

International Journal of Research Publications

The Effect of Booklet Media with Interactive Lecture Method on Mother's Knowledge and Intention in Giving Exclusive Breastfeeding in The Sungai Ulin Public Health Center Working Area

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Abstract

The coverage of exclusive breastfeeding in Indonesia 2018 reaches 37.3%, this coverage rate is still lower than national target of 80%. Sungai Ulin Public Health Center has the lowest coverage in exclusive breastfeeding compared all public health centers in Banjarbaru City which are only equal to 17.80% and 18.52% in 2017. The purpose of this study was to analyze the effect of booklet media with interactive lecture methods on the knowledge and intentions of mothers in exclusive breastfeeding in the work area of the Sungai Ulin Public Health Center. The research method used was quasi-experimental design with a pretest-posttest equivalent control group design. The sample consisted of 68 respondents were selected by purposive sampling which was divided into experimental and control groups. Data collection is done by giving questionnaires to respondents. The results of this study found good knowledge in the treatment group of 91.2% and intention of 73.5% while in the good control group only 17.6% and intention was 14.7%. Kolmogorov-Smirnov test results show p-value (0.0001) <0.05 on knowledge and intention has a p-value (0.0001) <0.05 so that it can be concluded

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that there is a significant difference in mother's knowledge and intention after being given an intervention with a booklet media with interactive lecture methods on exclusive breastfeeding.

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Keywords: booklet, knowledge, intention, exclusive breastfeeding

1. Introduction

Based on data from Indonesia's Basic Health Research 2018 show coverage of exclusive breastfeeding in Indonesia only reached 37.3% which is still very low compared to the national target of 80%. This achievement is influenced by the behavior of lactating mothers to provide breast milk to their babies. According to Bloom's theory (1908) that behavior is influenced by several factors, among others, those manifested in the knowledge, attitudes, and behavior of mothers about exclusive breastfeeding. Knowledge or cognitive is a very important domain in shaping a person's actions (overt behavior). Attitude is a tendency to act (practice).

According to the results of the performance report on nutrition development activities for exclusive breastfeeding coverage in Banjarbaru in 2011-2014, the Sungai Ulin Public Health Center had the lowest exclusive breastfeeding coverage compared to all public health center in the Banjarbaru namely in 2011 at 17.80%, 2012 as much as 19.61%, in 2013 20.67% and 2014 were only 20.67% . Then in 2016-2017, Sungai Ulin Public Health Center still has the lowest exclusive breastfeeding rate in Banjarbaru is only equal to 17.80% and 18.52% in 2017.

Based on the previous research in Sungai Ulin Public Health Center, regarding the low giving mother to exclusive breastfeeding influenced by a lack of knowledge and intention of mothers on exclusive breastfeeding. Therefore, it is necessary given intervention in an effort to improve the knowledge and intention of exclusive breastfeeding mothers in Sungai Ulin Public Health Center Working Area using booklet media with interactive lecture methods in conveying information about exclusive breastfeeding.

2. Methods

The study used the quasi-experimental design with pretest-posttest equivalent control group design. This research was conducted by comparing the results between the experimental and the control group. Quasi-experimental design requirements are the presence of intervention, replication, and control. The existence of a control group in this study is used as one of the requirements in the quasi-experimental design (Hidayat, 2014). This method was applied to see the effect of booklet media with interactive lecture methods on the knowledge and intentions of mothers in exclusive breastfeeding in the work area of Sungai Ulin Public Health Center.

The research subjects or research respondents were pregnant women in the working area of the Sungai Ulin Public Health Center. The sampling technique used non-probability sampling with purposive sampling. In this study, data collection was carried out with a questionnaire filled out by the respondents themselves. A questionnaire consisting of a series of questions used to obtain data on research variables. The questionnaire consists of knowledge and intention in exclusive breastfeeding. The analysis was used to test the differences between the results of the pretest and posttest of mother's knowledge and intention in exclusive breastfeeding

using the marginal homogeneity test. Whereas to compare the effect of booklet media with interactive lectures on mother's knowledge and intentions in exclusive breastfeeding in the experimental group and the statist group use test Kolmogorov Smirnov test because one of the test conditions statistic chi-squares is not fulfilled namely the form of tables 2 x 3, the frequency of the number of cells less than 5 should not be more than 20%. This hypothesis test was carried out with a confidence level of 95% ($\alpha = 0.05$).

3. Results

3.1. The Influence of Booklet Media with Interactive Lecture Method on Increasing Knowledge

Bivariate analysis to determine the effect of booklet media with interactive lecture methods on increasing mother's knowledge about exclusive breastfeeding in the work area of Sungai Ulin Public Health Center. The following are the results of statistical analysis:

Table 1. The Influence of Booklet Media with Interactive Lecture Method towards Mother's Knowledge about Exclusive Breastfeeding

Variable	Knowledge				P-Value
	Pretest		Posttest		
	F	%	F	%	
Interactive lectures with the media					
Good	8	23.6	31	91.2	0.000
Enough	23	67.6	2	5.9	
Low	3	8.8	1	2.9	
Interactive lectures without media					
Good	6	17.6	7	20.6	0.157
Enough	22	64.8	24	70.6	
Low	6	17.6	3	8.8	

Based on table 1 shows that in the treatment group with the parameters of the booklet media with interactive lectures most of the respondents before being given the intervention had sufficient knowledge as many as 23 people (67.6 %). After being given knowledge intervention, it improved to 31 people (91.2%). In the control group with parameters without media, the majority of respondents in the first measurement had sufficient knowledge, namely 22 people (64.8 %). Similarly, in the second measurement, the majority of respondents had sufficient knowledge, namely as many as 24 people (70.6%).

3.2. The Influence of Booklet Media with Interactive Lecture Method on Changing Intention

Descriptive analysis to determine the effect of booklet media with interactive lecture methods on changing mother's intention about exclusive breastfeeding in the Sungai Ulin Public Health Center working area. The following are the results of statistical analysis:

Table 2. Effect of Booklet Media with Interactive Lecture Method on Changing Intention about Exclusive Breastfeeding

Variable	Intention				P-Value
	Pretest		Posttest		
	F	%	F	%	
Interactive lectures with the media					
Strong	8	23.5	25	73.5	0.000
Moderate	22	64.7	7	20.6	
Weak	4	11.8	2	5.9	
Interactive lectures without media					
Strong	5	14.7	5	14.7	1.000
Moderate	26	76.5	26	76.5	
Weak	3	8.8	3	8.8	

Based on table 2, in the treatment group with booklet media most of the respondents before being given the intervention had moderate intentions of 22 people (64.7%). After being given intervention, the intention changed to 25 people (73.5%).

In the control group with interactive lecture without media, the majority of respondents in the first measurement had moderate intentions of 26 people (76.5%). Similarly, in the second measurement, the majority of respondents had moderate intentions, namely as many as 26 people (76.5%). The results of statistical tests using the Marginal Homogeneity Test showed a p-value of 1,000 ($p > 0.05$) so that it can be concluded that interactive lectures without booklet media did not affect the mother's intention to give exclusive breastfeeding in the Sungai Ulin Public Health Center working area.

3.3. Differences Knowledge After Intervention

Table 3. Differences Knowledge of Mother about Exclusive Breastfeeding After Intervention

Variable	Group				P-Value
	Treatment		Control		
	F	%	F	%	
Knowledge					
Good	31	91.2	7	20.6	0.000
Enough	2	5.9	24	70.6	
Less	1	2.9	3	8.8	

Based on table 3, knowledge in the treatment group after being given an intervention, most had good knowledge while in the control group most had sufficient (enough) knowledge.

3.4. Differences Intention After Intervention

Table 4. Differences Intention of Mother about Exclusive Breastfeeding After Intervention

Variable	Group				P-Value
	Treatment		Control		
	F	%	F	%	
Intention					
Strong	25	73.5	5	14.7	0.000
Moderate	7	20.6	26	76.5	
Weak	2	5.9	3	8.8	

Based on table 4, the intention of mother about exclusive breastfeeding in the experimental group after the intervention given the majority of respondents have a strong intention, whereas in most of the control group having an intention being. The Kolmogorov-Smirnov test results showed a p value of 0.0001 ($p > 0.05$) so that it can be concluded that there was a difference in intention in the experimental and control groups after the intervention was given.

4. Discussion

4.1. Effect of Booklet Media with Interactive Lecture Method on Increasing Mother's Knowledge about Exclusive Breastfeeding

The research results shows in the experimental group has an increasing in knowledge after given intervention in the form of booklets with interactive lectures. Increasing of knowledge in the experimental group with the parameters of the booklet media giving can be seen from the number of respondents' good knowledge in the treatment group after being given the intervention was 91.2% while good knowledge in the control group was only 17.6%. This figure also shows the difference in the increase in knowledge between the provision of booklet media with interactive lectures and interactive lectures without booklet media amounting to 73.6%. Knowledge of respondents given booklet media with interactive lectures increased by 67.6%, while knowledge with interactive lectures without booklet media did not experience a good increase in knowledge in this study.

4.2. Effect of Booklet Media with Interactive Lecture Method on Changing Mother's Intention about Exclusive Breastfeeding

The results showed that in the treatment group with the parameters of the booklet media with interactive lectures most of the respondents before being given the intervention had moderate intentions of 22 people (64.7%). After being given intervention, the intention changed to 25 people (73.5%). The results of statistical tests using the Marginal Homogeneity Test showed a p value of 0.0001 ($p < 0.05$) so that it can be concluded that the booklet media with interactive lecture method influenced the change in mother's intention to give exclusive breastfeeding in the Sungai Ulin Public Health Center working area.

In the control group with interactive lecture parameters without booklet media, the majority of respondents in the first measurement had moderate intentions, namely as many as 26 people (76.5%). Similarly, in the second measurement, the majority of respondents had moderate intentions, namely as many as 26 people (76.5%). The results of statistical tests using the Marginal Homogeneity Test showed a p-value of 1.000 ($p > 0.05$) so that it can be concluded that interactive lectures without booklet media did not affect the change in intention of mothers in exclusive breastfeeding in the Sungai Ulin Public Health Center working area.

The results of this study are in line with Syamsiyah (2013) which shows that health promotion media influences changes in exclusive breastfeeding intentions for pregnant women in the Pesanggrahan Health Center in South Jakarta in 2013. Intention is an instinct that arises from within to carry out an action. The application of intention to be realized in real form is influenced by several factors, so that its realization is not necessarily in accordance with expectations (Utami, 2012). Syamsiah (2013) mentions there are several factors that influence the mother's intention in giving exclusive breastfeeding, including knowledge, age, culture, parity status, mother's intention to return to work and the duration of breastfeeding in the last child.

4.3. Differences Knowledge After Intervention

Based on the results of the study showed that the knowledge in the treatment group after being given the intervention, most had good knowledge while in the control group most had sufficient knowledge. The Kolmogorov-Smirnov test results showed a p-value of 0.0001 ($p < 0.05$) so that it can be concluded that there were differences in knowledge in the treatment and control groups after intervention.

Increased knowledge through the provision of interactive lectures with booklet media in this study proved to influence the knowledge of mothers in exclusive breastfeeding and make good knowledge increase by 67.6%, while interactive lectures without booklet media showed that good knowledge did not increase.

The difference in the results of the increase in knowledge in exclusive breastfeeding for respondents in this study is influenced by the presence of auxiliary media, namely booklets as a media for health promotion in the delivery of health information, especially giving exclusive breastfeeding. Booklet has the advantage because it can be learned at any time, contains relatively more information, information can be shared with family and friends, easily prepared, propagated, reducing the need to record and also durable. In the implementation of health promotion, a help media is needed. The role of the media in health promotion is very important, because through the media, the message delivered will become more interesting and easy to understand. Dale in the Cone Experience of Dale says that information that someone will remember only by hearing is 20%. But in this study in the experimental group, getting interactive lectures with the addition of booklet media, so that the information to be remembered is 30-50% (Mattern, 2008; Daniel 2002).

4.4. Differences Intention After Intervention

The intention of the treatment group after the intervention given the majority of respondents have a strong intention, whereas in most of the control group having an intention of being. The Kolmogorov-Smirnov test results showed a p-value of 0.0001 ($p < 0.05$) so that it can be concluded that there were differences in intention in the treatment and control groups after intervention.

The booklet media with interactive lecture method influenced the change of mother's intention in giving exclusive breastfeeding in the Sungai Ulin Public Health Center working area where the change in intention to be strong increased by 50%, while interactive lectures without booklet media showed that strong intention did not change. Changes in intention towards more positive and strong in the experimental group due to the media booklet. The media also plays a role in supporting the delivery of messages through predetermined channels by providing a more detailed and in-depth explanation of health messages, so that the target of the intervention can learn the message until it adopts new positive behavior (Mattern, 2008; Daniel 2002). Intention is a group of beliefs that will affect a person's behavior. Syamsiah (2013) mentions there are several factors that influence the mother's intention in giving exclusive breastfeeding, including knowledge, age, culture, parity status, mother's intention to return to work and the duration of breastfeeding in the last child. This indicates that with good knowledge on the respondent, the intention of the respondent is strong in giving exclusive breastfeeding.

Providing counseling without additional media is less influential in health practice. Health promotion media is a means or tool delivered by communicators to convey information both through print media, electronics, and outdoor media so that knowledge from the target can increase and eventually changes in health behavior towards a positive direction. Health promotion cannot be separated from the media because through the media, the messages delivered can be more interesting and easy to understand so that the target can learn the message until he decides to adopt positive behavior (Notoatmodjo, 2014).

5. Conclusion

The booklet media with interactive lecture method influenced the knowledge of mothers in exclusive breastfeeding in the work area of Sungai Ulin Public Health Center (p -value = 0.0001), good knowledge increased by 67.6%. Booklet with the interactive lecture method affects the mother intention changes in exclusive breastfeeding in Sungai Ulin Public Health Center (p -value = 0.0001), the change intention becomes stronger increase of 50%. Differences of knowledge and intention in the experimental group and control group after being given an intervention (p -value = 0.0001).

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