

**THE EFFECT OF SOCIAL MEDIA-BASED EDUCATION ON
KNOWLEDGE AND BEHAVIOR OF EXCLUSIVE BREASTFEEDING IN
BREASTFEEDING MOTHERS IN THE GEDONGTENGEN PUSKESMAS
WORKING AREA**

Oli Viya Aprilita¹, Heni Puji Wahyuningsih², Mina Yumei Santi³

^{1,2,3}Midwifery Department, Health Polytechnic Ministry of Health Yogyakarta,
Jl. Mangkuyudan MJ III/304, Mantrijeron, Mantrijeron, Yogyakarta City, 555143

¹Email: oliviaaprilita616@gmail.com

ABSTRACT

Background: The lowest exclusive breastfeeding coverage in Yogyakarta City is in the Gedongtengen Health Center working area (60.76%). Exclusive breastfeeding behavior is influenced by various factors, one of which is exclusive breastfeeding knowledge, which can be improved through social media-based education.

Objective: To determine the effect of social media-based education on the knowledge and behavior of breastfeeding mothers related to exclusive breastfeeding.

Methods: This study is a quasi-experimental study with a pre-test and post-test design with control group. The sample amounted to 50 breastfeeding mothers who were divided into 25 experimental groups and 25 control groups. The variables studied included age, education, occupation, parity, and family income. The instrument was a knowledge and behavior questionnaire that had been tested for validity and reliability. The intervention was conducted through Instagram and TikTok social media. Data analysis used Wilcoxon, Mann-Whitney, and ANCOVA tests.

Results: The average increase in knowledge scores of the experimental group was 30.14 and control 20.86 ($p=0.019$). The increase in the behavior value of the experimental group was 30.82 and control 20.18 ($p=0.009$). These results indicate the effect of social media education, with the experimental group showing a more significant increase.

Conclusion: Education through social media has an effect on increasing the knowledge and behavior of mothers in exclusive breastfeeding. Good use of social media will increase the knowledge and behavior of exclusive breastfeeding in breastfeeding mothers.

Keywords: Exclusive breastfeeding, social media, knowledge, behavior

PENGARUH EDUKASI BERBASIS MEDIA SOSIAL TERHADAP PENGETAHUAN DAN PERILAKU PEMBERIAN ASI EKSKLUSIF PADA IBU MENYUSUI DI WILAYAH KERJA PUSKESMAS GEDONGTENGEN

Oli Viya Aprilita¹, Heni Puji Wahyuningsih², Mina Yumei Santi³

^{1,2,3} Jurusan Kebidanan Poltekkes Kemenkes Yogyakarta,

Jl. Mangkuyudan MJ III/304, Mantrijeron, Mantrijeron, Kota Yogyakarta, 555143

¹Email: oliviaaprilita616@gmail.com

ABSTRAK

Latar Belakang: Cakupan pemberian ASI eksklusif terendah di Kota Yogyakarta terdapat di wilayah kerja Puskesmas Gedongtengen (60,76%). Perilaku pemberian ASI eksklusif dipengaruhi oleh berbagai faktor, salah satunya yaitu Pengetahuan ASI eksklusif yang dapat ditingkatkan salah satunya melalui edukasi berbasis media sosial.

Tujuan: Mengetahui pengaruh edukasi berbasis media sosial terhadap pengetahuan dan perilaku ibu menyusui terkait ASI eksklusif.

Metode: Penelitian ini merupakan penelitian kuasi-eksperimen dengan desain *pre-test and post-test with control group*. Sampel berjumlah 50 ibu menyusui yang dibagi menjadi 25 orang kelompok eksperimen dan 25 orang kelompok kontrol. Variabel yang dikaji meliputi umur, pendidikan, pekerjaan, paritas, dan penghasilan keluarga. Instrumen berupa kuesioner pengetahuan dan perilaku yang telah diuji validitas dan reliabilitasnya. Intervensi dilakukan melalui media sosial Instagram dan TikTok. Analisis data menggunakan uji *Wilcoxon*, *Mann-Whitney*, dan ANCOVA.

Hasil: Rata-rata kenaikan nilai pengetahuan kelompok eksperimen sebesar 30,14 dan kontrol 20,86 ($p=0,019$). Kenaikan nilai perilaku kelompok eksperimen sebesar 30,82 dan kontrol 20,18 ($p=0,009$). Hasil ini menunjukkan adanya pengaruh edukasi media sosial, dengan kelompok eksperimen menunjukkan peningkatan yang lebih signifikan.

Kesimpulan: Edukasi melalui media sosial berpengaruh terhadap peningkatan pengetahuan dan perilaku ibu dalam pemberian ASI eksklusif. Penggunaan media sosial yang baik akan meningkatkan pengetahuan dan perilaku pemberian ASI eksklusif pada ibu menyusui

Kata kunci: ASI eksklusif, media sosial, pengetahuan, perilaku

