

ABSTRAK

Faktor yang mempengaruhi keberhasilan pemberian ASI eksklusif pada ibu bekerja antara lain pengetahuan ibu bekerja. Ibu bekerja yang aktif melakukan kegiatan komersial memilih menggunakan susu formula karena dianggap lebih menguntungkan. Dampak jika tidak dilakukannya edukasi manajemen ASI melalui video berdampak pada pengetahuan ibu kurangnya pengetahuan pentingnya ASI Eksklusif akan timbul masalah salah satunya yaitu *stunting* dan kurangnya perkembangan pada anak akan meningkat. Untuk membuktikan adanya pengaruh pengetahuan ibu bekerja akan pentingnya ASI Eksklusif maka ingin diteliti tentang adanya pengaruh edukasi manajemen ASI melalui video terhadap pengetahuan ASI eksklusif ibu bekerja.

Penelitian ini merupakan penelitian eksperimental dengan rancangan *One Group Pretest Posttest*. Populasi dari seluruh ibu menyusui yang bekerja diambil sebanyak 166 responden, Sehingga ditemukan hasil sampel sejumlah 68 responden dengan *simple random sampling*. variabel *independent* pada penelitian ini adalah pengaruh edukasi manajemen ASI melalui video, sedangkan variabel *dependent* pada penelitian ini Pengetahuan ASI Eksklusif ibu bekerja. Pengumpulan data menggunakan kuesioner. Pengolahan data atau analisis data untuk mengetahui adanya pengaruh menggunakan uji *wilcoxon signed ranks test* dengan nilai $p\text{-value} < \alpha (0,05)$.

Hasil penelitian menunjukkan bahwa sebelum dilakukan edukasi manajemen ASI melalui media video sebagian besar pengetahuan ibu bekerja sejumlah 45 (66.1%) dalam kategori cukup dan setelah dilakukan edukasi manajemen ASI melalui media video sebagian besar pengetahuan ibu bekerja sejumlah 44 (64.7%) dalam kategori baik. Hasil uji *wilcoxon signed ranks test* diperoleh nilai $p = 0,000 < \alpha (0,05)$. Edukasi manajemen ASI melalui video dapat mengubah peningkatan pengetahuan ibu bekerja secara signifikan. Dengan demikian, terdapat pengaruh edukasi manajemen ASI melalui media video terhadap pengetahuan ASI Eksklusif ibu bekerja di wilayah kerja Puskesmas Krian-Sidoarjo.

Berdasarkan uraian diatas dapat disimpulkan bahwa edukasi manajemen ASI melalui video berpengaruh terhadap pengetahuan ASI eksklusif ibu bekerja. Sehingga disarankan dapat mempertimbangkan tentang pemberian media informasi, edukasi atau pendidikan kesehatan untuk peningkatan pengetahuan ibu bekerja demi dapat tercapai mencapai ASI Eksklusif.

Kata kunci : Video, pengetahuan, ASI Eksklusif , ibu bekerja

ABSTRACT

Factors that influence the success of exclusive breastfeeding to working mothers include knowledge of working mothers. Working mothers who are active in commercial activities choose to use formula milk because it is considered more profitable. The impact of breastfeeding management education is not carried out through video has an impact on mother's knowledge of the lack of knowledge of the importance of exclusive breastfeeding, problems will arise, one of which is stunting and the lack of development in children will increase. To prove that there is an effect of working mothers' knowledge on the importance of exclusive breastfeeding, we want to study the effect of breastfeeding management education through videos on working mothers' exclusive breastfeeding knowledge.

This research is an experimental study with the One Group Pretest Posttest design. The population of all working breastfeeding mothers was taken as many as 166 respondents, so that the results found a sample of 68 respondents with simple random sampling. The independent variable in this study is the effect of educational breastfeeding management through videos, while the dependent variable in this study is knowledge of exclusive breastfeeding for working mothers. Data collection using a questionnaire. Data processing or data analysis to determine the effect of using the Wilcoxon signed ranks test with a p-value $< \alpha$ (0.05).

The results showed that before breastfeeding management education was carried out through video media, most of the knowledge of working mothers was 45 (66.1%) in the sufficient category and after breastfeeding management education was carried out through video media, most of the knowledge of working mothers was 44 (64.7%) in the good category. The results of the Wilcoxon signed ranks test obtained a value of $p = 0.000 < \alpha$ (0.05). Breastfeeding management education through video can significantly increase the knowledge of working mothers. Thus, there is an influence of breastfeeding management education through video media on the knowledge of exclusive breastfeeding for working mothers in the working area of the Krian-Sidoarjo Health Center.

Based on the description above, it can be concluded that breastfeeding management education through video has an effect on knowledge of exclusive breastfeeding for working mothers. So it is advisable to consider providing media information, education or health education to increase the knowledge of working mothers in order to achieve exclusive breastfeeding.

Keywords: Videos, knowledge, exclusive breastfeeding, working mothers