

ABSTRACT

THE EFFECTIVENESS OF HEALTH EDUCATION THROUGH THE “E-DUKASI” VIDEO MEDIA ON THE KNOWLEDGE AND ATTITUDES OF FAMILIES IN SUPPORTIN EXCLUSIVE BREASTFEEDING IN THE WORKING AREA OF AUR DURI PUBLIC HEALTH CENTER

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Background: Breast milk is the main source of nutrition for infants as it contains complete nutrients and natural antibodies. Exclusive breastfeeding can reduce infant morbidity and mortality rates, while also providing long-term benefits for both mother and child. In addition, breastfeeding is cost-effective as it does not require expenses like formula milk. However, the global coverage of exclusive breastfeeding remains low. According to WHO data in 2023, the global coverage is only 38%, Indonesia is at 55.5%, and Jambi Province at 72.68%. In the working area of Aur Duri Public Health Center, the exclusive breastfeeding coverage in 2024 is only 51%, below the national target of 80%. One of the key factors in the success of exclusive breastfeeding is family support, which can be improved through video-based health education.

Objective: To determine the effectiveness of health education through the video media “E-Dukasi” on family knowledge and attitudes in supporting exclusive breastfeeding.

Methods: This study used a quantitative approach with a quasi-experimental design, applying a pretest-posttest with two groups. A total of 62 respondents were selected using purposive sampling. Data analysis was conducted using the Wilcoxon and Mann-Whitney tests.

Results: The post-test knowledge score in the intervention group was 8.61, higher than the control group (7.16). The post-test attitude score in the intervention group was 46.97 compared to 39.74 in the control group. The results showed a significant improvement in family knowledge and attitudes after the “E-Dukasi” video intervention ($p = 0.000$).

Conclusion: The “E-Dukasi” video was effective in improving family knowledge and attitudes in supporting exclusive breastfeeding in the working area of Aur Duri Public Health Center.

Keywords: exclusive breastfeeding, health education, video media, knowledge

ABSTRAK

EFEKTIVITAS EDUKASI KESEHATAN MELALUI MEDIA VIDEO “E- DUKASI” TERHADAP PENGETAHUAN DAN SIKAP KELUARGA DALAM MENDUKUNG PEMBERIAN ASI EKSKLUSIF DI WILAYAH KERJA PUSKESMAS AUR DURI

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Latar Belakang : Air Susu Ibu (ASI) merupakan sumber nutrisi utama bagi bayi karena mengandung zat gizi lengkap dan antibodi alami. ASI eksklusif mampu menurunkan angka kesakitan dan kematian bayi serta memberikan manfaat jangka panjang bagi ibu dan anak. Selain itu, ASI juga menghemat pengeluaran karena tidak memerlukan biaya seperti susu formula. Namun, cakupan ASI eksklusif secara global masih rendah. Berdasarkan data WHO tahun 2023, cakupan global baru mencapai 38%, Indonesia 55,5%, dan Provinsi Jambi 72,68%. Di wilayah kerja Puskesmas Aur Duri, cakupan ASI eksklusif tahun 2024 hanya 51%, di bawah target nasional sebesar 80%. Salah satu faktor penting dalam keberhasilan pemberian ASI eksklusif adalah dukungan keluarga, yang dapat ditingkatkan melalui edukasi berbasis media video.

Tujuan : Mengetahui efektivitas edukasi kesehatan melalui media video “E-Dukasi” terhadap pengetahuan dan sikap keluarga dalam mendukung pemberian ASI eksklusif.

Metode : Penelitian menggunakan pendekatan kuantitatif dengan desain *quasi-experiment pretest-posttest* dua kelompok. Sebanyak 62 responden dipilih secara *purposive sampling*. Analisis data menggunakan uji Wilcoxon dan *Mann-Whitney*.

Hasil : Hasil menunjukkan skor pengetahuan *post-test* kelompok intervensi adalah 8,61, lebih tinggi dari kontrol (7,16). Skor sikap *post-test* kelompok intervensi adalah 46,97 dibandingkan 39,74 pada kontrol. Hasil menunjukkan peningkatan signifikan pengetahuan dan sikap keluarga setelah intervensi video “E-Dukasi” ($p = 0,000$).

Kesimpulan : Edukasi melalui video “E-Dukasi” efektif meningkatkan pengetahuan dan sikap keluarga dalam mendukung pemberian ASI eksklusif di wilayah kerja Puskesmas Aur Duri.

Kata kunci: ASI eksklusif, edukasi kesehatan, media video, pengetahuan