

ABSTRAK

Latar Belakang: Menyusui berperan penting dalam meningkatkan kesehatan ibu dan bayi, namun cakupan ASI eksklusif di Indonesia belum sepenuhnya mencapai target nasional 70%, dengan proporsi bayi usia kurang dari enam bulan yang menerima ASI eksklusif sebesar 68%. Di Provinsi D.I. Yogyakarta, cakupan mencapai 78,25%, sementara di Kota Yogyakarta sebesar 76,8%. Puskesmas Danurejan 1 memiliki capaian terendah sebesar 66,7%, diikuti Danurejan 2 (67,9%), Gedongtengen (71,9%), dan Tegalrejo (75,4%). Kondisi ini menunjukkan bahwa edukasi melalui Buku KIA masih belum optimal. Meskipun media edukasi berbasis video telah banyak dikembangkan, konten yang disajikan belum sepenuhnya sesuai dengan kebutuhan ibu menyusui.

Tujuan: Mengetahui pengaruh media edukasi video terhadap pengetahuan, sikap, dan *self-efficacy* ibu menyusui.

Metode: Penelitian kuantitatif dengan desain *quasi-experiment* menggunakan *non-equivalent control group design* dengan *pre-test* dan *post-test*. Sampel sebanyak 64 ibu menyusui dipilih dengan metode *consecutive sampling* berdasarkan kriteria inklusi: ibu menyusui dengan bayi usia 1–5 bulan, berdomisili di wilayah kerja Puskesmas Danurejan 1, Danurejan 2, Gedongtengen, dan Tegalrejo, mampu berkomunikasi dalam bahasa Indonesia, memiliki ponsel pribadi untuk menonton video edukasi, serta bersedia menjadi responden. Penelitian dilaksanakan pada Juli-Agustus 2025. Kelompok intervensi menerima edukasi melalui video, sedangkan kelompok kontrol mendapat edukasi standar (Buku KIA). Data dikumpulkan menggunakan kuesioner demografi, kuesioner pengetahuan “*Knowledge, Attitude and Breastfeeding Practice of Postnatal Mother*”, *Iowa Infant Feeding Attitude Scale (IIFAS)* untuk sikap dan *Breastfeeding Self-Efficacy Scale (BSES)*. Analisis data menggunakan *Wilcoxon, paired t-test, Mann-Whitney*, dan regresi linier berganda.

Hasil: penelitian menunjukkan bahwa kelompok intervensi mengalami peningkatan pengetahuan sebesar 1,00 (rentang -1–7) dibandingkan kelompok kontrol 0,00 (rentang -5–2) dengan $p = 0,007$ dan *effect size* kecil (0,34). Sikap meningkat sebesar 15,00 (rentang -11–36) pada kelompok intervensi dan tetap 0,00 (rentang -11–11) pada kontrol dengan $p = 0,001$ dan *effect size* kecil (0,42). Perubahan *self-efficacy* pada kelompok intervensi sebesar $0,79 \pm 11,2$ dan pada kelompok kontrol $-1,00 \pm 4,69$ dengan $p < 0,001$ dan *effect size* kecil (0,20).

Kesimpulan: Edukasi menggunakan media video memberikan efektifitas yang signifikan terhadap pengetahuan, sikap dan *self-efficacy* ibu menyusui dan dapat diterapkan sebagai strategi praktis dalam edukasi menyusui oleh tenaga kesehatan.

Kata kunci: Ibu Menyusui, edukasi kesehatan, video, pengetahuan, sikap, *self-efficacy*

ABSTRACT

Background: Breastfeeding plays an essential role in improving maternal and infant health. However, the coverage of exclusive breastfeeding in Indonesia has not yet fully reached the national target of 70%, with only 68% of infants under six months receiving exclusive breastfeeding. In the Special Region of Yogyakarta, the coverage reached 78.25%, while in Yogyakarta City it was 76.8%. Puskesmas Danurejan 1 had the lowest coverage at 66.7%, followed by Danurejan 2 (67.9%), Gedongtengen (71.9%), and Tegalorejo (75.4%). This condition indicates that education through the Maternal and Child Health (MCH) Handbook has not been fully effective. Although video-based educational media have been widely developed, the content provided has not yet fully met the needs of breastfeeding mothers.

Objective: To determine the effect of video education media on the knowledge, attitude, and self-efficacy of breastfeeding mothers.

Methods: This quantitative study employed a quasi-experimental design with a non-equivalent control group, using a pre-test and post-test approach. A total of 64 breastfeeding mothers were selected through consecutive sampling based on the following inclusion criteria: mothers with infants aged 1–5 months, residing in the working areas of Puskesmas Danurejan 1, Danurejan 2, Gedongtengen, and Tegalorejo; able to communicate in Indonesian; owning a personal mobile phone to watch educational videos; and willing to participate as respondents. The study was conducted from July to August 2025. The intervention group received education through videos, while the control group received standard education using the MCH Handbook. Data were collected using a demographic questionnaire, a breastfeeding knowledge questionnaire, the Iowa Infant Feeding Attitude Scale (IIFAS) for attitudes, and the Breastfeeding Self-Efficacy Scale (BSES). Data analysis was performed using the Wilcoxon test, paired t-test, Mann–Whitney test, and multiple linear regression.

Results: The study showed that the intervention group experienced an increase in knowledge of 1.00 (range -1–7), compared to the control group 0.00 (range -5–2), with $p = 0.007$ and a small effect size (0.34). Attitude scores increased by 15.00 (range -11–36) in the intervention group and remained 0.00 (range -11–11) in the control group, with $p = 0.001$ and a small effect size (0.42). Changes in self-efficacy were 0.79 ± 11.2 in the intervention group and -1.00 ± 4.69 in the control group, with $p < 0.001$ and a small effect size (0.20).

Conclusion: Education using video-based media has a significant effect on the knowledge, attitudes, and self-efficacy of breastfeeding mothers and can be implemented as a practical strategy for breastfeeding education by healthcare professionals.

Keywords: Breastfeeding mothers, health education, video, knowledge, attitude, self-efficacy