

Counseling on the Role of Working Mothers in Exclusive Breastfeeding in the New Village of Ladang Bambu Medan Tuntungan in 2021

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ABSTRACT

The purpose of this study was to determine the effect of health education with demonstrations and videos on the knowledge of female students/adolescents about BSE examinations in the Ladang Bambu Village, Medan Tuntungan District. And the activities carried out were to increase students' knowledge about BSE examinations in the Ladang Bambu Village, Medan Tuntungan District. Increasing the influence of health education knowledge with demonstration and video methods on adolescent knowledge in the Ladang Bambu Village, Medan Tuntungan District. The results of the research are To achieve the objectives of the above activities, activities were carried out including the delivery of material about the importance of early detection of the breast itself by doing BSE,

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1. Introduction

Mother's milk is breastfeeding for babies without complementary foods and drinks (including orange juice, honey, sugar water), which starts from newborns up to 6 months of age. Breast milk as the best food for babies is currently quite unfortunate to have been abandoned more or less (Ministry of Health, 2011).

According to WHO (World Health Organization) and UNICEF (United Nation Children Fund) perinatal mortality worldwide is around 10 million live births with a record that about 9899% occur in developing countries, where the perinatal mortality rate is one hundred times greater than in developed countries. The lack of understanding and skills of health workers about the advantages of breastfeeding and the benefits of breastfeeding causes them to be easily influenced by the promotion of formula milk which is often stated as a substitute for breast milk (PASI), so that nowadays more and more mothers give birth to bottle milk which actually harms them (Ministry of Health of the Republic of Indonesia 2011).

Multiple role conflicts arise when the demand for participation in one area is at odds with that in another; this conflict can have an important effect on the quality of work and family life. The existence of a balance between family and work will make household life more harmonious. In this study, one of the things that can overcome dual role conflict is the support from the family. Meanwhile, many think that breastfeeding is a matter between a mother and her child. Husbands and families also have a big role in exclusive breastfeeding (Gunarto, 2014)

From the problems above, it is very clear that the level of understanding of working mothers towards the action of exclusive breastfeeding is still very low, even though based on international guidelines it is very clear to recommend exclusive breastfeeding for the first 6 months based on scientific evidence about the benefits of breastfeeding for infant survival, growth and development., and its development. Breast milk provides all the energy and nutrients (nutrients) needed by babies for the first 6 months after birth. (compasiana.com, 2016).

2. Method

The direction or purpose of this activity can be carried out by conducting counseling to pregnant women in order to find out the benefits of Breast Milk (ASI) which is the most complete and natural

source of food or nutrition for babies carried out at the Village Head Office. There are only 2 Bamboo Field Lecturers at the Darmo Midwifery Academy, and 1 student targeting breastfeeding mothers.

2.1. Activity steps

As a community service activity, the following preparations are carried out:

a. Hold a meeting with the Head of the District in terms of supporting this activity and obtain permission to carry out the extension.

- 1) Request permission from the Head of the District for the implementation of Counseling activities for pregnant women about the benefits of Breast Milk (ASI) which is the most complete and natural source of food or nutrition for babies
- 2) Determination of participants who will take part in the counseling.
- 3) Determination of community staff who participate in the smooth running of counseling activities for pregnant women about the benefits of breast milk, which is the most complete and natural source of food or nutrition for babies
- 4) Determination of the facilities and infrastructure needed to support the implementation of these outreach activities.
- 5) Other things that are considered important in carrying out activities

b. Coordination meeting with the activity implementation team in this case:

- 1) Set the day, date of activity
- 2) Place of activity
- 3) Prepared equipment
- 4) The committee that helped
- 5) Amount of fee required
- 6) Facilitators who participate in providing materials
- 7) Things that are deemed necessary

2.2. Activity Process

On October 23, 2021, data collection on participants who will take part in outreach activities about the benefits of Breast Milk (ASI) which is the most complete and natural source of food or nutrition for babies will be held. the most complete and natural nutrition for babies, among others by doing:

- a. Lecture
- b. Frequently Asked Questions c.
- c. Discussion

After giving the material on exclusive breastfeeding, there will be a demonstration of correct breastfeeding techniques and breast care.

3. Results and Discussion

a. Target Audience

This activity is targeted at pregnant women in the Baru Ladang Bambu Village, Medan Tuntungan District, in order to find out the benefits of Breast Milk (ASI) which is the most complete and natural source of food or nutrition for babies.

b. Linkages

In carrying out this service, the fields of knowledge that are considered related include midwifery care for breastfeeding mothers, and midwifery care for newborns.

c. Evaluation Plan

In this case, the evaluation carried out is an evaluation of the status of knowledge on changes in behavior (knowledge, attitudes, and actions) as well as increasing health status while mothers breastfeed their babies, increasing information about the benefits of Breast Milk (ASI) which is the most complete source of food or nutrition and natural for babies.

d. Supporting and Inhibiting Factors

1) Supporting factors

The enthusiasm of breastfeeding mothers who work is quite large. The District Party, in this case Kelapa Sub-district, Kepling, provides the time and place so that the counseling can run well.

2) Obstacle factor

The awareness of breastfeeding mothers who work on the importance of counseling on the benefits of exclusive breastfeeding during breastfeeding is lacking so that in the process of activities it requires a large enough effort to attract the interest of mothers and

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families so that they want and are willing to continue to provide exclusive breastfeeding to their babies even though the mother still has to work.

4. Conclusion

The report on the implementation of community service activities in the form of counseling about the benefits of Breast Milk (ASI) which is the most complete and natural source of food or nutrition for babies carried out at the village head office of Baru Ladang Bambu Village which can be stated as follows Activities carried out in accordance with the objectives and plans This activity received a good response from the district. This activity provides a new discourse for working mothers who breastfeed their babies to be able to disseminate information on the benefits of Breast Milk (ASI), which is the most complete and natural source of food or nutrition for babies.

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