

Research Article

The Effect of Exclusive Breastfeeding Education Through Audio-Visual Media on the Knowledge Level of Third Trimester Pregnant Women

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Abstract: Breast milk is the best food for babies 0-6 months. Indonesia's exclusive breastfeeding coverage in 2022 was recorded at only 67.96%, down from 69.7% in 2021. The cause of the lack of exclusive breastfeeding is influenced by several factors, one of which is the mother's knowledge about exclusive breastfeeding. One way to increase exclusive breastfeeding is to carry out health promotion through audio-visual media. This study aims to determine the Effect of Exclusive Breastfeeding Education Through Audio-Visual Media on the Knowledge of Third Trimester Pregnant Women at Wangon II Health Center. This study used pre-experimental research, with one group pretest-posttest design evaluation experiment through pretest-posttest. The study sample was 35 pregnant women in the third trimester who were given treatment in the form of exclusive breastfeeding socialization with audio-visual media. The results of the experimental group's Wilcoxon test obtained a p value $(0.000) \leq 0.05$, this shows that there are differences in knowledge level about exclusive breastfeeding in pregnant women before and after being given educational interventions using audiovisual media.

Keywords: Audio-visual; Exclusive Breastfeeding; Knowledge; Pregnant Women.

1. Introduction

Bosom milk is the best nourishment for newborn children matured 0-6 months. According to the Basic Health Research (Riskesdas) 2021, exclusive breastfeeding data for Indonesia for 2021 show that only half of the 2.3 million infants under six months old in Indonesia received exclusive breastfeeding. This figure is down 12 percent from the data from 2019 (Riskesdas, 2021). The exclusive breastfeeding goal is being raised to 80% by the Ministry of Health. However, exclusive breastfeeding coverage in Indonesia was only 67.96 percent in 2022, down from 69.7 percent in 2021. This shows that more intensive support is needed to increase coverage [1]. In 2022, there were 5,364 cases of malnourished toddlers in Banyumas Regency, with an exclusive breastfeeding rate of 57.8%. Wangon II Community Health Center, located in Banyumas Regency, reported 28 stunted children from monitoring conducted at Integrated Health Posts in August 2023, with 62 infants receiving exclusive breastfeeding out of 153 live births from January to October 2023 (Wangon II Community Health Center Profile, 2023).

There are a number of factors that contribute to the lack of exclusive breastfeeding, one of which is maternal awareness of the practice. Based on the research of Widyasari Rena (2016), maternal knowledge plays a role of 57.9%, the role of the husband 55.8%, maternal attitude 69.5%, and birth attendants 69.8%. Sufficient knowledge serves as the foundation for developing one's reasoning abilities and a pathway to facilitate receiving motivation, subsequently influencing one's attitudes and behaviors towards practicing exclusive breastfeeding [2], [3].

Tewabe (2016) recommends methods to improve exclusive breastfeeding, one of which is through health promotion activities. One effective medium for conducting educational campaigns is through audiovisual media such as videos [4]. Imran's study (2017)

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demonstrated an increase in respondents' knowledge before and after receiving education through video media. Another study by Suptiani (2023) indicated that data analysis results concluded an influence of health education using audiovisual media on Exclusive Breastfeeding knowledge among third trimester pregnant mothers [5]. The use of audiovisual media in education can be employed as an effort to enhance the knowledge of pregnant and postpartum women in correct and proper breastfeeding practices [6], [7].

Based on this background, continuous socialization regarding the importance of exclusive breastfeeding through media is necessary for third trimester pregnant women, considering that the implementation and knowledge of exclusive breastfeeding among mothers are still inadequate. This study was conducted to determine the Influence of Exclusive Breastfeeding Education through Audio-Visual Media on the Knowledge of Third Trimester Pregnant Women at Wangon II Community Health Center.

2. Preliminaries or Related Work or Literature Review

Exclusive breastfeeding is a crucial practice in improving the nutritional status and overall health of infants, particularly during the first six months of life. Numerous studies have identified various factors that influence the success of exclusive breastfeeding, including maternal knowledge, healthcare support, educational media, and the mother's employment status. Maternal education has been shown to significantly affect breastfeeding practices. Ampu (2021) and Farida et al. (2022) found that higher educational levels are positively associated with better knowledge and attitudes toward exclusive breastfeeding. Additionally, working mothers often face challenges in maintaining exclusive breastfeeding due to time constraints and the lack of breastfeeding facilities at the workplace. Research by Al-Katufi et al. (2017) and Basrowi et al. (2015) highlights that without adequate workplace support, employed mothers are more likely to discontinue exclusive breastfeeding [8]–[11].

Educational media have proven to be effective in enhancing maternal knowledge about breastfeeding. Audio-visual media, in particular, are widely used in health promotion and have been shown to significantly improve mothers' understanding and attitudes toward breastfeeding [5], [12]. Visual tools such as posters and videos have also been effective in promoting behavioral change and compliance with correct breastfeeding practices [13], [14]. Furthermore, such approaches can enhance maternal self-efficacy in breastfeeding [15], [16].

Counseling and health education also play essential roles in supporting breastfeeding practices. Studies by Idris & Enggar (2019) and Ninis Indriani et al. (2022) demonstrated that audio-visual counseling significantly improves knowledge and attitudes among both pregnant and postpartum women. Additionally, antenatal education has been shown to prepare mothers better for successful breastfeeding practices [4], [6], [7], [17]. Support from healthcare workers is another vital determinant. Aprila and Astiningsih (2022) reported that professional support at community health centers significantly affects the success of exclusive breastfeeding, especially when combined with appropriate educational strategies. Conversely, limited maternal knowledge due to insufficient information is a barrier, as noted by Widyasari (2016) and Sundun (2019). Local studies also emphasize that health promotion media—both printed and digital—can enhance mothers' understanding of expressed breast milk (EBM) management and increase their willingness to practice exclusive breastfeeding [2], [3], [18]–[20].

Despite the wealth of literature, few studies have specifically examined the effectiveness of oxytocin massage as an intervention to increase breast milk production and foster mother-infant bonding (bonding attachment), particularly comparing its application during the 38th week of pregnancy and after childbirth. Thus, this study aims to address this research gap by exploring the potential impact of early versus postpartum oxytocin massage on lactation outcomes and bonding.

3. Proposed Method

In this section, you need to describe the proposed method step by step. Explanations accompanied by equations and flow diagrams as illustrations will make it easier for readers to understand your research.

This type of research uses a pre-experimental design. Pre-experimental research does not employ random assignment but rather uses intact groups. The experimental design used is a one-group pretest-posttest design with a planned pretest and posttest. This design requires only one group without a comparison group during the research implementation.

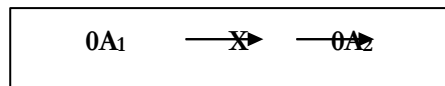


Figure 1. The One Group Pretest- Posttest Design

Explanation:

X : Treatment administered

0A1 : Measurement results before the treatment

0A2 : Measurement results after the treatment

Group 0A1 represents the experimental group before receiving the treatment (X), which is the socialization on exclusive breastfeeding using audio-visual media. Group 0A2 is the experimental group after the implementation of socialization on exclusive breastfeeding using audio-visual media. Mothers undergo a pretest to determine their initial condition within the group. Then, this experimental group receives the treatment (post-test), which is socialization on exclusive breastfeeding using audio-visual media. The results of the pretest and post-test among third trimester pregnant women in the working area of Wangon II Community Health Center are used to compare the effects of the treatment given to the experimental group.

This study was conducted in the work area of Wangon II Community Health Center in May 2024. The population comprised all third-trimester pregnant women in the area, totaling 38 individuals. The sample size consisted of 35 third-trimester pregnant women from Wangon II Community Health Center. The variables in this study included independent and dependent variables.

Before conducting statistical testing, the research instrument underwent validity and reliability testing. Product Moment correlation analysis was used to assess the research instrument's validity. SPSS Statistics 21.0 was used by the researcher to process the data throughout the process. Generally, the criterion for validity is met if the computed correlation coefficient (r) exceeds the critical value (r table). In this study, validity testing was conducted with a sample size of 30 individuals, where the critical r value for $df = (N-2)$ or $df = 28$ at $\alpha = 0.05$ is 0.361. Based on the validity testing results, it was found that the computed Product Moment correlation coefficient for all questionnaire items regarding mothers' knowledge of exclusive breastfeeding ($r = 0.535$) exceeded the critical r value ($\alpha = 0.05$) = 0.361.

Therefore, all items of the variable questions are considered reliable or valid. Based on the reliability test, it is known that the Cronbach's alpha value for the questionnaire on mothers' knowledge of exclusive breastfeeding (0.600) exceeds the critical r value of 0.600. Hence, all questions for each research variable are deemed reliable and can be used as data collection tools in the subsequent stages.

Primary data were used to collect the data. The essential information for this examination were gotten from polls finished by respondents. Both univariate and bivariate analyses were used for the data analysis. The purpose of this study's univariate analysis was to calculate the proportion of respondent characteristics like parity, maternal age, education, and occupation. The Wilcoxon test was used for bivariate data analysis. A non-parametric statistical hypothesis test called the Wilcoxon Signed Ranks Test is used to evaluate differences between two related samples by comparing them. The validation of this method employed statistical analysis using the Wilcoxon Test method with SPSS version 20. The decision from the test was made at a significance level of 95% or $\alpha = 0.05$.

4. Results and Discussion

The research results on "The Influence of Exclusive Breastfeeding Education Through Audio-Visual Media on the Knowledge of Third Trimester Pregnant Women," conducted in May 2024 at Wangon II Community Health Center with a sample size of 35 respondents, provided education using audiovisual media. The research findings are as follows:

Table 1 provides a description of the characteristics of Wangon II Community Health Center pregnant women in the third trimester in terms of age, education, occupation, and parity.

Table 1. Frequency Distribution of Respondent Characteristics at Wangon II Community Health Center in 2024

Karakteristik	F	%
Age		
a. < 20 years	0	0

b. 20-35 years	35	100
c. > 35 years	0	0
Education		
a. Elementary Education	14	40
b. Secondary Education	16	45.7
c. Higher Education	5	14.3
Occupation		
a. Employed	8	22.9
b. Not Employed	27	77.1
Parity		
a. Primipara	29	82.9
b. Multipara	6	17.1
a. Grandemultipara	0	0
Total	35	100

Source: Primary Data 2024

Table 1 shows that all respondents are aged 20-35 years, totaling 35 respondents (100%). Nearly half of the respondents have secondary education (SMA/SMK) with 16 respondents (45.7%), the majority are not employed with 27 respondents (77.1%), and the majority have primiparous parity with 29 respondents (82.9%).

The education that adults possess will affect the changes in their abilities, appearance, or behavior, as well as their actions because adults already have knowledge, attitudes, and certain skills that they have been studying for years if knowledge, attitudes, and actions that they do not yet believe in will make it difficult for them to accept. Higher education is more effective in producing changes in behavior or actions [19]. Consistent with Ampu's research in 2021, it is mentioned that there is a significant relationship between maternal education and exclusive breastfeeding in infants [8], [18]. Higher education can enhance the ability to absorb information from healthcare providers more quickly, thereby facilitating easier knowledge enhancement for mothers. Increased knowledge can influence the provision of exclusive breastfeeding [9], [15], [17].

The research findings indicate that the majority are unemployed, totaling 27 respondents (77.1%). Working mothers are still considered one of the causes of breastfeeding failure due to short maternity leave, insufficient break time at work, resulting in inadequate time for expressing breast milk. However, working mothers can still provide exclusive breastfeeding to their babies because workplaces have provided designated lactation corners. Additionally, Al-Katufi's study mentions that working mothers have limited time, which can affect the frequency of breastfeeding [10].

Working mothers are required to divide their time between work and family. However, working is not a reason to not provide exclusive breastfeeding. Therefore, mothers who work outside the home can conveniently pump breast milk for their child in a lactation room. Efforts are needed to provide information and motivation for breastfeeding to both non-working and working mothers, whether directly or indirectly [3].

Table 2. Frequency Distribution of Knowledge among Third Trimester Pregnant Women Before and After Education at Wangon II Community Health Center, 2024

Variable	Before Action		After Action	
	Mean \pm SD	Min - Max	Mean \pm SD	Min - Max
Knowledge	12.49 \pm 1.821	8 - 16	15.69 \pm 1.728	12 - 19

Source: Primary Data 2024

The knowledge of pregnant women before intervention, as shown in Table 2, had an average knowledge score of 12.49, with scores ranging from 8 to 16. After the intervention, the average knowledge score increased to 15.69, with scores ranging from 12 to 19. The research findings on pregnant women's knowledge before intervention, as presented in Table 2, indicate an average knowledge score of 12.49, ranging from 8 to 16. Knowledge of exclusive breastfeeding can influence mothers in providing exclusive breastfeeding. The better the knowledge mothers have about the benefits of exclusive breastfeeding, the more likely they are to provide it to their child. Conversely, lower knowledge about the benefits of exclusive

breastfeeding reduces the likelihood of mothers providing it. Knowledge, or cognitive understanding, is a crucial domain in shaping one's actions.

This has been proven by research conducted by Masrurroh (2022), which shows a significant improvement in the knowledge and attitudes of mothers after receiving health education through audiovisual media. Therefore, it can be concluded that video media is highly effective for providing health education to mothers. Many studies have been conducted on education to improve exclusive breastfeeding practices, but there is still limited development of video media as an educational tool. Government-promoted video media on exclusive breastfeeding, whether through television or the internet, has not been effective in increasing the coverage of exclusive breastfeeding [12].

A p-value of less than 0.05 was found in the Shapiro-Wilk normality test, indicating that the data are not normally distributed. As a result, the Wilcoxon test was used for this study's data analysis. The difference between the results of the knowledge before and after the intervention. The Impact of Varying media Put together Instruction with respect to Third Trimester Pregnant Ladies' Information about Restrictive Breastfeeding at Wangon People group Wellbeing Center are as per the following:

Table 3. The Influence of Audiovisual-Based Education on Third Trimester Pregnant Women's Knowledge about Exclusive Breastfeeding at Wangon II Community Health Center

Knowledge Before - After	Mean Rank	(n) knowledge improvement	p value
Audiovisual	3.2	35	0.000

Source: Primary Data 2024

Table 3 shows that after receiving audiovisual media education, all 35 respondents (100%) experienced an increase in knowledge, with an average knowledge score increase of 3.2 points. The Wilcoxon test results for the experimental group yielded a p-value of 0.000, which is ≤ 0.05 , indicating that there is a difference in knowledge about Exclusive Breastfeeding among pregnant women before and after the intervention of audiovisual media education.

Previous research by Selvia & Amru (2020) indicated that the use of audiovisual media, such as videos, increased knowledge by 100%, while those provided with a booklet experienced an 83.3% increase in knowledge. In this study, there was an increase in knowledge after the intervention, as a result of health education using audiovisual media. The material presented during the intervention covered everything related to exclusive breastfeeding, including its definition, benefits, timing, methods, frequency, and signs that a baby is receiving optimal breastfeeding. Questionnaires were administered before and after health education using audiovisual media [14].

Consistent with the research conducted by Meidiana et al. (2018), it shows that audiovisual media is more effective in increasing respondents' knowledge compared to leaflet media. Audiovisual media not only provides effective learning methods in a shorter time but also ensures that the information received through audiovisual media stays longer and better in memory. Audiovisual media facilitates the delivery and reception of lessons or information, thus reducing misunderstandings [21].

These findings align with Afriyani's study, which demonstrated significant results with a p-value of 0.001, indicating a meaningful difference in knowledge levels before and after treatment using the audiovisual media approach [16], [20]. Health education through audiovisual media has the potential to enhance knowledge due to its ability to capture attention through real images and sound. Moreover, the video content presented during counseling is straightforward, focusing directly on the core topics using accessible language [13].

There is a need for continuous knowledge support from healthcare providers, as stated in Basrowi's research (2015), which found that increased support leads to a six-fold increase in maternal knowledge [11].

5. Comparison

To provide a clearer picture of this study's contribution, a comparison with existing state-of-the-art research is essential. Previous studies have shown that health education using audiovisual media can significantly improve maternal knowledge related to exclusive breastfeeding. For instance, Masrurroh & Mukhoirotin (2022) reported significant changes in

both knowledge and attitudes among mothers after educational interventions using audiovisual content. Similarly, Selvia & Amru (2020) found that video-based education increased maternal knowledge more effectively than booklet-based education [12], [14].

In the current study, a Wilcoxon test revealed a statistically significant difference in knowledge scores before and after the audiovisual intervention ($p = 0.000$), which aligns with findings from Nurhayati (2024) and Afriyani (2019), who both demonstrated meaningful knowledge improvements through similar media. Moreover, Meidiana et al. (2018) emphasized that audiovisual tools are superior to static media such as leaflets, as they engage multiple senses and result in higher information retention. This research reinforces those conclusions by showing that third trimester pregnant women experienced a measurable knowledge gain after watching the educational video [16], [20], [21].

However, unlike most existing studies that focused on general postpartum women or adolescents, this study narrows its focus to third trimester pregnant women, making it more targeted and timely, as knowledge acquisition before delivery may be more influential in preparing mothers to practice exclusive breastfeeding from the outset. This specific population focus strengthens the novelty and practical relevance of the findings.

In summary, this research not only confirms prior evidence regarding the effectiveness of audiovisual education but also extends it by targeting a specific maternal group and using a pre-experimental design to measure direct changes in knowledge. Thus, the contribution of this study lies in both validating and refining previous findings while offering local, context-specific evidence that can inform targeted maternal health interventions.

6. Conclusions

Based on the results of the conducted research, the following conclusions can be drawn: 1) Characteristics of pregnant women at Wangon II Community Health Center show that all are aged between 20-35 years (100%), nearly half of the respondents have a secondary education level (45.7%), the majority are unemployed (77.1%), and most have primiparous parity (82.9%); 2) The level of knowledge among pregnant women about Exclusive Breastfeeding at Wangon II Community Health Center shows that before the intervention, the majority had a sufficient level of knowledge (65.7%), and after the intervention, the majority had a good level of knowledge (51.4%); 3) There is a significant influence of audiovisual-based education on the knowledge of third-trimester pregnant women about exclusive breastfeeding at Wangon II Community Health Center, with an improvement of 100% and a p-value of 0.000, which is ≤ 0.05 .

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Conflicts of Interest: The author declares no conflict of interest.

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