ABSTRAK

Abstract

Hypothermia is one of the leading causes of neonatal death that still occurs frequently. Early Initiation of Breastfeeding (EIB) effectively prevented heat loss in newborns through skin-to-skin contact between the mother and the baby. However, at Tolangohula Health Centre, the level of EIB implementation remained low due to a lack of knowledge among mothers and environmental support. This study aimed to determine the relationship between Early Initiation of Breastfeeding (EIB) and newborn hypothermia prevention. This research employed a quantitative design with a cross-sectional approach. The research sample consisted of mothers who gave birth. The sampling technique was total sampling, with a total of 45 respondents. Data were collected through observations of EIB implementation and measurements of the babies' body temperatures using a thermometer, then analyzed using the chi-square test. The results showed that out of 45 postpartum mothers, 34 (75.6%) performed EIB appropriately, while 11 (24.4%) did not adhere to EIB guidelines. The analysis indicated a significant relationship between the implementation of EIB and the prevention of hypothermia in newborns ($p < 0.05$). In conclusion, there was a meaningful relationship between Early Initiation of Breastfeeding (EIB) and the prevention of hypothermia in newborns. It was recommended that healthcare providers become more active in educating pregnant women and families about the importance of EIB to improve its implementation, thereby reducing the risk of hypothermia and neonatal mortality.

Keywords: *Early Initiation of Breastfeeding; Hypothermia; Newborns*