

# The Effect of Behavior Focused Strategies on Midwife Performance in Achieving Exclusive Breastfeeding Coverage

Reni Chairunnisah<sup>1</sup>, Thinni Nurul Rochmah<sup>2</sup>, Shrimarti Rukmini Devy<sup>3</sup>

Departement of Health Administration and Policy, Faculty of Public Health, Airlangga University<sup>1,2</sup>

Departement of Health Promotion and Behavioral Sciences, Faculty of Public Health, Airlangga University<sup>3</sup>

Email: renichairunnisah@yahoo.com<sup>1</sup>

**Abstract-** The achievement of exclusive breastfeeding coverage in Bima District-Indonesia still has not met the national target of 80%. The purpose of this research is to analyze the influence of behavior focused strategies on the performance of village midwife in achieving exclusive breastfeeding coverage in Bima District. The unit of analysis in this study is the village midwife. The sample size was calculated using stratified random sampling technique and obtained the result of 144 people with details of 36 village midwives and 108 mothers who received services from the midwife in question. Data analysis used is linear regression test. The results show that most midwives have behavior-focused strategies and performance that are in less good category. The results also showed that there was a significant and positive influence between the behavior focused strategies toward the performance of the midwife in achieving exclusive breastfeeding coverage with  $p = 0.0001$  ( $\alpha = 0.05$ ). The result of this research concludes that the better the behavior focused strategies possessed by the midwife in achieving exclusive breastfeeding coverage, the better the performance is displayed.

**Index Terms-** Behavior focused strategies, performance, exclusive breastfeeding.

## 1. INTRODUCTION

Health is a human right and one of the elements of welfare that must be met. The right to health is obtained by humans in their early life to the elderly. Since infancy, humans have the right to health, one of which is the right to exclusive breastfeeding. Exclusive breastfeeding means that babies receive only breast milk [1]. Breast milk contains colostrum that rich in antibodies because it contains proteins for immune and germ killers in high quantities so exclusive breastfeeding can reduce the risk of death in infants.

The achievement of exclusive breastfeeding coverage in Bima District of West Nusa Tenggara Province of Indonesia still has not met the target (national target: 80%). One factors that can cause the failure of exclusive breastfeeding is the health care workers, especially midwives. Research found the performance of midwives greatly affect the achievement of exclusive breastfeeding coverage. Research also stated that midwife performance in achieving exclusive ASI coverage is not yet optimal [2].

Midwives have not shown supportive behavior in efforts to achieve targeted coverage of exclusive breastfeeding. This is illustrated by the lack of communication, information and education provided by the midwife. Thus, appropriate behavior strategies for successful midwife performance are required in achieving exclusive targeted exclusive breastfeeding coverage.

Behavior-focused strategies help individuals to increase their sense of self-awareness with the aim of facilitating the management of behaviors, in particular a behavior necessary for a particular task, even if it is an unpleasant task or job [3]. Behavior-focused strategies consist of self goal-setting, self-reward, self-punishment, self-observation and self-cueing [4].

*Self goal-setting* is to set the personal specific goals of each task. Through self-goal setting, employees who define with an intense goal achievement for themselves show better performance and deliver more beneficial results for themselves as well as their organizations. This step includes identifying specific goals to be achieved, relevant and challenging goals. The thing that makes this different is that these ideals are self-composed, not the result of discussions with the superiors or colleagues [5]. *Self-reward* is affecting yourself to work better by giving gifts or appreciation for yourself both physically and mentally. *Self-punishment* is to correct wrong or bad behavior through guilt when it fails to do the job well. Self-punishment refers to an individual's attempt to be more effective by not repeating mistakes through an assessment of negative behavior or performance failure then correcting or correcting it. *Self-observation* is self-controlling progress of work and have awareness of performance. Self-observation gives individuals clues about changing themselves by observing their own behavior. *Self-cueing* is using tools, such as creating a schedule or an agenda to remind important tasks. Lists, notes or posters are

some examples of external signs or cues that can help to stay focused and focused on achieving goals [6].

This study aims to analyze the effect of behavior focused strategies on midwife performance in achieving exclusive breastfeeding coverage.

## 2. RESEARCH METHODS

The unit of analysis is all village midwives in Bima district. This study determined 2 types of respondents. The behavior focused strategies variable will be assessed by the village midwife using revised self leadership questionnaire (RSLQ). The performance variable will be assessed by 3 mothers who get pregnancy service, delivery service and postpartum service from every midwife by using measurement instrument of midwives related to exclusive breastfeeding. The total sample is 144 people with details of village midwife as many as 36 people and mother as many as 108 people.

## 3. RESEARCH RESULT AND DISCUSSION

### 3.1 Behavior Focused Strategies

Behavior focused strategies help individuals in enhancing their sense of self-awareness with the aim of facilitating the management of behavior, in particular a behavior necessary for a particular task, although it is an unpleasant task or job (Manz and Neck, 2004). Behavior focused strategies consist of self goal-setting, self-reward, self-punishment, self-observation and self-cueing. Assessment of Behavior Focused Strategies of midwives can be seen in Table 1.

Table 1 Assessment of Behavior Focused Strategies of Midwife

No.	Behavior Focused Strategies Category	n	%
1.	Less Good	25	69,4
2.	Good	9	25,0
3.	Very Good	2	5,6
<b>Total</b>		<b>36</b>	<b>100,0</b>

Table 1 provides information that most (69.4%) midwives in Bima District have Behavior Focused Strategies that are in the less good category. This means that most midwives do not yet have a good strategy in enhancing self-awareness. Midwives do not have good behavioral management, especially behaviors that are required for a particular task, even if the task or job is not fun.

### 3.2 Performance

The description of the performance of midwives related to exclusive breastfeeding in Kabupaten Bima is derived from the mother's assessment of services provided by the village midwife during pregnancy, labor and postpartum. Midwife performance assessment can be seen in Table 2.

Table 2 Performance Assessment of Midwife

No.	Performance Category	n	%
1.	Less Good	23	63,9
2.	Good	13	36,1
<b>Total</b>		<b>36</b>	<b>100,0</b>

Based on Table 2 it can be explained that most village midwives (63.9%) have poor performance. This means that the midwife has a less-good degree of success in performing the task. Midwives also have a poor ability in achieving the goals set.

### 3.3 The Effect of Behavior Focused Strategies on Performance

The effect of behavior focused strategies on midwife performance in achieving exclusive breastfeeding coverage can be seen in Table 3.

Table 3 Result of Regression Test About The Effect of Behavior Focused Strategies on The Performance

Independent Variable	Dependent Variable	p
Behavior Focused Strategies	Performance	0,0001

Table 3 provides information about the effect of behavior focused strategies on midwife performance in achieving exclusive breastfeeding coverage in Bima District. Based on Table 3, it is found that there are influence of behavior focused strategies on performance. It can be seen from the p value of the variable behavior focused strategies is 0.0001 which is less than the value of  $\alpha$  (0.05). Research conducted by Politis (2005) shows that there is a relationship between behavior focused strategies with team performance with job satisfaction as mediating variable [7]. It shows that the better the behavior focused strategies that midwives have, the better the performance is produced.

Through adequate behavior-focused strategies midwives can create behavior-focused strategies to improve their performance by modifying ineffective behaviors to be effective. As stated by Manz & Neck (1999) that behavior-focused strategies include the ability to observe one's behavior, identification and evaluation of effective and ineffective behaviors, determining the purpose of improving the replacement and granting of the individual's rewards to him / herself while purpose are fulfilled in order to enhance the individual performance at the workplace and living environment. Mainly, behavior-oriented strategies are

in the positive experience that ineffective behavior is identified and replaced by effective behavior in order to enhance performance.

#### **4. CONCLUSION**

Midwives in Bima District mostly have behavior-focused strategies in less good category. Midwives mostly perform poorly (less good). Behavior focused strategies have an effect on midwife performance in achieving exclusive breastfeeding coverage in Bima District. The better the behavior focused strategies that midwives have, the better the performance is produced.

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