

ABSTRAK

Keberhasilan pemberian ASI pada ibu nifas sering terhambat oleh kurangnya edukasi yang efektif, mitos yang salah, dan akses terbatas terhadap informasi yang akurat, salah satu cara untuk keberhasilan pemberian ASI dengan cara edukasi menggunakan video interaktif.

Desain penelitian ini adalah pra eksperimental dengan pendekatan one group pre test-post test design, populasi sebanyak 46 orang teknik pengambilan sampel *Purposive Sampling* dengan sampel 21 responden. Variabel *independent* penelitian ini adalah Edukasi Video Interaktif “MengASIhi”. Variabel *dependen* adalah keberhasilan pemberian ASI.

Hasil penelitian Hampir seluruh responden sebelum dilakukan edukasi keberhasilan pemberian ASI dalam kategori Cukup sebanyak 19 responden (46.3%) sedangkan setelah dilakukan edukasi keberhasilan pemberian ASI sebagian besar dalam kategori Baik sebanyak 31 responden (75.6%). Hasil uji Wilcoxon didapatkan nilai $p = 0,000$, berarti Ada Pengaruh Edukasi Melalui Video Interaktif “Mengasihi” Terhadap Keberhasilan Pemberian ASI di Ruang Flores 1 RSPAL Dr Ramelan Surabaya.

Memanfaatkan media sosial untuk menyampaikan video interaktif ini dapat meningkatkan motivasi ibu dalam memberikan ASI. Ibu dapat memutar video secara berkali - kali. Sehingga mencapai tujuan pembangunan kesehatan serta pengurangan angka kematian bayi dan peningkatan kesehatan ibu.

Kata Kunci : Keberhasilan, ASI, Video, Interaktif

ABSTRACT

The success of breastfeeding in postpartum mothers is often hampered by a lack of effective education, false myths, and limited access to accurate information, one of the ways to successful breastfeeding is through educational means using interactive videos.

The design of this study is pre-experimental with a one group pretest-post test design approach, a population of 46 people using Purposive Sampling techniques with a sample of 21 respondents. The independent variable in this study is Interactive Video Education "Love". The dependent variable is the success of breastfeeding.

Almost all respondents were educated on the success of breastfeeding in the Sufficient category (46.3%), while after the education was carried out, most of the breastfeeding success was in the Good category as many as 31 respondents (75.6%). The results of the Wilcoxon test were obtained with a value of $p = 0.000$, meaning that there is an effect of education through the interactive video "Love" on the Success of Breastfeeding in the Flores Room I RSPAL Dr. Ramelan Surabaya.

Utilizing social media to deliver this interactive video so that it can increase mothers' motivation in breastfeeding. Mom can play the video many times. So as to achieve the goals of health development and reduce infant mortality and improve maternal health.

Keywords : *Success, Breastfeeding, Video, Interactive*