

THE EFFECT OF BREASTFEEDING TECHNIQUE ANIMATION VIDEO ON BREASTFEEDING SKILLS IN POSTPARTUM MOTHERS PRIMIPARA

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ABSTRACT

The success of breastfeeding mothers depends on the technical skills of breastfeeding mothers to their babies. Incorrect breastfeeding techniques can cause sore nipples and make mothers reluctant to breastfeed their babies, especially primiparous postpartum mothers, babies who do not breastfeed will result in less good because baby sucking is very influential on the stimulation of further milk production. The use of animated visual media in knowledge can also facilitate understanding, strengthen memory, attract attention, and can relate the material to what will be conveyed, animated audio-visual media affects this skill because moving image media is easier to understand and the learning process is more interesting. This study aims to determine the effect of animated videos on breastfeeding technique skills in primiparous postpartum mothers. This research method uses a pre-experimental design with a pretest-posttest without a control group design. The sampling technique was accidental sampling by random sampling with a total of 15 respondents. Data analysis using McNEMAR test. The results obtained before the intervention of poor skills in postpartum mothers were (73.3%) 11 people and good (26.7%) 4 people. After being given an animated video on breastfeeding techniques, the mother's skills increased to (93.3%) 14 people. There is an increase in the mother's skill in breastfeeding her baby with delta (1.00%) and there is an effect after being given an animated video of breastfeeding technique with a value of $p=0.002 < \alpha(0.05)$. Suggestions from the mother's research are that animated videos are given to primiparous postpartum mothers to be more skilled in breastfeeding their babies.

Keywords: Breastfeeding Techniques, Video Animation, Primipara

INTRODUCTION

The correct breastfeeding technique is how to give breast milk to the baby with the correct attachment and position of mother and baby. To achieve successful breastfeeding requires knowledge of the correct breastfeeding techniques. Based on the research results of Khoriyah & Prihatini (2014), they said that there is a relationship between parity status with correct breastfeeding skills, because according to researchers, the knowledge of multiparous mothers is greater than primiparous mother's knowledge, because of the experience factor in breastfeeding. With experience, mother can have better knowledge than those who not had experience. [2]

An analysis shows that breastfeeding for 6 months can save 1.3 million lives worldwide, including 22% of babies who die after birth. According to WHO (World Health Organization) in 2016, the rate of exclusive breastfeeding in the world is around 38%. In 2020, WHO again presented data on exclusive breastfeeding globally. Although there has been an increase, this figure did not increase significantly, that is around 44% of babies aged 0–6 months worldwide

who received exclusive breastfeeding during 2015–2020 period, compared to the 50 % target of exclusive breastfeeding. Based on the Indonesian Health Profile in 2018, the percentage of babies who are exclusively breastfeed is 68.74%, which has reached the strategic plan (Renstra) 2015-2019 with target of 50% in 2019. [4]

Data found from basic health research in Indonesia on breastfeeding in West Java province in 2020 amounted to 76.11%. Although increasing, this figure is still far from the target, that is 90% considered that breastfeeding is the important role in children's lives. In Cimahi city, the coverage of exclusive breastfeeding was 73.7%, an increase compared to the previous year. The increasing coverage of babies who are exclusively breastfeed shows an increase in performance, especially among Public Health Center officers as breastfeeding counselors to continuously socialize the importance of exclusive breastfeeding for babies. [5]

Based on the results of research by Rini Wahyuni et al. in 2019, they stated that a problem that often occurs in breastfeeding mothers is the wrong breastfeeding technique, resulting in sore nipples, where the baby does not suck from the nipple to the areola of the breast. Cracked nipples often occur in breastfeeding mothers and are often caused by incorrect breastfeeding techniques. From the data obtained in 2017, the coverage of exclusive breastfeeding only reached 45.13%. The results of Riri Wahyuni's research, et al., that the frequency distribution of respondents with breastfeeding techniques is not right, as many as 69 respondents (70.4%), while respondents experiencing sore nipples are 76 respondents (77.6%). It can be concluded that there is a relationship between breastfeeding techniques and sore nipples in nursing mothers. For this reason, it is necessary to provide counseling on correct breastfeeding techniques to prevent sore nipples by health workers to mothers and fathers. [9]

Lack of knowledge by postpartum mothers about proper breastfeeding can cause something like breast milk dams and sore nipples. If in this situation, the mother avoids breastfeeding for reasons of pain, the breasts will increase in swelling or fullness because milk production continues because the baby is not being fed. Breastfeeding problems that are often encountered and complained of by postpartum mothers must be overcome, so to overcome this, health education is needed. Achieving success in breastfeeding requires correct breastfeeding techniques. Correct breastfeeding techniques are the mother's way of giving breast milk to babies with good and correct attachments and positions as well.

The use of animated visual media can be used to increase knowledge, which can facilitate understanding, strengthen memory, attract attention, and can relate the material to what will be delivered. In addition, the use of animated visual media will be even more meaningful if in the media transferring information there are interactive activities so they can learn and understand what has been conveyed independently. [8]

METHOD

The subjects in this study were all primiparous breastfeeding mothers, and they were willing to become respondents after receiving an explanation and signing the informed consent form given by the researcher. This research method used a pre-experimental design with a pretest-posttest without a control group design. The sampling technique was accidental sampling by random sampling, with a total of 15 respondents. With the number of respondents, as many as 15 primiparous postpartum mothers in midwife independent practice "N".

In this design, the research sample is primiparous postpartum mothers, and then assesses the respondents when breastfeeding their babies with a check list instrument before the intervention. Researchers will provide animated videos of correct breastfeeding techniques. The respondents watched the animated video for 3 meetings, that is when conducting a pretest once and an online meeting (zoom meeting). The researcher will conduct a final test assessment (post test) to determine the improvement in the skills of primiparous mothers in breastfeeding. Data analysis using the McNEMAR test.

RESULT

The research process was carried out starting from sampling, and explanations of the procedures to be carried out first were given to all respondents.

Table 1. Distribution of the Frequency of Breastfeeding Techniques Before and After Being Given Animated Videos

	Pre test	%	Post test	%
Bad	11	73,3	1	6,7
Good	4	26,7	14	93,3
Total	15	100	15	100%

Based on Table 1, it shows that before being given animated videos of breastfeeding techniques, most of the mothers' skills in breastfeeding were bad (73.3%) and after being given animated videos, the mothers' skills in breastfeeding were mostly good (93.3%).

Table 2. The Effect of Giving Animated Videos of Breastfeeding Techniques on Breastfeeding Skills of Primipara Postpartum Mothers

	Skills		Mean	Median	SD	Delta	P Score
	Bad	Good					
Pre Test	4	11	1,27	1,00	0,458	1,00	0,002
Post Test	14	1	1,93	2,00	0,258		
Total	18	12					

DISCUSSION

Research conducted at Midwife Independent Practice "N" in May 2022 regarding "The Effect of Giving Animated Videos of Breastfeeding Techniques to Breastfeeding Skills for Primiparous Postpartum Mothers" showed a significant increase before and after primiparous postpartum mothers were given animated videos for 3 meetings. From the beginning, most of the mothers were not skilled at breastfeeding 11 people (73.3%), to most of them were skilled at breastfeeding, that is 14 people (93.3%). This means that the intervention of giving animated videos on breastfeeding techniques indirectly affects the mother's skills in breastfeeding. By providing animated videos of breastfeeding techniques, primiparous postpartum mothers can practice what they have learned from the video. According to Angelia Christin, researchers saw that respondents in the moving picture media group found it easier to understand what was conveyed, the teaching process was more interesting, mothers would be stimulated to actively observe without any detailed explanation because they only used the sense of sight. The existence of information with moving image media can increase the respondent's desire to pay attention to what information is happening in the moving image display. The information contained in the moving image media is then clarified by writing in the displayed image so the respondent can read and understand the content of the message in the image media, thus increasing the respondent's knowledge. After being given an animated video on breastfeeding techniques, there was an increase in the mother's skills in breastfeeding her baby compared to before being given an animated video, the average was 1.00 to 2.00 with an increase of (1.00).

Based on the results of the study, there was an increase in mother's skills in breastfeeding techniques after being given animated videos. Skills in breastfeeding cannot be formed just like that, especially for primiparous postpartum mothers who are just learning to breastfeed their babies. Because if there is an error in breastfeeding it can all have an impact on the mother and baby such as breast milk, cracked nipples and fussy babies. The conclusion of this study is giving an animated video of breastfeeding techniques to primiparous postpartum mothers can improve the mother's skills in breastfeeding.

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