



Video how right breastfeeding through smartphone can affect breastfeeding self efficacy on public mothers in the Regency of Banjarnegara

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ABSTRAK

Latar Belakang: Rendahnya keyakinan ibu untuk menyusui dapat berdampak pada pemberian ASI yang tidak adekuat dan dapat menyebabkan kekurangan nutrisi pada bayi sehingga bayi rentan terhadap penyakit terutama bayi baru lahir. Dalam meningkatkan keyakinan ibu dalam menyusui diperlukannya intervensi salah satunya yaitu dengan memalui video cara menyusui yang benar. Rendahnya tingkat efikasi diri ibu atau keyakinan ibu dalam menyusui menggambarkan masih rendahnya komitmen menyusui, rendahnya daya tahan ibu dalam mengatasi hambatan yang muncul selama menyusui dan fokus ibu pada aspek negatif menyusui sehingga berdampak pada kurang adekuatnya pemberian ASI. menyusui dan dapat menyebabkan defisiensi gizi pada bayi sehingga bayi mudah terkena penyakit. Besarnya pengaruh keyakinan ibu dalam menyusui memerlukan berbagai intervensi untuk meningkatkan keyakinan tersebut sehingga tercapai keberhasilan dalam menyusui. salah satu intervensi yang diberikan untuk meningkatkan kepercayaan diri adalah dengan memberikan video cara menyusui yang benar.

Tujuan: Untuk mengetahui media video menyusui yang benar berpengaruh terhadap breastfeeding self efficacy.

Metode: Desain penelitian yang digunakan adalah quasy eksperimental dengan rancangan pretest post test control group design. Variabel dalam penelitian ini adalah video cara menyusui yang benar, breastfeeding self efficacy. Jumlah sampel 30 responden. Kelompok perlakuan mendapatkan intervensi mendapatkan edukasi video teknik menyusui yang benar menggunakan aplikasi di Smartphone sedangkan pada kelompok kontrol mendapatkan edukasi dari buku kesehatan ibu dan anak. Analisa data secara univariat, bivariat dengan t berpasangan dan t tidak berpasangan.

Hasil: analisis menunjukkan ada pengaruh video cara menyusui yang benar terhadap breastfeeding self efficacy nilai p value 0,003

Kesimpulan: Pemberian video mengenai cara menyusui yang benar dapat meningkatkan keyakinan ibu untuk menyusui bayinya.

KATA KUNCI: video cara menyusui yang benar; breastfeeding self efficacy; asi eksklusif

ABSTRACT

Background: The lower confidence of mothers to breastfeed can have an impact on inadequate breastfeeding and can cause nutritional deficiencies in infants so that babies are vulnerable to disease, especially newborns. With increasing mother's confidence in breastfeeding, intervention is needed, one of which is through videos on how to breastfeed correctly.

The low level of mother's self-efficacy or mother's belief in breastfeeding illustrates that there is still low commitment to breastfeeding, low endurance of mothers in overcoming obstacles that arise during breastfeeding and mother's focus on negative aspects of

breastfeeding so that it has an impact on inadequate breastfeeding and can lead to deficiency. nutrition in infants so that infants are susceptible to disease.

The magnitude of the influence of mother's belief in breastfeeding requires various interventions to increase this belief so that success in breastfeeding is achieved. One of the interventions given to increase confidence is to provide videos on how to breastfeed correctly.

Objectives: *The goal is to find out which breastfeeding video media have an effect on breastfeeding self-efficacy.*

Methods: *The research design used was a quasi-experimental design with a pretest post-test control group design. The variables in this study were videos on how to breastfeed correctly, breastfeeding self-efficacy. The number of samples is 30 respondents. The treatment group received the intervention to get video education on correct breastfeeding techniques using an application on a smartphone, while the control group received education from maternal and child health books. Data analysis was univariate, bivariate with paired t and unpaired t.*

Results: *The results of the analysis show that there is an effect of the video on how to properly breastfeed the effect on the breastfeeding self efficacy p value 0.003*

Conclusions: *Giving videos on how to breastfeed correctly can increase the confidence of mothers to breastfeed their babies.*

KEYWORD: *video how to breastfeed properly ; breastfeeding self efficacy; exclusive breastfeeding*

Article Info :

Article submitted on March 05, 2022

Article revised on April 17, 2022

Article received on May 12, 2022

DOI: [http://dx.doi.org/10.21927/jnki.2022.10\(2\).110-115](http://dx.doi.org/10.21927/jnki.2022.10(2).110-115)

INTRODUCTION

WHO and UNICEF recommend optimal nutrition for newborns, namely through a global strategy of exclusive breastfeeding for six months which requires high maternal self-confidence (1). Several research studies say that a high level of self-confidence can predict a higher rate of breastfeeding success. The existence of support for the family environment or health workers is suspected to be correlated with high self-confidence for the success of breastfeeding their babies(2).

The low level of mother's self-efficacy or mother's belief in breastfeeding illustrates that there is still low commitment to breastfeeding, low endurance of mothers in overcoming obstacles that arise during breastfeeding and mother's focus on negative aspects of breastfeeding so that it has an impact on inadequate breastfeeding

and can lead to deficiency. Nutrition in infants so that infants are susceptible to disease. Therefore, health workers should provide education on how to breastfeed properly(3).

The magnitude of the influence of mother's belief in breastfeeding requires various interventions to increase this belief, so that success in breastfeeding is achieved. Various interventions have been carried out such as the application of media in counseling(4) or by telephone, providing educational media through posters (5) and providing breastfeeding rooms, increasing knowledge through husbands (6). Research shows that intervention by providing education has a major effect in increasing breastfeeding (7). The counseling process becomes less effective if the midwife does not use communication media but more towards verbal delivery in providing counseling. The

communication media used by the counselor must be able to provide information that is easily accepted and easy to remember and can be seen repeatedly as long as the mother needs information. During the Covid-19 pandemic, midwives did not make a post-partum visits, so that the correct information about breastfeeding was less than optimal. Video media on how to breastfeed correctly, which is given via a smartphone, is very suitable to add confidence to postpartum mothers for exclusive breastfeeding.

MATERIALS AND METHODS

The type of research used was quasi-experimental with a pretest post-test control group design. In this study divided into 2 groups, namely the control group and the treatment group. The treatment group received a video intervention on how to properly breastfeed through smartphone media and the control group received education through the MCH handbook. The video used has been consulted with IT experts and has been corrected according to the direction and input from the expert, for the correct breastfeeding procedure, it is taken from the postpartum practicum module so that it is standard. Before the intervention, the control group and the treatment group received a pre-test in the form of measuring the breastfeeding self-efficacy scale, then continued with the intervention and the post-test was carried out 1 week after the intervention was carried out using the same measurement tool. The population was all postpartum mothers who gave birth at the Madukara 2 Public Health Center, Banjarmangu Public Health Center 2 and Banjarnegara Public Health Center 2. The theme was carried out from May to June 2021. The sampling technique was a consecutive sampling method, the sample size of 30 postpartum mothers was divided into 2 groups respectively. 15 respondents each. The dependent variable in this study is breastfeeding self-efficacy, while the independent variable is

the video on how to breastfeed correctly. Data analysis with paired t test and unpaired t test.

RESULTS AND DISCUSSION

RESULTS

Table 1. Video how to breastfeed correctly through smartphone the value of breastfeeding self efficacy in the control group and the treatment group

Breastfeeding self efficacy	Group		P-value**
	Intervention (n=15)	Control (n=15)	
Before Intervention			
Mean ±SD	37.80 ±4.78	29.53 ±5.878	0.1000
Min-max	33-48	20-36	
After Intervention			
Mean ±SD	39.93 ±4.49	29.53 ±5.878	0.003
Min-max	33-48	20-36	
Difference			
Mean ±SD	2.13±2.32	0	0.003
P-value *			

*uji paired t test **uji independent t test

DISCUSSION

Based on the **Table 1** above, it shows that the value of breastfeeding self-efficacy in the control group before and after the intervention has the same value, so there is no difference with the p value = 0.1000. Meanwhile, the treatment group had different values before and after being given a video on how to breastfeed correctly through smartphone media with a p value = 0.003. There is an effect of videos on how to breastfeed correctly through smartphone media on the value of breastfeeding self-efficacy with p value = 0.003.

Health education, which is carried out without using the media, has not been able to change Breastfeeding self-efficacy. Breastfeeding self-efficacy is, a person's belief in his ability to successfully breastfeed his baby. Mother's belief in her ability to breastfeed will predict several things such as the mother chooses to breastfeed, how much effort the mother puts in, the improvement in the mother's mindset, and how emotionally she will respond to breastfeeding difficulties(8). Breastfeeding an

infant for 6 months or more, as recommended by WHO, requires a high level of self-confidence (9). Several studies say a high level of self-confidence can predict a higher rate of breastfeeding success (2). Mother's high self-efficacy to give exclusive breastfeeding has an effect on the success of giving exclusive breastfeeding (10) and the factors that are proven to influence exclusive breastfeeding are the psychological factors of the mother, namely self-efficacy (11). Conversely, low maternal confidence will affect the success of breastfeeding. Research studies say that mothers' low confidence in breastfeeding or low breastfeeding self-efficacy is due to mothers' concerns about the incidence of swollen breasts and sore nipples, lack of guidance from health workers regarding breastfeeding, so mothers should be taught several times and then observe mothers when they start breastfeeding themselves and evaluate what difficulties are experienced, the lack of knowledge and understanding of mothers regarding the breastfeeding process related to good and correct breastfeeding techniques and the baby's response when breastfeeding (3). Therefore, appropriate efforts are needed to overcome this, one of which is by providing counseling and providing videos on how to breastfeed correctly.

The provision of IEC and the provision of videos in this study is a combination and modification technique that is given to increase the mother's confidence to breastfeed her baby. The video explains and illustrates audio and visually how the breastfeeding process is correct and using puppets to demonstrate breastfeeding techniques so that mothers can learn and be able to apply correctly according to what is shown in the media. The videos in this study are detailed, clear and concise, starting with how to apply a small amount of breast milk to the nipples and areola, how to put the baby on one arm, the baby's head is on the mother's elbow and the

baby's buttocks are on the mother's forearm, how to attaching the baby's stomach to the mother's stomach, to position the baby with the ears and arms in a straight line, how to hold the breast, how to stimulate the baby's mouth to open, tell the mother to pay close attention to the baby while breastfeeding and how to burp the baby after feeding. By giving a video that demonstrates completely and clearly, it is proven to increase the mother's confidence. This is different from the study conducted by Catur et al with the title The Role of Lactation Counseling with the Application of Media on the Level of Self-Confidence and Breastfeeding Success in Post partum Mothers. In this study, one of the methods used was also a video, but the results said that there was no correlation of self-confidence on the ability to breastfeed and breastfeeding success in postpartum mothers (4). This is presumably because the provision of media in the form of videos in the study was only carried out 3 times, namely during the prenatal visit at 36 weeks of gestation, the first day post partum and the seventh day post partum, while in this study the video was shown during the initial IEC administration and then the video was sent to the mother via smartphone media. The hope is that it will make it easier and guide mothers in practicing the right way of breastfeeding at home whenever the mother needs it. The results are scientifically proven to have an effect on mothers' beliefs to breastfeed.

Other studies suggest that BSE is a modifiable factor that practitioners can target to increase breastfeeding rates in mothers with term infants(12). From the research results, Hypnopractice can prevent bad psychological changes because psychological factors during the postpartum period will be able to affect production and confidence in breastfeeding. Hypnopractice can increase milk production and breastfeeding confidence(13). Other factors that can influence BSE are breastfeeding experience

factors, observing other people's experiences, verbal persuasion(14).

In addition, the main component and basic skills that must be possessed by a counselor is therapeutic communication. Counselor's therapeutic communication makes mothers open up, awakens mothers when they have incorrect breastfeeding perceptions, it will improve their perceptions(1). Higher self-efficacy is caused by the emotional and physical support that the mother gets from her husband and family(3)(15) (16). This is also in accordance with the results of research by Ida and Joko (2015) which state that there is a significant relationship between family support (mother and mother-in-law) and exclusive breastfeeding behavior(17).

CONCLUSION AND RECOMMENDATION

There is an effect of videos on how to breastfeed correctly through smartphone media on the value of breastfeeding self-efficacy with a value of p value = 0.003. Video media helps mothers have the confidence to be able to breastfeed exclusively. Suggestions for postpartum mothers, if they have low confidence, they can watch a video on how to breastfeed properly so that their belief in breastfeeding their baby is stronger. For Public Health Center, in providing services to postpartum mothers, especially providing IEC the correct way to breastfeed, you can use media in the form of videos to increase the mother's confidence to breastfeed her baby.

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