

THE ECONOMIC IMPACT OF BABIES FEEDING OPTION: A PREDICTIVE LOST POTENTIAL COMPARISON BETWEEN INFANT FORMULA AND BREASTFEEDING

Azniah Syam¹

¹Department of Nursing, Nani Hasanuddin School of Health Sciences, Makassar, Indonesia

Email: azniahsyam@gmail.com

ABSTRACT

Background : The conceptual relationship between economy and breastfeeding is still mathematically invaluable, while the family economic burden increases along with baby born. Indicating potential loss when family choose other than breastmilk is progressive way to manage campaign message toward exclusive breastmilk and prolonged breastfeeding. **Objectives:** Descriptive studies are needed to magnify all of indicators and transform it into measuring instrument which generalized to assess family expenditures related to infant feeding. **Method:** This study uses a quantitative descriptive design, questionnaire draft upon qualitative open questions containing all micro indicators impacted financial during the first year of babies. Data collection was carried out in Makassar based on telephone surveys with a 179 preliminary samples. After structural analysis and data reduction, the expenditure indicators divided into medical and non-medical expenses. **Result:** The study show there are differences in the average amount of family expenses who provide formula milk compared to breastmilk. These outcomes are 1.4 times higher in non-medical components and 4.6 times higher in the medical component. One of the highest contributions is the cost of a recurrent visit to a pediatrician due to a history of diseases such as allergies, respiratory infections, and diarrhea. **Conclusion:** These empirical facts stated the strong affirmation of how families should consider wiser to choose the best feeding pattern for babies aged 0-12 months.

Keywords: *economic, infants, feeding, breast milk, formula milk*