

Development of the "Busui Ceria" animation video application for pregnant women and breastfeeding mothers

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ABSTRACT

Breastfeeding is the process of providing nutrition in the form of breast milk (breast milk) to the baby. This process is the physiological phase of a woman when she begins to experience pregnancy and gives birth to a baby. In order for the breastfeeding process to run smoothly, mothers must start preparing for it from the beginning of pregnancy. One of the most important factors that mothers should prepare for is knowledge about breastfeeding. To increase maternal insight and knowledge about breastfeeding, an educational medium is needed. Objective: This study aims to develop breastfeeding education media in the form of animated videos for pregnant and lactating women. Research Method: The method used in this study is the Research and Development Method with the ADDIE (Analyze, Design, Development, Implementation, and Evaluation) model. Research results: The one-to-one test from 3 respondents obtained a percentage of 99.5% with Very Good qualifications, the Small Group Test from 10 respondents obtained a percentage of 92% with Very Good qualifications, the Field Group Test from 30 respondents obtained a percentage of 94.41% with Very Good qualifications, the Validation Results of the material expert obtained a score of 96.36%. With media feasibility criteria with Excellent qualifications and Validation Results, media experts received a score of 96.1% with media feasibility criteria with Excellent qualifications. With animated videos, health workers can use educational media that are more effective, innovative, and attractive for pregnant and lactating women.

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INTRODUCTION

Breastfeeding is the most effective way for the growth and development of a child. However, in reality, 2-3 babies do not get exclusive breastfeeding as recommended by the WHO. Breast milk is the only nutritional intake that is ideal for babies, containing antibodies, energy, and all the nutrients needed during the first 6 months of life, and can be continued until the age of 2 years (World Health Organization, 2021). Breast milk is the main source of nutritional intake for newborns and contains all the nutrients that babies need from the first day of life. Babies can be

given exclusive breast milk for the first 0-6 months, where they are only given breast milk without the addition of other substances. Exclusive breastfeeding in this phase must be carefully considered so as not to interfere with the baby's growth and development stages because this phase is included in the golden period of child development (Kementerian Kesehatan RI, 2018).

The data shows that the coverage of exclusive breastfeeding both in the world and in Indonesia is still low. According to WHO data, the average of exclusive breastfeeding globally is only 38%. In Indonesia, although the number of breastfeeding mothers is 96%, only 42% of babies receive exclusive breastfeeding (Indonesian Midwives Association, 2018). Data on babies who received exclusive breastfeeding in the city of Palembang in 2020 was 76.1%, this figure decreased from the previous year by 78.3% (Palembang City Health Office, 2021). The low coverage rate of exclusive breastfeeding is influenced by various factors. One of the factors that can affect exclusive breastfeeding is the knowledge factor of a mother. Research conducted in the Burao district, Somaliland, showed that exclusive breastfeeding is still very low when compared to the benefits of exclusive breastfeeding in the first 6 months. Exclusive breastfeeding is related to maternal education, family income, low education, health promotion during pregnancy, and social support from husbands and families (Jama et al., 2020). The mother's knowledge of the breastfeeding position and the timing of complementary feeding of breastfeeding greatly affects the success of exclusive breastfeeding. Improper breastfeeding positions and fast feeding times other than breast milk will make Exclusive Breastfeeding a failure (Meliyana, 2024). Providing education will encourage the habit of giving exclusive breastfeeding during the first six months of a baby's life is very crucial to ensure that every baby can achieve optimal benefits and be able to develop with optimal and strong health conditions (Khotimah et al., 2024).

Research conducted in Indonesia also shows a similar thing. Although the government has set regulations on exclusive breastfeeding, it turns out that it has not been running optimally. This study uses the data from the 2017 Nutrition Status Monitoring Survey. The results show that the higher the level of education a mother has, the higher her motivation to provide exclusive breastfeeding. The level of maternal education has a positive influence on the practice of exclusive breastfeeding in Indonesia (Laksono et al., 2021). Mothers with different educational backgrounds will also have different characteristics in understanding educational media. Mothers with higher education will find it easier to understand the educational media used either such as leaflets or flipcharts. Meanwhile, mothers with low education may have limited literacy. With animated videos, it will be more effective to motivate mothers with low education to be interested in following health information and can build long-term understanding if played repeatedly and associated with real experiences. One of the efforts to increase maternal knowledge about breastfeeding is through education and health promotion with the use of educational media (Kumala Putri et al., 2024; Sutrisno & Tamim, 2023).

This research aims to develop educational media in the form of animated videos for breastfeeding mothers to increase the knowledge of pregnant and lactating women. The development of animated videos as an educational medium for pregnant women is very important. As an innovation in health promotion activities about exclusive breastfeeding and breastfeeding. Health promotion activities have been carried out, such as online breastfeeding classes, lactation classes, and a WhatsApp group. However, there is not much media in the form of animated videos in the form of audio-visuals as an educational medium, especially for breastfeeding mothers. The media is more in the form of images, but there is still little found in the form of moving effects images accompanied by sound effects and correct explanations. It is very difficult to visualize the correct position of breastfeeding, position, and attachment in breastfeeding. Because it may be considered that it does not pay attention to ethical rules if you have to visualize it directly. Therefore, the researcher tries to develop educational media in the form of educational videos for pregnant and lactating women in the form of animations so that they can explain clearly and in detail about exclusive breastfeeding and its benefits, the process of

breast milk formation, position, and attachment during breastfeeding, preparation, and storage of breast milk, social support for breastfeeding mothers. Hopefully, the development of this media can increase mothers' knowledge and increase the success of exclusive breastfeeding.

RESEARCH METHOD

This research uses the Research and Development (R&D) method. This method is a development research method used to produce certain products and test the effectiveness of those products. The research model used is the ADDIE development model, consisting of five stages, namely: Analysis, Design, Development, Implementation, and Evaluation. In the analysis stage, literature studies and field studies are carried out, then media production, by making flowcharts and storyboards, and then making media models according to the design that has been made. The final stage is evaluation, where the media is validated by Media Experts and Material Experts to see the feasibility of the media (Komang et al., 2021; Muna & Wardhana, 2021; Rustandi, 2021; Wahyuni Arifin et al., 2018). The video development in this study has several innovations that are different from other educational media. The animation developed features moving images, vibrant colors, accompanied by sounds and music that can improve memory and comprehension, effective for explaining procedures such as the position of the meyusui, and can be played repeatedly. Video media can be watched directly by anyone without the need for digital skills, it is easier to accept by all circles does not require a high technological understanding such as the use of android applications.

Stages of the ADDIE research model, Analysis; at this stage, analyzing needs, and identifying the problems of pregnant women and breastfeeding mothers, especially about exclusive breastfeeding and breastfeeding. At this stage of analysis, a survey will be carried out on pregnant women in the third trimester and breastfeeding mothers in several Midwifery Independent Practices in the city of Palembang, with a minimum sample of 30 people. The Design step are the preparation stage is carried out for the creation/planning that will be needed for the creation of animated videos. This stage includes creating a screenplay, and synopsis, and designing material flow and storyboard. The Development step It is an activity of text composing, animation creation, audio or sound, and effects development. At this stage, it consists of the production and post-production stages. Implementation This stage is the stage of implementing the developed breastfeeding education media. At this stage, the video products that have been developed are implemented directly for pregnant women and lactating mothers. By conducting a one-to-one test, a small group test, and a field test. This test will also be carried out on pregnant women in the 3rd trimester and breastfeeding mothers at the Midwifery Practice in the city of Palembang. The evaluation stage is the stage of evaluating all the steps that have been taken previously. At this stage, a feasibility test will be carried out by material experts and media experts.

This study used non-random sampling with the Purposive Sampling technique, with a sample size of 3 respondents in the one-to-one test, 10 respondents in the Small Group Test, and 30 respondents in the Field test. Data analysis is carried out through calculation analysis from product feasibility tests. The test was carried out through 3 stages of trials, namely the One One Test (3 respondents), the Small Group Test (10 respondents, and the Fields Test (30 people). At the field test stage, data was also collected in the form of respondents' assessment of the media as well as input/suggestions for the development of video media. Data collection is carried out through a Google Form Link, which is shared through the WhatsApp application. After the data is collected, data analysis is carried out.

RESULTS AND DISCUSSIONS

At the planning stage, needs analysis is carried out, identifying the problems of pregnant women and breastfeeding mothers, especially regarding exclusive breastfeeding and breastfeeding. At this

stage of analysis, a survey has been conducted on pregnant women in the third trimester and breastfeeding mothers at 3 Midwifery Independent Practice Places in the city of Palembang. The results of the Exclusive Breastfeeding and Breastfeeding Survey of 38 pregnant and lactating women respondents can be seen in the table below:

Table 1. Characteristics of respondents

Characteristic	Category	Frequency (n)	Percentage (%)
Mother's age (years)	< 20	3	7,8
	20-30	24	63,2
	31-40	10	26,4
	>40	1	2,6
Parity	0	7	18,5
	1	12	31,5
	2	13	34,2
	3	5	13,2
	4	1	2,6
Education	Elementary school	7	18,4
	Junior High School	17	44,7
	High School	12	31,6
	Diploma/Bachelor	2	5,2
Occupation	Housewife	29	76,3
	Working mothers	9	23,7
Information about breastfeeding	Never	5	13,2
	Ever	33	88,6
Source of Information on Breastfeeding	Health workers	22	57,9
	Social Media	19	50
	Print	0	0
	Media Electronics	2	5,3
	Other	6	15,8
Skin-to-skin contact immediately after birth	No	10	26,3
	Yes	28	73,7
Early Breastfeeding Initiation	No	10	26,3
	Yes	28	73,7
Breastfeeding support	Family	26	68,4
	Health workers	12	31,5
Total (N)		38	100

From Table 1 Characteristics of the Respondents, it is known that most of the mothers are 20-30 years old (63.2%), parity 2 (34.2%), the highest education of junior high school (44.7%), most are housewives (76.3%), have heard information about breastfeeding (88.6%), information obtained from health workers (57.9%), making skin-to-skin contact during childbirth (73.7%), initiating early breastfeeding has been carried out (73.7%) and getting breastfeeding support from the family (68.4%). A survey on the knowledge of breastfeeding mothers has been conducted in this study. Based on a knowledge survey of 3rd trimester pregnant women and breastfeeding mothers, it can be seen that most of the questions can be answered well, but some questions that cannot be answered properly such as the time of additional feeding to the baby, the feeding of formula milk instead of breast milk, the position of breastfeeding, and support from the family during breastfeeding. At the planning or needs analysis stage, it can be concluded that the knowledge of breastfeeding mothers still needs to be improved, especially with the use of media as an educational tool. The next stage is the prep stage of creation/planning that will be required for the creation of an animated video. This stage includes creating a screenplay, and synopsis, and designing material flow and storyboard. Then continued with the Video Product Development stage, which is an activity of preparing text, creating animations, and making audio or sound and effects. At this stage, it consists of the production and post-production stages.



Figure 1. Creation of animations, images, text, audio, and effects

The next stage is the stage of implementing the developed breastfeeding educational media. At this stage, the video products that have been developed are implemented directly for pregnant women and lactating mothers. By conducting a one-to-one test, a small group test, and a field test. The one-to-one test was carried out on 3 respondents. The assessment instrument used consists of 4 aspects, namely the characteristics of media, materials, audio-visual, and animation, with 15 questions and a maximum score of 75 points. The results obtained from the one-to-one test are presented in the following table:

Table 2. One-to-one test results

Aspects	Score
Media Characteristics	60
Material	59
Audio dan Visual	45
Animasi	60
Total	224

Table 3. Small group test results

Aspects	Score
Media Characteristics	184
Material	184
Audio dan Visual	138
Animasi	184
Total	690

The one-to-one test got a percentage of 99.5% with an Excellent qualification, and the Small Group test got a percentage of 92% with an Excellent qualification. The Field Group test was carried out on 30 respondents. The assessment instrument consists of 4 aspects and 15 questions.

Table 4. Field group test

Aspek	Score
Media Characteristics	604
Material	600
Audio dan Visual	452
Animasi	610
Total	2266

The Field Group test got a percentage of 94.41% with a qualification of Excellent. The evaluation stage is the stage of evaluating all the steps that have been taken previously. At this stage, a feasibility test will be carried out by material experts and media experts. At the evaluation stage, the existing data is then analyzed and interpreted to assess the feasibility of the developed animated video media. Data collection through a structured questionnaire using the Likert Scale in the form of a Google Form. The animated video developed was then assessed by a material expert,

consisting of 3 aspects with 22 questions, with a Likert Scale so that the maximum point of all questions was 110.

Table 5. Material expert validation results

Aspect	Score
Suitability of the content with The purpose of the material	
Quality of animated video media material	28
Presentation of the material	29
Total	106

The results of the validation calculation of material experts got a score of 96.36%, with the criteria of media feasibility with Very Good qualifications. The animated video developed was then assessed by media experts, consisting of 3 aspects with 18 questions, with a Likert Scale, so that the maximum point of all questions was 90. The media expert assessment instrument consists of 18 aspects with questions and a maximum score of 90. The results of the validation of media experts are in the table below.

Table 6. Media expert validation results

Aspect	Score
Message Quality	19
Display	44,5
Animasi	23
Total	86,5

The results of the calculation of the validation of the material experts received a score of 96.1%, with the criteria of media feasibility, with the qualification of Excellent. Based on the results of the implementation through the one-to-one test, the small group test, and the field test show that the animated video developed is very good in terms of media characteristics, materials, audio-visual, and animation. Also based on the results of the evaluation from material experts and media experts, it shows that this video has very good qualifications and is suitable for use without revision.

Breastfeeding is one of the most effective ways for the growth and development of children. Breast milk is a very ideal nutrient for babies because it is safe, clean, and contains antibodies that can protect babies from various diseases. Breast milk contains the energy and nutrients needed by the baby in the first 6 months of life and continues until the child is 2 years old. Breastfeeding children show good results on intelligence tests and are at low risk of obesity and diabetes in adulthood. Breastfeeding mothers are also at low risk of breast cancer and ovarian cancer. WHO and UNICEF recommend initiation of early breastfeeding within the first hour after the baby is born and followed by exclusive breastfeeding for the first 6 months without any additional food, including the administration of water (World Health Organization, 2021).

Breastfeeding is a natural process experienced by a woman, but in reality, there are still many mothers who do not understand the importance of exclusive breastfeeding and the correct breastfeeding technique or position. So there are still failures in exclusive breastfeeding. Good knowledge of breastfeeding and breastfeeding from a mother will affect the success in breastfeeding. Some literature has found a link between knowledge and success in the breastfeeding process.

Research conducted on working mothers in the city of Jakarta to examine factors related to exclusive breastfeeding shows that maternal knowledge is a very important factor in the success of exclusive breastfeeding. Mothers with good knowledge of breastfeeding and breastfeeding successfully provide exclusive breastfeeding to their babies (Rapingah et al., 2021). Maternal knowledge of breastfeeding is significantly related to exclusive breastfeeding. The better the level of knowledge has the greater her motivation to provide exclusive breastfeeding (Sariati et al., 2017;

Wahyuni et al., 2021). In addition to the knowledge factor, there are many other factors related to the success of exclusive breastfeeding, such as facilities for breastfeeding, social support from husbands and families, support for health workers, breastfeeding counselors, and information and education media for breastfeeding (Depiriyani et al., 2022; Gurnida, 2021).

Media comes from Latin and is the plural form of the word medium, which means intermediary or presentation. Educational or learning media is an object that can be given sense, such as sight and hearing, or audio-visual, which is used as a connecting tool (communication media). Media is a tool that can help in needs and activities; its nature can make it easier. Media can also be defined as something that can bring information and knowledge to the interaction between the media presenter and the receiver. Media is divided into visual media, audio media, and audio-visual media. Media functions as a source of information and knowledge, overcoming the limitations of space and time, expressing opinions, ideas, ideas, as a means of entertainment, relaxation, as a means of education, certain social supervision and control, seeking the attention of the audience, influencing the audience, showing existence and conveying certain messages (Ardan, 2021). Animation is the process of creating motion effects or shape-shifting effects that occur over a while. In other words, animation is the result of the process of displaying image objects, so that the images displayed look more alive, not only bringing them to life but also giving character to these objects. Animated video is a medium that combines audio and visual media effects so that it is able to present more detailed and interesting visual effects that can help understand a certain process (Apriansyah, 2020).

Several studies that develop and test educational media for pregnant and lactating women have been conducted. The research was conducted in Makassar by developing and validating an Android-based educational media for pregnant and lactating women that can increase mothers' knowledge about how to increase breast milk. The results of the study show that the application that has gone through the validation stage can increase the knowledge of pregnant and lactating women. And more effective than using leaflet media (Novianty, 2022). The research, which was conducted in Pekanbaru, tested breastfeeding educational media in the form of flipcharts. The results show that the knowledge of pregnant women has increased after being given education (Dyna et al., 2021).

Another study developed animated videos to increase pregnant women's knowledge about stunting. This animated video is uploaded on the YouTube channel, which can be used by mothers to get information and learn about stunting (Rihhadhatul Aisy et al., 2022a). Another research was conducted in Bali, by developing an animated film for learning postpartum and breastfeeding in the D3 Midwifery study program. This animated film makes it easier for students to learn independently or in groups, can attract students' attention, and is very flexible to use both offline and online (Komang et al., 2021). Meanwhile, other studies use lactation classes as an educational medium for breastfeeding mothers. The methods used in the lactation class are in the form of lectures, discussions, questions, and answers, and using the help of leaflets and flip sheets. The results showed that there was an increase in maternal knowledge after attending lactation classes (Ayu Kurnia Putri et al., 2021). The development of educational media is very beneficial for the community. Educational media is very useful in increasing mothers' knowledge about stunting (Rihhadhatul Aisy et al., 2022b). Family-based health education with video media can influence the increase in mothers' knowledge and attitudes about Exclusive Breastfeeding (Safitri, 2019). Family-based health education with video media can influence the increase in mothers' knowledge and attitudes about Exclusive Breastfeeding (Nafiani et al., 2022). Educational media in the form of animated videos on stunting prevention for pregnant women is suitable for use as an educational medium for stunting prevention through social media such as Instagram. IG media can be easily accessed by pregnant women with flexible, interesting, and easy-to-understand content, Educational media in the form of animated videos on stunting prevention for pregnant women is suitable for use as an educational medium for stunting prevention through social media such as

Instagram. IG media can be easily accessed by pregnant women with flexible, interesting, and easy-to-understand content (Azzahra & Yulianti, 2022). Education through animated videos about breastfeeding physiology affects the perception of breast milk production in postpartum mothers (Nurjanah et al., 2022). Educational media in the form of animated videos is effective in providing a positive attitude of mothers towards Exclusive Breastfeeding (Aritonang et al., 2023). Audio-visual media are very effective in improving motherhood and forming positive attitudes. Health education media as part of learning to increase knowledge (Maratun et al., 2023). Exclusive breastfeeding requires preparation starting from pregnancy, including breastfeeding. Educational media has proven to be useful to support breastfeeding in pregnant women (Putriana Y, 2021).

CONCLUSION

In the research, the creation and development of Busui Ceria Video educational media was carried out, which is an output or research product. The one-to-one test was obtained 99.5%, the Small Group test 92%, and the Field Group test 94,41%, the results of the Validation of the material expert obtained a score of 96.36%, the results of the media expert validation received a score of 96.1%. The results of this research were integrated through community service activities by carrying out the formation of the "Busui Ceria" Class in the working area of the 4 Ulu Health Center in Palembang city. This video is used as an innovative educational media by health workers and cadres in providing counseling to breastfeeding mothers. Video development can then be developed into web-based or android-based applications and can be socialized through social media such as the Youtube or Instagram platforms in order to reach the wider community.

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