

“HAPPY BREASTFEEDING” VIDEO FOR INCREASING BREASTFEEDING MOTHER KNOWLEDGE

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ARTICLE INFO

Keyword :

Breastfeeding Mother Knowledge, Happy Breastfeeding, Video Media.

ABSTRACT

Breastfeeding is a natural process in a mother's life. The Mother's knowledge of the breastfeeding factor supports success in providing breast milk. One of the media for increasing maternal knowledge is breastfeeding education videos. This study aims to find out the effect of happy breastfeeding videos on improving the knowledge of breastfeeding mothers. The respondent of this research are 33 mother who had 0-12 month babies from independent midwifery practice in Palembang city. This study used a quasi-experiment research design using one-group pre-test and post-test design approaches. The group of breastfeeding mothers was measured twice, before and after using this video. Using the Mc Nemmar test, this study found significant differences in maternal knowledge before and after using happy breastfeeding videos ($p=0.000$). Using more exciting and innovative educational media to improve maternal knowledge further improves maternal knowledge and supports breastfeeding success.

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1. Introduction

One phase of a woman's life when she has given birth to a baby is breastfeeding. The breastfeeding process is a natural phase of a woman when she becomes a mother Nutrition from the mother in the form of breast milk to the baby through the breastfeeding process. According to the World Health Organization (WHO), breastfeeding is one of the most effective ways to grow, develop, and health a child. Breast milk is an ideal nutrient for a baby. Breast milk is very safe, clean, and contains antibodies that protect the baby, consisting of nutrients that the baby needs in the first six months of life (exclusive breastfeeding) and can continue until the child is two years old. Many children who get breast milk show good intelligence test results and reduce the tendency to become obese. (World Health Organization, 2018).

The nutritional content contained in breast milk ensures the good dietary status of the baby, and the pain and death of children tend to decrease. Colostrum in breastmilk includes 10-17 times more immune substances than mature and protects infants and children from infectious diseases such as diarrhea, otitis media, and acute respiratory tract infections. Antibodies in breast milk protect the baby from illness and various other conditions. Exclusive breastfeeding recommends until the baby is six months old because breast milk is not contaminated and contains many necessary nutrients. Breast milk is very beneficial for babies because it has complete nutrients that the baby needs in the first months of life (Ministry of Health Indonesia, 2014).

Breast milk has many benefits both for the baby and for the mother. The breastfeeding process is appropriate for breastfeeding to run optimally. The factor that can support the success of breastfeeding is the mother's knowledge about breastfeeding. A mother must know the ins and outs of breastfeeding and prepare appropriately so that the breastfeeding process can work well and smoothly. According to research conducted in the Buraos district, Somaliland states that exclusive breastfeeding is still very low compared to the benefits of exclusive breastfeeding in the first six

months of life. Exclusive breastfeeding is associated with a mother's education, family economic income per month, low education about breastfeeding starting from pregnancy, and low social support from husband and family. Education and promotion during antenatal care, good social support from the family, and increased breastfeeding counseling very recommended for increased exclusive breastfeeding practice (Jama et al., 2020).

Research conducted in African countries shows that mothers with a high level of knowledge about breastfeeding and the importance of exclusive breast milk know that nutritious breast milk alone is vital for babies in the first six months, breastfeeding babies within 1 hour after birth (Early Breastfeeding Initiation). An effort is needed to improve further the mother's breastfeeding knowledge and the importance of exclusive breast milk (Dukuzumuremyi et al., 2020). The level of maternal education is related to knowledge of breastfeeding. Research conducted in 2021 using Nutrition Status Monitoring Survey data in 2017 showed that maternal education levels affect exclusive breastfeeding in Indonesia. While other variables such as maternal age, employment status, age of the baby, and place of residence are predictors factors for the success of exclusive breastfeeding in Indonesia (Laksono et al., 2021).

Although most mothers have practiced breastfeeding, there is still a gap in the mother's knowledge of the breastfeeding process (Sultania et al., 2019). The mother's knowledge about breastfeeding, in general, is quite good, but in practice, it is still not optimal. Exclusive breastfeeding is closely related to the mother's knowledge of the breastfeeding process (al Ketbi et al., 2018). WHO data in 2016 showed that the average exclusive breastfeeding in the new world was around 38%. In Indonesia, although a large number of mothers (96%) have breastfed their babies, only 42% of babies under six months of age are exclusively breastfed. (Indonesian Midwives Association, 2018). Data shows that the coverage of babies who get exclusive breast milk in Palembang in 2020 is 76.1%. This coverage decreased compared to the previous year by 78.3%. (Palembang City Health Office, 2021).

The effort to increase maternal knowledge is to use educational media. Several studies examine the influence of educational media on increased maternal knowledge. Research conducted in Bali shows that counseling through video media about the initiation of early breastfeeding can increase the knowledge of pregnant women in the third trimester (Supriani et al., 2021). Research conducted in the city of Bandung also shows that health education using exclusive breastfeeding video media is effective in improving the knowledge and skills of mothers in breastfeeding (Supliyani & Djamilus, 2021).

This study aims to determine the influence of breastfeeding education videos on maternal knowledge. This video is helpful as an educational medium for mothers to understand more about the process of breastfeeding to be more optimal. This video is named "Happy Breastfeeding" so that mothers always feel happy when breastfeeding. This video can also be used as an alternative educational media during the pandemic when there are limitations to collecting nursing mothers' indirect counseling activities. The mother can access this video from a gadget through the Whatsapp group and can discuss it directly in the group. She can repeatedly learn this video at home or anytime when she feels relaxed and has free time.

2. Research Methods

This study used a quasi-experiment research design using one-group pre-test and post-test design approaches. The sampling techniques used Non-random sampling with the Purposive Sampling technique. The sample in this study was breastfeeding mothers who had babies aged 0-12 months in 3 independent practices of midwives in Palembang city, which amounted to 33 respondents. The group of breastfeeding mothers was measured twice, namely before and after using happy breastfeeding videos.

Breastfeeding mothers at each place are collected, explained, and signed informed consent. The mothers were organized into Whatsapp groups. In this group, mothers explained and filled out the google link of the pre-test form of knowledge about breastfeeding. Happy Breastfeeding videos are shared in this group, and moms can watch and learn this video at any time. In this group, there are also discussions and questions and answers. After one month of studying this video, then sent back the google form link for the post-test.

Data analysis through univariate and bivariate analysis. Data analysis used the Mc Nemmar

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test, a categorical comparative analysis test on a 2x2 table, to determine the difference in average scores before and after the intervention. The data is analyzed using a computerized system.

This research has been carried out by complying with the principles of research ethics and obtaining Ethical Clearance approval from the Ethics Commission of the Poltekkes Kemenkes Palembang.

3. Result And Discussion

The characteristics of the respondents who numbered 33 breastfeeding mothers in this study can be seen from the age of the mother, parity, age of the baby, maternal education and maternal work. The characteristics of respondents can be seen in table 1 below:

TABLE 1
CHARACTERISTICS OF RESPONDENTS

Characteristic	Category	Frequency (n)	Percentage (%)
Mother's age (year)	< 20	2	6,0
	20-30	16	48,5
	> 30	15	45,5
Parity	Primipara	5	15,2
	Multipara	28	84,8
Baby's age (month)	0 - 6	21	63,6
	7 - 12	12	36,4
Education	Junior High School	1	3,0
	Senior High School	17	51,5
	Diploma/Bachelor	15	45,5
Work	Not working	20	60,6
	Work	13	39,4
Total (N)		33	100

From table 1, most are in the age range of 20-30 years (48.5%) and > 30 years (45.5%). At the most parity at multipara is 28 people (84.8%). The most education in high school education is as many as 17 people (51.5%). On the work variable, most mothers are housewives for as many as 20 people (60.6%), while those who work for only 13 people (39.4%).

The level of maternal knowledge ranked into the categories of Good and Good enough. The entire knowledge value score is from the mean value or the average level of understanding of all respondents.

TABLE 2
DISTRIBUTION OF MATERNAL KNOWLEDGE LEVEL FREQUENCY BEFORE AND AFTER USING
THE HAPPY BREASTFEEDING VIDEOS

Knowledge	Before		After	
	n	%	n	%
Good	21	63,7	29	87,9
Good enough	12	36,3	4	12,1
Total (N)	33	100	33	100

Table 2 shows that before using The Happy breastfeeding Videos from 33 respondents, there were 21 respondents with good knowledge (63.7%) and 12 people with good enough knowledge (36.3%).

After using the videos from 33 respondents, 29 people with good knowledge amounted to (87.9%). After using The Happy breastfeeding Video, most respondents experience an increase in knowledge from good enough knowledge to a good understanding.

Bivariate analysis determines the relationship between independent and dependent variables. The statistical test used for the McNemar Test with an α effectiveness rate of < 0.05 and a 95% of confident interval. The bivariate analysis table is presented in the table below:

TABLE 3
EFFECT OF HAPPY BREASTFEEDING VIDEO ON BREASTFEEDING MOTHER'S KNOWLEDGE LEVEL

		Level of Knowledge after using Happy breastfeeding Video	N	ρ
Level of Knowledge before using Happy breastfeeding Video	Good	21	0	0,000
	Good enough	8	4	
Total		29	4	33

Based on the results of the bivariate analysis in table 3, there were 21 respondents with a good level of knowledge and 12 people with less knowledge. While out of 12 people with less knowledge, eight people increased to good learning, and four people remained at a level of less ability. Using the statistical test McNemar obtained a value of ρ of 0.000 ($< \alpha = 0.005$). There is a significant difference between the mother's knowledge before and after using this video.

The study found a significant difference between mothers' knowledge before and after using happy breastfeeding video media. There is an increase in mothers' knowledge after using this video. The results of this study are in line with several similar studies that found a significant influence of video media use on increasing maternal knowledge of breastfeeding. There is an influence of health promotion with video media on the mother's knowledge of breastfeeding techniques. Maternal knowledge of breastfeeding techniques is a significant step in achieving the success of exclusive breastfeeding (Batjo et al., 2021). Audio visual promotion of early initiation of breastfeeding can also increase the knowledge of third trimester pregnant women (Pane et al., 2021). The use of video media affects the knowledge and attitude of mothers in exclusive breastfeeding. There was an average increase in knowledge of 28% in the mothers who used video, breastfeeding ability by 41.33%, and breastfeeding motivation by 19.34%. The results also showed an increase in attitude after watching the video. Video playback is more effective because it has advantages such as animations, images, and exciting sounds so that it can increase a positive attitude. (Yulyana, 2017)

In line with research that shows an increase in knowledge after being given health promotion with video media. Providing interventions in nutritional education about breast milk with video media can significantly increase maternal knowledge. The selection of video as a medium in health education can increase maternal knowledge about breastfeeding (Safitri, 2019). Video media is more effective than the use of leaflet media as a medium for promoting dairy health to increase exclusive breastfeeding (Afriyani & Salafas, 2019). There is a significant influence between maternal knowledge and video media compared to leaflet media (Herlinadiyaningsih, 2021). However, other studies showed an influence of media leaflets on the knowledge of nursing mothers. Leaflet media is efficiently and effectively as a media of information (Ismawati & Abdulrahman, 2017)

In addition to video media, mothers can use other media to increase their knowledge. Other studies have also found that the use of animation media effectively improves the knowledge of nursing mothers. The information in the media is exciting and applicative in explaining the importance of exclusive breast milk, the benefits of colostrum, and breastfeeding techniques for babies (Widyawati et al., 2020). The android-based video media can increase the mother's knowledge of the correct breastfeeding techniques. Video development in android-based media can further improve mothers' knowledge. With easier access and a more attractive audiovisual display (Nurkhofifah & Hindiarti, 2021)

Online breastfeeding education can use as an alternative media during the Covid-19 pandemic. This video was used online during the pandemic using Whatsaap groups. Another study developed an android-based form of breastfeeding counseling. The results showed that the intervention group given android-based breastfeeding counseling provided exclusive breast milk as much as 3.3 times higher than those who did not get counseling. Providing android-based counseling is the right thing to do at a time of large-scale social restrictions that result in a lack of mothers getting access to health services (Rosa, 2022).

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The breastfeeding process is natural for a mother, but in practice, the mother needs other factors that can support success in breastfeeding. Good knowledge of a mother is closely related to the successful breastfeeding process. Some studies have found a close relationship between knowledge and the success of the breastfeeding process.

The research was conducted on working mothers in Jakarta to look for determinant factors of exclusive breastfeeding. And the results show that Knowledge was an influential factor in the success of exclusive breastfeeding (Rapingah et al., 2021). The mother's knowledge of breast milk and breastfeeding significantly influences exclusive breastfeeding. The better the level of knowledge of a mother, the greater her awareness of providing exclusive breast milk (Sariati et al., 2017). In another research showed that there was a significant relationship between maternal knowledge and giving exclusive breastfeeding (Wahyuni et al., 2021).

In addition to the knowledge factor, many other factors to succeed in breastfeeding. Other research has shown a link between knowledge, breastfeeding facilities, and social support for nursing mothers (Depiriyani et al., 2022). Exclusive breastfeeding relies on the mother's positive knowledge and attitude but the availability of facilities and time to provide breast milk becomes very important. Social support, especially from family and health workers, significantly influences breastfeeding efforts. (Gurnida, 2021).

4. Conclusion

The mother's knowledge is closely related to her ability to breastfeed. Video can be used as an alternative educational media to improve the knowledge of nursing mothers. Using video as an audio-visual medium can further increase the mother's knowledge and motivation in breastfeeding and provide exclusive breast milk. The development of educational media is needed further to improve the knowledge and insights of mothers in breastfeeding. Exciting animation and visual and audio media will further increase the mothers' motivation to breastfeed. Other factors that are more related to breastfeeding can explore a problem in achieving the success of breastfeeding, incredibly exclusive breast milk.

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