

ABSTRAK

Efektivitas Media Audiovisual Terhadap *Breastfeeding Self Efficacy* Pada Ibu Menyusui Di Puskesmas Karya Wanita Rumbai

Nalla Gustina
20601021

Breastfeeding self efficacy dapat berpengaruh terhadap keberhasilan menyusui, kurangnya tingkat kepercayaan diri ibu untuk menyusui mengakibatkan rendahnya pemberian ASI Eksklusif. Cakupan ASI Eksklusif di Provinsi Riau 45,4% pada tahun 2022. Upaya yang dapat meningkatkan *breastfeeding self efficacy* menggunakan pemberian edukasi tentang menyusui, salah satunya dengan media edukasi video. Tujuan penelitian ini adalah untuk mengetahui Efektivitas media *audiovisual* dan mengidentifikasi terhadap *breastfeeding self effycacy* pada ibu menyusui. Penelitian ini merupakan penelitian kuantitatif dengan design penelitian *Quasy Eksperiment* dengan rancangan “*One grup pretest dan posttest design*”. Populasi pada penelitian ini yaitu ibu menyusui diwilayah kerja Puskesmas Karya Wanita Rumbai. Jumlah sampel sebanyak 39 responden. Dengan teknik samplingnya *Purposive Sampling*. Instrumen yang digunakan adalah kuesioner *Breastfeeding self efficacy* dan audio visual. Analisis yang digunakan adalah analisis univariat dan bivariat dengan menggunakan uji *Wilcoxon*. Hasil penelitian didapatkan nilai rata-rata tingkat *self efficacy* sebelum (*pretest*) 58,64 dan sesudah (*posttest*) 63,90, sehingga diperoleh perbedaan nilai rerata yaitu sebesar 5,26. Nilai rerata *breastfeeding self efficacy pretest posttest* didapatkan *p value* $0,000 < 0,05$ sehingga H_0 ditolak, yang berarti ada pengaruh efektivitas media audio visual terhadap *breastfeeding self efficacy* pada ibu menyusui di Wilayah Kerja Puskesmas Karya Wanita Rumbai.

Kata Kunci: Media Audio visual, *Breastfeeding Self Efficacy*

ABSTRACT

The Effectiveness of Audiovisual Media on Breastfeeding Self Efficacy in Breastfeeding Mothers at Karya Wanita Rumbai Community Health Center

Nalla Gustina
20601021

Breastfeeding self efficacy can influence the success of breastfeeding, the mother's lack of confidence in breastfeeding results in low levels of exclusive breastfeeding. Exclusive breastfeeding coverage in Riau Province will be 45.4% in 2022. Efforts that can increase breastfeeding self-efficacy include providing education about breastfeeding, one of which is video educational media. The aim of this research is to determine the effectiveness of audiovisual media and identify breastfeeding self-efficacy in breastfeeding mothers. This research is a quantitative research with a Quasy Experimental research design with a "One group pretest and posttest design". The population in this study were breastfeeding mothers in the working area of the Karya Wanita Rumbai Health Center. The total sample was 39 respondents. With the sampling technique Purposive Sampling. The instruments used were the Breastfeeding self efficacy and audio visual questionnaires. The analysis used is univariate and bivariate analysis using the Wilcoxon test. The research results showed that the average value of self-efficacy level before (pretest) was 58.64 and after (posttest) 63.90, so that the difference in average value was 5.26. The mean value of breastfeeding self efficacy pretest posttest was found to be a p value of $0.000 < 0.05$ so that H_0 was rejected, which means there is an influence of the effectiveness of audio visual media on breastfeeding self efficacy in breastfeeding mothers in the Karya Wanita Rumbai Health Center Working Area.

Keywords: Audiovisual media, Breastfeeding Self-Efficacy