

THE EFFECT OF VIDEO-BASED EDUCATION ON BREASTFEEDING SELF-EFFICACY AMONG PREGNANT WOMEN IN THE WORKING AREA OF YOGYAKARTA CITY HEALTH CENTER

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ABSTRACT

Background: The exclusive breastfeeding coverage in Yogyakarta City is the lowest in the Special Region of Yogyakarta (DIY), particularly in the Gedongtengen Public Health Center area. Enhancing maternal motivation and awareness is crucial to building Breastfeeding Self-Efficacy, which fosters breastfeeding commitment. One potential medium to improve self-efficacy is video, as breastfeeding for two years supports gut microbiota maturation and reduces infant morbidity and mortality.

Objective: To determine the effect of video media education on Breastfeeding Self-Efficacy among pregnant women in the working area of public health centers in Yogyakarta City.

Methods: This study used a quasi-experimental design with a nonequivalent (pretest-posttest) control group design. The research was conducted in March 2025. The study population consisted of all pregnant women from February to March 2025 in the working areas of Gedongtengen and Pakualaman Public Health Centers. A purposive sampling technique was used, with a total of 52 respondents. The instrument used was the BSES-SF. Data analysis was conducted using Wilcoxon and Mann-Whitney tests.

Results: There was a significant effect of educational media on Breastfeeding Self-Efficacy before and after the intervention in both the experimental group ($p = 0.002$) and the control group ($p = 0.008$). A significant difference was also found between the experimental and control groups after the intervention ($p = 0.039$). The experimental group showed a greater increase, indicating that video media was more effective than the e-booklet.

Conclusion: Video media education has a significant effect on Breastfeeding Self-Efficacy among pregnant women in the working area of public health centers in Yogyakarta City.

Keywords: video, e-booklet, breastfeeding, self-efficacy

PENGARUH EDUKASI MEDIA VIDEO TERHADAP *BREASTFEEDING SELF EFFICACY* PADA IBU HAMIL DI WILAYAH KERJA PUSKESMAS KOTA YOGYAKARTA

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ABSTRAK

Latar Belakang: Cakupan ASI eksklusif di Kota Yogyakarta merupakan yang terendah di DIY, terutama di wilayah Puskesmas Gedongtengen. Peningkatan motivasi dan kesadaran ibu penting untuk membangun *Breastfeeding Self-Efficacy* yang mendorong komitmen menyusui. Salah satu media yang dapat digunakan untuk meningkatkan *self-efficacy* adalah media video, karena dengan menyusui dua tahun akan mematangkan mikrobiota usus dan menurunkan kesakitan serta kematian bayi.

Tujuan: Mengetahui pengaruh edukasi media video terhadap *Breastfeeding Self-Efficacy* pada ibu hamil di wilayah kerja Puskesmas Kota Yogyakarta.

Metode: Desain penelitian menggunakan quasi eksperimen dengan menggunakan rancangan *Nonequivalent (pretest-posttest) with control group design*. Penelitian dilaksanakan bulan Maret 2025. Populasi penelitian adalah seluruh ibu hamil pada bulan Februari-Maret 2025 di wilayah kerja Puskesmas Gedongtengen dan Puskesmas Pakualaman. Teknik pengambilan sampel yaitu dengan *purposive sampling* sejumlah 52 responden. Instrumen menggunakan BSES-SF. Analisis data menggunakan *Wilcoxon* dan *Mann Whitney*.

Hasil: Terdapat pengaruh media edukasi terhadap BSE sebelum dan sesudah dilakukan intervensi pada kelompok eksperimen ($p = 0,002$) dan kelompok kontrol ($p = 0,008$). Terdapat pengaruh media edukasi terhadap BSE antara kelompok eksperimen dan kontrol setelah intervensi ($p = 0,039$). Kelompok eksperimen menunjukkan peningkatan lebih tinggi, sehingga media video lebih efektif dibandingkan *e-booklet*.

Kesimpulan: Ada pengaruh edukasi media video terhadap *Breastfeeding Self-Efficacy* pada ibu hamil di wilayah kerja Puskesmas Kota Yogyakarta.

Kata kunci: video, *e-booklet*, *breastfeeding*, *self efficacy*