

The Effect of Education with Video Media on Exclusive Breastfeeding on the Motivation of Pregnant Women at Wonodadi Health Center

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ABSTRACT

Background: Exclusive breastfeeding is breastfeeding only to infants up to 6 months old without providing food except medicine. The scope of exclusive breastfeeding is still low due to several factors, one of which is knowledge and attitude. It is necessary to do counseling to improve knowledge and attitudes by using one of the media, namely video. Video is an audiovisual medium that stimulates more senses. Objective: Knowing the effect of using video media about exclusive breastfeeding on the motivation of pregnant women at the Wonodadi Health Center. Method: This type of research is *quasi experiment* with *pre test-post test with control design*. Results: The results of the study were obtained in the experimental group with video, Pvalue results 0.000 ($< \alpha$) and in the control group using MCH books, Pvalue results 0.001 ($< \alpha$). The *odd ratio* value shows that video media has a greater effect on the motivation of third trimester pregnant women regarding exclusive breastfeeding, which is 28 times higher than the MCH book, the motivation of mothers is only 15 times. Discussion: The motivation of third trimester pregnant women is higher when education is provided with video media because it is easier to understand, not monotonous, interesting images and clear sounds make mothers interested in participating. Conclusion: Based on the results of the study, it can be concluded that videos are more influential on increasing knowledge and attitudes compared to leaflets, so researchers recommend the use of videos as an alternative media in counseling about exclusive breastfeeding at the Wonodadi Health Center.

Keywords: Motivation, Video, Exclusive Breastfeeding

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INTRODUCTION

Today, there are various nutritional problems that occur in children and infants. The 2016 Global Report shows that around 5.6 million children under the age of 5 years die, with the highest risk of death occurring early in life which reaches 2.6 million babies. Indonesia has a relatively high infant mortality rate, reaching 22.23 in 1,000 live births. In 2030, infant and toddler mortality is expected to be reduced, one of which is exclusive breastfeeding. This is in accordance with the goal of realizing the 3rd Sustainable Development Goals (SDGs) target 2, with the efforts of all countries so that the Neonatal Mortality Rate can be reduced to at least only 12 in 1,000 live births (Mawaddah, Barlianto, & Nurdiana, 2018).

Exclusive breastfeeding is very important because breast milk is a very ideal source of nutrition with a balanced composition and suitable for baby's growth. However, breastfeeding has not been used optimally by mothers and it is even suspected that there is a tendency for more mothers not to provide breast milk. This is due to several factors, including limited knowledge, attitudes and skills of health workers on how to provide information and advice on breastfeeding, to how to breastfeed properly and correctly to mothers and their families, maternal socioculture (age, knowledge, education, attitudes and the increasing number of working mothers) (Widiyanto, Aviyanti, & A, 2012).

Factors related to the failure of exclusive breastfeeding include lack of maternal knowledge about exclusive breastfeeding, socio-cultural factors regarding the values of community habits, incessant promotion of formula milk, factors from families that urge mothers to provide additional formula milk and reduce maternal motivation in providing exclusive breastfeeding (Firmansyah et al., 2023).

Knowledge is the supporting framework for breastfeeding success Breastfeeding education is given to pregnant women and their families to acquire knowledge, skills and positive attitudes of breastfeeding. The process of change in breastfeeding mothers is dynamic and strongly influenced by personal and environmental factors, so it requires changes so that the changes that have occurred do not lead to lower stages (Wahyutri, 2016).

The importance of media used to provide interesting information that can increase the knowledge and motivation of pregnant women about exclusive breastfeeding. The use of video media to convey information is currently rife, research conducted by Netty et al (2022) found that video media has a good knowledge impact on third trimester pregnant women at the Dendeng Health Center (Safitri, 2022; Siagian et al., 2022).

Based on preliminary studies, so far the provision of education about exclusive breastfeeding to pregnant women is usually done using MCH books and sometimes using turning sheets. Some pregnant women listen well and say they understand what is conveyed, but there are also those who want to go home quickly for various reasons, especially if they have been waiting in line for a long time to check their pregnancy.

METHOD

This study used *the Quasi Experiment* method with *a Pretest-posttest design with control group*. The intervention group was given counseling using video and the control group was given counseling with MCH books.

The study was conducted at the Sepaso Health Center during February 6-19, 2023. The population in this study was all pregnant women at the Wonodadi Health Center as many as 188 people. Samples were taken by *purposive sampling technique* using the Federer formula as many as 36 people.

The criteria for inclusion of the study were mothers who were willing to be respondents, did not have visual and hearing impairments, were pregnant in the third trimester and had MCH books. The criteria for exclusion of the study were mothers who had hearing and vision disorders, pregnant in the first and second trimesters, mothers did not attend the meeting session until it was over.

Data were collected with questionnaires filled out by respondents before and after the intervention to measure motivation for exclusive breastfeeding on an ordinal scale.

The data analysis used was the *Wilcoxon test* to assess the effect of giving videos about exclusive breastfeeding on the motivation of pregnant women because the data was not normally distributed.

FINDING AND DISCUSSION

Table 1. Distribution of Respondent Characteristics

Variable	Category	F (n)	%
Age	< 20 th	0	0
	20-35 th	30	83,3%
	>35 th	6	16,7%
Education	TS	1	2,8%
	SD	3	8,3%
	SMP	7	19,4%
	SMA	18	50,0%
	S1	6	16,7%
	S2	1	2,8%
Paritas	G1	9	25,0%
	G2	12	30,6%
	G3	7	19,4%
	G4	6	8,3%
	> G4	3	2,8%
ANC Visit	1x Visit	1	2,8%
	2x Visits	3	8,3%
	3x visits	9	25,0%
	>3x visits	23	63,9%
Mother's Class	Never	15	41,7%
	1x	13	36,1%
	>1x	8	22,2%
Breastfeeding Counseling	The	19	52,8%
	No	17	47,2%

Source: Processed Primary Data, 2023

Based on the table above, most of them are between the ages of 20-35 years, namely 30 people (83.3%), high school education is 18 respondents (50.0%), the average respondent is multigravida with 11 people (30.6%), most of them make pregnancy check-up visits > 3 visits totaling 23 respondents (63.9%), as many as 19 people (52.8%), as many as 15 people (41.7%) do not have attended mother classes and respondents have received breastfeeding counseling.

Table 2. The Effect of Education with MCH Video and Book Media on the Motivation of Pregnant Women

	Media Video- Posttest- Media Video- Pretest	Buku KIA - Posttest - Buku Kia - Pretest
With	-3,727a	-3,625a
Asymp. Sig. (2-tailed)	,000	,000

Source: *Processed Primary Data, 2023*

Based on the results of the study, the most respondents aged 20-35 years amounted to 30 respondents (83.3%). The age of pregnant women can affect the motivation to maintain health during pregnancy. Age can be used as a benchmark for an individual to see the level of maturity biologically and psychologically. The age of 20-38 years in the respondents of this study is included in the adult age range. In this age range is considered a good reproductive period in breastfeeding. A mother in the adult age range of MCH books both have an influence in providing health education to pregnant women about exclusive breastfeeding at the Wonodadi Health Center, but looking at the data above shows that video media shows more influence than MCH books. already have physical maturity. The results showed that pregnant women under the age of 25 years had lower motivation in providing exclusive breastfeeding compared to pregnant women over the age of 25 years (Pratiwi et al., 2019).

Based on education, it is known that the most respondents with high school education amounted to 18 respondents (50.0%). Research conducted by Lis Sugivart (2013), that the education of pregnant women affects the motivation of mothers to breastfeed exclusively to their babies later when born. So if the mother's education is higher, the motivation to provide exclusive breastfeeding is also higher. Thus, there is a meaningful relationship between education and exclusive breastfeeding. Someone who has a higher education will be easier to accept new things so that information is easier to accept, including information about exclusive breastfeeding Notoatmodjo (2003) in (Sugiyarti et al., 2012).

The average maternal parity was multigravida as many as 11 respondents (30.6%). According to a study conducted by Feling Polwandari (2021), it was found that the majority of mothers who provide exclusive breastfeeding are multiparous mothers. Gravid is associated with the mother's experience while breastfeeding. Mothers with more than one parity will be more confident and able to overcome obstacles that occur during the breastfeeding process so that multipara or grande multipara mothers are more likely to breastfeed exclusively Gobel et al., (2012) in (Polwandari & Wulandari, 2021).

Respondents in the study averaged 23 visits to ANC > 3 times (63.9%). Pregnancy checks can affect the mother's motivation in exclusively breastfeeding. Based on Andriyani et al. (2019) found that mothers who get regular pregnancy checks have higher motivation in providing exclusive breastfeeding. This may be due to the education and counseling provided by health workers during pregnancy control about the benefits and ways of exclusive breastfeeding, thereby increasing the knowledge and motivation of mothers.

On average, 15 respondents in the study had never attended a mother's class (41.7%). Lawrence Green's theory says that class participation in pregnant women is a possible factor that allows a health behavior to occur (Anindia et al., 2021). Rida Pertiwi's research in 2017

(Anindia et al., 2021) shows that there is a relationship between class participation of pregnant women and the practice of exclusive breastfeeding.

The results of the study found that the most respondents had ever received breastfeeding counseling with a total of 19 respondents (52.8%). According to research conducted by Riyadi et al (2019) found that mothers who get counseling about breastfeeding have a higher motivation in providing exclusive breastfeeding compared to mothers who do not get counseling. This is due to the education and counseling provided during counseling, which can increase the mother's knowledge and understanding of the benefits and ways of exclusive breastfeeding.

From the results of the study obtained *Sig. (2-tailed)* which is 0.0000 and because $0.000 < 0.05$, H_0 rejected H_a accepted, it can be concluded that there is a significant difference in influence between education with video media and education using MCH books on exclusive breastfeeding on the motivation of pregnant women at the Wonodadi Health Center in 2023.

This is also in line with the results of research by Eni Rumiya et al (2021) that there is an influence of exclusive breastfeeding health education with audio visual on the knowledge and motivation of breastfeeding mothers exclusively. The results of the study are also supported by research by Ika Melinda Wati (2021) that there are differences in knowledge and motivation of mothers between before and after being given health education using audiovisual about exclusive breastfeeding and providing health education with audiovisual can increase pregnant women's knowledge about exclusive breastfeeding (Wati, 2021).

Respondents' motivation in breastfeeding exclusively increased after health education (Rumiya et al., 2020). Motivation will occur if there is an urge in a person to do something that is in accordance with the drive within him and there is encouragement from outside or from the environment (Notoatmodjo, 2018).

Motivation that comes from outside has the power to change one's willpower. A person can change his mind from unwilling to willing to do something because of this motivation Suhardi (2013) in (Rumiya et al., 2020). The formation of individual motivation can be due to a need to achieve goals. So that increasing mothers' knowledge about the importance of exclusive breastfeeding will provide motivation to provide exclusive breastfeeding to their babies (Mariani et al., 2019).

One way to motivate mothers from the outside is the provision of health education about exclusive breastfeeding as a trigger to make someone motivated by using videos to encourage mothers' motivation to breastfeed exclusively to their babies.

CONCLUSION

There is a significant difference in the influence of education with video media and education using MCH books on exclusive breastfeeding on the motivation of pregnant women at the Wonodadi Health Center.

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