months	12.6	93	Less	-2.13	Short
2	M. Jafar	4 years 1 Months	11.8	91.5	Less	-2.68	Short
3	Vania Nur Safa	2 years 10 months	11.1	84	Normal	-1.61	Short
4	Rahma Annastasya	2 years 8 months	9	85.3	Very less	-3.19	Short
5	Rafani Al Farezi	2 years 6 months	9.9	83.7	Less	-2.57	Short
6	Rizka Maulida	2 years 3 months	9	80	Less	-2.49	Short
7	Abizar Ravi Pradana	2 years 5 months	8.1	81	Very less	-4.09	very short
8	Yoan Margaretha	9 months	5.7	64	Very less	-4.12	very short
9	Zea Shaquena M	1 years 1 months	7.5	68	Normal	-1.75	Short
10	Allea Putri Amalia	1 years 10 months	6.6	77.8	Very less	-4.33	Short
11	Arsyila Rayna Syafira	5 months	5.5	59	Normal	-1.96	Short

From the table above, it can be concluded that several stunted infants were in the “short” and “very short” categories based on the TB/U Z-score, indicating growth problems. Seven out of 11 infants in the sample were malnourished and stunted with a TB/U Z-score below -2 SD.

Some of the factors thought to influence this condition are limited access to health information in the family environment, low awareness of the importance of exclusive breastfeeding, and lack of support in fulfilling optimal nutrition during the first 1,000 days of

infant life. In addition, working mothers without adequate lactation facilities are also obstacles to maintaining exclusive breastfeeding.

To overcome this problem, strategic measures are needed, including increasing education about the benefits of exclusive breastfeeding, family support in the breastfeeding process, and improving the mother's diet during pregnancy and breastfeeding so that the baby gets adequate nutrition for optimal growth.

- 5 infants were underweight with a Z-score below -2 SD, indicating undernutrition and requiring immediate intervention to improve their nutritional intake.
- 2 infants were categorized as severely stunted with a TB/U Z-score below -3 SD, indicating that they were severely stunted and at risk of long-term impacts on physical and cognitive development.
- 4 infants had good nutritional status but were still categorized as short based on WHO indicators, suggesting that although their nutritional intake was adequate, other factors such as recurrent infections or suboptimal parenting may affect their height growth.
- The main obstacles to exclusive breastfeeding are still related to local culture and lack of family support in maintaining exclusive breastfeeding. Some mothers reported that family pressure to provide additional food before the baby is six months old is still a significant challenge.

Maternal employment also contributes to low exclusive breastfeeding rates, with working mothers without adequate lactation facilities finding it more challenging to maintain breastfeeding. Therefore, a community-based approach that involves families in health education is essential to increasing exclusive breastfeeding rates and reducing stunting rates in the Kedung Jaya area.

Prevention efforts can be carried out by strengthening exclusive breastfeeding education programs, increasing breastfeeding mothers' access to proper lactation facilities, and strengthening the role of posyandu cadres in providing continuous assistance. In addition, more intensive socialization on the negative impact of early supplementary feeding needs to be encouraged so that people understand the importance of exclusive breastfeeding in the first six months of their baby's life.

Source: Data processed from the results of research at Puskesmas Kedung Jaya

The exclusive breastfeeding program is implemented from the beginning of pregnancy until the baby is six months old. The program involves educating pregnant women, assisting breastfeeding mothers, and regularly monitoring infant growth. The following is documentation

of the program's implementation to prevent stunting through exclusive breastfeeding at Puskesmas Kedung Jaya.



**Figure 1.** Photo of Trijaya posyandu activities in Kedung jaya village



**Figure 2.** Measurement of children's weight



**Figure 3.** Measurement of children's height



**Figure 4.** Checking the baby's weight



**Figure 5.** Meeting with the head of the Kedung Jaya Health Center



**Figure 6.** Examination at puskesmas Kedung Jaya



**Figure 7.** MCH, family planning and immunization room at Puskesmas Kedung Jaya

## DISCUSSION

Exclusive breastfeeding plays a vital role in efforts to prevent stunting in infants. Breast milk contains nutrients needed for optimal growth and development. In addition, it contains natural antibodies that can increase the baby's immune system against infections and diseases, which are often risk factors for stunting.

Implementing the exclusive breastfeeding program at the Kedung Jaya Village Health Center has provided significant benefits for the health of infants and mothers. Counseling conducted by health workers and posyandu cadres helped improve mothers' understanding of the importance of exclusive breastfeeding. This can be seen from the increasing number of mothers who exclusively breastfeed until six months. In addition, the lactation assistance program for mothers who experience difficulties in breastfeeding also contributes to increasing the success of exclusive breastfeeding.

Nevertheless, there are some obstacles in implementing this program. Cultural factors and beliefs remain challenging, with some communities still believing that infants need to be given additional food before six months. In addition, working mothers also experience difficulties in providing exclusive breastfeeding due to limited time and facilities at the workplace. Therefore, more outstanding support is needed from the family, work environment, and government in creating conditions that support breastfeeding mothers.

Implementing the exclusive breastfeeding program at the Kedung Jaya Village Health Center positively impacted stunting prevention efforts. Mothers' awareness of the benefits of

breastfeeding increased, exclusive breastfeeding rates increased, and babies' health was better maintained. With good cooperation between health workers, families, and the community, this program is expected to continue to grow and contribute more to reducing stunting rates in Kedung Jaya Village.

As a form of support for posyandu activities, we, Sundari and Mualipah, STIE Cirebon Postgraduate students, provided souvenirs in the form of a 20-inch Regency sealing pen and a set of stationery for Posyandu Trijaya. We hope this assistance can provide more comfort for the cadres and the community who attend and increase the effectiveness of services at Posyandu Trijaya.



**Figure 8.** Giving souvenirs to Trijaya posyandu

## CONCLUSION

Implementing the exclusive breastfeeding program at Puskesmas Kedung Jaya has shown promising results, with counseling programs, lactation counseling, and regular infant growth monitoring. However, data shows that there are still stunted infants, with some cases in the “short” and “very short” categories.

The main factors affecting the low success of this program include a lack of family support for breastfeeding mothers, limited access to health information, and constraints for

working mothers without adequate lactation facilities. Therefore, further strategies are needed to improve the program's success, such as strengthening education for families, increasing support for working mothers, and ensuring the availability of facilities and policies that support exclusive breastfeeding.

The results showed that the exclusive breastfeeding program has been running well, marked by the increasing awareness of mothers about its importance. The main factors supporting its success are routine counseling, individual lactation counseling, and the active role of posyandu cadres.

## **SUGGESTION**

The exclusive breastfeeding program to prevent stunting is hoped to continue and expand its coverage at the Kedung Jaya Village Health Center. In addition, assistance and education activities for breastfeeding mothers can be further enhanced with more interactive and innovative methods, such as digital-based counseling and breastfeeding mother support groups.

Several suggestions can be applied to this activity in the future, including:

1. Puskesmas needs to improve educational strategies with a more personal approach to mothers and families.
2. There needs to be cooperation with the private sector to provide working mothers with lactation rooms.
3. Posyandu cadres must be further trained to provide more effective assistance to breastfeeding mothers.

## **Acknowledgement:**

We would like to thank the Head of Kedung Jaya Village Health Center, Dr. Tety, and the Head of Trijaya Posyandu, Midwife Sri Andini, for their tremendous support and cooperation in implementing this activity. The participation of health workers and posyandu cadres in providing education, assistance, and facilities that support the success of the exclusive breastfeeding program is significant.

We also appreciate the commitment and dedication of the entire Posyandu Trijaya team to accompany breastfeeding mothers, provide counseling, and help raise public awareness about the importance of exclusive breastfeeding in preventing stunting. The efforts and hard work given are an important part of creating a healthy and stunting-free generation in Kedung Jaya Village.

Hopefully, this good collaboration will continue and provide wider benefits for the health of mothers and babies. Thank you for all your support and enthusiasm in realizing a healthier and more prosperous community.

## **BIBLIOGRAPHY**

Fitrilisma, G., Alia Sumanti, N., Trimayanti, I., Budiastuti, E., Novianti, S., & Hidayat, D. (n.d.). SOCIRCLE: Journal Of Social Community Services The Role Of Real Work College (KKN) Students In The Field Of Education As A Form Of Service In Kedungjaya

Village Article Info Abstract. Socircle: Journal Of Social Community Services, 03(01), 2024. <https://doi.org/10.58468/socircle.v3i1.23>

Hapsari, R. A., & Widiastuti, E. N. (2024). Balanced Nutrition Education as an Effort to Prevent Stunting in Toddlers in Pulang Pisau District, Central Kalimantan. *Journal of Mandala Community Service*, 5(1), 66-70. <https://doi.org/10.35311/jmpm.v5i1.367>

Maternal and Child Health, J., Fadila Putri, N., Bachelor of Applied Midwifery Studies Fort De Kock University Bukittinggi, P., Manggis Ganting, K., Mandiangin Koto Selayan Bukittinggi City, K., & West Sumatra, P. (n.d.). Analysis Of Exclusive Breastfeeding Program In The Working Way Of Puskesmas Sidomulyo City Of Pekanbaru Year 2022 (Vol. 1, Issue 4). December.

Muthia, R., Program, Z., Society, S. K., & Society, K. (n.d.). Analysis of the Effectiveness of the Stunting Reduction Program at Puskesmas according to Presidential Regulation No. 72 of 2021: A Systematic Literature Review.

Utari, F., Siregar, H. S., Barkah, N. N., Purba, T. B. N. V., Aini, F., & Rusmalawaty, R. (2023). Literature Review: Analysis of the Implementation of the Stunting Prevention Program at Puskesmas. *Indonesian Public Health Media*, 22(3), 153-163. <https://doi.org/10.14710/mkmi.22.3.153-163>

Website, A., Handarini, N., Galaupa, R., & Bachelor of Midwifery Studies, Abdi Nusantara College of Health Sciences Jakarta, P. (n.d.). Exclusive breastfeeding behavior of mothers under 20 years of age at Danau Indah Health Center, Cikarang Barat District, Bekasi. In *Journal of Nursing Muhammadiyah* (Vol. 8, Issue 4).