



Factors Influencing Formula Feeding Practices In Neonatus: Cross-Sectional Study

¹ **Sri Mulyaningsih**

Universitas Muhammadiyah Gorontalo, indonesia

srimulyaningsih@umgo.ac.id (Corresponding author)

² **Efri Leny Rauf**

Universitas Muhammadiyah Gorontalo, indonesia

efrienyrauf@umgo.ac.id

³ **Dwi Nur Octaviani Katili**

Universitas Muhammadiyah Gorontalo, indonesia

dwioctavianikatili@umgo.ac.id

⁴ **Alia Oka**

Rumah Sakit Daerah Bolaang Mongondow Selatan

muhamadkafkha7@gmail.com

Abstract. The World Health Organization has issued a warning that the decline in exclusive breastfeeding coverage may have adverse effects on infant health and development. In this context, World Breastfeeding Week serves not only as a platform to raise awareness about the importance of breastfeeding, but also as a global call to action to strengthen collective efforts in promoting and supporting exclusive breastfeeding practices. The factors influencing formula milk provision in neonates consist of medical indications, promotion towards formula milk provision in neonates, indications that can occur in both mothers and neonates receiving formula milk, and the effectiveness of formula milk promotion on formula milk provision, as depicted in the conducted research. This research aims to determine the factors influencing formula milk provision in neonates using a cross-sectional design. Data collection was carried out by directly checking a checklist with respondents who have neonates. After implementation, the researcher processed the research findings. The results revealed that the factor of medical indications for formula milk provision had a p-value of 0.002, indicating a significant relationship. On the other hand, the factor of formula milk promotion had a p-value of 0.206, indicating no significant relationship with formula milk provision.

Keywords: Formula Milk Provision; Medical indications; Formula Milk Promotion