

The Relationship Of Knowledge And Attitude Of Pregnant Women With Audiovisual Promotion In Implementation Of Early Breastfeeding Initiation In Trimester Iii Pregnant Women In The Work Area Of The Simpang Dolok Puskesmas In 2021

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ABSTRACT

Based on data from the Simpang Dolok Health Center, it was found that 3 out of 7 mothers stated that it was difficult and difficult to initiate early breastfeeding because of the mother's ignorance about early initiation of breastfeeding. The author assumes that this ignorance is due to the lack of counseling for pregnant women in the third trimester, ultimately mothers do not understand what IMD is, let alone how to apply it. The researcher believes that it is necessary to conduct counseling using the audiovisual method so that it is easy for mothers to understand the meaning of the counseling carried out by midwives or other health workers. Objective: to determine the relationship of knowledge and attitudes with the provision of audiovisual promotions with early initiation of breastfeeding in third trimester pregnant women in the work area of Simpang Dolok Health Center in 2021. Methods: observational method that does not require treatment on the object of research with a cross sectional design. The primary data of the study were obtained from 50 populations. All populations were used as respondents (samples), complete sampling technique (total sampling), data collection by giving questionnaires of 5 questions of knowledge variable, 5 questions of attitude variable, 1 question of early initiation of breastfeeding. Processing of univariate and bivariate data with p-value (chi square) test with SPSS for windows version 17.0 statistical test tool. Results: the results obtained from the knowledge variable after audiovisual promotion of early initiation of breastfeeding through CD were samples with high knowledge who carried out early initiation of breastfeeding as many as 21 people (72.5%), moderate knowledge as many as 6 people (20.8%) and knowledgeable low as much as 2 people (6.7%). While the sample with high knowledge who did not carry out early initiation of breastfeeding were 9 people (42.8%), 8 people with moderate knowledge (38.1%) and 4 people with low knowledge (19.1%). From the attitude variable, there were 5 respondents who did not carry out early initiation of breastfeeding who behaved well (45.4%), 4 people behaved less (36.4%) and 2 people were not good (19.2%). Based on the P-value, obtained 0.003. Conclusion: the test where the P-value is 0.003 <0.05, so it can be seen that there is a significant relationship between the knowledge and attitudes of pregnant women with the provision of audiovisual promotion in the implementation of early initiation of breastfeeding for pregnant women in the third trimester in the work area of the Simpang Dolok Public Health Center. 2021.

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1. Introduction

Early Breastfeeding Initiation (IMD) is a first step procedure that must be carried out between mother and baby. Early initiation of breastfeeding is done by giving the mother's skin attached to the baby's skin (skin to skin) immediately after delivery. This skin contact is allowed for at least one hour or until breastfeeding is very early (Riksani, 2012). According to Sunarti (2013), Early Initiation of Breastfeeding (Early Initiation) or the beginning of early breastfeeding is the baby begins to suckle on its own after birth. This is done by placing the baby on the mother's chest immediately after birth and allowing the baby's skin to adhere to the mother's skin.

According to Aqib and Ali (2016) the audiovisual method is a teaching method that uses audiovisual media. This method provides real experience to students because they can see, hear, feel, observe directly about the things being studied. In this way pregnant women can easily understand the intent and meaning of the information conveyed. The audiovisual health promotion also allows mothers to learn and absorb the information conveyed for understanding Early Initiation of Breastfeeding.

Data from the World Health Organization (WHO) for 2007-2008 in Indonesia, the coverage of the rate of giving Early Breastfeeding Initiation reached 43.9% nationally and the percentage of early initiation of breastfeeding was said to be poor (0-29%), moderate (30-49%), good (50-89%) and very good (90-100%). The rate of giving Early Breastfeeding Initiation in various regions of the world is still very low. As many as 17% in Eastern Europe and Central Asia and 33% in Asia Pacific. The highest figure of around 50% was achieved in Latin America, the Caribbean, East and South Africa (WHO 2007-2008 in Fatimah Zakariah, 2017).

The percentage of breastfeeding in the last 24 hours and without a history of prelacteal feeding at the age of 6 months was 30.2%. Early initiation of breastfeeding less than one hour after the baby is born is 34.5% nationally, the highest in West Nusa Tenggara at 52.9% and the lowest in West Papua at 21.7% (Risksdas, 2013).

The cause of the low level of exclusive breastfeeding and early initiation of breastfeeding is the lack of knowledge of mothers about the importance of exclusive breastfeeding and early initiation of breastfeeding which supports the success of exclusive breastfeeding. Interventions can be done by increasing the knowledge of pregnant women. One of the interventions using health promotion methods with audiovisual methods is carried out by health workers. The target for achieving exclusive breastfeeding and early initiation of breastfeeding in North Sumatra is 22.9%, lower than the national coverage of 34.5% (Riskesdas, 2013).

The Indonesian government supports the policy of the World Health Organization (WHO) and the United Nations International Children's Emergency Fund (UNICEF) which recommends Early Breastfeeding Initiation (EBI) as a life-saving measure because Early Breastfeeding Initiation (EBI) can save 22% of babies who die before the age of one month (Riskesdas, 2013).

The government's efforts to increase the achievement of Early Breastfeeding Initiation are contained in the Government Regulation of the Republic of Indonesia Number 33 of 2012 concerning the provision of Exclusive Breastfeeding. Article 6 reads that every mother who gives birth must immediately give exclusive breastfeeding to her baby (Riskesdas, 2013). Fatimah Zakaria's 2017 research showed that the results of the intervention group before health education with audiovisual media obtained good knowledge of 16 (53.3%) and 14 (46.7%) less, while after health education with audiovisual media, 30 good knowledge was obtained. (100%) and less as much as 0 (0%). And for the results before health education with audiovisual media, 14 (46.7%) positive attitudes were obtained and 16 respondents (53.3%) negative attitudes.

2. Method

1. Research design

This type of research is analytic with a cross sectional study design, namely the relationship between two variables in a situation or group of subjects simultaneously at one time. This is done to determine the relationship between one variable and another (Notoadmodjo, 2018).

2. Population and sample

Population is a group of subjects who become the object or target of research. The population in this study were all third trimester pregnant women in the Simpang Dolok Health Center work area in September 2021 as many as 32 people.

3. Data collection

The type of data collected is primary data in the form of respondents' identities, along with the variables studied through questionnaires. Secondary data was obtained from the medical records of the Dolok Simpang Health Center.

4. Data processing and data analysis

According to Arikunto (2010), data analysis is processed using a computer program. Data analysis in this study was computerized and used a Chi Square approach, data analysis of a study usually goes through a step-by-step procedure, including univariate and bivariate tests.

3. Research Results and Discussion

3.1. Univariate Analysis

Knowledge And the attitude of pregnant women in the working area of the health centerDolok intersection

The results of the frequency distribution study based on the knowledge and attitudes of pregnant women who were examined in 2 categories respectively were as follows:

Table 1 Distribution of Frequency Based on Knowledge and Attitudes of Pregnant Women in the Work Area of the Health Center intersection Dolok, (n=32).

Knowledge	Amount	percent %
Not enough	11	35.5
Good	20	62.5
Total	32	100.0
Attitude	Amount	percent %
Negative	10	31.3
Positive	22	68.7
Total	32	100.0

Table 1 shows that 32 respondents based on the knowledge of the majority of mothers, it was found that the knowledge of pregnant women was good as much as 20 (62.5%) and the attitude of the majority of pregnant women was positive as much as 22 (68.8%).

Audiovisual Promotion in the Work Area of the Health CenterDolok intersection

The results of the frequency distribution research based on audiovisual promotions are categorized into 2 categories as follows:

Table 2. Frequency Distribution Based on Audiovisual Promotion in the Simpang Dolok Health Center Work Area, (n=32).

Promotion Giving Audiovisual	Amount	percent %
Do not understand	9	28.1
Understand	23	71.9
Total	32	100.0

Table 2, shows that 32 respondents in the work area of Simpang Dolok Health Center, the majority of mothers stated that audiovisual promotion was understood as much as 23 (71.9%).

3.2 Bivariate**Maternal Knowledge Relationship with P Audiovisual Promotion in the Work Area of the Health CenterDolok intersection**

The results of the tabulation of the relationship between knowledge of pregnant women and audiovisual promotion in the working area of the PuskesmasDolok intersection are as follows:

Table 3. Cross Tabulation of Pregnant Women's Knowledge with Audiovisual Promotion in the Simpang Dolok Health Center Work Area, (n=32).

Knowledge of Pregnant Women	Audiovisual Promotion						P value
	Do not understand		Understand		Total		
	F	%	F	%	F	%	
Not enough	6	18.8	6	18.8	12	37.6	.033
Good	3	9.3	17	53.1	20	62.4	
Amount	9	28.1	23	71.9	32	100.0	

Table 3 shows the results of the analysis between knowledge of pregnant women and pAudiovisual promotions in the work area at the Simpang Dolok Health Center were obtained from 32 respondents who stated that 6 pregnant women who had less knowledge and did not understand audiovisual promotions, 6 (18.8%) pregnant women who had less knowledge and understood audiovisual promotions. (%). While pregnant women who have good knowledge and do not understand audiovisual promotions are 3 (9.3%), pregnant women who have good knowledge and understand audiovisual promotions are 17 (53.1%) . The results of the statistical test obtained p value = 0.033 or value <0.05 which can be concluded that there is a significant relationship between knowledge of pregnant women and audiovisual promotion in the Simpang Dolok Health Center work area in 2021.

Connection Attitude of Pregnant Women With Audiovisual Promotion In the Health Center Work AreaDolok intersection

The results of the tabulation of the relationship between pregnant women's attitudes and audiovisual promotions in the working area of the PuskesmasDolok intersection are as follows:

Table 4. Cross Tabulation of Pregnant Women's Attitudes with Audiovisual Promotion in the Simpang Dolok Health Center Work Area, (n=32).

Attitude Pregnant mother	Audiovisual Promotion						p value
	Do not understand		Understand		Total		
	F	%	F	%	F	%	
Negative	6	18.8	4	12.5	10	31.3	.007
Positive	3	9.3	19	59.3	22	68.7	
Amount	9	28.1	23	71.8	32	100.0	

Table 4.5 shows the results of the analysis between the attitudes of pregnant women and audiovisual promotions in the work area at the Simpang Dolok Health Center. It was obtained from 32 respondents who stated that pregnant women who had negative attitudes and did not understand audiovisual promotions were 6 (18.8%), pregnant women who had negative attitudes by understanding the promotion in audiovisual as much as 4 (12.5%). While pregnant women who have a positive attitude by not understanding promotions in audiovisual are 3 (9.3%), pregnant women who have a positive attitude by understanding promotions in audiovisual are 19 (59.3%). The statistical test results obtained p value = 0.007 or value <0.05 which can be concluded that there is a significant relationship between the attitudes of pregnant women and audiovisual promotions in the work area of the Simpang Dolok Health Center in 2021.

3.3 Discussion

Based on the results that have been obtained, the discussion was conducted to answer research questions about the relationship between knowledge and attitudes with the provision of audiovisual promotions about early initiation of breastfeeding in third trimester pregnant women in the work area of the Puskesmas.Dolok intersection in 2021.

Relationship between knowledge of pregnant women and provision of audiovisual promotions regarding early initiation of breastfeeding in the work area of the Simpang Dolok Health Center in 2021.

The results showed that the analysis between the knowledge of pregnant women and audiovisual promotion in the work area at the Simpang Dolok Health Center was obtained from 32 respondents who stated that pregnant women who had less knowledge and did not understand audiovisual promotion were 6 (18.8%), pregnant women who had less knowledge by understanding the promotion in audiovisual as much as 6 (18.8%). While pregnant women who have good knowledge and

do not understand audiovisual promotions are 3 (9.3%), pregnant women who have good knowledge and understand audiovisual promotions are 17 (53.1%). The results of the statistical test obtained p value = 0.033 or value <0.05 which can be concluded that there is a significant relationship between knowledge of pregnant women and audiovisual promotion.

The results of the study are in accordance with Notoatmodjo's theory in the research of Innas Sausan, et al. (2016) which states that one strategy to increase knowledge is to provide information which can be done with counseling. In addition, this is in line with previous research which states that health education can increase knowledge.

As we know that knowledge is also the result of knowing and this occurs after sensing a certain object, sensing occurs through the five human senses, namely the senses of sight, smell, taste and touch. In other words, the higher a person's level of education, the wider his knowledge (Notoatmodjo, 2010).

Thahara's research (2018) got the results of $p = 0.002 < 0.05$, meaning that there is a significant relationship between knowledge after and before intervention on audiovisual promotion of early initiation of breastfeeding in third trimester pregnant women. This is in line with one of the factors that influence one's knowledge, namely the educational factor, namely education itself is an effort to develop personality and abilities inside and outside school (both formal and non-formal), lasts a lifetime. And education can also be interpreted as a process of changing the attitudes and behavior of a person or group and also an effort to mature humans through teaching and training efforts (Budiman and Riyanto, 2013 in Thahara, 2018).

This is in line with the statement that gestational age in the third trimester is one of the knowledge needs needed for parents in the third trimester of pregnancy (Hutahean, 2013 in Thahara, 2018). This increase occurred after mothers received audiovisual health promotions about Early Breastfeeding Initiation using a sound slide show along with a video of approximately 10 minutes duration, almost all mothers paid attention and received interventions that were given well so that mothers could increase their knowledge (Thahara, 2018).

Increased knowledge of mothers after being given an audiovisual promotion proves that audiovisuals are very easy to understand in increasing knowledge. This is also in line with research that was carried out by Fatimah Zakaria (2017) which stated that there was an increase in knowledge before and after the provision of audiovisual health promotion $p = 0.000$.

Notoatmodjo (2010) also explains that the mother's *tofu* is a reminder of a previously studied material. Included in this level of knowledge is recall of a specific subject to a material being studied or a more acceptable stimulus. And understanding which is defined as an ability to explain correctly about objects that are known and can interpret the material correctly. People who already understand the object or material can explain, mention examples, conclude and predict the object being studied. And applications that can be described as the ability to use the material that has been studied in real (actual) situations and conditions (Mahardika 2021; Sultan 2020).

The Relationship of Pregnant Women's Attitudes with Providing Audiovisual Promotions About Early Breastfeeding Initiation in the Work Area of the Simpang Dolok Health Center in 2021.

The results showed that the results of the analysis between the attitudes of pregnant women and audiovisual promotion in the work area at the Simpang Dolok Health Center were obtained from 32 respondents who stated that there were 6 pregnant women who had negative attitudes and did not understand audiovisual promotions, and 6 (18.8%) pregnant women who had negative attitudes. negative by understanding promotion in audiovisual as much as 4 (12.5%). While pregnant women who have a positive attitude by not understanding promotions in audiovisual are 3 (9.3%), pregnant women who have a positive attitude by understanding promotions in audiovisual are 19 (59.3%). The statistical test results obtained p value = 0.007 or value <0.05 which can be concluded that there is a significant relationship between the attitudes of pregnant women and audiovisual promotions in the work area of the Simpang Dolok Health Center in 2021. The positive attitude of the mother can not be separated from the response to the times. As stated by Wawan and Dewi (2011) that attitude is a general evaluation that humans make of themselves, other people, objects or issues. Or another understanding of attitude is a reaction or response of someone who is still closed to a stimulus or object.

Rosenberg (Secord and Backman, 1964 in Wawan and Dewi, 2011) cognitive understanding in attitudes not only includes knowledge related to attitude objects, but also includes beliefs or beliefs about the relationship between attitude objects and the value system that exists within the individual. . The affective component relates to how feelings arise in someone who accompanies his attitude, can be positive and can also be negative towards the object of attitude. Research conducted by Thahara (2018) got the results of $p = 0.003 < 0.05$, which means that there is a significant relationship between the attitudes of pregnant women and the provision of audiovisual health promotion regarding early initiation of breastfeeding. The results of this study are in accordance with Husnah's research (2014) which shows that the p value = 0.007 means that there is a relationship between mother's attitude and early breastfeeding. The results of this study are also in accordance with the research of Innas Sausan, et al (2016) which states that there is a significant difference in the total mean score of respondents' attitudes before being given counseling and after being given counseling with a p value of 0.001.

Wawan and Dewi (2011) stated that to be able to form the basis for attitude formation, personal experience must leave a strong impression. Therefore, attitudes will be more easily formed if the personal experience occurs in situations that involve emotional factors, in general, individuals tend to have a conformist attitude or in line with the attitudes of people who are considered important. This tendency, among other things, is motivated by the desire for affiliation and the desire to avoid conflict with those who are considered important, without realizing that culture has instilled a guiding line of attitude towards various problems. Culture has colored the attitudes of community members,

4. Conclusions

The results of statistical tests obtained p value = 0.033 or value <0.05 which can be concluded that there is a significant relationship between knowledge of pregnant women and audiovisual promotion of early initiation of breastfeeding in third trimester pregnant women. The results of statistical tests obtained p value = 0.007 or value <0.05 which can be concluded that there is a significant relationship between the attitudes of pregnant women and audiovisual promotion of early initiation of breastfeeding in third trimester pregnant women.

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