

**THE EFFECTIVENESS OF VIDEO-BASED LACTATION COUNSELING IN
IMPROVING BREASTFEEDING SELF-EFFICACY AMONG THIRD-
TRIMESTER PRIMIGRAVID PREGNANT WOMEN IN
KULON PROGO REGENCY**

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ABSTRACT

Background: *Primigravida women often have low breastfeeding self-efficacy due to lack of experience. Video-based lactation counseling may improve knowledge, readiness, and confidence during pregnancy.*

Objective: *To examine the effectiveness of video-based lactation counseling on breastfeeding self-efficacy among third-trimester primigravida pregnant women in Kulon Progo Regency.*

Methods: *A quasi-experimental pretest-posttest control group study was conducted with 38 participants (19 intervention, 19 control) using simple random allocation. The intervention group received video-based counseling, while the control group received Maternal and Child Health (MCH) handbook education. Breastfeeding self-efficacy was measured using BSES-SF and analyzed using Shapiro-Wilk, paired t-test, Wilcoxon, Mann-Whitney, and multiple linear regression.*

Results: *Both groups were homogeneous ($p > 0.05$). Self-efficacy increased in both groups, with a greater improvement in the video group ($p < 0.001$). A significant difference in change scores was found between groups ($Z = -4.541$; $p < 0.001$). Regression analysis showed the model explained 48% of the variance in self-efficacy ($R^2 = 0.480$). After adjustment for age, education, and occupation, video-based counseling remained a significant predictor ($p < 0.001$).*

Conclusion: *Video-based lactation counseling is more effective than MCH handbook education in improving breastfeeding self-efficacy among third-trimester primigravida women.*

Keywords: *lactation counseling, educational video, breastfeeding self-efficacy, pregnancy, primigravida.*

EFEKTIVITAS KONSELING LAKTASI BERBASIS VIDEO TERHADAP EFIKASI DIRI MENYUSUI PADA IBU HAMIL TRIMESTER III PRIMIGRAVIDA DI KABUPATEN KULON PROGO

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ABSTRAK

Latar Belakang: Konseling laktasi berperan penting dalam mempersiapkan ibu menyusui, namun ibu hamil primigravida cenderung memiliki efikasi diri rendah karena belum berpengalaman. Media video diperkirakan dapat meningkatkan pemahaman, kesiapan, dan keyakinan menyusui sejak masa kehamilan.

Tujuan: Menganalisis efektivitas konseling laktasi berbasis video terhadap efikasi diri menyusui pada ibu hamil trimester III primigravida di Kabupaten Kulon Progo.

Metode: Penelitian *quasi-experimental* dengan *pretest-posttest control group* design pada 38 ibu hamil trimester III primigravida, masing-masing 19 responden pada kelompok intervensi dan kontrol melalui *simple random allocation*. Kelompok intervensi mendapat konseling berbasis video, kontrol menggunakan Buku KIA. Efikasi diri diukur dengan BSES-SF, dianalisis menggunakan Shapiro-Wilk, paired t-test, Wilcoxon, Mann-Whitney, dan regresi linear berganda.

Hasil: Karakteristik kedua kelompok homogen ($p>0,05$). Efikasi diri meningkat pada kedua kelompok, dengan peningkatan lebih besar pada kelompok video ($p<0,001$). Terdapat perbedaan bermakna antar kelompok ($Z=-4,541$; $p<0,001$). Regresi linear berganda menunjukkan model menjelaskan 48,0% variasi efikasi diri ($R^2=0,480$), dan konseling video tetap berpengaruh signifikan setelah dikontrol usia, pendidikan, dan pekerjaan ($\beta=-0,699$; $p<0,001$).

Kesimpulan: Konseling laktasi berbasis video lebih efektif dibandingkan edukasi menggunakan Buku KIA dalam meningkatkan efikasi diri menyusui pada ibu hamil trimester III primigravida.

Kata kunci: konseling laktasi, video edukasi, efikasi diri menyusui, ibu hamil, primigravida.