

**Program Studi S1 Kebidanan Dan Pendidikan Profesi Bidan Fakultas
Kebidanan Institut Kesehatan Payung Negeri Pekanbaru
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Qoirunnisa

**Pengaruh Media E-Booklet “Bekal Menyusui” Terhadap Pengetahuan
Tentang Persiapan Laktasi Pda Ibu Hamil Trimester III Di Puskesmas
Rejosari Pekanbaru.**

XIII+ 63 halaman + 10 tabel + 16 lampiran

ABSTRAK

Pengetahuan ibu hamil mengenai persiapan laktasi sangat penting dalam mendukung keberhasilan pemberian ASI Eksklusif. Tetapi cangkupan ASI Eksklusif masih sebesar 44,5% di Provinsi Riau sehingga diperlukan media edukasi yang mudah di akses. Media e-booklet dapat menjadi salah satu media edukasi yang menarik dan dapat dibaca secara berulang. Penelitian ini bertujuan untuk mengetahui pengaruh media e-booklet “Bekal Menyusui” terhadap pengetahuan tentang persiapan laktasi pada ibu hamil trimester III di Puskesmas Rejosari Pekanbaru. Penelitian ini merupakan penelitian kuantitatif dengan desain *pre-experimental* menggunakan pendekatan *one group pretest-posttest*. Sampel penelitian berjumlah 30 ibu hamil trimester III. Pengukuran tingkat pengetahuan dilakukan sebelum dan sesudah pemberian intervensi berupa media e-booklet “Bekal Menyusui”. Data dianalisis secara univariat dan bivariat dengan *uji McNemar*. Sebelum diberikan intervensi, hanya 14 responden (46,7%) memiliki pengetahuan baik. Setelah diberikan intervensi, pengetahuan baik meningkat menjadi 28 responden (93,3%) memiliki pengetahuan baik. Pengaruh media ebooklet ditunjukkan dengan Hasil bivariat menggunakan *uji McNemar* didapatkan nilai *p-value* = 0,000 ($p < 0,05$). Di simpulkan terdapat pengaruh media e-booklet “Bekal Menyusui” terhadap pengetahuan tentang persiapan laktasi pada ibu hamil trimester III di Puskesmas Rejosari Pekanbaru. Diharapkan media ebooklet “Bekal Menyusui” dapat dimanfaatkan oleh tenaga kesehatan sebagai salah satu media edukasi dalam pelayanan antenatal untuk meningkatkan pengetahuan ibu hamil mengenai persiapan laktasi.

**Kata kunci: E-booklet, pengetahuan, persiapan laktasi, ibu hamil trimester III.
Daftar Bacaan : 2020-2026**

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Research 09 March - June 22 2026

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The Effect of E-Booklet Media "Breastfeeding" for Knowledge of Preparation of Lactation PDA Pregnant Women Trimester III at Pekanbaru Rejosari Health Center.

XIII + 63 Pages + 10 Tables + 16 Appendices

ABSTRACT

Knowledge of Pregnant Women on Preparation Lactation is very important in supporting the success of exclusive breastfeeding. However, the exclusive breastfeeding of 44.5% in Riau Province so that educational media is needed which is easy to access. E-booklet media can be one of the educational media interesting and repeatedly readable. This study aims to determine the effect of the "breastfeeding" e-booklet media for knowledge of the preparation of lactation in the third trimester pregnant women at the Pekanbaru Rejosari Health Center. This research is a quantitative study with a pre-experimental design using the One Group Pretest-Posttest approach. The research sample amounted to 30 trimester III pregnant women. Measurement of knowledge levels is carried out before and after administration of intervention in the form of e-booklet media "breastfeeding". Data were analyzed univariate and bivariate with the McNemar test. Before being given intervention, only 14 respondents (46.7%) had good knowledge. After being given intervention, good knowledge increased to 28 respondents (93.3%) had good knowledge. The influence of the elaylet media indicated by the bivariate results using the McNemar test was obtained by a value of $p\text{-value} = 0.000$ ($p < 0.05$). It is concluded that there is an influence of the e-booklet media "breastfeeding" for knowledge of the preparation of lactation in the third trimester pregnant women at Pekanbaru Rejosari Health Center. It is expected that the media of "breastfeeding supplies" can be utilized by health workers as one of the educational media in antenatal ministry to increase the knowledge of pregnant women regarding the preparation of lactation.

Keywords: e-booklet, knowledge, lactation preparation, third trimester pregnant women.

List of reading: 2020-2026