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Effectiveness of *Booklet* Media on Mothers' Knowledge and Attitude Regarding Exclusive Breastfeeding and Breastfeeding Practice at Manggar Baru Health Center Balikpapan

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Abstract

Non-exclusive breast milk is one of the nutritional problems affecting infants. In society, there are still many mothers who do not breastfeed their infants exclusively due to limited knowledge concerning exclusive breastfeeding practice. Therefore, health counseling and promotion are necessary to help mothers to increase their knowledge and attitude regarding exclusive breastfeeding. The purpose of this research was to analyze effectiveness of exclusive breastfeeding *booklet* media on mother's knowledge and attitude regarding exclusive breastfeeding practice at Manggar Baru Health Centers, Balikpapan. One-group pretest-posttest design was applied in experimental study. Twenty samples were selected using purposive sampling. The independent variable was *booklet* media, while the dependent variables were knowledge and attitude. The result of the research showed an impact of the exclusive breastfeeding *booklet* media on mother's knowledge and attitude regarding exclusive breastfeeding practice before and after the treatment with an increase of 13% in knowledge and 29% in attitude. Additionally, the other results also showed that p values of both knowledge and attitude before and after the treatment were 0,034 and 0,001 respectively.

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Based on results, workshop and promotion regarding exclusive breastfeeding especially for pregnant women and breastfeeding mothers should be intensively conducted. These would help pregnant women and breastfeeding mothers to increase their knowledge and attitude regarding exclusive breastfeeding.

Keywords: Booklet; knowledge; behavior

1. Introduction

Mother's Milk (ASI) Exclusive breastfeeding is only in infants of mothers, with no solid or liquid food additives other than syrup or drops that contain vitamin supplements, minerals, or medications [1]. WHO (World Health Organization) recommends mothers worldwide to breastfeed exclusively to the baby in the first 6 months after birth to achieve optimal growth, development and health [2]. But in reality there are many mothers do not exclusively breastfeed their babies up to the age of 6 months. According to data from the Health Research Riskesdas in 2013 in Indonesia showed breastfeeding is currently very poor, the percentage of infants aged ≤ 6 months just to get exclusive breastfeeding is only 38%.

According to the Indonesian Demographic and Health Survey in [3] found that the number of exclusive breastfeeding in infants under the age of two months only covers 50.8% of the total existing baby and decreased from the IDHS 2010 amounted to 13.2%. The percentage decreases with age infants namely 48.9% in infants aged 2-3 months and 27.1% at age 4-5 months. But that is quite alarming that 31.5% of infants under 2 months of age have given formula [4]. The booklet is aimed at the mass communication media to deliver promotional messages, suggestions, prohibitions to a mass audience and shaped mold. So that the end of these goals so that people as objects to understand and obey the message contained in the mass communication media.

Based on the results of research conducted [5] prove that the booklet giving effect Cosmos Capital increase knowledge. The results of this study indicate that the results of the post-test intervention group mothers knowledgeable good amount of 56.7% and 43.3% knowledgeable enough and no less knowledgeable mother. This is supported by research conducted by [6] which proved that the administration of the booklet can improve knowledge and attitudes as well as research [7] which states that the provision of booklets affect the increase in knowledge compared with leaflets media.

According to data from Balikpapan City Health Profile, coverage of exclusive breastfeeding in 2012 amounted to 60.14% and increased to 69.1% in 2013 but still below the national target for nutritional guidance that is equal to 75%. Manggar Baru Health Center is located in Balikpapan with one coverage area of work that manggar village with exclusive breastfeeding coverage only 42.6% that have not reached the targets set. To health centers located around Manggar Baru Health Centers Sepinggan has reached the target coverage of exclusive breastfeeding at 81.5% and 84.5% of Manggar Baru Health Centers [8].

Based on the description of the background of the problems above, this study was conducted to determine the influence of media booklets to increase the knowledge and attitudes of mothers of infants in exclusive breastfeeding in Manggar Baru Health Centers Balikpapan [8].

2. Materials and Methods

Design pre-experimental study using one group pretest-posttest research that interventions to *Posyandu* cadres without comparison group (control) but has made the first observation (pretest) to examine the changes that occur after the experiment [9]. The aim of researchers measured the effect of booklets on the level of media knowledge and attitudes regarding the mothers of infants 0-6 months of exclusive breastfeeding before and after doing an experiment. The study population was all Mrs. Infants 0-6 months as many as 100 infants from 40 *Posyandu* mother who was in Manggar Baru Health Centers Balikpapan. Sampling of this study was non-random purposive sampling method. The sample is Mrs. Baby in Manggar Baru Health Centers Balikpapan numbered 20 people. Criteria for inclusion in this study include the baby's mother attended by midwives in Manggar Baru Health Centers, minimum education graduate junior high / high school, worked as a housewife, can read and write, willing to become respondents. Measuring instruments used in this study was a questionnaire to measure knowledge and attitudes regarding the recommended feeding on *posyandu* cadres. Analysis of the data used is to test the effect of a treatment on a scale variable to be observed with different test or paired t-test. But if it does not meet the requirements of different test or paired t-test, the Wilcoxon test will be used as an alternative test.

3. Results and Discussion

Influence of the Media Booklet against Increased Knowledge and Attitudes Mother Baby. Media influence booklet to increase knowledge and attitude baby's mother can be seen in the following table:

Table 1: Comparison of Average Value of Knowledge and Attitude Mother Baby Before and After Intervention Media Booklet

	Knowledge		Attitude	
	Pretest	Posttest	Pretest	Posttest
Mean	7.90	8.90	8.15	10.55
Mean Difference	1.000		2.400	
P value	0.034		0.001	
Increase	13%		29%	

Table 1 shows the comparison of the mean value of the knowledge and attitudes before and after the baby's mother was given a booklet of media intervention on exclusive breastfeeding and breastfeeding with an average yield of knowledge on the results of the pretest values of 7.90 and 8.90 for the posttest results thus obtained mean difference of 1,000. Statistical test results obtained p value $0.034 < \alpha (0.05)$, this means that there is a significant increase in the value of knowledge before and after the baby's mother was given booklets media interventions exclusive breastfeeding and breastfeeding by 13%. So there is a significant influence on the

increased knowledge of exclusive breastfeeding and breastfeeding before and after the intervention of media booklets on infant's mother in Manggar Baru Health Centre Balikpapan, with a p value $0.034 < \alpha (0.05)$.

The analysis showed that the influence of the media means to increase knowledge booklet infant's mother. The increase in knowledge after the media intervention booklet given exclusive breastfeeding and breastfeeding by 13%. Based on the results of research conducted by [10] prove that the booklet giving effect Cosmos Capital increase knowledge. The results of this study indicate that the results of the post-test intervention group mothers knowledgeable good amount of 56.7% and 43.3% knowledgeable enough and no less knowledgeable mother. Knowledge is the result of out and this happened after people perform sensing on a particular object through the five senses of sight, hearing, smell, taste and touch with their own [11]. The higher the person's knowledge; the more easily in receiving information. With the mindset that relatively high, the level of knowledge is not merely know (know) that recall but able to understand (comprehension), even to the extent of the application (application) is the ability to use a material that has been learned in the actual situation or condition.

Results of media intervention booklets can be seen from the difference between the pretest and posttest, the attitude of the average result was 8.15 pretest and posttest at the time of 10.55. This shows that exclusive breastfeeding media interventions booklet given to the infant's mother baby improving attitudes about 29%.

The analysis showed that the presence of significant influence before and after intervention booklets media exclusive breastfeeding and breastfeeding on infant maternal attitude improvement. Research conducted by [12] which proved that the administration of the booklet can improve knowledge and attitudes as well as research which states that the provision of booklets affects the increase in knowledge compared with leaflets media. The research was supported by the results of research [12] differences in educational media to changes in knowledge, attitudes and practices of mothers in primary school children breakfast in Bogor district indicate that there are significant differences after a given media education by 3.98%.

Attitude is a reaction or response is still closed from a person to a stimulus or object. Meanwhile, attitude is a factor that exists in man which can encourage or induce certain behavior. It is the degree of affective positive or negative affect associated with a psychological object. Attitude is a mental and neural state of readiness, organized through experience or directional dynamic influence on the individual response to all objects and situations related to it. From this can be described as the tendency of subjects to respond like or dislike of an object [13].

4. Conclusion

Based on the results of research and discussion, it can be concluded that there is the influence of the media booklet of exclusive breastfeeding and breastfeeding to improve the knowledge and attitude of mothers of infants after intervention with p value 0.034 for knowledge with an increase of 13% and p value of 0.001 for the attitude with an increase of 29%.

5. Recommendations

Suggestions should health workers make home visits (sweeping) to her house so mother baby babies are more motivated to provide exclusive breastfeeding and gain knowledge about breastfeeding, you should span of intervention and post-test conducted over a week so that the infant's mother more time to read the booklet, health workers should use a medium other than the health promotion booklets such as banners, modules, movies, and internet media to be able to further improve the knowledge and attitude of the baby's motherof exclusive breastfeeding and breastfeeding, should the need for monitoring and evaluation of the success of the program.

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