

EFFECTIVENESS OF EDUCATIONAL VIDEOS ON PREGNANT WOMEN'S AWARENESS OF EXCLUSIVE BREASTFEEDING

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ABSTRACT

Background: Video health promotion media is essential for improving mothers' knowledge about exclusive breastfeeding. A preliminary study conducted at Anugerah Pekalongan Hospital on December 26-27, 2024, revealed that midwives often fail to educate mothers due to high patient volumes and limited staff. Interviews with 15 pregnant women revealed that 80% had never received information about exclusive breastfeeding, and only 20% received information about exclusive breastfeeding from pregnancy classes, ANC sessions with midwives, and social media. This study aimed to assess the impact of video educational materials on mothers' understanding of exclusive breastfeeding at Anugerah Pekalongan Hospital.

Methods: A quantitative research employing a pre-experimental method and a design involving one group with pretests and posttests. The participants included primigravida pregnant women who attended and received ANC check-ups at Anugerah Pekalongan Hospital. A technique of random sampling was employed with 38 participants.

Results: Video educational media successfully enhanced pregnant women's understanding of exclusive breastfeeding at Anugerah Pekalongan Hospital. Data processing with SPSS confirmed this, yielding a p-value of 0.000, which is less than 0.05.

Conclusion: Expectant mothers should use educational videos on exclusive breastfeeding to enhance their understanding of it, allowing them to exclusively breastfeed their infants

Keywords: exclusive breastfeeding, pregnant women, video

INTRODUCTION

The World Health Organization (WHO) recommends breastfeeding as the complete nutrition needed by infants for growth and immune development during the first six months of life (WHO, 2023). Exclusive breastfeeding involves offering breast milk without any other food or beverages, aside from medications. Nursing may lower cancer risk in mothers, save families' expenses, and alleviate stress (Kementerian Kesehatan RI, 2014). For countries, exclusive breastfeeding can reduce infant morbidity and mortality, reduce the budget for infant formula purchases, and improve the quality of life for the nation's future generations (Kemenkes RI, 2022).

In 2022, the rate of exclusive breastfeeding in Indonesia was just 67.96%, reflecting a decline from 2021 (69.7%) (Sari dkk., 2023). Meanwhile, in Central Java, the proportion of infants under 6 months who received exclusive breastfeeding increased in 2023 to 80.20% compared to 78.2% in 2022. Pekalongan City is one of the cities in Central Java with low exclusive breastfeeding coverage. The percentage of infants exclusively breastfed in 2023 was only 57%, but this figure is still far from the target set by the WHO and the Ministry of Health of 80% (Badan Statistik Indonesia, 2023).

The effectiveness of exclusive breastfeeding is affected by various factors, such as maternal awareness, healthcare services, and family assistance. Insufficient maternal knowledge and information may contribute to the low rates of exclusive breastfeeding (Sipayung, 2022). Previous research indicates that issues surrounding breastfeeding coverage are partly due to suboptimal information from health workers. Respondents who did not receive information were more likely not to exclusively breastfeed, amounting to 23 (82.1%). A chi-square test showed a P-value (0.001) $<\alpha$ (0.05), indicating a significant relationship between information from health workers and exclusive breastfeeding (Lestari, 2018).

UNICEF and WHO urge the government and other stakeholders to improve quality counseling and the provision of accurate nutritional information to protect and promote breastfeeding (WHO, 2020). According to Government Regulation (PP) Number 33 of 2012, midwives are responsible for providing breastfeeding education and motivating mothers from the beginning of pregnancy.(Kusumawati, 2021). Meanwhile, integrated health post (Posyandu) cadres act as community advocates, contributing to the success of the exclusive breastfeeding program (Puspitasari dkk., 2022). To ensure successful breastfeeding, the WHO has established seven key points of contact with lactation consultants, from pregnancy through to breastfeeding. Pregnant and breastfeeding mothers and their families are encouraged to visit a lactation consultant to obtain sufficient information about breastfeeding and prepare them for the breastfeeding process (Febriani, 2018).

Providing videos about exclusive breastfeeding is important because it can increase mothers' knowledge and understanding of the benefits of breast milk for both mother and baby, as well as the correct breastfeeding techniques. With comprehensive and easy-to-understand information through videos, mothers will be more confident and consistent in providing exclusive breastfeeding, which will have positive impacts such as improving the baby's immune system, preventing disease, and supporting optimal growth and development (Aritonang dkk., 2023).

The process of increasing knowledge is inseparable from the use of health promotion media (Hasanah & Permadi, 2020). Health promotion can be conducted through various media, including video. Video media is increasingly being used because it is considered effective in conveying messages to the public and can stimulate the senses of hearing and sight, resulting in more optimal results (Safitri, 2022). This study employed an intervention in the form of educational video media adapted from research by Neneng Safitri, a lecturer in DIII Midwifery at Eka Harapan Health Sciences College, Central Kalimantan, published two years ago. It has been validated by three experts (Safitri, 2022). The video provides details on the meaning of breast milk, the definition of exclusive breastfeeding, the composition of breast milk, its components, the benefits of exclusive breastfeeding, proper breastfeeding techniques, factors that impact exclusive breastfeeding, and strategies to increase breast milk supply. Its duration is 4 minutes and 11 seconds. According to findings from an initial study by researchers at Anugerah Pekalongan Hospital on December 26-27, 2024, midwives frequently fail to educate mothers due to the high volume of polyclinic patients and a staff shortage. Interviews with 15 pregnant women revealed that 80% had not received any education.

Therefore, researchers want direct involvement from health workers, particularly midwives, who are responsible for providing education during prenatal checkups. This education should not only address pregnancy issues but also include breastfeeding preparation. This serves as a form of preparation for mothers in the exclusive breastfeeding program by increasing their knowledge. Researchers also want to distribute educational videos via WhatsApp or QR codes by sharing links to exclusive breastfeeding

educational videos via WhatsApp or attaching QR codes to maternal and child health books.

RESEARCH METHOD

This quantitative pre-experimental research employed a pretest-posttest design with a single group. This research was conducted to evaluate the effectiveness of video media in enhancing the knowledge of pregnant women about exclusive breastfeeding at Anugerah Pekalongan Hospital. This research was performed by giving a pre-test (initial observation) before the intervention, during which the participants had not been previously informed about exclusive breastfeeding. Following the intervention using video media, a post-test (final observation) was carried out. The video on exclusive breastfeeding was shown for 4 minutes and 11 seconds on LCD screens and laptops, displayed in the hall of Anugerah Pekalongan Hospital.

Video media served as the independent variable, whereas maternal knowledge acted as the dependent variable. The participants in the study were first-time pregnant women who attended and received ANC check-ups at Anugerah Pekalongan Hospital. The sampling method employed was accidental sampling, involving a total of 38 participants. The research tools, consisting of video media and a questionnaire assessing knowledge of exclusive breastfeeding, were taken from earlier studies (N. Safitri, 2022) and have successfully undergone validity and reliability testing, achieving a Cronbach's alpha value of 0.959. The data gathering instrument used in this research was a structured survey comprising several questions that respondents completed directly upon distribution. This clause pertains to the pre-test and post-test. Analysis of data employed the McNemar test. The ethical principles in this research include the Respect for Human Dignity, the Principle of Beneficence, and the Principle of Justice. This research has received ethical approval from the Bioethics Commission for Medical/Health Research at Sultan Agung Islamic University, with the designation Number 150/III/2025/Bioethics Commission.

RESULTS

The distribution of knowledge among pregnant women before and after the intervention and the results of bivariate analysis to determine the effectiveness of video media on pregnant women's knowledge about exclusive breastfeeding are presented in the following table:

Knowledge Of Pregnant Women Before And After Providing Video Media About Exclusive Breastfeeding

Table 1. Knowledge of pregnant women before and after being given video media about exclusive breastfeeding at Anugerah Pekalongan Hospital

Knowledge	Pretest		Posttest	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Poor	30	78,9	2	5,3
Good	8	21,1	36	94,7
Total	38	100	38	100

Table 1 shows that before the intervention, the majority of pregnant women had poor knowledge about exclusive breastfeeding, namely 30 (78.9%) pregnant women. Meanwhile, after the intervention, the majority of pregnant women had good knowledge about exclusive breastfeeding, namely 36 (94.7%) pregnant women.

The Effectiveness Of Video Media On Pregnant Women's Knowledge About Exclusive Breastfeeding

Table 2. Effectiveness of video educational media on pregnant women's knowledge about exclusive breastfeeding at Anugerah Pekalongan Hospital

Group	Knowledge				p- Value	
	Good		Poor			
	Frequency	Percentage (%)	Frequency	Percentage (%)		
Pretest	8	21,1	30	78,9		
Posttest	36	94,7	2	5,3		
Total	38	100	38	100	0,000	

The table above shows that education using video media has a proven effect on pregnant women's knowledge about exclusive breastfeeding.

The analysis results in Table 3 show that there was an increase in the mean value of pregnant women's knowledge about exclusive breastfeeding by 1.87.

Table 3. Increase in knowledge of pregnant women before and after providing video media about exclusive breastfeeding at Anugerah Pekalongan Hospital.

Knowledge	n	Mean	Min-Max	Std Deviation	Average difference
Pretest	38	17,84	15-20	1,17	
Posttest	38	19,71	18-20	0,65	1,87

DISCUSSION

Level Of Knowledge Of Pregnant Women About Exclusive Breastfeeding Before And After Treatment Using Video Media

According to the study findings, the pretest indicated that 21.1% of participants demonstrated good knowledge, whereas 78.9% displayed poor knowledge. The posttest revealed that 94.7% of participants possessed strong knowledge, while 5.3% had weak knowledge. The findings indicated that, following exclusive breastfeeding counseling through videos, most participants reported an increase in their understanding.

The study's findings indicated that in the pretest, most participants answered incorrectly to question number 3, "Exclusive breastfeeding is provided only for 3 months." Infants receive exclusive breastfeeding for the initial 6 months of life to promote optimal growth, development, and health. Exclusive breastfeeding entails no food or drink, not even water, other than breast milk (which includes expressed milk or milk from a nursing mother). The WHO and UNICEF advocate for exclusive breastfeeding for infants during the initial 6 months of life (WHO, 2025).

Most respondents answered the question incorrectly, "The ideal time to breastfeed is right after birth," with 92.1% agreeing. Prompt start of breastfeeding reduces neonatal mortality in premature births, covering all death causes. The World Health Organization (WHO) recommends that all infants be placed in skin-to-skin contact with their mothers immediately after birth, and breastfeeding should commence within one hour of delivery. Colostrum, the thick, yellowish milk produced during the first day post-birth, is highly nutritious and provides the greatest immunological protection among breast secretions during lactose production, acting as an antibody that safeguards newborns against illnesses (Ediyono, 2022).

Most of the participants answered question number 5 incorrectly, specifically, "Breastfed babies are usually fussy due to being unsatisfied," with the percentage being 97.4%. Babies that often cry during breastfeeding may be affected by different factors,

and it's not always because they are hungry. While breast milk provides optimal nutrition for infants, various factors can lead to fussiness during breastfeeding, including issues with milk flow or specific health conditions like teething or illness in the baby (Saputri dkk., 2024).

The majority of respondents answered question number 6 incorrectly, "Exclusive breastfeeding increases a mother's weight," at 92.1%. Exclusive breastfeeding does not always result in weight gain. Other aspects, such as a mother's dietary habits, also significantly influence weight gain. If a mother consumes foods high in calories and fat without adequate physical activity, weight gain is more likely (Kurniati, 2020).

The majority of respondents gave an incorrect answer to question 10, "The right time to breastfeed a baby is according to the baby's wishes," with a percentage reaching 68.4%. The most appropriate moment to provide breast milk to a baby is when the baby shows signs of hunger, often referred to as "on-demand" breastfeeding. Babies will inform their mothers when they are hungry by using various signals, such as crying, putting their hands in their mouths, or searching for the nipple. It is crucial to respond promptly to these signals to ensure the baby's needs are met (Jazila et al., 2024).

The use of video media technology is known to be more effective in achieving learning objectives because it stimulates both the senses of hearing and sight, making it more engaging. According to Suiraoka and Supariasa, their theory states that a person will remember 20% of information heard, 50% of information seen, and 80% of information heard, seen, and directly implemented (Safitri dkk., 2021).

Knowledge is formed when an experience or piece of information leaves a lasting impression. Providing health education through video media, which utilizes the senses of hearing and sight, will have a stronger impact on respondents (Shofa, 2023).

Employing the senses of sight and sound via video enhances the efficiency of information absorption. This medium can effectively convey concepts or messages communicated by the instructor, helping participants better retain the content presented during the health education session. The rise in respondents' comprehension shows that their knowledge has grown, aided by the media's support, allowing respondents to recall the information shared more easily (Safitri, 2022).

Implementing interventions through counseling with videos can greatly enhance mothers' understanding of exclusive breastfeeding. Thus, it can be concluded that utilizing videos as an educational resource in maternal health, alongside those employed in this research, can improve mothers' awareness of the significance of exclusive breastfeeding (Dunaya dkk., 2025).

Enhancing understanding through video content is deemed efficient. This is due to the fact that video content is more captivating and less tedious because of its vibrant visuals and straightforward qualities. Participants show a greater inclination towards listening and watching, which leads to increased knowledge acquisition (Amelia dkk., 2020).

The Effectiveness Of Video Media On Pregnant Women's Knowledge About Exclusive Breastfeeding At Anugerah Pekalongan Hospital

The study results indicated that most respondents in the pretest group fell into the poor knowledge category at 78.9%, whereas most respondents in the posttest group were classified in the good knowledge category at 94.7%. The analysis results from the McNemar statistical test yielded a p-value of $0.000 < 0.05$, indicating that H_a was accepted; thus, it can be concluded that video educational media is effective in enhancing the knowledge of pregnant women about exclusive breastfeeding at Anugerah Pekalongan Hospital.

The McNemar test was utilized in this research since the data analyzed were categorical. The McNemar test is a suitable approach for assessing distinctions between two groups (video-educated and control groups, or comparisons before and after an intervention) in terms of the rate or frequency of a specific category. The knowledge of exclusive breastfeeding among pregnant women at Anugerah Pekalongan Hospital was classified into two groups: "good" and "poor." This kind of data is categorical rather than numerical. Hence, employing the McNemar test is especially pertinent when the research includes categorical data and aims to uncover relationships or disparities within these categories (Karmini, 2020).

Health education using video media is one way to support information for pregnant women about exclusive breastfeeding. Information is a tool for forming personal opinions and beliefs. New information about something provides a new cognitive foundation for forming an attitude toward it. If strong enough, suggestive messages provide an emotional basis for evaluating something, thus forming a specific attitude (Sulistiani & Setyaningsih, 2021).

The findings of this investigation align with studies carried out by (Idris & Enggar, 2019) In the Singgani Health Center area of Palu City, research findings indicated that among 30 pregnant women, 16 showed an improvement in knowledge after video counseling on exclusive breastfeeding, while 14 maintained their existing knowledge. The Wilcoxon test yielded a p-value of 0.002 (<0.05), indicating that exclusive breastfeeding counseling using audiovisuals significantly impacts the knowledge of pregnant women.

The use of video media in the learning process serves not only as a supporting tool but also as a means of conveying information or messages. Using videos about exclusive breastfeeding can provide a more concrete explanation of the importance of providing exclusive breastfeeding to babies. In this process, respondents not only hear the information presented but also clearly see the steps to be taken through the video (Damayanti dkk., 2023).

The primary goal of exclusive breastfeeding education is to foster positive habits and mindsets related to exclusive breastfeeding, as well as continued breastfeeding until the baby reaches two years of age. Therefore, health outreach focused on breastfeeding education is one method for changing respondents' perspectives on breastfeeding-related issues (Safitri dkk., 2021).

Utilizing video media for counseling facilitates information access for mothers, enhancing their knowledge and subsequently impacting the attitudes of breastfeeding mothers towards delivering exclusive breast milk (ASI) (Idris & Enggar, 2019). Providing educational media in the form of videos engaged respondents in listening and viewing the information, and did not leave them bored. The videos were short and concise, and the material presented was concise. This also helped respondents better understand the material presented, thereby increasing mothers' knowledge about exclusive breastfeeding (Aritonang dkk., 2023).

Video is a medium that combines visual and audio elements, displaying moving objects accompanied by relevant audio. These presentations present information, illustrate steps, explain complex concepts, and teach skills. The use of video as an information technology in health education is an effective tool, given that most human knowledge is acquired through sight and hearing (Nurjanah dkk., 2022). Constraints in this research involve the absence of a control group and the limited, uniform sample size sourced from one hospital.

CONCLUSION

The use of video educational media is effective in enhancing pregnant women's understanding of exclusive breastfeeding at Anugerah Pekalongan Hospital.

RECOMMENDATION

This research endorses the incorporation of audiovisual materials in antenatal care education to enhance mothers' understanding of exclusive breastfeeding within the Anugerah Pekalongan Hospital setting. It is hoped that the results of this study will be used as a reference source in further research related to the knowledge of pregnant women about exclusive breastfeeding, and adding other variables such as the attitudes of pregnant women or using other media that can influence the level of knowledge of pregnant women regarding exclusive breastfeeding so that it is hoped that it can produce better research.

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