

**THE EFFECT OF DIGITAL BOOKLETS ON KNOWLEDGE AND MOTIVATION OF
EXCLUSIVE BREASTFEEDING IN TRIMESTER 3 PREGNANT WOMEN AT
PUSKESMAS UMBULHARJO 1.**

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ABSTRAK

Background : *Decreasing stunting rates, MMR and IMR is the focus of attention of the Indonesian Minister of Health. The health profile in 2019 recorded that 20,244 children under five aged 0-28 months died. Diarrhea is one of the main causes of death. Exclusive breastfeeding is effective in preventing stunting and reducing the risk of diarrhea. The lowest breastfeeding coverage is in the Umbulharjo, precisely at the Puskesmas Umbulharjo 1. A booklet that containing information about breastfeeding can help increase knowledge. Digital booklet is a booklet that can be accessed through a gadget.*

Objectives : *To know the effect of digital booklets on knowledge and motivation of exclusive breastfeeding in 3rd trimester pregnant women at Puskesmas Umbulharjo 1.*

Method : *This study is a quasi-experimental study with pre-test and post-test with control group design. The sample used in the study was 15 pregnant women in the third trimester for each group. The sampling technique used purposive sampling. Independent variable are Digital booklet and video attempt, the dependent variable is the level of knowledge and motivation of 3rd trimester pregnant women regarding exclusive breastfeeding. Data collection using a questionnaire through Google Form. Data analysis using Wilcoxon and Mann Whitney .*

Result : *Wilcoxon test results regarding knowledge in the experimental group (p-value = 0.004) and control group (p-value = 0.008), motivation in the experimental group (p-value = 0.002), and control group (p-value = 0.007). Mann Whitney test on knowledge (p-value = 0.017), motivation (p-value = 0.83). The mean value of knowledge and motivation of the experimental group was higher than the control group*

Conclusion : *Digital booklets have a more significant effect on knowledge about exclusive breastfeeding in third trimester pregnant women than video attempt*

Keywords : *Exclusive Breastfeeding, Digital Booklet, Knowledge, Motivation*

MOTIVASI PEMBERIAN ASI EKSKLUSIF PADA IBU HAMIL TRIMESTER 3 DI PUSKESMAS UMBULHARJO 1 YOGYAKARTA

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ABSTRAK

Latar Belakang : Penurunan angka stunting, AKI dan AKB merupakan fokus perhatian MENKES RI. Profil kesehatan 2019 mencatat kematian balita usia 0-28 bulan sebanyak 20.244 anak. Diare salah satu penyebab utama kematian. Pemberian ASI eksklusif efektif mencegah stunting dan mengurangi risiko diare. Cakupan ASI terendah berada di kecamatan Umbulharjo tepatnya di Puskesmas Umbulharjo 1. Booklet yang berisi informasi mengenai ASI dapat membantu menambah pengetahuan. *booklet digital* merupakan *booklet* yang kemudian di adaptasi sehingga dapat diakses melalui gadget.

Tujuan penelitian : Mengetahui pengaruh *booklet digital* terhadap tingkat pengetahuan dan motivasi pemberian ASI eksklusif pada Ibu Hamil Trimester 3 di Puskesmas Umbulharjo 1.

Metode penelitian : penelitian ini *quasi experiment* dengan *pre test and post test with control group design*. Jumlah sampel penelitian 15 ibu hamil trimester 3 untuk setiap kelompok. Teknik sampling menggunakan *purposive sampling*. Variabel independen: pemberian *Booklet digital* dan video, variabel dependen tingkat pengetahuan dan motivasi Ibu Hamil Trimester 3 mengenai ASI Eksklusif. Pengumpulan data menggunakan kuesioner melalui *Google Form*. Analisis data menggunakan uji *Wilcoxon* dan *Mann Whitney*

Hasil Penelitian : Uji *Wilcoxon* pengetahuan pada kelompok perlakuan ($p\text{-value}=0,004$) dan kelompok kontrol ($p\text{-value}=0,008$), motivasi pada kelompok perlakuan ($p\text{-value}=0,002$), kelompok kontrol ($p\text{-value}=0,007$). Uji *Mann Whitney* pengetahuan ($p\text{-value}=0,017$), motivasi ($p\text{-value}=0,83$). Nilai *mean* pengetahuan dan motivasi kelompok perlakuan lebih tinggi daripada kelompok kontrol.

Kesimpulan : Booklet digital lebih memberikan pengaruh yang signifikan terhadap tingkat pengetahuan mengenai ASI eksklusif pada ibu hamil trimester 3 dibandingkan video.

Kata Kunci : ASI Eksklusif, *Booklet Digital*, Pengetahuan, Motivasi